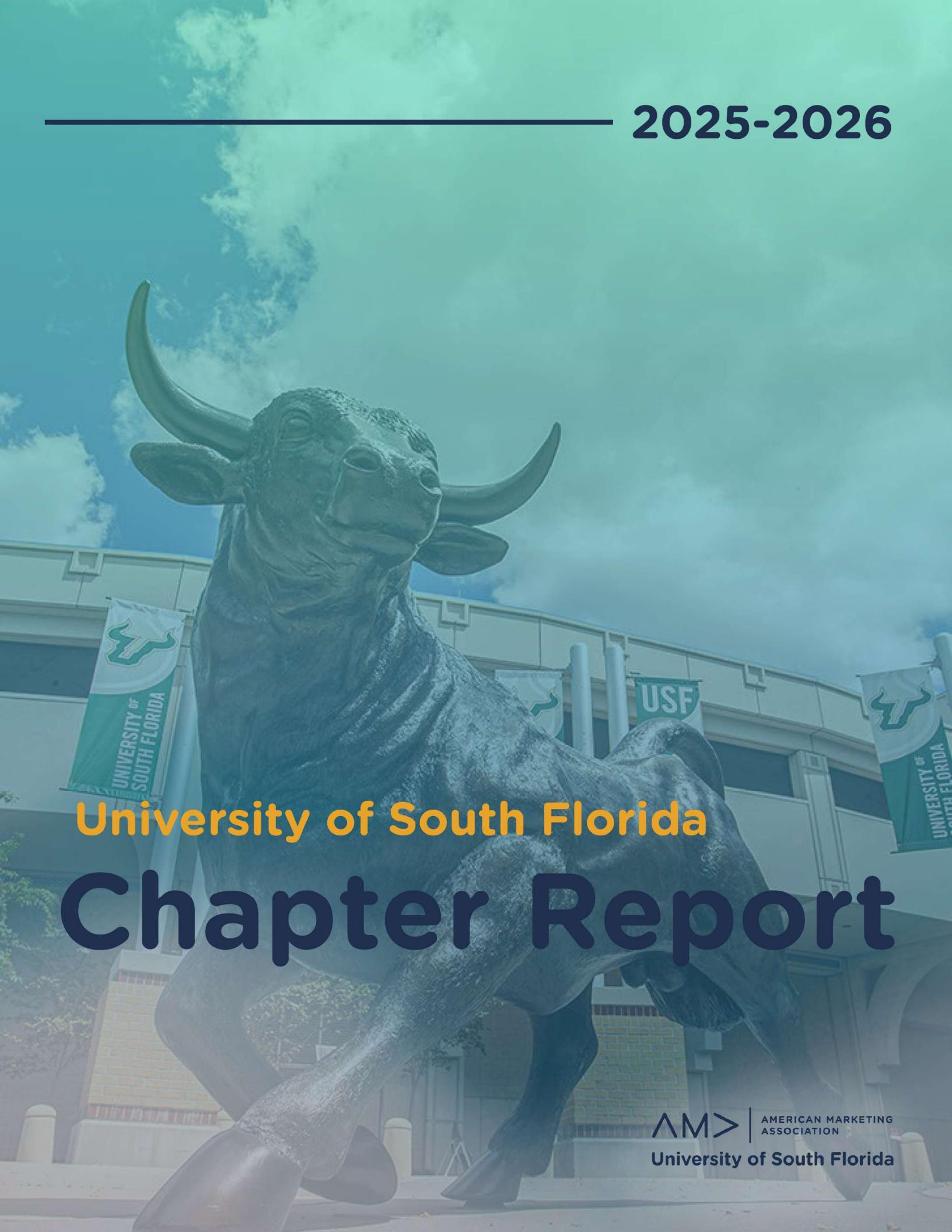


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2025-2026



**University of South Florida**  
**Chapter Report**

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# President's Letter

Dear Reader,

As we reflect on the 2025-2026 academic year, we are proud of the standard set by the American Marketing Association at the University of South Florida (AMA USF).

Our mission is to enhance our members' professional development through practical marketing experience, philanthropy, and mutually beneficial relationships with business connections from within AMA, the USF Muma College of Business, and the Tampa Bay community. Inspired by our **"Level Up"** theme, we challenged members to transform every meeting into an opportunity, revamp internal processes, and break barriers in their professional networks.

Our commitment to high-level connections was realized through a landmark **Speaker Series** in collaboration with the *Bellini Center*, the *Center for Supply Chain Management Professionals*, and the *American Advertising Federation*. At a fireside chat with industry leader Karen Sage, CMO of Locally, we provided members a front-row seat to **global leadership strategies**, elevating the traditional meeting format.

We further bridged the gap between student life and the professional workforce by restructuring our **mentorship program**. Competitively matching **14 mentees** with top-tier professionals, this win was so significant that the program now has a Spring waitlist.

Additionally, our **student-run marketing agency** generated over **\$3,400 from seven clients**, while our signature **ScramBULL golf tournament** raised nearly **\$18,000** for our chapter.

Philanthropy remains central to our mission. From packing over **850 meals** with Feeding Tampa Bay to donating **\$325 in clothing** to A Kid's Place of Tampa Bay, our members gained event planning and fundraising skills while providing critical community support.

To ensure long-term sustainability, we **promoted 10 high-performing members** into advanced Executive Board (E-Board) roles. We also celebrate the **20 seniors who graduated** in 2025; they leave AMA USF not just as college graduates, but as *market-ready leaders* who have truly leveled up their professional potential.

AMA will always be about scaling to new heights for us, helping our members become the best versions of themselves. All that we have accomplished would not be possible without the **dedication of our team and the support of the Tampa Bay community**.

We invite you to celebrate these achievements with us in this Chapter Report.



Ezra Disz and Tabitha Hung, Spring 2026 Co-Presidents



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

# Professional Development

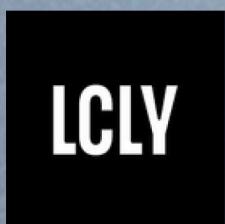


## Professional Speakers

**Goal:** Schedule 5 speakers per semester to discuss different marketing subsets. Assemble a calendar with a detailed General Body Meeting schedule.

**Result:** ★★★★★

Leveraged LinkedIn outreach, targeted email campaigns, Advisory Board referrals, and faculty connections to send 30+ targeted outreach messages, resulting in **12** professional development events, as well as **6** workshops and **6** mentorship meetings.



## Fall 2025 Speakers

**(8/26)** Jamie Jenkins, Founder — Stratified Consulting | Avoiding the Flim Flam | **42** attendees

**(9/2)** Arielle C. Baril, CEO — Rielli | Business Journey | **57** attendees

**(9/23)** Leslie Mattern, Principal Enterprise Architect — **Adobe** | Ask Me Anything | **28** attendees

**(9/30)** Karen Sage, CMO — Locally | **44** attendees

**(10/7)** Ammar Zalatimo, Director of Outreach & Events — Syrian Forum USA | Marketing Career Paths Beyond the Textbook | **26** attendees

**(10/21)** Linh Nguyen, Associate Art Director — VML | **45** attendees

**(11/4)** Garrett Garcia (President — **PPK**), Victoria Asztalos (Marketing Director — Perenich Law), Ryan Leon (National Accounts Off-Premise Spirits Director — Total Wine & More) | **43** attendees

## Spring 2026 Speakers

**(1/13)** Gustavo Storck (External Research - Jabil), Alexandra Bogovic (Associate Manager, Paid Search Trademark Program — **The Walt Disney Company**), Ver'Shanti Lamb (Marketing and Communications - USF Muma), Briahnna Dooley-Newbill (Visit Tampa Bay) | **83** attendees

**(2/3)** Patrick Harrison, CMO — Visit Tampa Bay | Go and You'll Know: Sunshine, Strategy, and Stories to Tell | **36** attendees

**(2/24)** Ceara Metayer, Copywriter — PPK | Concepting Strategy: From Creative Brief to Execution

**(3/31)** Milicent Reed, Founder & CEO — iMPACT Greater Good

**(4/7)** Le Thanh Nguyen, Assistant Professor of Marketing —USF Muma

# Mentorship Program

**Goal:** Provide 3 group mentorship events.

**Result:** ★★★★★

## September 9 - Launch & Orientation

**Activity:** Mini-panel followed by small-group rotations to introduce program expectations and structure.

**Outcome:** Students identified development areas via mentorship interest forms to guide future career skill-building. Included 4 professional mentors and 25 students.

## October 14 - Structured Peer Exchange

**Activity:** 15-minute mentor rotations in small groups to maximize diverse professional exposure.

**Outcome:** 29 students learned about mentors' experiences and asked thoughtful questions.

## November 4 - Relate & Reflect

**Activity:** Follow-up session using the rotation format to deepen professional connections and encourage career reflection.

**Outcome:** Students worked on networking and career preparation, including 12 mentors and 35 students.

**Goal:** Establish 7 individual mentor-mentee relationships.

14

**Mentor-Mentee matches**

4 students on the waitlist

★★★★★



# Workshops ★★★★★

**Goal:** Facilitate three workshops per semester with an average of 25 attendees.

**Result:** Delivered 6 workshops with an average attendance of ~50 students.

**(9/16) Content Day & Marketing Strategy Workshop:** Hands-on session focused on content planning and campaign strategy with ~45 students in attendance.

**(10/28) Case Workshop:** Interactive case analysis workshop with 63 attendees, structured into 4 focus groups to encourage collaborative problem-solving and applied decision-making.

**(11/4) Breaking Into an Evolving Job Market:** Panel-style workshop featuring industry professionals with 31 students participating in moderated discussion and Q&A on career pathways and industry trends.

**(1/23) ICC Preparation:** Pre-conference preparation workshop covering expectations, networking strategies, and competition readiness with 52 students attending.

**(2/5) Lunch & Learn with Visit Tampa Bay:** Professional development luncheon centered on destination marketing and experiential strategy, with 17 students registered.

**(2/17) Resume Workshop with Noel Russell:** Resume review and interview prep.

# Employment & Internship Opportunities

**Goal:** Identify and share 10 relevant internship opportunities with the chapter throughout the semester.

**Results:** ★★★★★

Exceeded target by 300%. Shared ~40 roles across paid internships and entry-level roles, secured through direct collaboration with faculty, alumni, and industry partners. Leveraged a multi-channel distribution strategy including Slack and a private AMA USF LinkedIn group.



## Consult-a-Bull

### AMA USF's Student-Run Marketing Agency

**Goal:** Provide real-world agency experience and grow student skills by building and maintaining a team of 10 dedicated student members by September 2025, divided into account, creative, digital, and social teams.

#### Result: ★★★★★

Maintained 12 consistent CAB members attending weekly meetings, using a rotating meeting structure led by four specialists to provide hands-on experience across account management, creative, digital, and social media, while maintaining clear ownership of deliverables.

ZELMA'S MOTHERSHIP

oncampus  
advertising



**Goal:** Deliver 90% of client projects on time with professional quality and collect client feedback in October and December to measure satisfaction and identify areas for improvement.

#### Result: ★★★★

CAB delivered 3 of 4 client projects on schedule, with one project extended to ensure professional-quality deliverables; a post-semester client survey achieved a 50% response rate, with clients rating CAB highly in professionalism, communication, and quality, and 2 clients renewed their partnerships.

#### Branding

**Goal:** Launch and strengthen CAB's brand identity by posting at least two pieces of content per month on AMA USF's social media platforms (LinkedIn, Instagram, etc.) starting September 2025. Promote CAB's services to increase awareness and attract new clients.

#### Results: ★★★★★

CAB published 6 posts highlighting leadership and agency work, generating 248 likes and 7,513 views across 3 reels, contributing to a 3-client waitlist and a sustained posting cadence of 2-3 posts or reels per month moving forward.

**Appily:** Produced and delivered 40 college lifestyle videos in Fall semester to increase brand awareness among prospective students, with 16k total views. Post-feedback, improved timeliness of video updates.

**Zelma's Farm:** Updated the Mothership and Farm websites with cohesive branding, colors, fonts, and SEO to improve digital presence, measured by site traffic and engagement.

**She Speaks Solutions:** Developed a complete branding kit including three logo iterations and 11 social media templates, measured by client satisfaction; branding was revised to brighter colors and updated logos to better match the client's vision.

**Katie Fischman:** Created a branding kit and three logo concepts for a mobile veterinary practice to establish professional identity, measured by client approval.

#### Client Relations

**Goal:** Partner with at least four local businesses or nonprofits by December 2025 to execute marketing plans and raise at least \$2,000 per year in donations or sponsorships to support CAB's operations and growth.

#### Result: ★★★★★

Consult-A-Bull (CAB) partnered with three local businesses and one nonprofit in Fall 2025, generating \$1,135 in donations by December 2025. In Spring 2025, CAB served two clients, achieving a 50% renewal rate, including Appily and Zelma's Mothership. As of Spring 2026, CAB expanded to three active clients, raising \$3,535 in total donations, representing a 77% increase over the \$2,000 goal.

# Community Relations



## Case Competition

### Goal:

Achieve a Semi-Finalist Award or Higher in the 2026 AMA Case Competition.

### Results pending as of February 4, 2026

Submitted the case on **12/7**



**Deloitte.**

**3** Rounds of  
Focus Group  
Sessions  
with **30** participants

**\$123**  
used as cash  
incentives for focus  
group participants

**Goal:** Strengthen Primary Research Initiatives to Guide Strategies

**Result:** ★★★★★

**1 virtual session** and **5 strategic email** exchanges over a 3-month period.

Collaborated with Dr. Paulich to refine research procedures and ensure data analysis was statistically sound, so students could advance their technical marketing research skills.

**Goal:** Build a committee with 8 students.

**Result:** ★★★★★

The committee saw consistent attendance from **nine** students each week, held **eight** meetings total, and surveyed **93 respondents**. Assigned 4 research specialty roles: budget coordinator, primary research specialist, secondary research specialist, and creative coordinator.

## Website Competition

**Goal:** After receiving 1<sup>st</sup> place in the 2025 AMA Collegiate Website Competition, remain in the Top 3.

### Results pending as of February 4, 2026

**Execution:** Established a two-person team to manage summer planning, weekly updates, and rigorous deadlines.

- User Experience (UX) Optimization: Implemented a **1-2 click** membership access strategy by adding a high-visibility **red call-to-action (CTA)** button on the homepage. The membership CTA became the site's most-visited page.

Successfully deployed **four major site infrastructure** updates: Community section, Internship submission portal, Fundraising sponsorship form, and "Meet the Team" bios.

- While multi-channel campaigns (email/social) increased traffic, the team identified a shortfall in total website sessions, providing a clear target for Spring semester optimization.
- By managing this initiative, the website team advanced its skills in **digital project management and conversion rate optimization (CRO)**. The use of data-driven design allowed members to practice professional marketing standards in branding and user behavior analysis.

At ICC 2025, AMA USF received  
**Honorable Mentions**  
for the  
**Recruitment Video &  
Social Impact Video**

## AMA International Collegiate Conference (3/12-3/14)

**Goal:** Have at least 20 AMA USF members attend. Have at least 15 members represent the chapter in competitions. Have 1 member apply for scholarships.

**Results:** ★★★★★

AMA USF sent **37** members to ICC 2025. **19**

AMA USF members confirmed their attendance at ICC 2026, which is the opening weekend of Spring Break at USF.

**18 students competed** at ICC 2025, and there are **10 members registered for competitions** at ICC 2026.

**1 student** applied to the Stryker Buoncristiano Scholarship.



## Collegiate Relations

**Goal:** Have 1 AMA USF member attend a Florida AMA chapter's conference and actively participate.

**Result:** ★

While no members attended a regional conference this semester due to scheduling conflicts, the chapter has shifted its focus toward the International Collegiate Conference (ICC) in March. AMA USF is currently analyzing the barriers to attendance to ensure a streamlined process for member participation in future regional events.

## Best Recruitment and Social Impact Video Competition

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

**Result:** ★★★

For **2026**, the Membership and Social Impact committees successfully produced and submitted two video entries to the International Collegiate Conference (ICC) competition on November 11.

- **Recruitment Video:** The video was unfortunately disqualified by the ICC competition committee due to exceeding the maximum allowed run-time limit. The committee is analyzing this submission error to ensure future compliance with all competition rules and guidelines.
- **Social Impact Video:** The Social Impact video submission successfully met all technical requirements. The competition results are currently *pending as of February 4, 2026*.



# Social Impact



## Youth Food Insecurity Fundraising

**Goal:** Raise at least **\$150** through a one-month charity campaign running from late October into November, supporting youth food insecurity in Tampa Bay.

**Result:**

Successfully met the financial goal by collecting 31 lbs of donations valued at **~\$325** (FMV). After consulting with A Kid's Place, the chapter expanded the drive's scope to include high-demand clothing items in addition to food. This pivot exceeded the initial valuation goal by **116%**, directly supporting the well-being of local children in foster care.

A kid's  
place

31 pounds of  
donations



## Volunteer Opportunities

**Goal:** Host **6** total volunteer events with **30+** members participating, including projects that address food insecurity, environmental sustainability, and mental health.

**Result:**

Executed **7** volunteer events with **30+** total participants across the year and over 90 cumulative volunteer hours.

**(9/25)** Fat Beet Farm — **5** volunteers

**(10/10)** Feeding Tampa Bay — **5** volunteers

**(10/25)** Tampa Bay Coffee & Arts Festival — **5** volunteers

**(11/7)** Metropolitan Ministries — **3** volunteers

**(11/15)** Humane Society — **5** volunteers

**(1/28)** Cards for Hospitalized Kids — **10** volunteers

**(02/06)** Feeding Tampa Bay - **5** volunteers



## Non-Profit Marketing Partnership

**Goal:** Strengthen AMA USF's community impact by partnering with a local nonprofit to support their mission through volunteer events, social campaigns, and educational content.

**Results:**

CAB partnered with SheSpeaksSolutions to deliver brand guidelines, **5 flyers** for World Mental Health Day, **6** reusable Instagram templates, and **3** initial logo concepts with **3** revised versions, enabling long-term marketing use.



## AMA Service Week

**Goal:** Execute AMA Service Week in April with USF Giving Week, featuring **3** service events.

**Result:**

AMA USF hosted one thrift sale fundraiser, raising **\$100** for the Humane Society, and donating **26 lbs** of clothing to a local women's shelter. While the event was successful in impact, the chapter identified a bottleneck in event logistics and will implement a 90-day social impact roadmap in April 2026 to better sync with university events.



# Finance & Fundraising



## BULLcaneers

**Goal:** Collaborate with the Tampa Bay Buccaneers and Fanatics to raise at least \$4,000 for AMA USF by volunteering at home games. Enhance our relationship with the Buccaneers and strengthen members' sales and customer-relations skills.

**(9/21)** Tampa Bay Buccaneers (TB Bucs) vs New York Jets- **11** volunteers

**(9/28)** TB Bucs vs Philadelphia Eagles- **7** volunteers

**(10/12)** TB Bucs vs San Francisco 49ers- **6** volunteers

**(11/9)** TB Bucs vs New England Patriots- **7** volunteers

**(11/28)** TB Bucs vs Arizona Cardinals- **5** volunteers

**(12/7)** TB Bucs vs New Orleans Saints- **9** volunteers

**Result:**

Exceeded fundraising goals and raised **\$4,950.00** with the BULLcaneers fundraising. Fanatics donated \$110 per volunteer; in total, **45** volunteers participated across six games. Strengthened relations with Fanatics.



## Community Building Fundraisers

**Goal:** Host monthly fundraising socials to build a sense of community and raise \$600 over the course of the academic year.

**Result:**

Held 6 fundraisers in the spring semester: Valentine's Candy Bags, PDQ Give Back, Basket Auctions, Pie in the Face, Thrift Sale, and Nothing Bundt Cake; and an additional two fundraisers in the fall semester: Chipotle Giveback Night and a Pie-an-AMA fundraiser. AMA USF raised a total of \$536.21 in the spring and an additional \$177.50 in the fall. Had **70** participants in our spring fundraisers and **25** AMA members in the fall. AMA USF raised **\$713.71** across eight events, exceeding our fundraising goals.

Event	Expenses	Revenue
<b>Candy-Grams</b>	\$50	\$17
<b>PDQ</b>	\$0	\$0
<b>Basket Auction</b>	\$0	\$96
<b>Pie in the Face</b>	\$26	\$141
<b>Thrift Sale</b>	\$25	\$160
<b>Nothing Bundt Cakes</b>	\$0	\$22
<b>Bucs vs New York Jets</b>	\$0	\$1,100
<b>Bucs vs Philadelphia Eagles</b>	\$0	\$770
<b>Chipotle Giveback</b>	\$0	\$52
<b>Bucs vs San Francisco</b>	\$14	\$660
<b>Pie-An-AMA</b>	\$14	\$126
<b>Bucs vs New England Patriots</b>	\$0	\$770
<b>Bucs vs New Orleans Saints</b>	\$0	\$550
<b>Totals:</b>	\$115	\$5,664
<b>Net Income:</b>		\$5,549



# ScramBULL



The **22<sup>nd</sup> Annual ScramBULL Golf Tournament** is key to sending members to the annual International Collegiate Conference and supports **AMA USF's operations**. This year, the tournament exceeded its core sponsorship and auction objectives, demonstrating strong community support and effective student-led fundraising efforts.

**Goal:** Host the Annual ScramBULL Golf Tournament for its 22nd year. Obtain 80 golfers and raise \$25,000.

**Results:** 

Successfully hosted 65 golfers, achieving an engaging and competitive tournament environment. Generated almost \$18,000 in revenue through corporate sponsors and day-of auction and raffle sales.

**Goal:** Secure 12 event sponsors, 20 raffle items, and 15 silent auction items.

**Results:** 

- Exceeded target by securing **13** event sponsors (108% of goal), contributing **\$9,600.79**.
- Met 100% of targets for raffle (20 items) and silent auction (15 items). The silent auction raised \$1570.18, while the raffle, mulligan, and wine-putting competition collectively generated **\$2696**.
- Volunteer Engagement: **37** volunteers dedicated 252 hours to day-of logistics and operations.



All golfers and volunteers received breakfast, snacks, water, and lunch, thanks to generous sponsors. Members practiced sales, relationship management, and event promotion through the coordination of 13 corporate sponsors and managing complex event logistics.



## Revenue

**\$17,993**

**Expenses (\$5,032)**

**\$12,960** Net Profit

**72%** Profit Margin

# Membership



The transition into Fall 2025 presented a significant leadership challenge as 40% of the Executive Board vacated their roles due to graduation and professional reprioritization. During the summer planning process for the 2025-2026 school year, the team lost the VP of Professional Development, the VP of Marketing, the CAB Director, and the Events Director. This created a leadership gap that required an accelerated onboarding program for new officers. To address the 55% retention rate, **the chapter implemented a 'Member Success Initiative'** focused on new-member outreach to incoming freshmen and transfer students, building awareness of the chapter's member-only events to increase student interest, and highlighting the perceived value of a paid membership.

Membership segmented recruitment into two target audiences: **sophomores for long-term retention** and **upperclassmen for high-value internships and networking**, targeting the 40% of upperclassmen who responded to the interest forms.

AMA USF currently has 81 members.

## In-Class Marketing

**Goal:** Present AMA to 450 students in business classroom settings and receive 3 new memberships from AMA presentations led by current executive board members.

**(9/8)** Principles of Managerial Accounting - **300 students**

**(9/10)** Marketing Management Problems - **40**

**(9/15)** Basic Marketing - **440**

**(9/17)** Business Work Skills & Best Practices - **50**

**(10/9 & 10/13)** Marketing Management Problems - **40**

**(10/14)** Basic Marketing- 2 sections of **440** students

**(1/20)** Basic Marketing - **440**

**(1/21)** Market Research - **40**

**(1/28 & 1/29)** Business Work Skills & Best Practices - 2 sections of **50**

**Result:**

Reached **1790** students across eight classrooms from September to October 2025. Reached **3600+** students across 19 classrooms in January 2026. Received **300+** responses to the AMA Interest Form, funneling interested students into Membership's New Student email campaign. **6.6% conversion rate** from in-class presentations.

Outreach Activity	AMA Volunteers	Total Hours	Leads Generated
<b>Student Org Fair (9/10)</b>	5	3	22
<b>Diversity Showcase (10/22)</b>	4	5	20
<b>Muma is Your Home (10/23)</b>	4	4	34
<b>Bulls Market (10/29)</b>	4	5	23
<b>Halloween Candy Drive (10/31)</b>	4	3	11
<b>Total</b>	16	20	110

## Tabling

**Goal:** Engage with at least **400** potential AMA members through tabling initiatives on campus.

**Result:**

Held five tabling events, engaging with over **500** students across 20 hours of tabling. 110 students responded to the AMA Interest Form. **14.5% conversion rate** from tabling.

## AMA Points System

**Goal:** Record engagement within the AMA USF chapter and reward members with points to exchange for ICC or Banquet funding.

**Result:** ★★★★★

Successfully tracked points for all paid members. Utilized a 3-tier system to partially or fully fund 15 students' ICC registrations.

## Week of Welcome (WOW)

**Goal:** Engage with at least 15 non-member students who are interested in AMA through free marketing-inspired events on campus to promote the organization.

**Result:** ★★★★★

Engaged with over **116** students, particularly incoming freshmen, during USF's dedicated club recruitment and student engagement week, generating **77** leads.

Outreach	Volunteers	Hours	Leads
WOW Kickoff (8/27)	5	4	22
Pizza & Pitches (9/3)	6	4	40
AMA 101 (9/4)	54 attendees	2	15

## Meeting Icebreakers

**Goal:** Create a welcoming and interactive environment through icebreakers and extra socializing time before the start of GBMs.

**Result:** ★★★★★

During weekly events provided 15-minute segments to foster peer-to-peer networking and allow directors to recruit for their committees. This initiative directly contributed to committee attendance goals.

## AMA New Graduate Membership Offer

**Goal:** 10 AMA USF graduates will claim their free 1-year membership to the AMA professional chapter.

**Result:** ★★★★★

AMA USF successfully moved seniors through the marketing funnel. The end-of-year survey indicated **90%** of graduating seniors (**18 of 20**) expressed the intent to claim their membership, after receiving information at ICC 2025 and through GBM announcements. To close the data gap identified this year, the Chapter will implement a 'Post-Graduation Engagement Tracker' in 2026 to more accurately measure long-term conversion into the professional AMA community.

## Ambassador Program

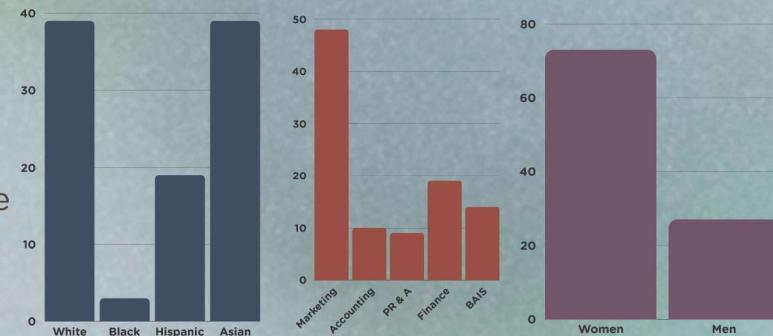
**Goal:** Strengthen member retention and engagement within AMA USF by fostering a welcoming, supportive environment that encourages active participation and connection among all members.

**Result:** ★★★★★

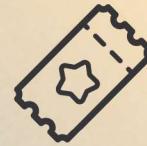
Trained **five ambassadors** in February 2025 and **two ambassadors** in September who met new attendees at a Welcome Table and guided them through the benefits of joining AMA. Effectively welcomed an average of **36** members per meeting and helped build a more connected community.

## Membership Demographics

AMA USF membership is predominantly female, with women comprising **73%** of members and men **27%**. The organization is racially diverse, with members identifying as **39%** White, **39%** Asian, **19%** Hispanic, and **3%** Black. Academically, nearly half of the members (**48%**) major in Marketing, followed by Finance (**19%**), PR/Advertising (**10%**), BAIS (**7%**), and Accounting (**5%**), and Other (**11%**), reflecting a strong concentration in business-related fields.



# Events



## Social Events

**Goal:** Plan and execute monthly social events, **5** each semester. Have an overall attendance of **20** members, with **4** prospective/non-AMA members.

**Result:**

In **August 2025**, the events committee pivoted their focus to explore collaboration opportunities. This shift was driven in part by a perception of an oversaturated event schedule throughout the college. The committee sought quality over quantity for events and collaborated with **3** organizations. The shift is reflected in the volume of attendees moving into September 2025.

At the **9/30** event, AMA USF introduced its first Bellini-certified event, qualifying students to receive a micro-certification from the Bellini Center for Talent Development (Bellini).

## Banquet

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

**(4/29)** Spring Banquet at the Tampa Club

**(12/2)** Winter Banquet at The Tampa Club

**Result:**

Hosted **47** attendees for the Spring Banquet and **34** attendees at the Winter Banquet. Hosted **10** and **13** professionals, alumni, and AMA Tampa Bay Professional Chapter members, respectively, giving our members the opportunity to network and interact with professionals in a variety of fields. Awarded members with superlatives and celebrated the accomplishments of our chapter over the semester. The People's Choice Awards began recognizing Directors and committees that have had the greatest impact during the semester.



**(3/29)** Basket Auction, 14 attendees

**(4/12)** Field Day, 7 attendees

**(4/29)** Spring Banquet, 47 attendees, 4 faculty, and 6 non-members

**(8/27-9/4)** Week of Welcome

**(9/18)** The Art Behind the Feed: Fireside Chat with CJ Johnson ("TPA's Social Media Guy") in collaboration with the [School of Marketing and Innovation Practice Center](#) (SMIPC), 76 attendees, 52 non-members

**(9/30)** AI in Marketing and Supply Chain: with Karen Sage, CMO @ Locally, in collaboration with the [Bellini Center for Talent Development](#), the [Council of Supply Chain Management Professionals](#) (CSCMP), and SMIPC, 44 attendees, 15 non-members

**(10/20-10/25)** Marketing Week

**(11/20)** Turning Data into Actionable Insights with David Waldron, President at [White Whale Solutions](#), in collaboration with the SMIPC, 82 attendees, 68 non-members

**(12/2)** Winter Banquet — [The Tampa Club](#)

# Marketing Week



**(10/20) Re:launch your creativity** - AMA USF executed an atrium pop-up from 12:00 - 2:00 PM featuring a Vision Board table to kick off Marketing Week. **4** people participated in the CAB logo competition.

**(10/21) Re:imagine your path** - Collaborated with SMIPC to host an Industry Spotlight event, followed by a GBM featuring Linh Nguyen focused on “Digital Art & Finding a Job After College.” The event drew **45** attendees and converted 1 of 8 non-members into paid membership leads.

**(10/22) Re:energize your brand** - Conducted ‘tiny mic’ interviews at Bulls Market to gather students’ personal branding insights. Content was utilized in an Instagram Reel, contributing to overall digital engagement goals.

**(10/23) Re:connect at Muma** - Executed a student outreach hub during ‘Muma is Our Home,’ engaging **30** students over **12** volunteer hours. Also hosted **9** students at an Advisory Board meeting to evaluate overall chapter progress.

**(10/24) Re:define marketing** - Facilitated a ‘Mini Case Challenge’ where **15** participants reimagined corporate campaigns, focusing on creative problem solving.

**(10/25) Re:give back** at the Tampa Bay Coffee and Arts Festival. Utilized consumer engagement tactics to drive foot traffic and support event logistics.

**Goal:** Host an average of **25** students at each event, with **70** unique students attending Marketing Week.

**Results:**

Averaged **21** participants per event, highlighted by the Keynote GBM with **45** students attending. Although the total unique attendance of **50** did not meet the 70-student projection; overall engagement suggests that the content was successful among highly active members. For 2026, AMA USF will implement a **60-day planning cycle** to ensure initiatives are promoted earlier to maximize student participation.



**Goal:** For the logo competition, receive **15** submissions from the Consult-A-Bull logo competition to send to the client.

**Result:**

AMA USF received five submissions. While this fell short of the initial 15-submission goal, CAB vetted each submission to ensure all five aligned with the creative brief, prioritizing submission quality over volume. To improve future participation, the chapter identified a need for a longer submission window in the project timeline and will begin competition promotion at least two weeks out.

**Goal:** Utilize cross-committee collaboration to create a bingo challenge throughout the week. Students will submit their final cards to enter a raffle.

**Result:**

Engaged nine students in the challenge, representing a dedicated membership core. Busch Gardens sponsored two tickets to their Howl-O-Scream event on **October 30**, which was awarded to one member. While engagement was high among active members, future iterations will utilize a daily Instagram campaign to build awareness of BINGO-qualifying activities occurring that day.



# External Communication

## Social Media Channels (Instagram, LinkedIn)

**Goal:** Increase followers, reach, and engagement through innovative and engaging marketing campaigns.

By the end of the academic year:

Instagram: Increase followers by **10%** and average annual reach and engagement by **15%** compared to last year.

LinkedIn: Increase reach and followers by **15%** and engagement by **25%**.

**Result:** 

This semester, our Instagram account reached **13,500** people and generated **3,700** content interactions. In contrast, LinkedIn experienced limited growth due to lower posting activity compared to Instagram. Increasing our presence and consistency on LinkedIn is a key focus for the upcoming semester.

## Podcast

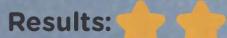
**Goal:** Release weekly podcast episodes with **15-20** average streams per episode, include video on YouTube and Spotify, and maintain a four-star average rating across all platforms.

**Result:** 

The AMA Off the Clock podcast had a successful semester, releasing **14** high-quality, **30-minute** episodes focused on marketing insights, averaging **17** listeners. The season featured a strong mix of guest interviews and timely, seasonal topics, reflecting the team's consistency, creativity, and growing impact while delivering valuable marketing content to listeners, resulting in a 5-star review across all platforms.

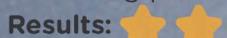
## Website

**Goal:** Reach an average number of site sessions of 2,500 per month.

**Results:** 

Two concurrent social media campaigns promoted internship opportunity submissions and the ScramBULL fundraiser, both directing audiences to the AMA USF website. Email outreach further supported ScramBULL by targeting local businesses and past supporters, while LinkedIn and Instagram guided users to membership and event ticket pages. Website traffic peaked in October–November with **1,434** sessions, contributing to **4,789** total sessions from August through January (**958** monthly average) and **1,513** average monthly page views. With less activity on TikTok than on other platforms, expanding that channel presents an opportunity to increase future traffic and visitor retention.

**Goal:** Successfully integrate the payment platform into the website, driving more clicks to the fundraising page, exceeding previous fundraising contributions by **5%**.

**Results:** 

While a full payment platform was not integrated into the AMA USF website, a ScramBULL donation form was added to make business sponsorships more accessible. Three targeted email campaigns promoted the fundraiser and ticket updates to past supporters, followers, and local businesses. Online fundraising currently totals **\$2,024**. The site generated seven business donations averaging **\$100** each and **\$1,224** in golfer ticket sales, though many sponsors chose to contribute using alternative payment methods.



**4,789** website visits

**\$2,024** raised via website



## Email Communication

**Goal:** Strengthen student involvement by featuring AMA member stories, leadership spotlights, and campus marketing resources. Aim for **15%** more replies and survey responses.

**Result:** 

Description: Sent one email per week with an average **21%** open rate, **7** clicks, and **1200** recipients.

Open rates were strongest at the beginning of the semester:

- **(9/7)** Speed Date Your Way to a Better Resume: **31%** Opens, **5** clicks
- **(9/14)** September Newsletter: **26%** Opens, **11** clicks
- **(11/17)** Play for Points, Travel for Purpose: **20%** Opens, **6** clicks

## Live Streams

**Goal:** Offer live-streaming access for at least three GBMs, ensuring virtual participation from students across all three USF campuses.

**Result:** 

While AMA USF aimed to offer live streaming for at least three GBMs to expand access across all USF campuses, AMA USF did not achieve this goal due to logistical and technical constraints. However, this remains an opportunity for future development as AMA USF continues working toward more inclusive participation.

# Internal Communication

## Slack

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

**Result:** 

There are **15** regularly used Slack channels, with **402** users in **#AllMembers** and 206 in **#PaidMembers**.

## Google Drive

**Goal:** Optimize the AMA USF Google Drive so it is easy to navigate. Include all essential documents related to plans, projects, campaigns, and executive onboarding. Share with all E-Board members. Use as a transition tool for future onboarding processes.

**Result:** 

Successfully recruited a graduating senior in June 2025 to contribute **12 volunteer hours** to the initiative. Organized all 2025-2026 media and documentation into eight structured subfolders encompassing **25** primary categories.



# Calendar of Events



## Spring 2025

- (3/1)** Early Learning Coalition Volunteering
- (3/14)** Humane Society Volunteering
- (3/28)** Be My Neighbor Day Volunteering
- (4/3-4/5)** ICC 2025, New Orleans
- (4/12)** Field Day
- (4/30)** Advisory Board Meeting

## Chapter Operations



The AMA USF governing team is composed of a **2 Co-Presidents, 2 Co-Executive Vice-Presidents (EVPs), a Vice President of Marketing, a Vice President of Career Readiness, a Treasurer, and a Secretary.** These officers are responsible for overseeing and advising the committees under their jurisdiction and planning chapter objectives before each semester.

### Presidential & EVP Selection

Upon graduation or term completion of an AMA USF President, the qualified EVP will be promoted to fill the role. Have the current team nominate an E-Board member to interview for the remaining EVP position.

### Director & Assistant Director Selection

In **March 2026**, AMA USF will open E-Board applications to all members. Current leaders may request to continue in their roles. Over two weeks, candidates will apply, select up to two areas of interest, and submit a resume and LinkedIn profile. All applicants will be interviewed to ensure equal opportunity. Positions will be promoted across multiple channels to attract a diverse pool. After interviews, the incoming leadership team will select the most qualified candidates.

## Fall 2025

- (8/19)** AMA Collegiate Chapter Leader Forum
- (8/23)** E-Board Retreat
- (8/27)** Advisory Board Meeting
- (8/27)** Muma WOW Tabling
- (9/4)** AMA 101
- (9/10)** 2025 Fall Student Organization Fair
- (9/16)** AMA Collegiate Chapter Leader Forum
- (9/21)** Bucs Game
- (9/23)** Group Mentorship Meeting
- (9/28)** Bucs Game
- (9/30)** AI In Marketing and Supply Chain Fireside Chat
- (10/14)** Mentorship GBM
- (10/20-10/25)** Marketing Week
- (10/23)** AMA Advisory Board Meeting
- (10/28)** Sponsorship Ceremony
- (11/4)** Group Mentorship Meeting
- (11/3-11/19)** Food and Clothes Drive
- (11/7)** Metropolitan Ministries Volunteering
- (11/15)** Humane Society
- (11/18)** AMA Collegiate Chapter Leader Forum
- (11/19)** Pie an AMA at Bull Market
- (12/2)** Winter Banquet

## Spring 2026

- (1/12)** E-Board Retreat
- (1/23)** ScramBULL
- (1/27)** AMA Collegiate Chapter Leader Forum
- (1/28)** Valentine's Day Cards for Kids
- (2/4)** AMA Advisory Board Meeting
- (2/5)** Lunch and Learn with Visit Tampa Bay
- (2/6)** Feeding Tampa Bay
- (2/12)** Quickly Boba Fundraiser
- (2/17)** AMA Collegiate Chapter Leader Forum

# Chapter Operations

## Executive Board Onboarding

**Goal:** Host one monthly meeting over the summer to evaluate the FY25-26 Chapter Plan, conduct speaker outreach, budget, and reserve event venues.

**Result:** 

The executive team organized four meetings to plan events and initiatives for the 2025-2026 school year. Budgeted **\$37,900** across 9 committees for weekly meetings, research incentives, and ICC. Reached out to 19 potential speakers, and issued a 3-vendor bid for the Winter Banquet.

**Goal:** Organize a kick-off event at the start of each semester to equip officers with the skills and knowledge necessary for their roles. Have 90% of the Directors in attendance.

**Result:** 

Hosted 3 executive events **(8/23, 1/12, 1/13)** for the **26-person e-board team**. Workshopped AMA's recruitment pitches, committee leadership guidelines, LinkedIn optimization, and conducted team-building exercises.

## Executive Board Meetings

**Goal:** Meet **Tuesdays at 3:45 PM** before the GBM with 70% of E-Board following a biweekly rotation of Town Halls and Board of Directors Roundtables.

**Town Halls:** Biweekly full E-Board meetings (Directors and Assistant Directors) to coordinate chapter activities. Includes breakout groups for detailed committee discussions and leadership support.

**Roundtables:** Biweekly sessions with Directors focused on brainstorming projects and professional development through workshops on recruitment, communication, event planning, and marketing.

## Advisor Meeting

Have the governing team meet with the Faculty Advisor **every Monday at 12 PM**. Share with the Faculty Advisor updates from the committees under their respective jurisdiction, and receive guidance for further improvement.

**Result:** 

Utilized a hybrid meeting template on Microsoft Teams and in-person. Mid-year evaluations showed **8.3/10** for helpfulness, **7.2** for productivity, and **9** for informational level. Average attendance was **96%**. The schedule was adjusted to meet on **Thursdays at 4 PM** beginning January 2026.

## Executive Board Onboarding & Development

**(5/29)** Director's meeting via Microsoft Teams

**(6/3)** In-Person Executive meeting

**(7/22)** Director's meeting via Microsoft Teams

**(8/23)** In-Person Executive meeting

**(8/23)** Fall 2025 E-Board Retreat, 23 attendees

**(1/12)** Spring 2025 E-Board Retreat, 25 attendees

**(1/13)** Chapter Report Workshop, 25 attendees

Advisory  
Board  
Members

28

9  
Student positions  
are matched to  
Advisory Board  
committees

## Advisory Board

AMA USF has an Advisory Board composed of **28** Tampa Bay business and marketing professionals and the AMA USF Faculty Advisor.

**Goal:** Meet every quarter to evaluate the operational and financial state of the organization. Provide feedback and support to AMA USF leadership in developing initiatives. Establish the student organization's presence in Tampa Bay's business community.

**Results:** ★★★★★

**Three meetings** were successfully held in person, with two remaining in the spring semester. These meetings reviewed operations and financials for AMA USF, establishing a rapport between the Advisory Board and AMA USF leadership.

**Goal:** Strengthen student-professional engagement through Advisory Board committees to provide 4 internship opportunities, quarterly career development initiatives, and 2 mentor-mentee events to enhance members' learning and networking experiences.

**Results:** ★★★★★

The Advisory Board shared **8 internships**, conducted **3 mentorship events**, and coordinated membership sponsor outreach.



## General Body Meetings

**Goal:** Average **50-60** members attending each GBM with a **50%** retention rate of member attendance.

**Results:** ★★★

The General Body Meetings held an average of **45** attendees with a **78%** retention rate.

## Committee Meetings

**Goal:** Execute committee objectives and maintain active participation with at least seven engaged members per committee.

**Results:** ★★★★★

Average engagement was **8.6 members** per committee, with the lowest (Pro-Dev) at **4** and the highest (Marketing) at **23**.

## Committees

**Marketing** - Tuesdays at 6:15 PM

**Case** - Thursdays at 3:30 PM

**Consult-a-Bull** - Wednesdays at 3:45 PM

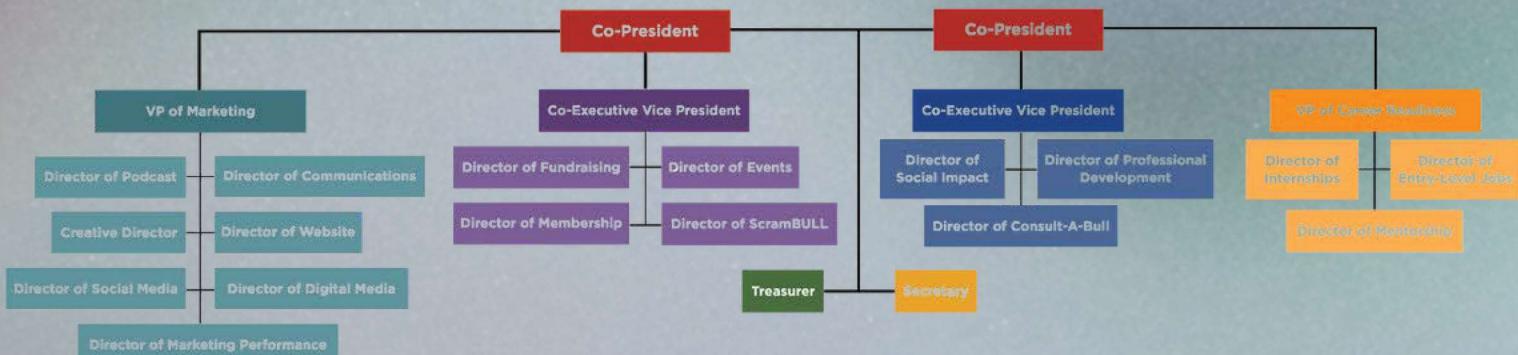
**Events** - Mondays at 3:30 PM

**Fundraising** - Tuesdays at 10 AM

**Membership** - Mondays at 3:30 PM

**Pro-Dev** - Wednesdays at 2 PM

**Social Impact** - Wednesdays at 10 AM



**Beginning Balance****Checking:** \$12,596.59**Savings:** \$5,554.60**Total:** \$18,084.19

# Budget

**Revenues**

Membership	\$1,450.54
Membership Sponsorships	\$316.00
Banquet Revenue	\$1,125.43
E-commerce	\$189.55
ScramBULL	\$17,643.00
Consult-A-Bull	\$1,310.00
Fundraising	\$2,766.00
ICC	\$250.00
<b>TOTAL REVENUES</b>	<b>\$ 25,058.21</b>

AMA USF maintained a robust financial position in FY25-26, driven by a diversified revenue model and expense management across committees.

The primary fiscal objective is to ensure the long-term sustainability of AMA USF while empowering students to attend high-impact events such as ICC by subsidizing their expenses.

**Variance Analysis:**

- **Total revenue** for ScramBULL reached **\$17,993.27**, which was short of the \$25k target. However, the event achieved a **72% net profit** margin due to high-value sponsorships and cost controls.
- Fundraising diversification allowed AMA USF to exceed the \$600 fundraising goal through **partner givebacks**, raising a total of **\$713.71**.
- Significant capital expenditures are forecasted for Q3/Q4, specifically for **ICC registration costs**, in alignment with AMA USF's goal to *give back to highly engaged members* via the Points System.

**Expenses**

Case	\$123.00
Banquet Expenses	\$1,826.61
Membership Codes/Expense	\$1,425.93
Fundraising	\$13.68
ScramBULL	\$655.91
Advisory Board	\$372.30
Fundraising	\$13.68
Services/Subscriptions	\$1,533.64
Food & Beverages	\$729.00
Miscellaneous	\$29.00
<b>Total Expenses</b>	<b>\$6,710.07</b>

**Checking:** \$30,833.01**Savings:** \$5,557.41**Ending Balance:** \$36,409.64

*\*Please note that this summary does not reflect all financial activity, as certain transactions are still pending.*



# MARKET-A-BULL REMARK-A-BULL AMA-ZING

