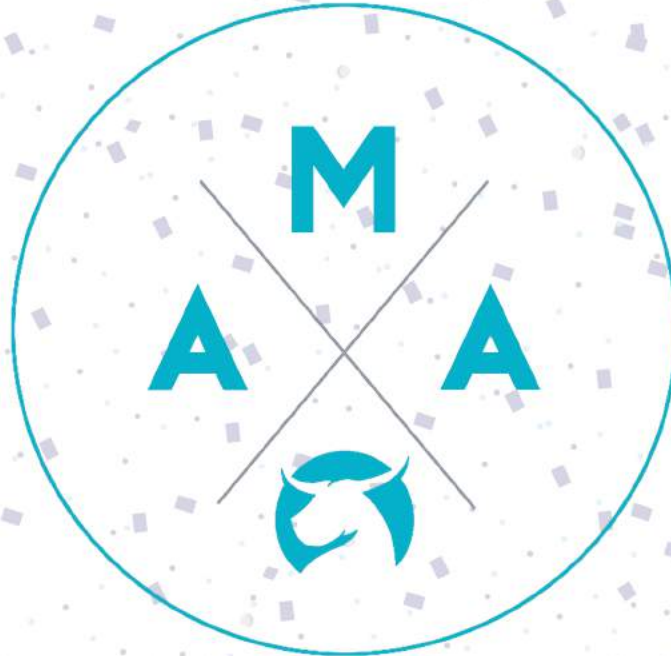


2015-16

ANNUAL REPORT

AMERICAN MARKETING ASSOCIATION



UNIVERSITY OF SOUTH FLORIDA

*we're minty fresh & the minty best #BeAMMAing*



@usfama

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**The goal of the American Marketing Association at the University of South Florida is to be the leading international collegiate chapter by offering opportunities for professional growth, leadership, and service.**

**This year, the chapter had to rebrand for the second year in a row, due to logo rights. USF-AMA did decide to keep the slogan Stand Out. Get Involved. Be AMAzing. The new logo is sleek and contemporary, reflecting navy blue, white and teal colors with a Bull which identifies the school mascot, the Bull. The polo shirt each member receives to wear to meetings and events is Navy Blue polo with teal and white embroidered with the logo on the front and Be AMAzing on the sleeve. The website, business cards, social media sites, flyers, stationery, buttons, and recruitment boards have been updated.**

**In addition to changing the tangibles, USF-AMA has engaged new and returning members to an image of being the most competitive business club on campus, offering the most opportunities for professional development. Through learning from guest speakers and corporate tours, working on chapter operations, planning and creating special events, and managing marketing budgets, USF-AMA members are brand savvy. Motivated members who recognize the competitive advantage AMA affiliation offers in the marketplace, USF-AMA is able to meet and exceed its goals. By emulating a small business structure, USF-AMA welcomes members to take on leadership roles, further developing their management skills.**

**Recognizing the importance of building relationships within the Tampa Bay and international community, all USF-AMA members, also members of AMA Tampa Bay, made up over 400 business professionals. Members attended monthly luncheon workshops and also have the option to be part of the professional chapter's monthly meetings. Through collaboration with various on and off campus organizations, USF-AMA is able to cultivate strong community ties. The variety of professional speakers, events, and corporate tours add valuable experiences members can bring to their professional careers. Corporate tours expose USF-AMA members to diverse corporate environments and industries, and provide insight into potential career paths.**

**On the digital side, the chapter's website was completely revamped this year and is maintained with 22 E-board members LinkedIn profiles. This is updated weekly with marketing-related internship and job opportunities, with an average of 33 visits weekly. USF-AMA provided members with 58 job and internship opportunities throughout the year thus far. To emphasize the chapter's appreciation for dedicated members, each week a student is selected as "Member of the Week", and is highlighted on the USF-AMA website and social media sites. From the networking workshop to the Marketing Strategy Competition at the 2015 Florida Regional Conference, the chapter strives to give members a competitive edge when navigating career fairs and succeeding in interviews.**

**In addition, USF-AMA participated in numerous competitions for the 2015 AMA International Conference including Outstanding Marketing Week, AMA Student Marketer of the Year, and was one of eight semifinalists in the Hershey's Ice Breakers Collegiate Case Competition. The "Stand Out. Get Involved. Be AMAzing.", theme was created to present the determination and importance to the USF chapter in becoming the Platinum Chapter of the Year. This unified vision drives members to do their best for AMA and their own careers.**

**New initiatives this year include 16 members completing AMA certificate programs, working with various nonprofits such as Be The Match, sending members to attend various Regional Conferences like Whitewater, Penn State, and Florida International University, and conducting a major research project for Hershey's Ice Breakers case competition. Of the six community and social impact projects, several are on-going. USF-AMA takes pride in its community service endeavors, which aid local non-profits while simultaneously offering members hands-on marketing experience. This year, the chapter is participating in the Gasparilla Festival of the Arts, the premier juried art show in Tampa Bay. The GFA committee has updated the survey created last year and will survey a sample of the 200,000 attendees. USF-AMA also demonstrated the social responsibility of our members by supporting military troops overseas, participating in the Florida State Fairgrounds cleanups, and Feeding America Tampa Bay. The chapter is in the sixth year of the internship program with Big Cat Rescue (BCR), the world's largest accredited sanctuary for exotic cats, and will host an event on campus to create awareness about its cause. The 15th Annual Golf ScramBULL, the chapter's biggest fundraiser, provided members a professional growth opportunity which developed event planning and relationship selling skills. Members obtained sponsorships from 12 companies and donations from 82 others. The golf tournament netted \$11,900 which will primarily be used to pay International Conference registration and hotel expense. USF-AMA receives no financial support from the university. Other small fundraisers were also implemented throughout the year including local restaurant get back events, Valentines day fundraising event, get through your exams coffee fundraiser, selling the chapter's new line of branded T-shirts, mugs, USF-AMA business cards, and other USF-AMA merchandise. Through fundraising the chapter grossed \$18,792 in revenue and in-kind donations, and had a net profit of \$1,225. The President, Executive Vice President and Advisors decided it was more beneficial to send more members to International Conference than to reach the targeted net profit.**

**Membership is an ever-important focus of the chapter. During the fall and spring, 32 members spent 90 hours recruiting 300 prospective members and gained 67 new members, a 22.33% conversion rate. Members are encouraged to take initiatives to recruit new members, and are awarded with contribution points. Highly involved members earn Active Member status and those who are intensely involved earn Premier Member status. In total, 48 members achieved chapter involvement during the 2015-2016 academic year. To maintain USF-AMA's standing as an elite chapter, goals and member expectations are raised every year. USF-AMA will continue to be a top chapter for many years by consistently adapting to changing environments and learning how to "Stand Out. Get Involved. and Be AMAZing."**

*Stuart Kerr* - Fall 2015 President

*Chelsea Adamcek* - Spring 2016 President

**Goal:** To enhance professional development for members through exposure through a wide variety of marketing professionals through guest speakers, corporate tours, and conferences.

**Results:** 23 Speakers, 7 Corporate Tours, 4 Regional Conferences Attended, 6 Networking Luncheons, 9 Partnerships, 7 Workshops, 58 Internship/Job Opportunities

## Speaker Goals

**Goal:** 20 speakers, 50 average attendance

**Results:** 23 speakers, 60 average attendance

**Tampa Bay Lightning  
(NHL Hockey Team)  
Vice President of Marketing,  
Eric Blankenship**  
"How to Land Your Dream Job"  
**Date: 9/8/2015**  
**Attendance: 98 members**

Blankenship spoke about his experience making it into the notoriously tight group of sports marketers. His experience was a reminder to members that perseverance, and a bit of luck go a long way.

**Tampa Bay Times  
Staff Writer, Justine Griffin**  
"How to Deal with Upper Level Management"  
**Date: 9/21/2015**  
**Attendance: 78**

Dealing with upper level management is daunting for many students. Griffin presented about her experiences dealing with and communicating to them.

**Nielsen Holdings  
Global Operations BPI Leader,  
Julian Montealegre**  
"Importance of Market Research and Data"  
**Date: 9/29/2015**  
**Attendance: 75**

Julian Montealegre of Nielsen presented the incredible value and unintuitive insights of some of Nielsen's research showing the importance of research in the marketing process.

**AMA Tampa Bay Professional Chapter  
AMA Tampa Bay Executive Board Members**  
**Date: 10/13/2015 Attendance: 70**

**Four members of the AMA Tampa Bay Professional Chapter executive board discussed chapter operations and marketing opportunities in the Tampa Bay area.**  
**Date: 10/20/2015 Attendance: 67**

Amber Miller shared her thoughts on millennials in the workplace and how to do things differently and the challenges of managing them.

**Visit Tampa Bay  
Media Relations Manager, Kevin Wiatrowski**  
"Tourism Marketing"  
**Date 11/17/2015**  
**Attendance: 66**

Visit Tampa Bay is the official destination marketing organization for Hillsborough County, Florida. Kevin spoke about VTB's programs attracting conventions and individuals

creating \$3.5 billion in tourist spending in Hillsborough County.

**Be the Match and Are You Safe Senior Account Executive for Be The Match: Marc Silver and Community Outreach Director for Are You Safe: Tiffany Bolt**  
"Marketing a Non-Profit Organization"  
**1/26/2016 Attendance: 61**

Be The Match and Are you Safe are local non-profits with whom we are working. They shared the importance of non-profits and the challenges in marketing them, a field of particular interest to members.

**Northwestern Mutual  
Managing Director, John Byczek**  
"Preparing for an Interview"  
**Date: 2/2/2016 Attendance: 60 members**

John shared different ways in which members should prepare for an interview and how to network. Providing valuable insight to job/internship seeking students.

**Busch Gardens**  
**Project Manager, Kelly Hornick**  
**"Project Management in the**  
**Hospitality and Amusement Industry"**  
**Date: 2/9/2016**  
**Attendance: 61 members**

Kelly shared the different steps that need to be taken in order to plan events in the amusement park industry. Revealing the people management side of marketing to student.

**University of South Florida:**  
**Zimmerman School of Advertising**  
**and Mass Communications**  
**Lead Communications Advisor,**  
**Kassandra Serrano**  
**"Personal Branding Through**  
**Social Media"**  
**Date: 2/16/2016**  
**Attendance: 55**

Kassandra shared on how to build your own personal brand and stand out professionally on social media. Her workshop shifted the view of social media from fun way to connect to strong networking tool.

**Professional Development Event**  
**Motivational Speaker, Joshua Jackson**  
**"Pimping Corporate America"**  
**Date: 2/22/2016**  
**Attendance: expected 60 students**

USF-AMA has planned this event which is open to all majors. Joshua is a USF grad, a motivational speaker and author. He will speak on "10 Ways to Make Corporations Work for You".

**Speaker: TBA**  
**Date: 2/23/2016**

**JoTo PR**  
**PR Manager, Karla Jo**  
**"Crisis Management"**  
**Date: 3/1/2016**  
**Attendance: expected 55 members**

**Wells Fargo**  
**Charleen Reasner**  
**Topic: TBA**  
**Date: 3/8, 2016 Attendance:**  
**expected 55 members**

**Tampa Bay Business Journal**  
**Stephanie Eukovich**  
**Topic: TBA**  
**Date: 3/22/2016**  
**Attendance: expected 55**  
**members**

**Bloomington's Department Store**  
**PR Manager/Event Planner:**  
**Jennifer Bentson**  
**Topic: TBA**  
**Date: 4/5/2016**  
**Attendance: expected 55 members**

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**Corporate Tours:**  
**Goal: 6 tours, 10 attend each**  
**Results: 4 Fall tours and 3 upcoming,**  
**12 average attendance in Fall,**  
**Spring attendance pending**

**Nielsen Corporate Tour**  
**Date: 9/18/2015**  
**Attendance: 30**

Stephanie Hagerty, a Nielsen Project Manager, gave members a history of the world's first market research company. She covered how it began to how it is affecting the market now.

**Raymond James Financial Corporate**  
**Tour**  
**Date: 10/23/2015 Attendance: 15**  
**members**

The CMO and senior leaders including the managers from Corporate Communications, Marketing Strategy, and the Agency spoke of the complexity of marketing a \$5.2 billion firm.

**Sandpearl Resort Corporate**  
**Tour**  
**10/16/2015**  
**Attendance: 6 members**

Members toured the various venues and hotel rooms at Sandpearl Resort, Clearwater Beach, FL. Katie Karr, Marketing Assistant, shared insight in planning events such as weddings and conventions at the resort.

**Straz Performing Arts Center**  
**Corporate Tour**  
**Date: 10/28/015 Attendance:**  
**15 members**

Our members toured the behind-the-scene areas of Straz Performing Arts Center. The Director of Special Events shared valuable sales, organization, hospitality management, and event planning insight.

**Yuengling Brewery Corporate**  
**Tour**  
**Date: Tour will be in late**  
**February, 2016 Attendance:**  
**Expected 15 members**

**Chappel Roberts Corporate**  
**Tour**  
**Date: March, 2016 Attendance:**  
**Expected 15 members**

**Tampa Bay Lightning Corporate**  
**Tour**  
**Date: April 2016 Attendance:**  
**Expected 20 members**

## Regional Conferences

Goal: 20 USF members attend the Florida Regional Conference at FIU

Goal: Send E-Board members to out of state regional conferences; (NEW)

2 E-Board members to attend UW-Whitewater Regional Conference

1 E-Board members to attend UPenn Regional Conference

Result: 26 USF members attended the Florida Regional Conference at FIU

Result: 2 E-Board members attended UW-Whitewater Regional Conference and 1 E-Board member attended UPenn Regional Conference.

USF and FIU previously co-hosted the Florida Regional Conference, but recently, it was decided to host the conferences individually and trade the responsibility annually. USF-AMA subsidized the hotel expense allowing 26 members to attend.

To better our own conference and chapter, USF-AMA sent three E-Board members to two different out-of-state conferences. For \$1,581, we strengthened relationships with other chapters, and learned how to improve our own.

## 38th Annual AMA International Collegiate Conference

Goal: 20 members, 7 incoming E-Board members

Results: 30 expected members, 10 expected incoming E-Board members

USF-AMA receives no funding from the university and conference is not affordable for most students. We encourage high potential underclassmen to attend. Attendance at the conference drives higher engagement, and identifies new E-Board members. The chapter pays conference registrations and hotel expense to reward high achieving members who have contributed to the chapter's success.

## AMA Certificate Programs

Goal: 20 members complete one certificate each offered on the AMA.org website

Results: Expected 20 members to complete one certificate each in March and April

USF-AMA will host two programs, Intro to Sales and Career Development. These certificates will educate members, and provide a powerful résumé builder.

## Charged Marketing Group (NEW)

Goal: 10 members to generate \$1,000 over 2 semesters

Results: 10 members currently generated \$550 and are expected to generate over \$1,000 by the end of the semester. Charged Marketing Group provides consulting services to businesses and student organizations who want to see greater growth with every marketing dollar. Currently, CMG works with Student Monitor (a large research firm), Rock Paper Stickers (a small business run by a USF alumnus), the USF Real Estate Society, and a private law practice.

## Professional Partnerships

### AMA Tampa Bay

Goal: 6 events, 12 members

Results: 4 events, 10 members to date, 2 expected events, 6 members expected

Results: 2 members attended monthly E-Board meetings

USF-AMA communicates constantly, through our Professional Chapter Liaisons, with the AMA Tampa Bay. We invite certain members to attend meetings, luncheons, and other events to further build this relationship. By deepening our partnership, both USF-AMA and AMA Tampa Bay with access to larger networks, training, and a greater flow of innovative ideas.

### USF Muma College of Business (MCOB)

Goal: 6 events, 15 members

Results: 7 events, 36 members

The MCOB is a strategic partner for USF-AMA. Outside of providing physical infrastructure, MCOB promotes AMA to the faculty who then direct their students to USF-AMA. MCOB also creates events for students organizations to participate, so they can build membership. USF-AMA takes full advantage of the services offers, and tries its best to represent the MCOB name well.

## **Student Organization Partnerships**

**Goal: 2 partnerships**

**Results: 8 partnerships**

### **Communications Department**

USF-AMA partnered with Ms. Soreno, an advisor in the USF Department of Communication, to host a LinkedIn Workshop during our Marketing Week. She also is scheduled to attend one of our general meetings to discuss the importance of effective social media use.

### **Bulls Business Community (BBC)**

BBC is a living learning community for freshmen and sophomores business students to help facilitate professional development. Several USF-AMA members act as mentors and recruit from the BBC.

### **Council of Supply Chain Management Professionals Student Roundtable (CSMCP)**

CSCMP is designed to help students learn about the supply chain field. The Chapter is in the second year and USF-AMA has mentored it in chapter operations such as helping them generate a newsletter. USF-AMA and CSCMP partnered in four social events and its members are planning to attend our Student Organization Mixer on February 21.

### **Toastmasters**

Toastmasters help members develop their skills as leaders and communicators. USF-AMA held a workshop with Toastmasters which provided "Quick Tips on Presenting."

### **Business Honors Service Association (BHSA)**

BHSA is a selective organization of 20 members from the BBC that focuses on community service. USF-AMA is planning a Student Organization Mixer where BHSA is planning to attend and help with funding for food and beverages.

### **Real Estate Society**

This society was established in Fall 2015 and turned to our E-Board and advisor for marketing, organizational, and financial planning counsel as we are recognized as one of the premier student organizations.

### **Women in Business Society**

The USF Women in Business Society aims to bridge the gap between the academic and business worlds in order to prepare members for success in future leadership roles. We had two members attend one of its biweekly meetings and inform us on what events are occurring this Spring 2016 semester. Women in Business Society members are also attending our Student Organization Mixer.



## Career Development

**Objective:** To prepare members for professional business situations through practical marketing experience

### Workshops:

**Goal:** 3 workshops per semester, 45 students attend each

**Results:** 3 workshops Fall 2015, 3 scheduled for Spring, average of 58 members attended Fall

### Marketing Strategy Workshop

**Director of Case Competition, Gabe Patil**

**Date: September 15, 2015 Attendance: 68**

This allowed our members to get hands on experience, while learning about working on a case competition. The case was authored by an advisor for a local restaurant.

### Creativity Workshop

**Professor and Co-Director of the USF Center for Analytics and Creativity, Dr. Timothy Heath**

**Date: October 6, 2015 Attendance: 72**

Dr. Heath challenged students to master out-of-the-box thinking and how creativity promotes organizational success.

### Toastmasters International at USF

**Date: November 3, 2015 Attendance: 65**

Members from Toastmasters led an 'Improv and Pressure Situation' workshop during our general meeting. Members learned the importance of confidence and the ability to communicate, persuade and lead.

### Personal Branding Seminar

**Date: February 16, 2016 Attendance: TBA**

Kassandra Sereno

Kassandra will be giving a presentation about how to appropriately enhance your personal brand through social media.

### Student Résumé Bank

**Goal:** 20 Résumés

**Results:** 22 Résumés

In lieu of posting a downloadable résumés on the USF-AMA website, LinkedIn links were posted. These profiles allow for greater depth of career details, and provide a platform for interested parties to interact.

### Employment & Internship Opportunities

**Goal:** (EACH SEMESTER) 10 opportunities

**Results:** Fall- 20; Spring-10 current, 10 expected

An E-Board member maintains communication with the Office of Student Success and Office of Employer Relations to receive opportunities for members. Opportunities are also obtained from the Marketing Department and AMA alumni. E-Board members posted opportunities on the AMA website, social media and in the weekly newsletter. Internships and opportunities are announced at weekly meetings.

## **AMA Collegiate Competitions**

**Objective:** To compete in and place in AMA collegiate competitions

### **Chapter Plan: October 7, 2015**

**Goal:** 5 E-Board members participate

**Results:** 5 E-Board members participated

The E-Board collaborated to design a professional plan and set goals for the chapter to achieve during the 2015-2016 year.

### **Outstanding Marketing Week October 12 to October 16**

**Goal:** 5 events, 30 members

**Results:** 7 events, 30 members Total attendees: 161 students

The week activities are as follows: Monday: speaker from the Peace Corps, Tuesday: Professional headshots and Professional Chapter Panel with AMA Tampa Bay, Wednesday: Excel and LinkedIn Workshop, Thursday: AMA Committee Showcase event in the MCOB, and Friday: Carnival fundraising event at Fowler Fields.

### **Hershey's Ice Breakers Cool Blasts Case Competition: November 4, 2015**

**Goal:** 1 entry submission, 2 members

**Results:** 1 entry submission, 8 members, Semi-Finalist

The USF-AMA case competition team spent over 150 hours conducting research, rebranding, and developing an integrated marketing communications plan for Hershey's Ice Breakers. We were one of eight semi-finalists.

### **Hugh G.Wales Faculty Advisor Award**

**Goal:** N/A

We cannot nominate our advisor because she won this award in 2014.

### **Chapter Website Competition November 4th**

**Goal:** 1 submission:

**Results:** 1 submission

USF-AMA's VP of Technology completely revamped our website by updating it with new colors to match our logo and added the easy scroll feature to make it easy to view on mobile devices.

### **Perfect Pitch: Registration opens January 20, 2015. Competition takes place March 18**

**Goal:** 1 submission

**Result:** 1 submission

This allows a member to participate in a 90 second interview where he will have to sell himself as being right for the job.

### **AMA Student Marketer of the Year Award January 26, 2016**

**Goal:** 1 member submission

**Results:** 1 member submission

The chapter nominated current Director of Recruitment Chessa Rodarmer for the AMA Student Marketer of the Year Award. She owns a small business and is very active in AMA.

**Goal:** USF-AMA will utilize its marketing skills to advertise, plan events, and promote causes in the community. USF-AMA focuses on activities promoting or assisting organization's efforts that save lives in many ways in addition to bone marrow transplant.

**Results:** USF-AMA partnered with various non-profit organizations to assist in their marketing efforts through the community and on campus.

**Objective:** Non-Profit Marketing Experience To provide local non-profit organizations with marketing expertise at no cost. Marketing expertise will be delivered through market planning and networking through community service events.

## **Non-Profit Consulting**

**Goal:** Identify at least one Organization where our marketing skills can make a major impact; donate \$7,500 in pro bono services(\$15/hr.); 5 member committee

**Result:** 8 member committee 1,042 hours, \$15,630 Total

## **Butterfly Glow Party Breast Cancer Run (NEW)**

**Event Date:** May 21, 2016

**Goal:** 5 members help promote event

**Results:** 5 members promoting this event, 10 hours, \$150 to date pro bono

Butterfly Glow Party is a 5K run for breast cancer survivors to raise money for their reconstructive surgeries. USF-AMA is promoting this event all over USF campus as well as creating flyers for social media. Our Director of Social Impact is in weekly communication with the organization to help with promotional needs including social media and word of mouth.

## **Are You Safe (NEW)**

**Goal:** 5 committee members, 3 hours a week

**Results:** 9 members, 280 hours to date, \$5,600 to date pro bono

Are You Safe is a local nonprofit for domestic violence that reached out USF-AMA for marketing help. We came up with new logo ideas, and assisted with the creation of marketing collateral. The goal of the flyer is to depict the organization's purpose and attract USF volunteers. Since we have previous experience with hosting a golf tournament our current VP of ScramBULL will also be giving assistance to Are You Safe on how to approach companies for sponsorships and to obtain golfers.

## **Be the Match**

**Goal:** 5 committee members, 3 hours per member per week

**Result:** 9 members, 315 hours to date, \$4,725 to date pro bono

Be the Match is a non-profit that operates a potential marrow donor registry and cord blood units. We are in the process of creating a campus donor event in the student center which is scheduled end of March and are working on flyers for the event. The theme and slogan for the event and flyers is "Committed to Saving Lives" which will be a superhero theme.

## **Spring 2016 Big Cat Rescue (BCR)**

**Goal:** 15 member committee, 75 attendees, 100 petitions

**Results:** 7 member committee, 18 volunteers at the event, 181 attendees, 118 petitions

**Results:** 299 hours, \$4,485 pro bono

The Big Cat Rescue sanctuary in Tampa, Florida, is the world's largest accredited sanctuary for big and exotic cats who faced abuse and abandonment. For the sixth consecutive year, the USF-AMA committee teamed up with BCR and organized an event on February 10, 2016 to raise brand awareness, promote volunteer opportunities, and circulate petitions for legislative initiatives. This event utilized social media, student engagement, and partnerships with student organizations. Members showcased BCR's interactive presentation to the USF community with food and entertainment.



## **Meals on Wheels (NEW)**

**Goal:** 5 members, 5 hours a week

**Result:** 7 members, 23 hours a week, \$2,415 pro bono to date

Meals on Wheels is a home delivering service that delivers to people in need. USF-AMA is creating physical collateral for it and providing design education to the communication director. A social is also being planned at Meals on Wheels where we will assist in a daily operations.

## **Spring 2016 Gasparilla Festival of the Arts (GFA)**

**Goal:** 15 member committee, 200 surveys

**Results:** 11 member committee, 200 surveys expected

The Gasparilla Festival of the Arts, held March 5-6, is the premier juried art show in Tampa Bay attracting over 200,000 attendees and \$75,000 in prize money. Working closely with the GFA board, USF-AMA will, for the third consecutive year, help provide insight into the consumer experience by developing a marketing research plan and survey; then present the findings to the GFA board near the end of March.

## **Social Responsibility**

**Objective:** To take an active role in the area of social responsibility both on campus and in the community.

## **Environmental Activism**

**Goal:** 10 members, 5 hours each

**Results:** 10 members, 3 hours each

## **USF Center for Leadership and Civic Engagement Stampede of Service Event (NEW)**

**Date:** January 16, 2016 from 8am-3pm

**Attendance:** 10 members, 6 hours each

USF-AMA participated in the USF Stampede of Service where one of members lead a site. SOS celebrates service and Tampa in one all out good-will blitz on the community.

## **Keep Tampa Bay Beautiful-Great American Cleanup**

**Date:** March 5, 2016 **Attendance:** 10 members expected to participate

**Results:** TBD

Keep Tampa Bay Beautiful recruits volunteers, Site Captains, Area Managers and local sponsors to foster unity and strengthen community bonds through beautification and improvement efforts across Hillsborough County. We expect to have 10 members volunteer for this event.

## **Feeding America Tampa Bay**

**Goal:** Collect 75 cans

**Results:** 100 cans collected

Feeding America is the largest domestic hunger relief organization in the country, consisting of more than 200 banks. Food was collected to help Feeding America Tampa Bay provide families with canned and dry goods.

## **Support Military Troops Overseas**

**Goal:** \$50 in donations

**Results:** Expected \$66 in donations

Throughout the month of February, members were asked to donate at the general member meetings. The highest donor from each meeting will receive a gift bag valued at \$20.

## **Breast Cancer Research**

**Goal:** Raise \$30

**Results:** Raised \$55

Throughout the month of October we competed with other organizations on campus to collect loose change from general meetings and Bull Market to raise money for breast cancer research.

**Goal:** To plan, organize, and execute successful marketing campaigns to fund the chapter's annual operations  
**Results:** Members worked together to raise a total of \$12,650 to fund chapter operations and to sponsor members for the International Collegiate Conference.

**Objective:** Industry Sponsored Events To encourage at least 65% member involvement in planning, operating, and completing fundraising events using marketing, promotions, research, sales, and management skills .

### Local Restaurant Give Back Events

**Goal:** 2 AMA events, profit \$100, 20 members

**Results:** 2 AMA events expected, total profit to date  
 USF-AMA will partner with local restaurants to host giveback events. Anthony's Coal Fire Pizza for the month of February on Mondays and Tuesdays has offered to donate 20% of everyone's bill that mentions they are supporting USF-AMA. For this event we have been promoting the flyer that was created to everyone all over the USF community, friends, AMA Alumni, and family to promote event days using flyers, social media and word of mouth advertising.



### Spring 2016 ScramBULL

**Goal:** \$10,000 profit, 30 members

**Results:** \$11,911 profit, 32 members

USF-AMA held the 14th Annual Golf ScramBULL on January 31st, 2016. As ScramBULL is the largest fundraiser of the year, extensive planning began in September 2015 with committee meetings held once a week to discuss achievements and plan for the coming week. Committee members organized excursions to solicit donations. Members were rewarded through the USF-AMA point system.

The ScramBULL committee employed relationship selling skills while pitching sponsorship opportunities to acquire silent auction,



raffle, goodie bag, and in-kind donations. Packets consisting of a sponsorship letter, sponsorship opportunities, golfer registration form, and event flyer were distributed to over 200 businesses in the Tampa area to facilitate committee members' success. Electronic save-the-dates were also sent out to former event golfers and Tampa area business professionals six months, four months, and one week in advance. Social media was also used to advertise for the event. The Tampa Tribune newspaper ran an article about the Vice President of ScramBULL and the event. Brandon Mitsubishi was the title sponsor. Eight Brandon Mitsubishi employees played in the tournament, as a part of their sponsorship. The chapter raised of \$6,300 from 15 sponsors and secured 16 silent auction items and over 55 raffle prizes. Each golfer was greeted with a goodie bag, valued at \$123 consisting of donations from 14 businesses. Non-players donated a total of \$500. ScramBULL tournament day was professional, polished, and well-organized thanks to the team of 27 members that were present. Of the 84 golfers registered, 68 participated in the tournament. The revenue from golfers totaled \$3,458.

Super tickets, which included two mulligans and eight raffle tickets, were sold at the door on tournament day; participants could also purchase additional raffle tickets. Revenue from super ticket and raffle ticket sales totaled \$1,390 while silent auction gross profit amounted to \$680. The in-kind donations for the tournament totaled \$1,110. The tournament yielded \$32,499 in gross revenue and \$11,900 in profit.



### Ongoing Fundraisers

**Objective:** To provide non-event methods of continual fundraising to support chapter activities

### Promotional Merchandise Sale

**Goal:** \$75 Profit

**Results:** \$15 Year to date, expected \$100  
 USF-AMA has phased out the merchandise with the prior AMA logo. With the excitement of new branded logo we are expanding our merchandise store by adding sweatshirts, T-shirts, pens, mugs and much more. The organization anticipates the sale of at least 10 items by the end of Spring.

### USF-AMA Business Cards

**Goal:** \$100 Profit, 5 members

**Results:** \$150 Profit, 6 members

10 members purchased 250 business cards for \$25 each. Since USF-AMA rebranded in the fall, this spring the business cards were updated to the new logo and colors. The business cards are offered to members during weekly meetings, newsletters, social media, and on the website.

### Valentines Day Fundraising Event (NEW)

**Goal:** \$100

**Results:** \$171

The week of Valentine's day USF-AMA sold carnations, roses, chocolate covered strawberries, rose petals and valentines to USF students.



### Exam Stress Reliever Coffee Sale (NEW)

**Goal:** \$50

**Results:** TBD

During exam week USF-AMA members will be selling Starbucks coffee in front of the library to students who may need a pick me up to keep studying.

**Goal:** Enhance professional opportunities through a large membership base with a high percentage of membership involvement

**Results:** With a chapter of 88 members, USF-AMA has met or exceeded all goals, demonstrating a growth in chapter and involvement of members.

**Objective:** Chapter Growth Increase membership through the use of prospecting and selling skills to recruit members

## **Membership Drive Information Table Membership Database**

**Goal:** 150 prospective members, 40 hours per semester  
**Results:** 250 Members, 75 Hours  
 Nine E-Board members and more than five general members devoted 75 hours to recruit new members. USF-AMA recruiters connected with students, collected emails, and passed out promotional items. The directors of recruitment table at MCOB twice a week and table at Bull Market every Wednesday from 12-3pm.

## **Recruitment Advertisements**

**Goal:** 50 new members, reach 800 students  
**Results:** 50 new members, reach 5,400 students  
 By utilizing the USF LCD screens in the student center and Muma College of Business, traditional chalking efforts, and redesigned flyers and signs, USF-AMA estimates it was able to reach about 5,400 students.

## **Referral Program**

**Goal:** 10 new members  
**Results:** 20 new members  
 Members promote USF-AMA by explaining their experiences with the chapter. Members receive 100 points (see Member Incentive Point System below) for referring their friends and fellow classmates to USF-AMA. This incentive program has proven to help increase overall membership and to help members achieve Active or Premier membership status.

**Goal:** Weekly reports and data analysis  
**Results:** Partial data entry UI rollout; full ad-hoc reporting capabilities  
 Transactional database created to track AMA from an operational standpoint. Members, events, activity, and attendance are currently tracked. Reports display both key descriptive and performance metrics.

## **New Recruitment Video & Class Presentations**

**Goal:** (EACH SEMESTER) 15 classes, reach 1,000 students  
**Results:** Fall 15 classes, 1,200 students; Spring 16 classes, 1,000 students  
 Professors allowed the USF-AMA to give presentations encouraging students to attend the weekly meetings. Members passed out flyers, referencing the USF-AMA website and Facebook page for more information. The presentations reached about 50 students in classrooms and about 440 in lecture halls. A new recruitment video was also created in Spring explaining benefits of membership. The video was unable to capture a drone flying over the USF campus due to technology complications. The video did however have segues to E-Board members describing the benefits of AMA membership.

## **USF-AMA International Student Scholarship**

**Goal:** (2 per year) 2 International Students  
**Results:** 1 international students In fall 2015, 0 in Spring 2016

USF-AMA awarded one international student from Asia the scholarship covering her member dues for a full year. There are currently no submissions for the Spring 2016 semester. Students are required to submit essays expressing his/her leadership abilities, and are expected to achieve Active Member status.

## **Week of Welcome(WOW) & Student Organization Showcase**

**Goal:** Participate each semester  
**Results:** participated Fall 2015 and received 50 emails, Participated Spring 2016 semester and received 18 emails. USF-AMA participates in the WOW which occurs the first week of school every semester. The MCOB dean and department chairs host a cookout and giveaway MCOB t-shirts. This event includes the student organization showcase where we are assigned a table to recruit new members.

## **Visit & Join**

**Goal:** Allow prospective members 3 free meetings  
**Results:** Many student's desire a trial before joining. About 70% of new members join at the end of this period.

## **Membership Dues**

**Goal:** \$95 dues will include membership to the collegiate and AMA Tampa Bay Professional Chapters and to the national organization.  
**Results:** Due to upgrading to dry fit polos, we had to raise our dues to \$95 in Spring, 2016  
 USF-AMA dues are broken down as follows:

Collegiate dues are \$43,  
National Dues are \$47 and  
AMA Tampa Bay is \$5.

### **Chapter Polo**

Goal: To have a professional garment that clearly identifies our organization.  
Results: Every member receives a free high quality polo shirt with the chapter logo on the front and #BeAMAZing on the sleeve.

### **Total Membership Goals**

Goal: Fall: 50 new and renewing members; Spring: 35 new and renewing members. Maintain an average of 75 members per semester.  
Results: Fall: 50 new/renewing members and maintained 85 members; Spring 30 predicted new/renewing members and maintained 76 members.  
We will continue to Utilize all of the previous recruitment and retention strategies.

**Objective: Active Involvement:  
To use initiatives to increase active members in order to maximize benefits and friend referrals**

### **Member Incentive Point System**

Goal: (EACH SEMESTER) 15 Active members, 10 Premier members  
Results: Fall 2015- 15 Active members, 28 Premier members; Spring 2016 - 17 Active members, 26 Premier members  
Active: 400-599 points, Premier: 600+ points  
By rewarding and recognizing member contributions, members stay motivated to achieve Active or Premier Member status, and are inspired to pursue E-Board positions. Points are effectively managed via a shared Google spreadsheet and members can view the point system.

### **Member of the Week**

Goal: 20 members  
Results: 14 members, 6 more to be determined this Spring 2016  
Each week, the E-Board acknowledges

the significant contributions of a member based on chapter participation. The he/she is awarded a "Member of the Week" ribbon. Additionally, this member receives a \$10 gift card and is highlighted on the USF-AMA website and social media.

### **Banquet**

Goal: (Each Semester) 1 event, 25 members  
Results: Fall 2015- 42 members; Spring 2016- TBD  
At the end of each semester, the chapter hosts an awards banquet to reward members and celebrate a successful term. Premier members receive complimentary dinner and Active members receive dinner at half cost. Members, Faculty Advisors, and E-Board are recognized and receive personalized certificates for their contributions.

### **New Member Mentor Program**

Goal: (EACH SEMESTER) 5 new members per E-board member  
Results: 5 new members per E-board member  
E-Board members were encouraged to collect contact information from five members, with whom they communicated with weekly regarding upcoming events and activities. Texting and Facebook proved to be the most effective form of communicating.

### **Networking Socials & Team Building**

Goal: (EACH SEMESTER) 10 events, 10 students per event  
Results: Fall 10/15/10 events, average of 12 students per event; Spring 2016- 8 concluded and 8 more scheduled, average of 10 per event  
To encourage interaction between members and E-Board, USF-AMA offers free refreshments at the beginning of meetings. By establishing and maintaining relationships within the community, the chapter is able to receive food donations as well as

discounts at restaurants and sporting events.

### **Alpha Mu Alpha**

Goal: (EACH SEMESTER) 2 members  
Results: Fall 2015- 0 members; Spring 2016 2 expected  
Students who excel in academics and consistently exceed expectations are honored for their hard work through Alpha Mu Alpha. The nine graduating seniors USF-AMA had in the fall either did not have the financial resources to participate or did not meet the requirements. The majority of students graduate in spring, currently two USF-AMA members are interested in joining Alpha Mu Alpha, and will likely join closer to graduation.

### **Membership Data**

67.65% Female  
22.35% Male

65.8% Seniors  
31.6% Juniors  
0% Sophomores  
2.63% Freshmen

61.76% White  
17.65% Hispanic or Latino  
11.76% Black or African American  
8.82% Asian or Pacific Islander



**Goal:** USF-AMA will use a wide variety of external and internal communication media to promote the mission of AMA. Creativity and networking skills are used to market USF-AMA and reach out to the community. Results: The chapter met and exceeded most communication goals with an emphasis on social media channels to extend reach and facilitate the exchange of information between USF-AMA members, alumni, university students, and Tampa Bay professionals.

**Objective:** Promotional Programs To increase awareness of USF-AMA meetings and events on campus by using electronic initiatives and traditional media.

## **Creative Team**

Goal: (EACH SEMESTER) 2 members, 5 projects

Results: Fall 2015- 2 members, 5 projects Spring 2016- 6 members, 8 projects

This team leads a promotions committee of eight members to actively assist other USF-AMA committees with the promotion of their committees. USF-AMA promotes to the student body by developing the organization's brand image and communicating chapter activities through flyers, t-shirts, poster boards, bulletin boards, and LCD screens throughout the entire USF campus.

## **USF-AMA Flyers**

Goal: (EACH SEMESTER) 10 different flyer templates

Results: 20 different flyer templates The Creative Team (Promotions Committee) generates enticing flyers to promote and increase awareness of all USF meetings and events throughout the USF student body. The flyers are distributed and displayed through the use of the USF Marshall Student Center and Muma College of Business E-screen, as well as utilizing the USF-AMA website and social media such as Facebook, Instagram, and Twitter.

## **USF Bull Market**

Goal: (EACH SEMESTER) 5 members, 16 hours (80 hrs total)

Results: 12 members, 20 hours each semester ( 240 hrs total)

The USF Bull Market is a weekly gathering of organizations and vendors on the USF campus. The chapter usually requests Bull Market space for the first month of each semester but we decided to continue Bull Market for the entire semester to maintain USF student awareness of activities and events. Members are able to interact and create stronger relationships with USF students through face-to-face interaction and the distribution of flyers.

## **USF Marshall Student Center (MSC) & Muma College of Business (MCOB) E-Screens**

Goal: (EACH SEMESTER) 5 different promotional images

Results: 10 different promotional images (Each Semester) USF-AMA increases the awareness of AMA sponsored events through the use of LED display screens in the MSC and MCOB. The MSC is a popular student and faculty destination that allows AMA to reach students of all majors, and the MCOB E-screens assist the chapter in targeting business majors. The chapter submits bi-weekly advertisements to be showcased as an effective way to reach thousands of USF students and faculty members.

## **USF Muma College of Business (MCOB) Breezeway**

Goal: (EACH SEMESTER) 5 members, 42 hours (210 hours total)

Results: 10 members, 84 hours each semester (410 hours total)

The MCOB allows student organizations to table in the breezeway for recruitment purposes. Every Tuesday members update students of USF-AMA's weekly events and membership opportunities through face-to-face interaction and distributing flyers. Members collected student contact information to send a follow up text encouraging them to come to the next general meeting. Email addresses collect and add to the weekly newsletter. Unlike the USF Bull Market, the MCOB Breezeway tabling allows USF-AMA to reach business majors exclusively..

**Objective: Internal Communications To communicate chapter meetings, events, and information to members, the general student body and chapter alumni through USF-AMA's various communication channels .**

## **Bulletin Boards**

Goal: (EACH SEMESTER) 2 updates

Results: Fall 2 updates; Spring 3 updates The USF-AMA Creative Team works together to provide USF students with information regarding chapter contact information, and to promote upcoming AMA events and conferences. MCOB provides us with two bulletin boards that hundreds of students pass each week.

## **Weekly Agenda & PowerPoint**

Goal: 50 impressions per week

Results: 55 impressions per week

Weekly agendas and PowerPoints are created to facilitate the relay of information to chapter members.

The agendas and PowerPoints provide members with information about meetings, upcoming events, weekly accomplishments, and any other relevant information.

## **General Member Newsletter**

Goal: 1 newsletter weekly, 30% open rate

Results: 1 newsletter weekly, 50% average open rate

The VP of Membership creates and distributes a weekly online newsletter via Mail Chimp for general members. The newsletter outlines that week's speaker, events, committee meetings, and internships. In Spring semester, we added a new section called "General Meeting" which has a recap video of our general meeting for our member to view in case they were unable to attend. These videos have at least 120 views a week. The VP of Membership looks for new ways to encourage members to read the newsletter. Mail Chimp frequently sends the newsletter to spam which prevents members from accessing it.

## **External Communications**

**Objective: To maintain relationships with alumni, employers, local businesses, the college of business, and campus organizations by keeping them up-to-date on USF-AMA activities through a variety of marketing vehicles**

## **Alumni Networking**

Goal: 50 alumni

Results: USF-AMA understands the importance of maintaining a strong relationship with AMA alumni.

Alumni are strongly encouraged to follow us on social media. Our previous database was lost due to a technological failure. Finding email communications to be ineffective, quarterly alumni newsletters have been phased out, and alumni stay up to date with the chapter through the USF-AMA Facebook page. The chapter co-advisors and E-Board members have strong relationships with USF-AMA alumni and personally encourage them to participate in events and fundraisers, allowing for networking opportunities with current members.

## **Marketing Department Newsletter**

Goal: 2,000 recipients per semester

Results: The departmental newsletters were cancelled by the College

The USF chapter was featured in the USF Marketing Department quarterly newsletter that was electronically distributed to USF students, alumni, administrators, and faculty, informing and engaging them in current and upcoming chapter activities.

## **USF Muma College of Business (MCOB) Newsletter**

Goal: 1,000 views per issue

Results: 10,000 views per issue  
USF-AMA maintains its ongoing relationship with the MCOB Public Relations Director through press releases and announcements on a bi-monthly basis to keep USF-AMA in the weekly highlights viewed by current students, alumni, and friends of the MCOB. The PR director turns to AMA any time a MCOB initiative requires input or assistance from top students.

## **Professional Contact Database**

Goal: 50 USF-AMA contacts, 10 new contacts

Results: 100 USF-AMA contacts,

20 new contacts

Through AMA Tampa Bay luncheons, personal contacts, and USF recruiters the chapter was able to exponentially grow the database. Contact information and current company title are provided in the professional contact database for use of the VP of Professional

Development to schedule weekly speakers and for USF-AMA alumni to contact for career opportunities. Up-To-Date Website and Social Media Objective: To reach and inform prospective students, current students, and alumni, of chapter activities and professional opportunities through the use of the USF-AMA website ([www.usfama.com](http://www.usfama.com)) and social media.

## **Website ([www.usfama.com](http://www.usfama.com)) (NEW DESIGN)**

Goal: (EACH WEEK) 100 site visits

Results: 33 site visits each week  
VP of Technology continues to actively modify the website for enhanced user navigation and completely redesigned the website for 2015-2016. The new website design is now mobile friendly since most members access the website through their mobile phones and tablets. USF-AMA website provides upcoming events, general chapter information, and E-Board contact information. The website is updated at least twice a week with all of the activities going on such as community service events, internships, job opportunities, upcoming events, and etc.

## **Executive Board Facebook Group**

Goal: 3 discussion threads per week  
Results: 6 discussion threads per week

The E-Board Facebook Group is a social media tool that supports efficient communication between E-Board members, providing swift feedback from others. Members engage in discussions regarding questions, creative brainstorming, and updates.

## **Facebook Groups for Committees (NEW)**

Goal: 1 per committee  
Results: 1 per committee

Each committee created a Facebook page as well as a Facebook page for socials and events. The committee Facebook pages allow our members to communicate with the chapter while also allowing these pages to refer back to the USF-AMA Facebook page to generate more traffic on social media.

## **USF-AMA Instagram and Snapchat**

Goal: (EACH WEEK) 2 Instagram posts and two Snapchat post. Increase followers by 15% (148 to 170)  
Results: Average 3 Instagram posts a week, followers increase from 148 to 222 (an increase of 50%).

USF-AMA promotes events and speakers through Instagram, also providing followers with picture updates. Even though members tend to prefer Facebook, Instagram has shown improved popularity so we continue to use this as another main focus to reach the members.

## **Website Feedback Forum**

Goal: 20 reviews  
Results: Deactivated forum

Due to an overwhelming amount of spam on the forum, USF-AMA decided it was necessary to deactivate the forum and collect feedback in other forms such as surveys and brief interviews.

## **Social Media (Facebook, Twitter, LinkedIn)**

Goal: (EACH WEEK) Increase Facebook likes by 10% (651 to 716), Increase our LinkedIn connections by 20% (216 to 259)  
Results: Increase Facebook likes by 12% (651 to 729)

USF-AMA continues to maintain a high level of social media interaction with members, alumni, and other chapters.

We changed from a personal profile to an organizational profile on LinkedIn to better connect with the business community. This change took place in January so there has not been sufficient time to build meaningful followers.

The USF-AMA Facebook, Twitter, and LinkedIn pages are useful tools to promote increased interaction, convey information, and encourage active involvement in chapter activities. USF-AMA focuses on using Facebook because most members prefer it.

**Internal Objective: General Membership To strengthen relations between the Executive Board members and chapter members.**

## **General Member Meetings**

Goal: To hold 11 general member meetings per semester on Tuesday afternoons  
Results: Fall 11 meetings, Spring 12 meetings concluded & scheduled  
Prior to each semester, the E-Board submitted a tentative guest speaker schedule to the Muma College of Business to reserve the meeting room every Tuesday from 3:30-6:00 p.m. during the semesters. Meeting rooms for organizations are not guaranteed, so USF-AMA must provide documentation of industry participation to justify meeting space. We also serve food at every meeting to encourage participation.

## **Committees**

Goal: (EACH SEMESTER) 5 committees  
Results: Fall 6 committees, Spring 7 committees  
Committees contribute to the achievement of goals, increase member involvement, and enhance the overall success of the chapter. Each committee has a weekly meeting outside of the general meeting time; in addition, directors of the committees make announcements at the general meetings to encourage participation. The high level of involvement offers committee members hands on experience, and leadership skills while demonstrating the importance of teamwork.

## **Office Hours**

Goal: 15 hours per week  
Results: 18 hours per week  
Each semester, all E-Board members are scheduled for one hour in the USF-AMA office to address members' questions and to work on chapter related projects. The schedule is posted on the USF-AMA website and outside the office door.

## **E-Mail Communication**

Goal: Provide general members, sponsors, & faculty with a professional & reliable way to contact E-Board  
Results: All E-Board members were provided with email address & password  
Continuous and effective communication is vital to an organization's success and e-mail is the main tool utilized within the chapter to support the flow of information. The Gmail accounts allow for a smooth transition for incoming officers. In the Spring 2016 semester the E-Board emails accounts were updated to have a more professional title.

## **Membership Survey (NEW)**

Goal: Survey the membership at the end of the semester.  
Result: The survey was conducted at the beginning of Spring semester and we will conduct a follow-up survey at the end of the semester. We will conduct an end of the semester survey to get feedback on speakers, tours, events, and chapter operations. The president and vice president designed the survey that will analyze the data to improve our membership.

## **Membership Database (NEW)**

Goal: Create a database to capture key metrics  
Result: We distributed a survey during recruitment event and during our first general meeting which allows us to get various demographics from our members. The President and Vice president created this database after the E-Board decided what metrics to capture. The key metrics we are looking for are race, gender, ethnicity, major, and graduating class.

## **Internal Objective: Executive Board**

To emphasize leadership, professionalism, and communication among Executive Board members on projects

## **Executive Board Structure**

Goal: To emulate a small business by providing members with practical management experience  
Results: 18 E-Board goals per semester  
Each semester the E-Board created and achieved 18 goals with a VP or Director in charge of each major department. Each officer is responsible for setting goals, objectives, and action plans and encourages members to take on smaller management roles. The President in the spring had each E-Board member set individual personal, USF-AMA, and school goals for the semester. The E-Board evaluates the chapter's progress and member satisfaction through surveys and polls during the semester.

## **BI-Annual Elections**

Goal: One election per semester  
Results: One election per semester  
USF-AMA is unique in having a new E-Board every semester. At the end of each semester, the advisors, president and EVP hold interviews for the E-Board positions. We have found this allows us to choose the most appropriate person for each position and to avoid general elections that turn out to be popularity contests.

## **Leadership Development & Transition**

Goal: Monthly E-Board Socials  
Results: One social per month  
Before the beginning of each semester, a meeting is held to help the new E-Board brainstorm ideas for the upcoming semester and begin developing a team attitude. Leadership is vital in the development of teamwork, so it is important to have the key players highly motivated and able to delegate. E-Board socials are generally dinners. Small general membership socials have occasionally replaced the E-Board social. The Gmail accounts provide support and a transition meeting is held between semesters to allow incumbents to orient incoming officers. As many previous officers graduate each semester, it makes transition difficult. USF-AMA is able to combat this through proactive alumni networking with previous E-Board members eager to assist in the successful transition of officers.

## **Advisor Weekly Meetings**

Goal: Weekly meetings with advisors (14 in Fall, 15 in Spring)  
Results: One meeting a week Each week (15 in Fall, 16 in Spring)  
The President and Executive Vice President meets with Mrs. Solomon at least once a week for 1 ½ hours

to discuss chapter operations, budgeting, and leadership of the chapter. Typically, the final edits of the chapter plan and report take place at Mrs. Solomon's home. Her input is essential as she is the institutional memory of USF-AMA. The other advisor, Ms. Walsh, meets weekly with several E-Board members to mentor and advise them in their roles.

## **Executive Board Meetings**

Goal: Hold a weekly E-Board Meeting  
Results: One meeting per week  
The E-Board meets weekly for an hour. Each officer informs the board of upcoming events, activities, and assistance needed to execute the goals set forth. The President leads the meeting and the member of the week is determined by the group. This functional E-Board interaction allows for general meetings to run efficiently as each director has distinct announcements prepared for the members.

## **Past-President Advisory Board**

Goal: One meeting per semester  
Results: One meeting per semester  
The President is the heart and soul of the chapter. To capitalize on outgoing president passion, an advisory board was established. During the fall semester, the spring 2015 President met with the current president to offer insights and encouragement. The past president was invited to the pre-semester meeting to offer help in determining Chapter Plan goals. One past president attended the Regional Conference.

## **E-Board Retreats**

Goal: One per semester  
Results: One per semester  
Our advisor Mrs. Solomon hosts and E-Board retreat planning session at her home each semester. This allows our new E-Board to have a planning session before the semester starts while also allowing us to get to know each other

a little better.

## **Rebranding**

Goal: To create a new logo to be used across all chapter collaterals  
Result: Created a new sleek modern logo  
This new logo is created and is used on website, social media, stationery, business cards, t-shirts, polo shirts, other merchandise and any other place the logo appears. Our new sleek logo now incorporates a navy blue, teal and white color scheme which allows us to stand out from other organizations at USF.

## **Scoring Feedback**

Goal: Utilize previous years Chapter Plan/ Annual Report Judging scorecard  
Result: Analyzed last year's scoring report and enhanced in the areas in which we need to improve  
USF-AMA analyzed the judges' report to identify strengths and weakness and make improvements. Our chapter also reviewed other Chapter Plans/ Annual Reports from Gold Chapters to see what we need to do to become a Gold/ Platinum chapter. While we are proud to be a silver chapter for at least five years, we want to improve.

## Fall 2015-Spring 2016 Income Statement

<b>Revenue</b>	<b>Expected</b>	<b>Actual</b>	<b>Variance</b>
Additional Income			
School Funding	\$ -	\$ -	\$ -
2015 International Conference Awards	\$ 900.00	\$ 900.00	\$ -
Total Additional Income	\$ 900.00	\$ 900.00	\$ -
<b>Fundraising</b>			
ScramBULL	\$ 30,000.00	\$ 32,984.25	\$ 2,984.25
Restaurant Give Backs	\$ 100.00	NA	NA
Valentine's Fundraiser	\$ 100.00	\$ 171.00	\$ 71.00
Total Fundraising	\$ 30,200.00	\$ 33,155.25	\$ 2,955.25
<b>Membership</b>			
Dues	\$ 7,125.00	\$ 7,220.00	\$ 95.00
Total Revenues	\$ 38,225.00	\$ 41,275.25	\$ 3,050.25
<b>Expenses</b>			
Administrative Expenses			
President/VP	\$ 50.00	\$ -	\$ (50.00)
Officer Expenses	\$ 50.00	\$ -	\$ (50.00)
Total Administrative Expenses	\$ 100.00	\$ -	\$ -
<b>Professional Development Expenses</b>			
International Collegiate Conference	\$ 5,000.00	\$ 10,000.00	\$ 5,000.00
AMA Professional Luncheon Sponsorship	\$ 300.00	\$ 300.00	\$ -
Meeting Refreshments and Snacks	\$ 450.00	\$ 450.00	\$ -
International Student Scholarships	\$ 388.00	\$ -	\$ (388.00)
Regional Conference	\$ 600.00	\$ 1,581.00	\$ 981.00
Total Professional Development	\$ 6,738.00	\$ 12,331.00	\$ 5,593.00
<b>Community Service Expenses</b>			
ScramBULL	\$ 20,000.00	\$ 20,588.11	\$ 588.11
Total Community Service Expenses	\$ 20,000.00	\$ 20,588.11	\$ 588.11
<b>Total Expenses</b>	\$ 26,838.00	\$ 32,919.11	\$ 6,181.11
<b>Income After Expenses</b>	\$ 11,387.00	\$ 8,356.14	\$ (3,130.86)