



AMERICAN MARKETING
ASSOCIATION

University of South Florida
Chapter Report
F022-2023



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Letter From The Presidents

Our mission at the American Marketing Association at the University of South Florida (AMA USF) is to enhance its members' professional development through practical marketing experience, philanthropy, and mutually beneficial relationships with business connections among AMA, USF Muma College of Business, and the surrounding community. AMA USF has worked diligently to implement an inclusive culture, encouraging every member to participate in each event and maintain a safe environment to learn and grow.

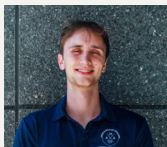
This year, AMA USF embodied the theme **"Focus"** by prioritizing our members' on an individual level, focusing on each perspective and need while developing every single initiative. That being said, the 2022-2023 AMA USF chapter plan was **built upon feedback** from the student body, implementing the insights into every aspect of our organization.

The following are a few highlights of what AMA USF has accomplished this year. We believe they demonstrate the personality of our collegiate chapter - **a platform that uplifts and acts as a social mobility catalyst** in the lives of our members, who in majority are composed by first-generation in college and international students. We are proud to say that this year, we have **103 members**, with increased engagement recorded over General Body Meetings (GBMs) and other events. We hosted the first in-person **Regional Conference** after 4 years, which was vital to our focus of professional development, long-term vision, and building relationships across AMA Collegiate. We had the pleasure to receive over 70 attendees from four different chapters as far as Wisconsin. A **Diversity, Equity, and Inclusion (DEI) committee** was founded to fulfill our members' passions and the industry's increasing emphasis. The core values were integrated in every action taken. At our GBMs, we hosted an array of **diverse speakers along with workshops and competitions** to prepare our students to excel at the AMA International Collegiate Conference (ICC). We have also launched our first **mentorship program** - pairing 32 students with 30 mentors, and attended multiple off-campus opportunities. Through the AMA USF **Points System**, through which students are rewarded for each action they take within the chapter, we will be funding the experiences of over half of the **43 members attending ICC** this year, a record-number in our chapter's history. Another first for our chapter is the participation in **11 different ICC competitions**. Our members were able to raise this money themselves by launching our first **e-commerce** business, holding fundraising events, and monetizing our operations through sponsorships and partnerships. The e-commerce initiative has provided our members with unique out-of-class business experience in a low-risk environment.

The chapter also heavily prioritized **social responsibility** with an array of group volunteer opportunities, donation drives, and other philanthropy opportunities. We have successfully orchestrated a **Marketing Week** despite Hurricane Ian, and a number of social events has been planned and executed. Looking to our students' professional futures, several **internship and entry-level opportunities** were enabled through our channels and career-focused initiatives, leading to 11 documented offers to our members. Our **student-led marketing agency, Consult-a-BULL (CAB)**, successfully worked with Little Greek Franchise, in which members of the committee gained real-life agency experience, and has also launched AMA USF's first **podcast**. Our Case committee successfully participated in the 2022-2023 AMA Collegiate **Case Competition** sponsored by the Wall Street Journal, and has also undertaken a new case project working with **Mission Greenlight and EdVentures** over the Spring semester. AMA USF has seen **growth** in many different aspects, including our social media and communications outlets. All initiatives were also tailored utilizing the ICC models to maximize our success towards AMA Collegiate.

Our accomplishments would not have been possible without the support from our members and community. With our **36 Executive Board members** and the implementation of multiple Assistant Director positions, AMA USF achieved far beyond our original goals. Our advisor **Dr. Loran Jarrett**, who received the Hugh G. Wales Faculty Advisor for 2022, has been a key factor in our success, as well as our **Advisory Board**, comprised of 22 members of the Tampa Bay professional community. Their efforts were targeted into providing opportunities to our students with programs in mentorship, shadowing, networking, and professional development.

We appreciate your time and consideration while reading this report. We hope you enjoy and celebrate with us the value our chapter has added to our community this year. Our self-assessment system for all chapter accomplishments is outlined below, on a scale of 1-5.



Teju Cal. Gustavo Storck

Teju Calambakkam and Gustavo Storck, Spring 2023 Co-Presidents

Rating Scale:

- 5/5 Results Far Exceeded Expectations / Offered Great Value to Members
- 4/5 Results Exceeded Expectations / Offered Reasonable Value to Members
- 3/5 Results Met Expectations / Offered Some Value to Members
- 2/5 Results Fell of Expectations / Offered Little Value to Members
- 1/5 Results Fell Expectations / Offered No Value to Members or Did Not Occur

Diversity, Equity, and Inclusion (DEI)



Overall Goal: Integrate DEI values into the chapter by [launching a DEI committee](#). Propose and support initiatives furthering DEI commitments. [Increase racial, social, sexual, and gender diversity](#) of members. Build a welcoming environment. Inspire all USF members and affiliates to prioritize diversity, equity, and inclusion.

Overall Results: AMA USF [launched a DEI committee](#) and successfully integrated values into the chapter. An [internal audit](#) was conducted in the fall semester, and changes were made from the results. During the Regional Conference, there was a [DEI speaker](#) who deeply analyzed DEI pillars and meanings for both personal and professional settings. There were also [collaborations](#) done within other AMA USF committees and USF organizations.

Committee

Goal: Launch a committee to maximize the integration of DEI values into the chapter.

Rating: 5/5

Results: 13 members were recruited for the committee in the fall semester, with biweekly committee meetings happening throughout the year. In spring, the Membership and DEI committees merged due to similar focuses on members and held weekly meetings with 15 members. An anonymous feedback survey was made and posted on social media, available for any member to fill out. The form asks for feedback of GBMs and committee meetings. No submissions have been made so far.

Internal Audit

Goal: Conduct an internal audit of the chapter, in order to understand member demographics and expectations of the organizations.

Rating: 5/5

Results: The committee conducted an audit of the current systems and norms using a Google Spreadsheet, and proposed a plan for adjustments to the E-Board. Findings included members' demographics, such as gender, ethnicity, and career status. Adjustments included promoting the chapter diversity at different events, such as tabling, outreach, and social events. A second audit will be conducted near the end of the Spring semester.

Regional Conference

Goal 3: Have 2 professional speakers for a DEI breakout session during the Regional Conference.

Rating: 4/5

Results: AMA USF successfully hosted a DEI speaker for the Regional Conference, Maiye T. Waller. She, along with an assistant, broke down each aspect of DEI. She explained how DEI is applicable in the workplace, and how one can work to improve upon them personally and professionally. The assistant gave insight on how to implement the DEI pillar in a marketing environment.

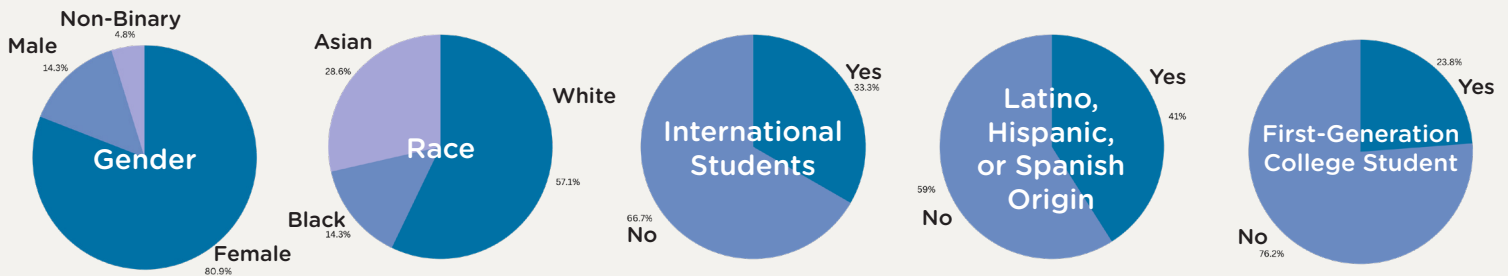
Collaborations

Goal 4: Collaborate with the VP of DEI at the AMA Tampa Bay professional chapter and their events. Collaborate with other committees within AMA USF.

Rating: 4/5

Results: Regular contact was made with AMA Tampa Bay, but there were no opportunities for collaboration. However, there was active collaboration within AMA USF, leading to the DEI and Membership committee merge. The committee also successfully collaborated with the Fundraising & Finance committee to promote the "International Cultural Fest." The committee also was invited to speak at "Diversity Matters," a panel presented by the university's student government, where one representative spoke on behalf of AMA.

Member Demographics



Professional Development



Overall Goal: Provide members with valuable opportunities to further develop their future careers by expanding their [professional network](#), molding [relevant skills](#), and creating [leadership responsibilities](#).

Overall Results: Every professional development initiative was built upon member's needs and wants researched in advance through [surveys](#). [15 different speakers](#) were successfully hosted over the year during General Body Meetings (GBMs). The several workshops and competitions developed, specially those during the AMA USF Regional Conference, were tailored based on the ICC models, aiming to enhance overall chapter performance. The committee also celebrated the launch of AMA USF's [mentorship program](#) and has documented [9 internships and 2 entry-level offers](#) granted to members through chapter channels and events.

Professional Speakers

Goal: Schedule 5 speakers from various fields to discuss different marketing subsets. Explore areas such as advertising, hospitality, entrepreneurship, branding, and DEI. Assemble a calendar with a detailed General Body Meeting (GBM) schedule before the semester starts.

Rating: 5/5

Results: At the beginning of the semester, AMA USF surveyed a sample of 15 members to understand their professional development needs and wants. Results revealed major interest in categories such as branding, entrepreneurship, DEI, events, and career options in marketing. In terms of ICC, a superior interest for the Marketing Strategy, Chapter T-Shirt, and Video competitions was identified. The professional speaker initiatives over GBMs, regional conference and workshops were aligned based on these results. Eight speakers were hosted during GBMs in the fall semester, and seven others have already been hosted in the spring semester - successfully reaching the goal of planning for 5 speakers per semester in advance.

Fall 2022

August 23rd - The "Small Magic" of Goal Setting with Lisa Demmi, Professional Speaker - 66 attendees, 34 paid members

August 30th - Data-Driven & DEI Marketing with George Zwierko, CEO @ Rumbo - 44 attendees, 31 paid members

September 6th - Consumer Behavior & Player Development with Brian Phillips, VP of Player Development @ Hard Rock Casino - 59 attendees, 42 paid members, 4 people became members

September 13th - The Art of Mentorship with Dr. Julie McNair, Educational Coach - 52 attendees, 24 paid member, 4 people became members

September 20th - Talent & Personal Branding with Christopher Vaughn, Brand Manager @ KnowBe4 - 40 attendees, 29 paid members, 3 people became members

September 27th - Committee Day + Sponsorship Ceremony - 61 attendees, 25 paid members, 27 people became members or renewed

October 4th - Events Marketing during Marketing Week with Lauren Barbarossa, Events Director @ BNG Hospitality - 55 attendees, 29 paid members, 3 people became members or renewed

October 6th - Marketing Strategy Workshop during Marketing Week - 10 attendees, 6 paid members, 1 person became a member

October 11th - Committee Day + Marketing Week Closure - 52 attendees, 39 paid members, 8 people became members or renewed

October 18th - Case Study Day - 41 attendees, 33 paid members, 9 people became members or renewed

October 25th - Things I Wish I Knew Before I Graduated with Fernanda Albanus, Media Relations Analyst @ SAP & AMA USF Alumna - 45 attendees, 32 paid members, 2 people became members

October 27th - Mentorship Program Kick-Off with Dr. Julie McNair, Educational Coach - 65 attendees, 30 mentors, 32 mentees

November 1st - T-Shirt Design Workshop & Competition - 33 attendees, 28 paid members, 1 person renewed

November 8th - Regional Conference 101 - 37 attendees, 32 paid members, 3 people became members

November 15th - Entrepreneurship, Leadership & DEI with Stacey Jones, VP of Treasury @ Amerant Bank - 39 attendees, 38 paid members, 4 people became members or renewed

Spring 2023

January 10th - AMA 101 with Dana Gordan, President @ Pirate Marketing & AMA Tampa Bay Board of Directors and Ng Liyang, Sales Planning Analyst and AMA USF Past President - 43 attendees, 35 paid members

January 17th - AMA Directors Panel with Q&A & Committee Day - 58 attendees, 38 paid members, 5 people became members

January 24th - Content & Social Media Marketing with Troy Dunn, President & CCO @ Dunn & Co Marketing Agency - 48 attendees, 33 paid members

January 31st - Marketing Strategy Workshop with Ben Goldman, Founder @ Hifestus Ventures @ Amerant Bank - 49 attendees, 31 paid members, 3 people became members

February 7th - Understanding the Marketing Funnel with Brenden DelaRua, Senior Paid Media Strategist @ Half Past Nine VP of Treasury - 62 attendees, 41 paid members, 12 people became members

February 14th - Synapse Summit & TikTok Competition - 27 attendees

February 21st - Sponsorship Ceremony & Social Media Strategy Workshop with Madison Masterson, CEO @ Mad Marketing - 55 attendees, 35 paid members, 16 people became members

February 28th - LinkedIn & Resume Workshop with Ceara Metayer, Copywriter @ PPK - 45 attendees, 32 paid members, 2 people became members or renewed

March 6th - E-Commerce Product Design Competition & Committee Day

March 21st - Sports Marketing & Entertainment

March 24th - Perfect Pitch / Interview Workshop with Tiffany Paulk, Professional Clothier @ Tom James Company

March 28th - ICC 101 Preparation

Workshops

Goal: Offer at least 2 workshops outside of GBMs with 20-30 participants to encourage authentic, hands-on learning, by giving members the chance to be prepared for business world experiences.

Rating: 5/5

Results: AMA USF organized a diverse array of workshops and other professional development opportunities both inside and outside of GBMs. In Fall 2022, a Marketing Strategy workshop was offered to 10 attendees during Marketing Week. On March 22nd, AMA USF will host a Perfect Pitch and Interview workshop with professional recruiter Tiffany Paulk to prepare students for ICC. An extra Google Analytics 4 workshop with Kimberly Catterton will also be hosted before the end of the Spring, pending final decision of the speaker on the dates suggested for this 2-session initiative. Additionally, AMA USF also collaborated with DCE Productions to offer free access for AMA members to attend the Synapse Summit on Feb 14th, where students attended a variety of workshops such as: "Executive Leadership: Practical Wisdom from Proven Leaders" and "Assembling a Winning Team: Strategies for Building and Sustaining an Effective Team".

NEW Synapse Summit

Goal: Partner with DCE Productions and Synapse Florida to provide free access to the 2023 Synapse Summit for AMA USF Members. Have at least 10 members to attend. Organize car-pooling opportunities. Develop a parallel TikTok competition highlighting their experience over the event with at least 2 submissions.

Rating: 5/5

Results: On Feb 14th, USF AMA successfully sent 27 members to attend the Synapse Summit, an annual business and entrepreneurship convention in Tampa Bay. The event happened at the Amalie Arena from 9AM to 6:30pm and counted with 115 speakers distributed in 39 different professional development initiatives from which students could choose from. Car-pooling and a separate communication channel for attendees were organized for AMA members. A parallel TikTok competition was also developed, and three students submitted videos highlighting their

experience. AMA USF leadership elected a winner that was awarded 300 points to assist with the coverage of her ICC expenses.

Mentorship Program

Goal: Launch a mentorship program to give 30 student members opportunities to work individually with industry professionals with a focus on industry insights, career development goals, and networking opportunities.

Rating: 5/5

Results: The joint efforts of AMA USF Leadership, the Professional Development committee, and the AMA USF Advisory Board allowed for the successful sourcing of 30 mentors paired with 32 student mentees. Information from all mentors was collected and centralized on the AMA USF website, in which students could navigate and select their two main options. Mentors involved business professionals from across Florida, including CEOs, USF alumni, graduate students, and marketing industry professionals. Pairings took into consideration the mentee's personal, academic, and professional goals. On Sep. 13th, Dr. Julie McNair, an educational coach, presented "The Art of Mentorship" to prepare students for the program. This event had 32 attendees. Roundtable interactions were carried out with students, and mentors were trained via an online 75-minute workshop session. On Oct 23rd, AMA USF hosted its Mentorship Program kick-off event. Even after postponing the event due to hurricane Ian, 62 mentors, mentees, and AMA officers met in person to celebrate the initial connection and launch with an evening reception at the Muma College of Business. Mentees met with their mentors monthly to receive directions in different aspects of life, including but not limited to: resume building, LinkedIn page editing, and networking. Mentors have become an organic part of AMA USF, attending events such as the Regional Conference and End-of-Semester Banquet. They were also instrumental in the development of the shadowing program, the career fair, a networking workshop, and speed internship interviews. A final assessment of the program is scheduled for April 2023.



ICC-Focused Sessions

Goal: Prepare members for AMA national competitions, particularly T-Shirt Design and Marketing Strategy, while providing opportunities to build relevant skills.

Rating: 5/5

Results: As mentioned, AMA surveyed a sample of 15 members to understand which ICC competitions best suited them. All respondents revealed interest in Marketing Strategy, whereas 53.33% were interested in T-Shirt, 46.7% in Recruitment and Social Impact videos, and 26.7% in Perfect Pitch. Therefore, a T-Shirt Design Workshop & Competition was organized to select the official illustration that will represent AMA USF nationally. This workshop had 33 attendees and 23 designs were submitted by individuals and groups. The winner was voted on by the group at the following meeting, and the top three designs were made into stickers for AMA USF members. The winning design will represent the chapter at the ICC T-Shirt Design Competition. Moreover, during Marketing Week, a Marketing Strategy workshop was executed with 10 attendees. The intention was to prepare them for the AMA USF Regional Conference Marketing Strategy Competition, in which there were 23 participants. The groups that stayed in 1st, 2nd, and 3rd place were all AMA USF members. These students were granted priority in representing the chapter at ICC. All professional development efforts in the Regional Conference, such as the Pitch and Sales competitions, were tailored under the ICC format to help members be prepared for the national competitions. Finally, a Perfect Pitch + Interview workshop will be hosted on March 22nd as a warm-up for the conference.



Employment and Internship Opportunities

Goal: Provide at least 5 internship opportunities per month for active AMA members.

Rating: 5/5

Results: A form on the website was built so employers could submit opportunities for students. So far, a total of 39 entry-level and internship opportunities have been shared through internal communication channels. A general board meeting pass was also created so that recruiters can pitch their opportunities to students during the first 15 minutes - 3 companies have participated in this initiative as of now. A career fair was also developed over the AMA USF Regional Conference - furtherly discussed. The chapter has documented 9 internships and 2 entry-level offers granted to members through AMA USF programs and events.

Consult-a-BULL

Overall Goal: Through the [student-led marketing agency](#), Consult-a-BULL (CAB), offer members an environment that emphasizes the value of [networking, speakers, and workshops](#). Allow members to [explore diverse opportunities](#) in the marketing field and be able to enter the business world with agency experience. Have a minimum of 12 students actively involved. Fill the agency, shadowing, and podcast lead positions by the end of the Fall semester.

Overall Results: [Sixteen committed members](#) were recruited for the agency and filled the [agency, shadowing, and podcast](#) lead positions. Members received an [experiential learning](#) environment and applied and practiced their academic skills. Members gained collaborative and professional work-place skills through this committee as meetings were led in a formal manner. Members were mainly recruited in the GBMs.

Agency

Goal: Provide real-world marketing agency experiences where students can apply and grow their marketing skills. Successfully work with one non-profit or barter organization and execute marketing plans for their business.

Rating: 5/5

Results: An application was made for non-profit organizations to apply for CAB services, and 4 companies applied over a month. Companies were reached out through past AMA speakers and Instagram. Nevertheless, Little Greek was ultimately chosen to work with as a mutually beneficial relationship after the franchise approached the student-led agency for services. CAB established a barter system with Little Greek by providing marketing services for catered food for General Body Meetings in return. The marketing services included video production deliverables for their social media platforms and franchise use. With these deliverables, the committee of 16 members had 3 major teams with smooth organization to present the deliverables in bi-weekly meetings with the clients. Students learned teamwork, marketing strategy, client management, video production, and project management techniques through the process.



Professional Interactions

Goal 1: Launch a shadowing program where students can connect with industry professionals and gain insights into different positions and industries. Generate at least 25 positions for students to shadow between 10 companies.

Rating 1: 5/5

Results 1: Social media posts were created to advertise the shadowing program and recruit members through the GBMs to apply for the shadowing opportunity. Twenty-five members participated in the shadowing program at five companies in-person or virtually: PPK, iHeartRadio, EmpathHealth, Bluechip, USF Foundation, and USF Health. Students received a two to three hour holistic tour of the companies to become familiar with various departments and positions. The event was a successful pilot project and a second version is currently being developed to take place on April 14th.

Goal 2: Create relationships between CAB and companies in the Tampa Bay area. Plan at least two Lunch N Learns per semester for students to develop relationships.

Rating 2: 5/5

Results 2: Ongoing relationships were developed with local Tampa Bay companies through the shadowing program and the Lunch N Learns. In the fall semester, one Lunch N Learn was with a real estate broker about personal branding with interactive activities, while the other Lunch N Learn was a workshop on mentorship in preparation for the shadowing program. The attendance for these events was 23 paid members and 12 paid members respectively. For the spring semester, two Lunch N Learns were scheduled. The first Lunch N Learn took place on February 9th and was hosted by a social media strategist to give attendees an insight on how they can start a career in social media marketing. A total number of 40 members attended. The second lunch and learn will be on March 9th and led by a creative director to teach students on how to launch their creative career.

Podcast

Goal: Start the process of launching a podcast where students can practice their broadcasting and audio-editing skills. Develop a structure to start the processes throughout the semester.

Rating: 5/5

Results: Background research was conducted by collaborating with the USF Muma Podcast and attending the AMA Tampa Bay Podcasting and Production Panel. The name and logo for the CAB podcast were developed. The structure of the podcast episodes was discussed with a committee of at least 10 students. The first episode was recorded with the current presidents of AMA USF. Podcast platform opportunities for greater exposure/outreach were looked for to ensure future sponsorship opportunities.

Conference & Collegiate Relations



2022 Regional Conference (11/12)

Overall Goal: Provide both AMA USF members and general attendees with value through **networking opportunities, speakers, panels, collegiate competitions, and a career fair.**

Overall Results: AMA USF hosted the **first in-person Regional Conference after 4 years** - with **70 attendees from 4 different chapters** as far as Wisconsin-Whitewater. **10 speakers** were distributed in 9 different professional development initiatives. **3 ICC-based competitions** were created with 56 participants and over **\$1,000 in prizes.** The committee also developed a career fair, lunch & tour moments, a participant kit, and other user experience efforts built around the theme: **"What Makes Tampa Bay Unique?"**. Over **\$5,000 was raised** in sponsorships and sales, and the chapter had the pleasure to be awarded the **first \$1,000 Career Forum Grant from nationals.** The endeavor has also played a major role in the presidential goal of strengthening AMA USF's relationship with **AMA Collegiate**, which has supported this initiative with weekly check-ins and sent Luis Sierra as a representative and speaker in the event.

Goal 1: Have 110-120 attendees overall and at least 55 AMA USF members attend the conference. Have a representative from at least 3 different AMA collegiate chapters participate in the event.

Rating 1: 3/5

Result 1: The conference attendance was 66 registered students, 51 from USF. Representatives from the AMA chapters at St. Leo University, University of Tampa, and University of Wisconsin - Whitewater attended. The Instagram campaign reached 2,904 accounts, and engaged 201 of them. Email marketing and being featured on the AMA Collegiate website and social media were instrumental in connecting with the other universities.

AM> AMERICAN MARKETING ASSOCIATION
University of South Florida
Regional Conference 2022

GENERAL SCHEDULE

8:30 AM - 9 AM: CHECK IN

9 AM - 9:30 AM: Keynote Speaker
Dustin Portillo- VP of Marketing & Community Impact
(and former Professional Clown) ; BSN Lecture Hall

9:40 AM - 10:40 AM:
Breakout Session One
Choose from one of the following:
The Consulting Life: BSN Room 124
The Art of Brand Building: BSN Room 123
Marketing Mix: BSN Room 120

10:45 AM - 11:45 AM:
Experiential Marketing Panel
With Garrett Garcia of PPK; BSN Lecture Hall

11:50 AM - 1 PM: LUNCH/OPTIONAL TOUR
Sponsored by Inside the Box Catering by Metropolitan Ministries

1:15 PM - 2:15 PM:
Breakout Session Two
Choose from one of the following:
Is Grad School Right for You?: BSN Room 124
Diversity, Equity, & Inclusion: BSN Room 123

2:30 PM - 5 PM: CAREER FAIR
Sponsored by Ivy Chain Advisory; BSN Atrium

2:30 PM - 3:30 PM:
Strategy Competition
Sponsored by Hillsborough Public School Advocates;
BSN Room 120

4 PM - 5 PM: Pitch Competition
BSN Room 124

5 PM - 6 PM:
Sports Marketing Panel
With Patrick Abts (Tampa Bay Rays) & Brittany Austin
(Tampa Bay Lightning); BSN Lecture Hall

6 PM: AWARDS/CLOSING

Goal 2: Have at least 10 speakers distributed in 2 panels and 6 break-out sessions.

Rating 2: 5/5

Results 2: On November 12th, AMA USF coordinated a single-day conference themed “What Makes Tampa Bay Unique?” Ten speakers were distributed in 2 keynotes, 2 panels, and 5 break-out sessions for students to pick from. The topic selections were based on the professional development survey carried out at the beginning of the semester.

Goal 3: Have at least 15 companies participate in the career fair.

Rating 3: 3/5

Results 3: The Conference Committee in collaboration with the AMA USF Advisory Board reached out to 51 companies inviting them to participate in the career fair, and 7 organizations attended. The major issue identified was the event taking place on the weekend after Veteran’s Day. This was reflected upon and will be taken under consideration in future planning. Nevertheless, AMA USF documented that at least 3 internship offers were received by AMA members through the fair, one being at Raymond James Financial.

Goal 4: Develop three competitions: Marketing Strategy, Pitch, and Sales. Have at least 20 participants in each.

Rating 4: 5/5

Results 4: 23 students participated in the Marketing Strategy Competition (six total teams of 3 to 4 people each). 24 students participated in the Pitch Competition (an individual competition), and a total of 9 participants in the Sales Competition (an individual competition). While the total number of 67 individuals signed up for competitions, the total amount that participated was 56.

Each of the above competitions had a cash prize offered to participants, with a total of \$1,040 being awarded to those that earned top 3 finishes:

- Sales Competition- \$250 for 1st place, \$150 for 2nd place, \$100 for 3rd place
- Strategy Competition- \$135 for 1st place, \$100 for 2nd place, \$80 for 3rd place
- Pitch Competition- \$100 for 1st place, \$75 for 2nd place, \$50 for 3rd place

Being able to award cash prizes to competitors offered a unique incentive to participate and engage in high-level professional development activities that they will find at ICC, as well as giving them real-world cases that they may solve in the professional world post-graduation.

Goal 5: Raise \$1,500 to account for regional conference lunch expenses and \$1,000 for snack and drink expenses during the career fair.

Goal 5: 5/5

Results 5: Three different sponsorship packages were developed and sold. AMA USF was able to raise \$1,500 to cover lunch, \$1,000 for snacks, and \$500 for the participant kit: in which AMA

USF offered a bag with a Regional Conference branded tumbler and other promotional items. Additionally, a \$1,000 Career Forum Chapter Grant was received from AMA Collegiate via application. Registration revenues from both attendees and career fair companies were equal to \$2,083.75.

2022 AMA Collegiate Summit (9/30-10/15)

Goal: Have at least 1 AMA USF member attend the Summit and actively participate.

Rating: 5/5

Results: 1 AMA USF member attended the Summit and actively participated throughout the 2 weeks, from keynote presentations, panels, breakout sessions, and case and portfolio competitions. Value was found by attending and connecting with fellow AMA collegiate members and team.

AMA International Collegiate Conference (3/30-4/1)

Goal: Provide members with an opportunity for professional development and networking on an **international scale**, while **celebrating the conclusion** of the chapter’s operating year and members’ accomplishments. **Improve overall ranking** from 2022’s placement of 14th and participate in AMA national competitions. Have at least 15 AMA USF members attend. Have at least 10 members represent the chapter in competitions overall. Have 1 member apply for scholarships.

Rating: 5/5

Results: As of chapter report submission, **43 AMA USF members** plan to attend ICC, exceeding the goal. Eighteen members will be fully funded due to the AMA USF Points System, and 16 will be partially funded. **Eleven competitions** were entered as of chapter report submission: Case, Marketing Week, Website, Undergraduate Research, Best Recruitment and Social Impact Video, Sales Competition, Perfect Pitch Competition, Marketing Strategy Competition, Marketplace Marketing Simulations Competition, and Chapter T-Shirt Competition. In these competitions, 40 members represented the chapter overall. 1 member applied for scholarships, as well as Student Marketer of the Year.

Case Competition

Overall Goal: Provide both AMA USF members and general attendees among the **top 10 finalists** for the 2022-2023 AMA Collegiate Case Competition. Prepare a well-spoken group to present in front of the Case Sponsor. **Conduct extensive research** to collect data from diverse students to better **understand consumer insights** from various demographics. Prioritize both personal and professional growth with an **inclusive team-focused environment**.

Overall Results: The Case Committee successfully developed a team who worked together on the 2022-2023 AMA Collegiate Case Competition sponsored by the **Wall Street Journal**. This team

conducted **extensive primary and secondary research** that included data from diverse students to better understand consumer insights from various demographics. This research guided the marketing strategies developed by the team for the Case Study. Throughout writing the Case Study, all committee members experienced personal and professional growth. In the spring semester, the Case Committee added another project working with **Mission Greenlight**, a Case Study sponsored by Greenlight in collaboration with EdVentures.

Goal 1: Place among the top 10 finalists for the 2022-2023 AMA Collegiate Case Competition. Prepare a well-spoken group to present in front of the Case Sponsor.

Rating 1: 3/5

Results 1: The AMA USF Case Committee did not reach the goal of placing among the top 10. Although the case team will not present in front of the Case Sponsor, an emphasis was placed on developing presentation skills and team members were allowed to enhance public speaking skills by presenting ideas and strategies between peers. The committee consisted of 10 members and met biweekly.

Goal 2: Conduct extensive research to collect data from diverse students to better understand consumer insights from various demographics.

Rating 2: 4.5/5

Results 2: The Case Committee team performed primary research mainly through a survey to collect quantitative data at the beginning of the semester. This quantitative data gave insights into the target market that was subsequently used to base the marketing strategies upon. Although the team encountered unprecedented setbacks with the events of Hurricane Ian causing schedule shifts in the middle of the semester, the team was able to adapt. Through conducting 1-on-1 interviews with the target market instead of focus groups, more insights were gained. The responses from these interviews provided detailed information that supported the survey results, adding to the value of the qualitative data.

Goal 3: Prioritize both personal and professional growth with an inclusive team-focused environment.

Rating 3: 5/5

Results 3: Case team members were given the freedom to explore any area of the case challenge's responsibilities or tasks with help available for any questions or concerns. For example, members who wanted to develop the survey and analyze the results were given the responsibility of doing so. Members who wanted to express their strategic intellect worked closely with the members analyzing data to develop effective strategies. Two meetings were held weekly to ensure members who could not attend one day would still be able to contribute and participate. Meetings were made virtual as well to involve members who could not

make meetings in person.

***NEW* EdVenture Partners Case**

Goal: Compete in a case study competition with EdVenture Partners.

Rating: 5/5

Results: EdVenture Partners reached out to AMA USF to compete in their competition for the spring semester. The case team will be participating to continue the personal and professional growth of its retained and new members. Case members will have the guidance of a professional project manager from EdVenture Partners, and will be able to learn from this competition in preparation for the next ICC case competition.

Website Competition

Goal: After receiving 1st place in the 2021-2022 AMA Collegiate Website Competition, remain in the Top 3.

Rating: 4/5

Results: To assist in the AMA website competition, an Assistant Director of Website Development and website team was established. The website team developed a plan to better the website user experience and interactivity. The "Who We Are," "Meet The Team," and "Join Us" pages were reformatted for better design and display of information. An "Events" page was added to include the biggest USF AMA events of the year. Additionally, the Assistant Director of Website Development collaborated with the E-Commerce team to launch the AMA USF e-commerce page in January 2023.

Best Recruitment and Social Impact Video Competition

Goal: Have the Membership/DEI and Social Impact committees produce videos to submit to the ICC competition. Have both videos rank at ICC with Honorable Mentions or higher.

Rating: 4/5

Results: Both committees successfully produced and submitted videos to the ICC competitions. AMA USF's Social Impact Video focused on the Children's Cancer Center, the important work they do, and how students could get involved to help the community. The Recruitment Video was a member's personal guide to the chapter, and included their suggestions on how to best get involved. Each video let committee members gain skills and experience in the process and planning of creating a video, creative direction and copywriting for the scripts, and video editing using Premiere Pro and other software.



Power of One

Goal 1: Organize a cross-chapter event emphasizing networking and collaboration using funding of \$1500 from AMA Tampa Bay.

Rating 1: 5/5

Results 1: One representative of AMA USF met biweekly with other chapter representatives (University of Tampa, Florida Southern College, and St. Leo) to plan the event. The event, focusing on networking and collaboration, was free to AMA members and \$25 to non-members. The venue of Fletcher Lounge in the University of Tampa's Plant Hall was selected, and the time and date of 10am-1pm on November 19, 2022, were planned. An event outline was created and followed, including panelists, pitches from local businesses, lunch, a speed networking activity, and a social impact initiative called Happiness Bags, explained in more detail in the Social Impact section.

Goal 2: Have 15 participants from the USF chapter, and 60 members attend overall.

Rating 2: 4/5

Results 2: Nine members of AMA USF attended, with over 60 AMA collegiate members attending in total.

Community and Social Impact



Overall Goal: Have members take an active role in the community by promoting **social responsibility**, both on campus and in the local community.

Overall Results: AMA USF took an active role in the community by **promoting social responsibility**, both on campus and in the local community. **Six traditional group volunteer opportunities** were successfully planned and executed throughout the Fall semester, one of these being virtual, and **four throughout the Spring** semester. All events were announced to general AMA USF members and either met or exceeded pre-outlined goals. A committee stayed in consistent communication to plan all events.

Volunteer Opportunities

Goal: Host a minimum of 3 traditional group volunteer opportunities offered by non-profits per semester, with one being a virtual event. Have at least 20 people sign up and volunteer overall.

Rating: 5/5

Results: Six traditional group volunteer opportunities were created throughout the Fall semester, one of these being virtual, and four throughout the Spring semester. All events were announced to general AMA USF members and met their pre-outlined goals. Each opportunity is detailed below.

Humane Society of Tampa Bay

Goal: Organize a group of 8 volunteers to visit and assist the Humane Society of Tampa Bay with dogs, cats, and other animals.

Rating: 5/5

Results: 9 volunteers visited the organization on September 16th, and spent 3 hours walking dogs or cleaning the cat areas.

Hurricane Ian Relief

Goal: Collaborate with USF Student Government to send at least 5 volunteers to clean up a public school in Sarasota County for their reopening after Hurricane Ian.

Rating: 5/5

Results: Through email and Slack communications, a group of 12 volunteers traveled to two Sarasota County Schools institutions and cleaned them up for their reopening. This was an added event to Marketing Week, called "Refuel and Repair," which happened on Saturday, Oct 8, from 10AM to 4PM. Car-pooling was organized, and the volunteers were responsible for removing debris from common areas and sanitizing classrooms.

Rampello Magnet School

Goal: Organize a classroom decoration event at a local elementary school and allow volunteers to participate virtually by crafting simple pieces of decor to use.

Rating: 5/5

Results: AMA USF organized an event at Rampello Magnet School where volunteers decorated the school's cafeteria for their choir concert. Three USF students participated in person by decorating the space for three hours, and 11 participated virtually by crafting simple paper snowflakes on their own and donating to AMA USF.



Power of One Happiness Bags

Goal: At the Power of One collaboration event, create Happiness Bags to benefit the local homeless population of Tampa Bay.

Rating: 5/5

Results: To add a social impact initiative to the collaborative event, the team executed the idea of creating bags filled with a bottle of water, a heat-stable snack, socks, hygienic items, and a flier with a list of local agencies and organizations that could provide medical, dental, housing and training for the homeless. AMA USF reached out to local organizations focused on the homeless population, Better Together Alliance and Blanket Tampa Bay, and had Dr. Christie Rinck lead participants through the exercise of Happiness Bags. Over 100 bags were made, and each participant had the opportunity to take one and pass happiness on to someone in need.

Operation Christmas Child & *NEW* Metropolitan Ministries Holiday Tent

Goal: Host a toy drive and put together 5 shoeboxes to send to children through Operation Christmas Child.

Rating: 5/5

Results: To benefit Operation Christmas Child, AMA USF hosted a toy drive for new games, toys, sports apparel, accessories, hygiene items, and school supplies. Over 190 items were collected, and 7 shoeboxes were assembled and mailed; this was the most any USF organization had donated. 50 toys that were unable to be sent through Operation Christmas Child were donated to Metropolitan Ministries for their annual Holiday Tent, which served over 50,000 children in the season.

Spring 2023 Entrepreneurship Fair

Goal: Build upon the Entrepreneurship Fair project launched over Marketing Week and develop an improved version for Spring 2023. Host an event with 10 students and alumni business on March 22nd 2023 from 11am-5pm. AMA USF strives to create an all day event with music and diverse business so students can support local businesses. Businesses who commit to being a vendor will have their Instagram promoted on AMA USF's instagram to highlight the vendors and their products to draw more engaged traffic for the event.

Rating: 5/5

Results: AMA USF members decided to organize a second and larger version of the Marketing Week event in Spring 2023. So far, AMA USF has surpassed last semester's vendor signup of 3, and have 5 businesses committed to be a vendor with more prospective vendors to come.

Kids and Canines

Goal: Create a volunteer opportunity for students to donate their time to Kids and Canines: a non-profit organization devoted to helping at-risk youth develop educational and social skills using therapy dogs. Have seven students volunteer for the event.

Rating: 5/5

Results: AMA USF contacted Kids and Canines to plan a volunteer opportunity for the month of April through programs that build critical social, emotional, and life skills with the help of trained dogs.

Tampa Bay Watch

Goal: Celebrate Earth Day and positively impact the environment by partnering with Tampa Bay Watch. Have 10 volunteers participate in a clean-up event dedicated to restoring the bay.

Rating: 5/5

Results: AMA USF contacted Tampa Bay Watch to have a group of students volunteer at the Oyster Shell Bar Project on April 22 from 9 AM to 12 PM. The project is an effort to restore lost habitat systems to the bay, prevent further erosion of the shoreline, and improve the water quality of the bay.

SAIL Program at Children's Cancer Center

Goal: Volunteer with the SAIL (Students Achieving through Interactive Learning) Program at Children's Cancer Center (CCC) once each semester. The SAIL program is education-based and facilitates activities focusing on art, music, drama, sports, and science for children diagnosed with cancer or chronic blood disorders and siblings ages 5 years and up. Plan activities and gifts for children to take home.

Rating: 5/5

Results: AMA USF volunteered with the SAIL Program at Children's Cancer Center once each semester. In Fall on October 22nd, the activity was painting tote bags and flower pots with the kids. Seven students attended for four hours. The Spring volunteer event is booked for April 15th, and the activity will be painting small canvases with the children.



Food Drives

Goal: Collect at least 40 pounds of donations of canned goods and packaged goods in total for food assistance organizations. Facilitate donations during Thanksgiving week in Fall and during Easter week in Spring.

Rating: 5/5

Results: AMA USF surpassed its initial goal by 1177% and collected 471 pounds of donations of canned and packaged goods for Feeding Tampa Bay in the Fall semester, providing a total of 392 meals to neighbors in need. The Spring Food Drive is scheduled for Easter week.

Social Impact Marketing Campaigns

Goal: Create 1 marketing campaign each semester to raise awareness or promote a social cause.

Rating: 5/5

Results: AMA USF created one marketing campaign in Fall. Two social media graphics and one video recap were created and shared on social media to raise awareness for Hunger & Homelessness Awareness Week. The metrics for the social media posts include:

Hunger & Homelessness Awareness Week
Food drive: 328 accounts reached and 31 accounts engaged on Instagram
Quick facts about Hunger & Homelessness Awareness Week: 347 accounts reached, 39 accounts engaged on Instagram
Food drive recap video: 632 accounts reached and 50 accounts engaged on Instagram, 1160 views and 261 accounts engaged on TikTok

In Spring, the campaign will be for Earth Day, focusing on Sustainability and Business.



Finance & Fundraising

Overall Goal: Fund AMA USF operations by creating and executing successful initiatives while also developing members' **business skills, creativity, and critical thinking**. Complete a thorough and accurate **budget** for the organization's activities such as fundraisers, tabling events, and general body meetings.

Overall Results: Over the annual year, **\$2,238 was raised** to directly benefit student members in a variety of ways. AMA USF launched the official **E-commerce** business, having **3 different products and over \$300 in revenue** over the first month. This initiative provided out-of-class professional development in areas such as procurement, logistics & operations management, pricing, website analytics, promotion, order fulfillment & CRM. The goal of one major fundraising event per semester was also achieved, raising over \$840. Additional partnerships with social media apps and companies to raise \$248 through campaigns. The team also strives to monetize AMA USF's diverse chapter operations with sponsorship packages that add value to other committee's initiatives, which raised \$850.

Spook-a-Thon (10/21)

Goal: Create a Halloween event for the night of October 21st and attract 100 student attendees. Organize a haunted trail with volunteer actors to scare the participants. Facilitate pumpkin carving and costume contests. Organize sponsored themed games for participants. Get at least 2 sponsorships raising \$500.

Rating: 5/5

Results: The event hosted over 80 attendees. \$697 was raised through Spook-a-Thon. The event was sponsored by four companies: DCE paid \$150 in cash; USF Dining donated \$100 in dining dollars + \$100 worth of Starbucks merchandise; Jersey Mike's Subs donated \$195 worth of gift cards; and Little Greek catered 240 mini quiches at the event. Additionally, \$147 was raised in local sales during the event, for pumpkins and raffle. In terms of social media, over 100 unique accounts participated on Instagram Stories by voting for the best costume and pumpkin.

NEW BeReal with AMA

Goal: Get each E-Board member to collect 5 True BeReal accounts. True BeReal accounts are accounts created within 15 days of the partnership, that have posted at least once, have their notifications on, and have at least 5 friends. Have members participate in bringing True BeReal accounts.

Rating: 5/5

Results: BeReal, a social media app, reached out with this opportunity. \$248 was raised through this

partnership. AMA members downloaded BeReal and influenced other people to join the app as well, generating 31 new True BeReal accounts. The new accounts were generated with the efforts of announcing the partnership on social media, GBMs, fundraising events, the mentorship kickoff event, and through word of mouth. A competition was created during the period of the partnership, where the winner of the competition brought 13 new users to the platform, which earned AMA \$104 by itself, and won two tickets for the AMA Regional Conference.

International Food Fest

Goal: Raise \$500 and have at least 2 event sponsors. Organize event to attract 80 students to experience new cultures while also raising campus awareness about AMA USF.

Rating: 3/5

Results: In a collaborative effort between the Fundraising/Finance and Membership/DEI committees, an International Cultural Festival was hosted along with two student organizations: The Jamaican Alliance Movement and the Brazilian Student Association. The event raised over \$120 in registration fees and counted with over 70 attendees. Additionally, six different countries were represented; each brought food and informative resources to educate people about their cultures. The Brazilian Student Association sold-out on items brought to fundraise. Some countries also collected donations for their individual causes (humanitarian and scholarship awards primarily) such as the Ukraine representatives, who raised \$220 for the humanitarian fund Razom for Ukraine that provides war relief and recovery to their citizens. In addition, the students enjoyed a relaxing and fun environment where they learned more about the cultures of each country and the importance of DEI values.

Business Olympics

Goal: Develop a competition-based event between USF business student organizations. Raise \$500 and have a minimum of 3 sponsors. Have at least 3 organizations involved and attract 50 student participants. Enhance AMA USF relationship with the College of Business and strength relationships with other student leaders.

Rating: 5/5

Results: This event will close the Spring semester as a collaboration between the Fundraising and Events committees. It is scheduled to happen on April 21st at the Muma College of Business. A list of prospective business student organizations to involve and viable competitions to host has been developed. The committee is in the process of monetizing the different moving parts of the initiative.

Sponsorships

Throughout the year, AMA USF developed sponsorship packages to monetize different chapter activities - such as the Regional Conference discussed previously.

Friends of Marketers (FOM) Initiative

Goal: Get at least 3 companies to pay \$99 per month for 3 months in exchange for digital and physical presence on AMA USF channels.

Rating: 1/5

Results: The Friends of Marketers presentation has been completed and approved by all responsible parties. The committee has pitched about the long-term relationship opportunity in two different networking events - one being the AMA USF Advisory Board meeting on Feb 22nd. As of this date, the sponsorship taskforce has reached out to 91 prospective companies, but no FOM package has been sold yet.

GBM Recruiters

Goal: Have at least 2 speakers per semester book 10 minutes of a GBM for \$150 to advertise their business and recruit students.

Rating: 5/5

Results: A lead prospecting process was developed under a specialized committee member. Three packages were sold and a fourth is under negotiation - totalizing a collection of \$450 so far. September 13th - Federated Insurance
February 28th - PLS Logistics
March 3rd - Vivint Smart Home Services

ICC T-Shirt Competition

Goal: Partner up with at least 4 businesses to pay \$200 each to have their logo featured on the t-shirt designed for the ICC Competition.

Rating: 3/5

Results: The sponsorship presentation has been finalized and is currently being shared with prospective businesses. The T-shirt supplier has already been selected and approved by the committee's procurement process. As of chapter report submission date - two logo placements have been sold to PPK Marketing Agency - totalizing \$400.

E-Commerce Initiative

Goal: Develop the AMA USF e-commerce platform to commercialize promotional items. Launch 2 products and develop marketing campaigns for each. Raise over \$300 in revenues.

Rating: 5/5

Rating: Two Assistant Director positions were created to develop the operational part of e-commerce: one focusing on procurement and the other on order fulfillment. The Fundraising Committee collaborated with the Marketing Committee to launch a Wix online store in January 2023. As of February 25th, three different products were released: the vintage polo, the signature polo and the essential AMA hoodie - summing up to 15 different SKUs. A social media

campaign was created to drive sales in addition to announcements of the new business during GBMs. During the first month of sales, revenue totaled \$334. In terms of professional development, this initiative has possibilitated 5 students to gain out-of-class experience in areas such as logistics & operations management, procurement, product design, business development & sales, promotion, website analytics, order fulfillment and CRM.

Grants

Goal: Obtain at least \$1,000 in federal or state grants.

Rating: 5/5

Results: Committee members created a mass document of grants, including links to apply and requirements. The Treasurer, along with the Director of Finance, reviewed the grants to ensure the organization is eligible to apply. Two grants were applied for. One grant of \$1,000 was obtained from the AMA Career Forum Chapter Grant, which achieved the team's goal. Committee members experienced researching multiple state and college organization grants.

Membership

Overall Goal: Increase AMA USF membership by **50%**, retain **70%** of members and increase engagement by **15%** through meeting and event attendance. Membership is currently at 117 students.

Overall Results: Membership: Paid membership is currently at **103 students**, with dues valued at **\$45**. Engagement increased by an average of 15% through meeting and event attendance. The membership committee planned sponsorship ceremonies, where 39 sponsorships to cover students' AMA membership fees were awarded over the year, in-class marketing presentations, and with planning a Scavenger Hunt Recruitment Event. The point system was accurately recorded, with 340,815 points awarded, and was used to pay for members' trips to ICC and banquet tickets.

Tabling

Goal: Reach 200 potential members each semester.

Rating: 3/5

Results: AMA USF engaged with business and advertising students outside of the Muma College of Business and Zimmerman School for Advertising twice a week during the first three weeks of each semester. Tabling also occurred at 3 Student Organization Fairs and "Patio Tuesday", a social event for students that included student organization tabling. There were 12-15 interested students at each table, per tabling session in Spring 2023. There were about 20-30 interested students, per tabling event in Fall 2022. BullsConnect, an online engagement platform

for USF student organizations to connect with students across all USF campuses, was another means of recruiting that was used, where 49 potential members joined in the Spring, and 408 potential members showed interest in the Fall.

Tabling events:

Bull Market every Wednesday
(8/22, 8/23, 8/29, 8/30, 9/6) **Tabling at Muma College of Business**
(8/31) **Marketing Major Orientation**
(9/7, 9/8) **Week of Welcome**

In-Class Marketing

Goal: Promote AMA through in-class presentations at least 5 times a semester. Send messages to at least 15 professors via email and course messages, providing digital material for students to view after being shown in classes.

Rating: 3/5

Results: Professors were contacted regarding the possibility of presenting AMA to their students. 30 professors were contacted in the Fall and 4 responded, and 4 responded in the Spring, approving the request to present in their classes, but participation in giving presentations was low. 1 presentation has been made physically in a business class for the Spring semester. Emails, however, have been sent to professors with information about AMA in an attempt to recruit members. Professors have sent these emails to their students via student email or class announcement. This Spring, 14 new members heard about AMA from their professors. Membership committee members have also reached out to their own professors to give presentations in their classes.

ProGO

Goal: Submit ProGo form for events and GBMs. ProGo is a platform that allows for the promotion of events through multiple university platforms, such as LCD Screens in the university hallways and online calendars.

Rating: 5/5

Results: AMA USF successfully submitted ProGo weekly during the fall semester. For the spring semester, the platform and submission process was updated, but submission was promptly made, leading to display on LCD screens in the Marshall Student Center to an audience of over 250 people daily.

Membership Database

Goal: Utilize a database that effectively tracks new, returning, and prospective members of AMA.

Rating: 5/5

Results: BullsConnect has been effectively utilized to track members and their attributes in relation to AMA. In combination with the AMA National Database and various spreadsheets, BullsConnect allows for tracking membership by who is a current paid member, and who is a prospective member.

BullsConnect

Goal: Utilize features of USF's BullsConnect system for GBM purposes and recruitment. Email potential members about GBMs when they join BullsConnect. Increase members in BullsConnect by 100%, reaching 1200 members. At the conclusion of the spring semester, BullsConnect membership was at 600 students.

Rating: 5/5

Results: BullsConnect was used to create event pages for GBMs and other events, as well as record attendance. An automatic email was set up to email students about GBMs when they join the AMA BullsConnect group. Membership in BullsConnect increased by almost 100%. There are currently 1108 members, with an average of 10 joining each week.

AMA Points System

Goal: Record engagement within the AMA USF chapter and reward members with points to exchange for rewards.

Rating: 5/5

Results: The point system has been redeveloped and maintained for the 2022-2023 school year through Google Sheets. The document tracks attendance at all AMA events, including GBMs, committee meetings, fundraisers, and social impact events. It incentivizes participation in events and engagement with the organization. A total of 91,255 points have been earned by AMA members for the year, with 3000 points being redeemed for tickets to the end-of-semester banquet. Students who have at least 6000 points were covered entirely for ICC. There will be 18 members in tier one, covering ICC, including hotel, transportation, and registration, equaling 108,000 points. The second tier covers registration and hotel fees for nine students, equaling 36,000 points. The third tier covers registration fees for seven students equaling 12,000 points. The fourth tier includes members paying their own way to ICC, which consists of 9 students.

AMA-zing People of the Month

Goal: Recognize one general member, one E-Board member, and one committee each month that exceeds expectations.

Rating: 5/5

Results: AMA-zing People of the Month has been maintained every month, expanding to differentiate Directors and Assistant Directors. Recognition of achievements increased member morale and incentivizes above and beyond contribution to AMA. Members were announced at the first GBM of each month (9/6, 10/4, 11/1, 12/6, 1/10, 2/7, 3/7, 4/4, 5/2).



Sponsorships

Goal 1: Award at least 20 member sponsorships each semester for students' AMA membership fee. Organize a sponsorship ceremony for students (Fall - 10/4).

Rating 1: 5/5

Strategy 1: Essay competitions were held in both the fall and spring semesters, with the prompts being "If you could host a podcast, what would it be about?" and "If you could travel anywhere in the world, where would you go and why?" respectively. 26 membership sponsorships were awarded in the Fall, with each member having their dues paid for the year. They also received AMA merchandise and AMA polos included in their sponsorship. A sponsorship ceremony was held in which these students were recognized and their awards were presented to them. In the spring, 10 sponsorships were awarded to students, and a sponsorship ceremony was successfully held to recognize these students.

Goal 2: Improve communication and relationship between sponsors and students.

Rating 2: 4/5

Results 2: 20 sponsored members wrote thank you letters to their sponsors in the fall. 10 sponsored members wrote thank you letters to their sponsors in the Spring. Many stayed in touch through LinkedIn, meetings, or attending the Fall Banquet in support of their sponsored students and AMA USF.

Surveys

Goal: Gather feedback about AMA USF using mid-semester and end-of-semester surveys to adjust to member needs as an organization. Get a member response rate of at least 50%.

Rating: 5/5

Results: The end-of-semester survey was conducted in the fall with 42 members responding, about a 50% member response rate. Data was discussed between directors and Executive Board members, and changes were effectively made moving into the Spring semester. The most notable changes were the introduction of a Podcast and the combining of the Membership and DEI committees.

Email

Goal: Engage with current and prospective members through email. Reach out to projected 600 new BullsConnect members through email, providing information about meetings and how to get involved with AMA. Have a 25% open rate.

Rating: 5/5

Results: An automated welcome message has been set up in BullsConnect for new members. Students who expressed interest in AMA at tabling and other in-person marketing efforts were emailed personally and added to BullsConnect. Emails include information about GBMs, how to get involved, and important contacts and links (Instagram, LinkedIn, LinkTree, etc.). The average open rate was 25%, with the "End of Semester"

recap email receiving the highest open rate of 40% (415 of 1021 recipients).

NEW Scavenger Hunt Event

Goal: Have 30 AMA USF members participate in a scavenger hunt, and 10 non-AMA business majors. Separate participants into teams, where they will bond with other members, and recruit new members.

Rating: 4/5

Results: The event has been planned with a springtime theme. There will be clues placed around campus. Participants will be divided into teams and will work together to complete the hunt. Along with teamwork, the participants will introduce themselves and make new connections with members and non-members. There are currently 15 RSVPs. The event will be held on March 1st, and the teams will comprise of a Team Lead, being a current AMA USF member, leading the prospective members.

Events

Overall Goal: Plan and execute **6 events for Marketing Week**, **1 social event per month**, and a **banquet** ceremony for the end of each semester.

Overall Results: Marketing Week was successfully planned and executed with **7 events in total**, one event being added to impact the local community after Hurricane Ian. The event was submitted to ICC, and the results will be announced then. The goal of one social event per month was successfully met, with **100% satisfaction** among members through surveys. The end-of-semester banquet for fall was well-executed, and the spring banquet is under planning. A committee stayed in consistent communication to plan all events.

Marketing Week (10/3-10/7)

Goal 1: Have an average of 25 students at each event and 70 unique students attending Marketing Week overall.

Rating 1: 5/5

Results 1: The chapter's overall attendance goal was met and surpassed. There were 161 students in attendance at Marketing Week, an average of 26.6 students per event. Additionally, 18 students were converted to paid AMA members. Marketing Week events were hosted as planned from October 3rd-7th, despite Hurricane Ian the previous week. All events received an event satisfaction score of 5 stars through a survey sent to attendees. Marketing efforts included having all events promoted on on-campus television screens, through email marketing to students, and AMA USF's social media along with other accounts. On Instagram, two hashtags were used: #USFMarketingWeek specifically for AMA USF and #AMACares for AMA Collegiate. 7 posts promoting each event were posted 1 day beforehand. There were E-Board takeovers for

each day and event, leading to 85 stories overall. Instagram statistics were as follows for the week: Accounts reached: 917, -37.8% decrease
121 accounts engaged, +35.9% increase
Total followers: 1,428, +0.4% increase (7 more followers)

Total impressions: 4190

On LinkedIn, 6 accounts posted and tagged AMA USF. On BullsConnect, 2 announcements were viewed by 1,811 students in total. On Slack, 4 messages sent in the #AllMembers channel, with 145 students. On campus television screens, for over 12 hours each day, a graphic promoting all Marketing Week events was shown 240 times to over 10,000 students. On Remind, 6 messages were sent to 147 students.

One of the sponsors, BNG Hospitality, gave \$500 to AMA USF: \$350 was used as the Logo Competition prize, and the other \$150 covered other costs for the week. Physical donations from Wawa and Ben and Jerry's were received as well. Therefore, the chapter ended up spending a total of \$0 for the entire week.

Goal 2: To encourage interactivity, have at least 30 students participate in a bingo challenge throughout the week, which will include different actions relating to AMA and Marketing Week, and submit their final cards to enter a raffle.

Rating 2: 5/5

Results 2: The chapter's participation goal for the bingo challenge was met and surpassed. A total of 58 students participated in the week-long activity and raffle. Runner-up prizes of AMA merchandise were awarded in addition to the grand prize, which was an AMA backpack and a Wawa gift basket. Prizes were also rewarded at events throughout the week. Students who were on the winning team for Jeopardy and the Marketing Strategy competition received AMA merchandise and prizes from past sponsors.

For the logo competition sponsored by BNG Hospitality, the logo winner received a \$350 Visa gift card. Several \$10 gift cards for shops such as Ben & Jerry's and Target were given to Bingo winners. The AMA USF Points System was also in place, rewarding students for each event they attended.

(10/3) Annual Cake-Cutting Ceremony & Jeopardy

Goal: Have each student learn a new marketing fact.

Rating: 5/5

Results: 2 teams of students answered 30 questions within 6 categories - "Branding", "Social Media", "Campaign Flops", "Campaign Success", "Acronyms & Terms", and "Random." 7 AMA members and 4 non-AMA members attended. Four questions were answered incorrectly, leading to new information being learned. The winning team received prizes.

(10/3) BNG Hospitality Logo Competition

Goal: Have 18 completed submissions by Friday, October 7 at 9:00 AM.

Rating: 5/5

Results: The event was an overview of the Logo Competition with Company Founders Jim Coyne, Tim Jarrett, and Sean Laney. 15 AMA members + 1 non-AMA member attended. The competition lasted the whole week, and 34 submissions were received. The winner, selected by the company founders, received a \$350 Visa gift card.

(10/4) Speaker Lauren Barbarossa, Private Events Directors at The Tampa Club

Goal: Have at least 50 students in attendance.

Rating: 5/5

Results: For the week's GBM, Barbarossa gave students insight into her role and event marketing through a presentation, Q&A, and personal networking. 33 AMA members + 22 non-AMA members attended, making 55 students overall, and over 5 questions were asked during the Q&A session.

(10/5) Entrepreneurship Fair

Goal: Have 5 small businesses participate.

Rating: 4/5

Results: Small and student-owned businesses were given a platform to table their services and products. Over 17 businesses were contacted, but 3 local businesses participated. However, more than 50 students attended and 37 sales were made. This event will be rehosted in the spring semester.

(10/6) Marketing Strategy Workshop & Competition

Goal: Promote AMA USF Regional Conference Strategy Competition.

Rating: 5/5

Results: 2 teams created a marketing strategy plan for Gardaland and PortAventura, international travel destinations, and pitched their ideas to the event's judges following a workshop. 9 AMA members + 1 non-AMA member attended. Two students planned on entering upcoming strategy competitions. All participants were awarded prizes.

(10/7) Breakfast & Bingo

Goal: Have at least 10 students in attendance.

Rating: 5/5

Results: Students enjoyed a late-night breakfast and 5 games of bingo to win prizes. This event referenced the Passport and a popular cruise activity. 15 AMA members + 1 non-AMA member attended. Each winner received a prize. Students socialized and formed connections with each other. Once the games concluded, every student stayed late to play marketing-themed Kahoot.

(10/8) Hurricane Ian Clean-Up

(10/11) GBM: BNG Logo Competition Winner Announced, Raffle Drawn

Goal: Have at least 50 students in attendance and

30 student participate in the raffle drawing.

Rating: 5/5

Results: 35 AMA members and 17 non-AMA members attended. The winner of the logo competition was announced and received a \$350 Visa gift card. The raffle drawing from the bingo challenge awarded the grand prize and 3 smaller prizes.

Social Events

Goal: Plan and execute monthly social events, 4 each semester. Have an overall attendance of 40 students, with 10 prospective/ non-AMA members.

Rating: 5/5

Results: Four social events were held during the Fall semester. In spring, two events have been executed, with two more planned to meet the goal.

AMA Board Game Social

Goal: Have an overall attendance of 30 students. Of those 30 students, have 10 prospective/ non-AMA members.

Rating: 4/5

Results: Since it was the beginning of the school year, this social planned to help prospective and current AMA members interact with each other since in the past, game nights were effective. A wide variety of board games were provided for students to play at the event, along with snacks. The most notable game was a dual Monopoly and Uno tournament coinciding at the same time. 21 students attended the event; more were expected, but did not attend due to poor weather conditions. 11 were AMA members, and 10 were non-AMA member, with one converting immediately after the event. The event was rated 5/5 by members through a survey, and all members noted meeting more than one person, and their relationships with others were strengthened.

AMA Board Game Social

Goal: Have 7 AMA members attend.

Rating: 5/5

Results: Since it was the beginning of the school year, thisSince USF students receive a discount to Busch Gardens, an event was planned to take advantage during the Halloween season. 10 students attended and enjoyed the festivities, comprising of 9 AMA members and 1 non-AMA member.

Bowling Night

Goal: Have 7 AMA members attend. Create a fun, relaxed environment for students to get to know each other.

Rating: 4/5

Results: 5 students attended. However, the bowling alleys were unfortunately booked for a tournament, so the group pivoted into a dinner at Chili's and watched a movie afterwards.

Tie-Dye Social

Goal: Have 30 paid AMA members attend the event.

Rating: 4/5

Results: During a clean-up of the AMA closet, many white t-shirts were found from past fundraisers and ICCs. The tie-dye social idea was to use these t-shirts in a fun event. Dye and rubber bands were bought. The event was originally scheduled for October, but was postponed due to Hurricane Ian. In the spring, 20 students attended, all paid members or prospective members that converted soon after. The event was rated 5/5 by members through a survey.



Movie Monday

Goal: Have 15 paid AMA members attend the event.

Rating: 4/5

Results: The committee polled students on which movie to watch, and "The Devil Wears Prada" was the winner. 10 students attended, and popcorn and cookies were provided for members to enjoy as they watched the movie.

March Social Event

Goal: Have 15 paid AMA members attend the event.

Rating: 4/5

Results: The event is still undergoing planning, but will be an outdoor event due to unavailability of rooms.

Trivia Night

Goal: Have 15 paid AMA members attend the event.

Rating: 4/5

Results: The event location is booked for April 12th, 5pm-8pm. A trivia game will be made by the committee and include marketing trivia, guess the AMA member, and pop culture.

Event Satisfaction

Goal: Achieve an event satisfaction rate of 80% for at least 5 events planned for the year.

Rating: 5/5

Results: Feedback surveys were sent through BullsConnect one day after each event. Event satisfaction was 5/5 for all events.

Events Committee

Goal: Assemble a committee of at least 5 students to engage in and support orchestrating committee initiatives.

Rating: 5/5

Results: A committee of 7 students with 3 active members was formed. During the fall semester, 6 events committee meetings were held. In the spring, a committee of 15 students was formed and met weekly.

Banquet

Goal 1: Host end-of-semester banquets to commemorate AMA student achievements throughout the semester. Have 50% of current members in attendance.

Rating 1: 4/5

Results 1: The fall banquet was well-planned and promoted, with effective communication between the selected venue, The Tampa Club. The event on Tuesday, November 29th had 39 RSVPs and 31 attendees, as there were people who did not attend due to illness and conflicting exams and schedules. The spring banquet has been booked for Thursday, May 4th, and the attendance goal is expected to be met.

Goal 2: Have 15 non-members attend the banquet ceremony.

Rating 2: 4/5

Results 2: The non-members' goal was not met in the fall semester. There was a total of 8 non-AMA members and 3 professional guests, making 11 non-members total. At the beginning of the ceremony, guests and members had the opportunity to network. With a solidified community, this goal is expected to be met in the spring.

Goal 3: Create an engaging event for students to celebrate their semesterly achievements.

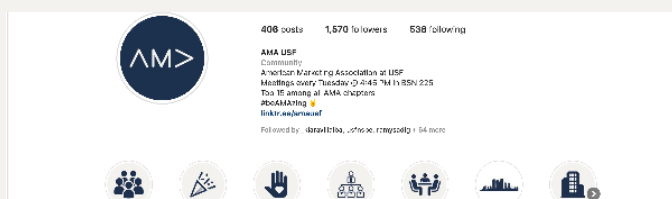
Rating 3: 5/5

Results 3: All 20 AMA members in attendance received superlatives based on their participation in AMA. An end-of-semester banquet video was also created and shown at the ceremony. The same will be planned for the spring banquet.

Communications

Overall Goal: Use multiple forms of communication to **stay connected and organized** within the E-Board and general body to **increase engagement** across all communication platforms.

Overall Results: AMA USF used **multiple platforms** to communicate with its members about upcoming events, important announcements, and exclusive opportunities. The primary ones were social media, email newsletter, website, Slack and Remind. The progress of each platform was tracked by metrics. Substantial results were achieved, leading to a growth on all outlets. Slack and Remind members were also increased as they were promoted through social media and at GBMS. The option to attend meetings virtually through live streams was also established to increase accessibility of GBMs.



Internal Communication

Slack

Goal: Have 80% of general body members on the AMA USF Slack used for updates, events, and opportunities.

Rating: 5/5

Results: This year, a total of 46 public channels were used on Slack, each for different purposes or events. The #AllMembers channel is the channel used for showing interested but unpaid members some of the opportunities that can come from being a paid AMA member. Once a student has paid their membership fee or earned a sponsorship, they are added to the private #PaidMembers channel, where they are given access to those opportunities. The #PaidMembers channel is one of 10 private channels, each in use for a different committee or task.

The #AllMembers channel has a total of 178 members. The #PaidMembers channel has 79 members, out of 103 total paid members. In the Fall semester, the marketing committee produced a short video promoting the AMA USF Slack channel. The video reached 1,254 accounts (440 accounts were followers and 814 were non-followers) and had a total of 79 content interactions (45 likes, 23 shares, 9 comments, and 2 saves). Slack is also linked in the Instagram bio to allow easy access.

Google Drive

Goal: Optimize the AMA USF Google Drive so it is easy to navigate. Include all important documents related to plans, projects, or campaigns.

Share with all E-Board members. Use as a transition tool for future onboarding processes.

Rating: 5/5

Results: This year using Google Drive, AMA USF created 19 folders for the fall semester and continued using 16 folders for the current spring semester, all of which were clearly labeled and shared with the entirety of the Executive Board. The folders were easy to access and navigate through, making communication between committee leaders easy when having to share information. Because individual folders for big events like Regional Conference and the most recent Mentorship program were made, planning and resource information that will be helpful to the future leaders of those projects are archived in those folders and are able to be seen whenever necessary. Similarly, all important details and new ideas from past and current committee directors can be easily accessed through each of the committee folders in order to help the onboarding process of future leadership members.

***NEW* Marketing Request Form**

Goal: Establish a marketing request form to allow better flow of communication between the digital marketing committee and other committees. Have E-board members submit a marketing request for upcoming initiatives and use it as a tool for the marketing committee to promote

Rating: 5/5

Results: The marketing request form was established to help facilitate the flow of deliverables between other AMA USF committees and the digital marketing committee. Requests were asked to be sent in at least a week before the start of the new month so that the digital marketing committee can schedule the upcoming month in advance. Once a request was fulfilled, it would be deleted from the form so that past initiatives were not confused with upcoming initiatives. At least thirty requests were received.

External Communication

Social Media Channels

Goal: Increase followers, reach, and engagement on all social media platforms through innovative and engaging marketing strategies.

By the end of the academic year:

Instagram: Increase reach and followers by 20%; engagement by 15%

As of 9/21: current followers amount to 1,388, accounts reached in the past month amount to 7,066, and accounts engaged are 714.

LinkedIn: Increase reach and followers by 30%; engagement by 40%

As of 9/21: current followers amount to 377, accounts reached in the past month amount to 1,445, and accounts engaged in the past month equal 48.

Tik Tok: Increase views and followers by 30%; engagement by 15%

As of 9/21: current followers amount to 96, accounts reached in the past month amount to 1,024, and accounts engaged in the past month equal 19.

Rating: 4/5

Instagram: 15.5% increase in followers, 30% increase in reach, 17% increase in engagement

LinkedIn: 25% increase in followers, 41.3% increase in reach, 30% increase in engagement equal 48.

Tik Tok: 28.4% increase in followers, 209% increase in video views, 184% increase in engagement

Results: AMA USF's goal was to keep a consistent schedule among all platforms and increase followers, reach, and engagement. Instagram was posted to 3 times a week. Unfortunately, the goal of posting at least once a week to LinkedIn and Tiktok was not met. Regardless, both platforms achieved substantial results. The follower metrics for all platforms have not yet met the end of

the academic year goal, however, AMA USF is confident that the goals can be met by the end of the Spring 2023 semester. In order to achieve these goals, AMA USF will stick to its Instagram strategy of posting three times a week but will also be reaching out to other USF student organizations to promote GBMs and events. As for LinkedIn and Tiktok, the marketing committee will establish specific teams for the respective platforms to work on content strategies and maintain a consistent uploading schedule.

Website

Goal 1: Maintain and improve an updated, interactive, and easily navigated website.

Goal 2: Increase clicks by 20%.

Rating: 5/5

Results: Website audits were done weekly to make sure that the website is up-to-date and running smoothly. Looking forward, a year-round website team will be established to assist the AD of Website Development in making sure changes are done more frequently.

Website analytics were collected and reviewed at the end of each month for opportunities for improvement. Website clicks increased by 79% since the previous year, nearly four times more than the original goal.

RemindMe App

Goal: Utilize the RemindMe app to send out personalized reminders to all members regarding upcoming events and important announcements through text and email.

Rating: 5/5

Results: Website audits were done weekly to make sure that AMA USF utilized the RemindApp weekly to send out reminders about GBMs, events, and upcoming deadlines for the chapter, with a total of 51 messages sent since the start of the academic year. This tool kept 144 members informed about important chapter news. An issue AMA USF ran into was the capacity of the free program, which was bypassed by the text removal of a few executive board members. These students still received email notifications to stay updated.

Newsletter

Goal 1: Send out a biweekly email newsletter highlighting upcoming events, internship opportunities, and marketing industry news.

Goal 2: Increase opens by 40% and clicks by 25%

Rating: 4/5

Strategy: The AMA USF newsletter was sent out through Bullsconnect every other Monday morning, detailing upcoming AMA events, event recaps, and current marketing industry news. Starting in the spring 2023 semester, AMA USF also established a LinkedIn newsletter to send out to followers and AMA USF alumni. A dedicated newsletter team was established to create content and copy for each publication. Overall, there was a 37% increase in the Bullsconnect newsletter opens and an 11% increase in clicks. To reach the goal of

increasing opens by 40% and clicks by 25%, the designated newsletter team will increase efforts to promote the newsletter by promoting it through AMA USF social media channels.

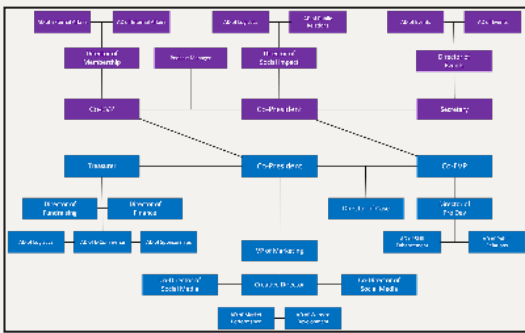
Live Streams

Goal: Provide a live streaming meeting option for every GBM for virtual audiences.

Rating: 3/5

Results: AMA USF prioritized live streaming to ensure accessibility of meetings, and also based on past survey feedback. Since the start, AMA USF managed to get not only people to tune into the live streams, but also gain more traffic to the AMA USF YouTube channel. However, AMA USF switched to hosting meetings through Microsoft Teams. Recordings of the meetings were then uploaded to the YouTube channel. This switch was based on the ability to use the resources available in the GBM meeting location, such as access to a ceiling-mounted camera and computer. This proved to be better as more people engaged with the chat.

Chapter Operations



The AMA USF governing team was composed of 2 Co-Presidents, 2 Co-Executive Vice-Presidents, a Vice President of Marketing, a Treasurer, and a Secretary for both semesters. These officers are responsible for overseeing and advising the committees under their jurisdictions, as shown by the color-code in the chart above.

The AMA USF Fall 2022 committees were Marketing, Social Impact, Regional Conference, Finance & Fundraising; Membership, DEI, Events, Consult-A-Bull (CAB), and Case. A few changes were made in the spring semester, with the retirement of the Regional Conference committee and the increment of CAB to comprehend a Podcast committee.

The E-Board included both Directors and Assistant Directors (ADs), and the initiative went as smoothly as planned. The board grew from 25 to 36 officers in comparison to last year. Directors were responsible for leading each committee, setting annual goals, and developing business processes to accomplish them. ADs played task-specific roles and worked in conjunction with Directors to execute the plans and engage the general body.

A large goal of the AD initiative was to train proficient candidates for future Director positions and facilitate the transition process each semester, which was met and discussed below.

Committees Meetings Spring 2023:

- Marketing: **Thursdays, 4:30-6 PM**
- Social Impact: **Wednesdays, 5-6 PM**
- Finance & Fundraising: **Monday, 5-6 PM**
- Membership/DEI: **Tuesdays, 7:30-8:30 PM**
- Events: **Tuesdays, 1:30-2:30 PM**
- Podcast: **Thursdays, 2-3 PM**
- Case: **Tuesday, 6-7 PM, Thursdays, 3:30-4:30 PM**
- Pro Dev: **Friday, 10-11 AM**

***NEW* Advisory Board**

Goal: AMA USF has an advisory board composed by 22 Tampa Bay business and marketing professionals and the faculty advisor. Meet every trimester to evaluate the operational and financial state of the organization. Provide feedback and support to AMA USF leadership in the development of yearly initiatives. Stimulate and diffuse the student organization on Tampa Bay's business community.

Rating: 5/5

Goal: The Advisory Board has met with AMA USF leadership three times over the term: Aug 3rd, Nov. 9th, and Feb. 22nd. The board has structured itself in 5 committees: Executive, Professional Development, Mentoring, Internship, and Entry-Level. Each team has been instrumental in the development of initiatives such as the Regional Conference, the Mentorship Program and the Shadowing Program already discussed in detail. The Advisory Board also helped to orchestrate a speed networking in which 160 interviews were carried out under 2 hours between 72 students and 17 companies.

Officer Selection Process

AMA USF operates a different selection process for each of the three E-Board levels. These processes take place once a year but are adjusted for officers that eventually step down before the end of the school year, such as upcoming graduates.

Presidential Selection

Upon graduation of an AMA USF President in Fall 2022, one Executive Vice President stepped up to fill the role. Two positions of Executive Vice President were filled with qualified nominees from the executive board.

Director and AD Selection

Goal: Onboard 8 candidates into new E-Board positions.

Rating: 5/5

Result: The 2022-2023 term has been the first time AMA USF established the Assistant Director program - aiming to facilitate transition and delegation within the organization. Since May 2022, fourteen AD positions have been created and onboarded. Since then, 6 ADs have

successfully risen and now play Director roles. Furthermore, three Directors stepped-up into main leadership positions. The mid-term chapter operations evaluation revealed that officers rate the selection process as 9.17/10 in terms of fairness, 9.52 in efficiency, and 9.30 in reliability.

Weekly and Bi-Weekly Meetings

Advisor Meeting

Goal: Have the governing team meet with the Faculty Advisor once a week to evaluate the progress of initiatives and discuss urgent affairs.

Rating: 5/5

Results: Mid-term chapter operations evaluation revealed that the governing team rate advisor meetings as 9.4/10 in terms of productivity, 8.6 in helpfulness, and 9.2 in informational level. Estimated attendance was 98%.

Executive Board Meetings

Every Tuesday at 3:45 PM, the Executive Board meets following a biweekly alternation of style between Board of Directors Roundtables and Town Halls, as described below. A bi-annual retreat is also carried out at the beginning of the semester to onboard and prepare officers.

Board of Directors Roundtables

Goal: Meet every other week with current Directors to discuss chapter-wide affairs, while fostering cross-functional collaboration between different committee heads and providing them with resources to become strong AMA leaders.

Rating: 5/5

Results: Over roundtables, the governing team developed workshop-style sessions going over skills such as communications, recruitment, retention, leadership, and more. Midterm chapter operations evaluation revealed that directors rate roundtables as 8.07/10 in terms of productivity, 8.34 in helpfulness, and 8.92 in informational level. Estimated attendance is 96%.

Town Halls

Goal: Host a biweekly meeting between the whole E-Board, in alternation with the Directors-only roundtables. Coordinate the chapter from an activity-specific perspective and more individual approach toward each committee.

Rating: 5/5

Results: The governing team has met with the entirety of the E-Board every other week, working directly with their respective committees on their tasks. Mid-term chapter operations evaluation revealed that officers rate town halls 8.43/10 in terms of productivity, 8.61 in helpfulness, and 8.60 in informational level. As of now, estimated attendance is 95%.

General Body Meetings

Goal: Average 50-60 members attending each meeting with a 50% retention rate.

Rating: 5/5

Results: As of chapter report submission, 19 GBMs

were hosted with an average of 51 attendees and a 69.28% retention rate. General members will be surveyed at the end of the term to build the professional development initiatives for the 2023-2024 academic year.

Committee Meetings

Goal: Execute each committee’s business plan and accomplish the objectives, having at least 6 active members per committee.

Rating: 5/5

Results: Each committee reached the goal of at least 6 active members per committee and set a weekly meeting with their members, as noted in the calendar.

Calendar of Events 

AMA USF utilizes a Google Calendar for all events pertaining to the chapter. The calendar is available to everyone through social media, the AMA USF website and newsletter, etc.

Link: https://bit.ly/AMAU_SF_Calendar

Budget 

Beginning Balance 08/03/23	
Checking	\$13,250.66
Savings	\$7,094.85
Opening Balance	\$20,345.51
Revenues:	
Membership	
AMA USF Membership Dues	\$3,734.25
E-Commerce	\$488.00
Fundraising	
Banquet	\$1,173.07
BeReal Partnership	\$248.00
Spook a Thon	\$147.00
Buccaneers Volunteering	\$2,750.00
National Grant	\$1,000.00
Regional Conference	\$2,083.75
Scholarships	\$2,436.00
Sponsorships	\$1,465.51
AMA Award- Alpha Mu Alpha	\$38.20
Total Revenues	\$16,103.78
Expenses	
Membership	
National Dues	\$2,779.63
Meeting Refreshments and Supplies	\$610.37
Fundraising and Events	
Banquet	\$2,050.74
Spook a Thon Expenses	\$125.14
Membership Program Expenses	\$405.44
Catering	\$555.00
Marketing Week Expenses	\$110.20
Cash	\$ 40.00
Regional Conference - Prize money	\$1,138.79
Marketing Event	\$17.11
Social Impact Events	\$53.72
Gift for AMA Presidents	\$240.00
Sunbiz filing	\$61.25
Wix Premium Renewal - 3yr	\$648.00
Total Expenses	\$8,015.39
Net Income	\$8,288.39
Current Balance 2/27/23	
Checking	\$18,746.21
Savings	\$7,091.93
Cash Available	\$26,821.14

