

University of South Florida

Chapter Plan
2023-2024

MARSHALL
STUDENT CENTER

Passion • Drive • Community

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Chapter Overview & SWOT Analysis

Mission Statement

The American Marketing Association at the University of South Florida's (AMA USF) mission is to enhance members' professional development through practical marketing experience, philanthropy, and mutually beneficial relationships with business connections from within AMA, USF Muma College of Business, and the community.

Strengths

- Well-structured, talented Executive Board (E-Board) with 43 members and a dedicated general body of 104 members.
- Multiple options for members to be engaged with eight committees and numerous professional and educational opportunities for students.
- Low membership cost compared to other student organizations at USF, and student sponsorships provide financial aid for students.
- Large and engaged audience on social media platforms - Instagram, TikTok, LinkedIn, and BullsConnect (USF's student organization forum).
- ICC 2023 wins: AMA USF earned Top 10 out of all AMA chapters and placed in 3 competitions.
- Faculty Advisor Dr. Loran Jarrett received the 2022 Hugh G. Wales award, is experienced in chapter operations, and has strong connections with Tampa Bay executives and the community.
- AMA USF advisory board is composed of 23 Tampa Bay professionals who assist in opportunities such as internships, entry-level jobs, mentorship, and hands-on experiences.

Weaknesses

- Meeting attendance decreases towards the end of the year due to final exams and increased coursework.
- Lack of consistent attendance of events outside general body and committee meetings due to time and location variance.
- Annual dues of \$45 continually disinterest prospective members.
- Classes during E-Board meetings prevent faculty advisor and some E-Board members' attendance.
- Technical difficulties with live-streaming and attendance taking
- Facility has limited seating availability for larger meetings.
- Consult-A-Bull (CAB), AMA USF's student-led agency, restructured from paid clients towards volunteer service for barter organizations as a result of the college creating a program that was similar to what AMA USF created and had no control over.
- USF is primarily a commuter school, with only about 10 percent of students living on campus, causing more students to take classes online. It is challenging to market AMA USF and maintain relationships with students virtually.

Opportunities

- USF consolidation of all three campuses (Tampa, St. Petersburg, and Sarasota-Manatee) allows expansion of membership.
- With the University of South Florida joining the Association of American Universities (AAU) as one of 71 of the nation's leading research institutions, AMA USF can benefit from its association to the university by having access to new research opportunities members can partake in.
- Through business outreach and collaboration, AMA USF can increase name recognition in the three million+ Tampa metropolitan area with 12,000+ firms.
- Lack of student organizations for non-marketing majors, especially Business Analytics & Information Systems (BAIS), Finance, and Integrated Public Relations & Advertising.
- Collaborations with over 700 official USF organizations and 320 AMA national chapters.
- Alumni network to maintain communication with graduated members for collaborations and invitations to AMA USF events.
- The consistent rise of USF in public institution rankings nationally brings in a more competitive and talented pool of students that AMA USF can grow as valued members of the chapter.

Threats

- 27 Muma College of Business major-specific organizations and over 700 other academic campus-wide clubs on campus for students.
- Rising education costs have more students working, with less time for student organizations.
- Limited resources from USF available for student organizations.

Goals, Objectives, & DEI

Goals & Objectives

1. **DEI:** Integrate DEI-focused recruitment, onboarding, and membership engagement strategies into the chapter to build a welcoming environment. Inspire student members and affiliates to prioritize DEI in their work. Collaborate with other committees to evaluate, propose, and support the integration of DEI strategies within every branch of AMA USF to increase racial, social, sexual, and gender diversity of members.
2. **Professional Development (Pro Dev):** Provide members with valuable opportunities to further develop their future careers by expanding their professional network, molding relevant skills, and creating leadership opportunities.
3. **Consult-A-Bull (CAB):** Through the student-led marketing agency, offer members an environment to explore a multitude of marketing opportunities and allow them to enter the business world with agency experience.
4. **ICC:** Provide members with an opportunity for professional development and networking on an international scale while celebrating the conclusion of the chapter's operating year and members' accomplishments. Improve or maintain overall ranking from 2023's placement of 7th and participate in AMA national competitions.
5. **Case:** Place among the top 10 Finalists for the 2023-2024 AMA Collegiate Case Competition. Prioritize growth with an inclusive team-focused environment and prepare a well-spoken team to present to the Case Sponsor as a Finalist. Conduct extensive research to collect data from diverse students to understand consumer insights from various demographics.
6. **Community & Social Impact:** Have members take an active role in the community by promoting social responsibility on campus and in the local community.
7. **Fundraising:** Fund AMA USF operations by creating and executing successful initiatives while developing members' business skills, creativity, and critical thinking skills. Complete a thorough and accurate budget for each of the organization's committees and activities.
8. **Membership:** Increase AMA USF membership by 50% while focusing on creating opportunities for graduating seniors, retain 70% of members, and increase engagement by 15% through meeting and event attendance. Membership is currently at 104 students.
9. **Events:** Plan and execute 6 events for Marketing Week, 1 social event per month, and a banquet ceremony for the end of each semester.
10. **Communications:** Use internal and external communication, including email, Slack, and Google Drive, to stay connected and organized within the E-Board and general body to increase engagement across communication platforms. Use email and marketing communications to recognize, engage with, and show appreciation to sponsors.
11. **Chapter Operations:** Foster relationships that warrant cross-collaboration amongst committees and ensure that every executive board member is supported with the resources necessary to excel in their role and execute chapter goals, and responsibilities while strengthening students' professional skills and perspectives.

Diversity, Equity, & Inclusion

Goal 1: Work with the Membership/DEI committee to recruit more members.

Strategy: Recruit 5-10 members with diverse identities, backgrounds, and roles to join the organization on their interested committees. Facilitate the new members' integration process by implementing a Bigs & Littles program, supporting and addressing their questions and concerns.

Goal 2: Conduct an internal audit of the chapter.

Strategy: Conduct an audit of the current systems and tools used to measure demographics, college and professional experiences, and organizational feedback. Collect data using an organized spreadsheet that will aid in showcasing diversity to sponsors and potential students.

Goal 3: Increase DEI social media presence by commemorating observance & DEI dates on Instagram, TikTok, and LinkedIn to reach diverse demographics and celebrate the uniqueness of AMA USF members.

Strategy: Dedicate one monthly post to commemorate cultural dates that members identify with while increasing diversified recruitment efforts. Collect the data and metrics provided by these posts with the support of the marketing committee to aid in future initiatives.

Professional Development & Committees

Professional Development

Professional Speakers

Goal 1: Have 35 Professional Development events throughout the school year.

Strategy: Host workshops, mentorship events, and General Body Meetings (GBMs) to grow members' skills and interest in marketing.

Goal 2: Increase member awareness and interest in marketing by showcasing opportunities for students in various industries and marketing sectors, including healthcare, agency work, sales, and corporate marketing.

Strategy: Use email and LinkedIn to reach out and engage with ten community leaders with diverse experiences in marketing.

Goal 3: Engage members in real-world marketing situations and foster relationships within the chapter by encouraging cross-committee collaboration.

Strategy: Partner with committees including Case, Consult-A-Bull, and Fundraising to consider solutions for brands facing the increased focus on sustainability and the ethical considerations of marketing consumerism, along with creating opportunities for students to engage in competition related to design and branding.

Goal 4: Encourage at least ten members to become chapter leaders by taking on leadership roles within a committee.

Strategy: Dedicate 4 GBMs to allow members to first explore different committees and establish interests, then become more involved in committees. Organize a shadowing program where interested members can learn about the day-to-day life of an E-board member and the tasks and responsibilities involved.

Workshops

Goal 1: Provide at least three workshops outside of GBMs and attract 20-30 participants, allowing members the opportunity to gain hands-on experience and professional skills from local experts.

Strategy: Build a nurturing environment where members are encouraged to learn new skills and explore new areas.

Goal 2: Offer members a supportive pathway to earn certifications for marketing-oriented courses through active participation in workshops and activities, including discussions, demonstrations, and simulations.

Strategy: Connect and establish strong relationships with local professionals from the community through channels such as LinkedIn and personal networks, to lead workshops relating to marketing skills in conjunction with certifications.

Professional Development (Cont.)

Mentorship Program

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

Strategy: Source mentors from alumni and community. Pair 30 mentors with mentees and encourage biweekly virtual and/or in-person meetings. Provide a biweekly content guide to each pair to structure their mentorship journey. Plan engaging activities for mentors and mentees, such as resume and LinkedIn help, interview preparation, goal setting, and internship search.

Consult-A-BULL

Goal 1: Provide real-world agency experiences where students can grow their marketing skills. Establish a team of at least 15 dedicated members to assist in the creation and execution of marketing strategies.

Strategy: Recruit committee members by participating in tabling events and connecting with prospective members at GBMs. Announce the available positions through social media and email blasts. Appoint members to lead positions based on previous experience and interests.

Goal 2: Work with at least three local businesses or nonprofits to execute marketing plans for their business. Raise at least \$1,000 in donations per semester.

Strategy A: Recruit clients through community outreach and CAB-centered social media campaigns. During the Fall 2023 semester, work with Adam and Nancy Buy Houses, Mojo Books and Records, and Evoke Strategy LLC. Provide primary services such as social media management, website design and development, SEO, and content creation. Set up a suggested donation system where clients can negotiate a donation amount depending on services provided.

Strategy B: Practice effective client communication by having contact bi-weekly. Use Google Drive to organize all deliverables and collateral for the committee.

Goal 3: Establish a CAB brand and work with the AMA USF marketing committee to organize specific social media campaigns.

Strategy: Develop a consistent messaging strategy based on positioning as a student-run agency. Have creative team design the logo and brand guidelines. Work with Marketing committee to ensure the CAB page on the AMA USF website is updated, and have at least two CAB-related posts per month on all AMA socials.

Committees Continued

Conference & Collegiate Relations

2023 AMA Collegiate Summit

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

Strategy: Advertise Collegiate Summit opportunity to all members, highlighting the value of the conference. Also, accentuate that the fee includes a year of AMA membership to recruit new members.

AMA International Collegiate Conference

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

Strategy: Advertise professional development opportunities, keynote speakers, and other interactive experiences attendees can gain at the event. Use the points system to fund qualifying active members' expenses. Participate in Case Competition, Website Competition, Marketing Week Competition, Chapter T-Shirt Competition, and Best Recruitment and Social Impact Video Competition. Encourage members to apply for scholarships by implementing a system to include application deadlines in a calendar and recognition of those who apply.

Case Competition

Goal 1: Create a comprehensive Gen-Z-focused marketing campaign for The Sheth Foundation's mission of sustainability, combining research with creativity and strategy. Place among the top 10 finalists for the 2023-2024 AMA Collegiate Case Competition.

Strategy: To build a Case team for research and creative aspects of the study, market open committee positions and interview prospective members, and then assign the various Case positions, such as Assistant Director, Budget Coordinator, Research and Media Specialists, and Copyeditor. Build a Case timeline for the fall semester. Utilize a Case Progress Report to use while completing tasks. Focus on improving presentation capabilities by fostering communication skills.

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

Strategy: Conduct secondary research by analyzing existing information regarding sustainability, and create SWOT analysis. Host 4 focus groups based on the secondary research findings. Create a survey based on the qualitative primary research to distribute to students through social media sharing, tabling, professors, and posters. Offer extra credit in classes, food, and gift cards to incentivize participation in focus groups and surveys. Apply to two or more grants and scholarships to fund Case research.

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

Strategy: Before assigning responsibilities, ask team members to vocalize personal preferences, questions, or concerns. Encourage members to give suggestions and feedback to unify the group. Have three Case social events during the semester to develop team bonding.

Website Competition

Goal: Finish in the Top 3.

Strategy: Recruit and develop a consistent team inside the Marketing committee for website development. Improve website accessibility by adding alternative text, closed captioning, and keyboard accessibility according to Americans with Disabilities Act (ADA) requirements. Improve website structure to optimize user experience. Include e-commerce initiatives on the website and maintain an online shop.

Best Recruitment and Social Impact Video Competition

Goal: Produce videos to submit to the Best Recruitment and Social Impact Video ICC competitions. Have both videos rank at the ICC with Honorable Mentions or higher.

Strategy: Collaborate with the Marketing, Membership/DEI, and Social Impact committees for video creation. Develop creative briefs and production timelines. Collect clips from events and social impact initiatives throughout. Storyboard and script clips made aside from content collected organically. Separate content for each competition on a Dropbox or Google Drive folder. Edit each respective video, following brand guidelines in any graphics, font, and/or color use, and meet all completion criteria.

Committees Continued

Community & Social Impact

The Launch Pad For Learning Project

Goal: As a nonprofit pro-bono project, develop a marketing strategy to support Stewart Middle Magnet School in forming valuable partnerships with sponsors. Provide enriching educational experiences to students in the school's John Glenn Top Gun Academy, a program for high-performing students interested in STEM, aerospace, aviation, and other areas of technology.

Strategy: In partnership with CAB, have Social Impact committee members conduct research to create a comprehensive marketing plan based on the organization's need for sponsors. Collaborate with the Fundraising committee and USF's Business Development Club to teach middle school students sales skills to use in communicating with potential sponsors while promoting sponsorship packages.

Educational Outreach Program

Goal: Increase access to education and inspire young students. Create an involvement plan centered on helping students learn about college applications and career opportunities.

Strategy: Partner with a local organization, high school, and/or after-school program to support students and share information about the process of applying to college. Compile information on college preparation, financial aid opportunities, and other resources to share with rising college students to utilize.

AMA Service Week

Goal: Host multiple service events within one week, contributing to a specific social cause to maximize impact and pool resources.

Strategy: Organize at least three volunteer opportunities for members to participate in. Collaborate with other USF student organizations, local nonprofits, and/or other Tampa-based AMA collegiate chapters throughout the week to engage a broader community.

Community Action

Goal 1: Host 3-4 group volunteer opportunities in support of local nonprofits, and have at least 30 individuals sign up and volunteer per semester. Strengthen the relationship between AMA USF and local nonprofit organizations.

Strategy: Participate in volunteer opportunities addressing a variety of causes such as pet rescue, children's education, food insecurity, homelessness, and environmental protection. Reach out to local nonprofit organizations to learn about their individual needs. Incorporate marketing efforts including promoting events to the USF student body, assisting with photography or videography during events, and using assets to create engaging content for the organization. Promote all volunteer events on Slack, social media, and during GBMs.

Require E-Board members and Social Impact committee members to attend at least one volunteer event each semester.

Goal 2: Hold at least 1 Food or supply drive per semester. Collect at least 150 pounds of donations of canned or packaged goods in total.

Strategy: Promote initiatives during GBMs and through the AMA social media accounts and Slack. Offer donation drive opportunities at in-person volunteer events to increase member engagement and donations.

Social Media Content Initiatives

Goal: Create cohesive social media marketing content to promote or raise awareness for a social cause.

Strategy: Research and select a relevant theme to highlight that resonates with AMA members and USF students. Build engaging content tailored for social media platforms like Instagram and LinkedIn to maximize awareness and visibility, and share the content within a week-long span. Design at least 2 social media graphics and produce 1 video about each topic.

Charitable Fundraising Campaigns

Goal: Partner with Fundraising committee to host a charitable fundraising campaign and raise over \$200 for a charity of choice.

Strategy: Decide on a cause and fundraising methods, such as GoFundMe campaigns and e-commerce campaigns. Market heavily across social media platforms to raise awareness of the cause with informational content and promote the fundraising campaign with engaging advertisements. Execute fundraising methods and donate the proceeds to the predetermined cause.

Fundraising

Fundraising Events

BULLcaneers

Goal: Collaborate with the Tampa Bay Buccaneers and Fanatics to raise at least \$2,000 for AMA USF by volunteering at home games. Enhance our relationship with the Buccaneers and strengthen members' sales and customer-relations skills.

Strategy: Reach out to Fanatics at least two months prior to the football season and prepare a contract to have at least 10 members volunteer for game day operations at two separate games, in exchange for \$100 per person.

Community Building Fundraisers

Goal: Host monthly fundraising socials to build a sense of community and raise \$500 over the course of the academic year.

Committees Continued

Strategy: Use restaurant fundraisers, movie nights, and opportunities with surrounding businesses, such as AdventHealth Center Ice, Chipotle, Blaze Pizza, and Pokeworks to host social events where group members can feel welcomed into the chapter.

19th Annual ScramBULL Golf Tournament

Goal 1: Relaunch Annual ScramBULL golf tournament for its 19th year. Obtain 75 golfers and raise \$8,000 overall.

Strategy: Organize a planning team of at least 10 members to plan the golf tournament. Contact local golf courses and secure a date with the one that offers the best deal. Prepare a detailed budget outlining expenses and craft a marketing plan to attract volunteers, participants, and sponsors. Create a webpage for potential guests to learn more about the event and purchase tickets online. Send out post-event surveys to learn more about the participants' experiences and areas for improvement.

Goal 2: Secure 5 event sponsors, 15 raffle items, and 8 silent auction items.

Strategy: Prepare a detailed budget outlining planned expenses and create a multilevel sponsorship package encompassing items such as competitions, holes, golf cart sponsors, and gift bag item sponsors, and send them to local businesses and individuals who are interested in sponsoring, such as DCE Productions and the Tampa Bay Lightning. Collaborate with local businesses to secure unique and attractive raffle and silent auction items.

Sponsorships

Friend of Marketers

Goal: Gain at least 5 sponsors through a three-month subscription where businesses pay \$99/month, advertising their business through social media marketing, email marketing, GBM slides, and features on the AMA USF website.

Strategy: Attend 3 networking events at the USF Muma College of Business to seek out potential business partners who meet the target audience of high-quality sponsors who can consistently meet program objectives. Connect with past and new sponsors through LinkedIn to build relationships and set up preliminary meetings to share the program and gauge interest. Connect with local businesses that are striving for brand exposure to students.

GBM Recruiters

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

Strategy: Connect recruiters interested in budding marketing talent. Follow up with interested recruiters and those who filled out the interest form on the AMA USF website through email and meetings. Secure a date and allow 10 minutes during the beginning of GBMs for recruiters to speak about company opportunities and interests in emerging talent.

Corporate Sponsors

Goal: Gather at least one corporate sponsor for the academic year and raise \$600 to fund high-quality professional development activities for members.

Strategy: Meet potential sponsors through member connections, advisory board member connections, and local businesses to propose partnerships. Highlight the value of becoming a sponsor for AMA USF and the impact they are making. Cultivate and maintain close relationships with potential and committed sponsors to continue bringing value to the partnership.

E-Commerce Initiatives

Merchandise Campaigns

Goal: Design, sell, and market two unique AMA USF merchandise products per semester.

Strategy: Create engaging campaigns and design unique products that involve student members, design competitions, and themed campaigns, including "Pride Month" and "Back to School".

Goal 2: Profit at least \$600 over the course of the academic year by identifying products of interest and ideal price points.

Strategy 2: Perform financial analysis and market research to determine the best profit margins, select the most economical supplier. Organize a pre-sale to reach the minimum quantity required to break even. Organize a pre-sale to reach the minimum quantity required to break even. Collaborate with the Marketing committee to create promotional content to boost sales. Plan a consistent schedule to order products at the end of each month.

Membership

Recruitment

Tabling

Goal: Engage with at least 300 potential AMA members through tabling initiatives on campus.

Strategy: Schedule and execute at least two tabling events per month. Engage with students at the university's weekly Bull Market, where student organizations promote themselves to potential members. Organize giveaways for students to enter when visiting tables to win AMA merchandise such as stickers, magnets, and cups.

In-Class Marketing

Goal: Present AMA to students in at least 15 classroom settings and obtain 50 interested members through in-class presentations.

Strategy: Organize a group of AMA members to volunteer to present and promote the organization during classes. Create a short presentation to introduce students to the organization and provide small flyers that walk potential members through the joining process. Request professors to post AMA membership information to Canvas for their students.

Committees Continued

Retaining Existing Members

Membership Database

Goal: Actively update the membership database with current AMA members and track graduating seniors to provide specific opportunities to enable them to enter the business world.

Strategy: Utilize BullsConnect to track and communicate with active members. Collect information such as major, graduation year, and membership expiration. Personalize emails to graduating seniors with networking and AMA National opportunities in preparation for entering the business world. Track membership expirations through an Excel sheet updated each month and email reminders to members about approaching renewal deadlines. Track membership payments through the AMA USF website e-commerce shop.

BullsConnect

Goal: Utilize BullsConnect to track attendance at AMA events throughout the academic year. BullsConnect is a platform used by USF student organizations to connect and network. Send emails through BullsConnect to active and potential members. Increase members on the platform by 25%. The current BullsConnect member count is 1,349.

Strategy: Send automatic emails through BullsConnect to potential members when they join the platform's group. Input potential members' emails from tabling initiatives into BullsConnect.

AMA Points System

Goal: Update the points tracking system to allow students to track their involvement in the organization. Track redemptions for discounted or free events and rewards.

Strategy: Create a Google Excel sheet system that automatically updates when members attend events. Transfer attendance records from BullsConnect to Google Excel sheets. Increase communication and process initiatives between committee directors to track committee members' attendance.

Big and Little Program

Goal: Connect at least five new AMA members with experienced members to help new members understand the inner workings of AMA and how to become more involved.

Strategy: Create an interest form for members and match every big with one or two littles. Plan at least one event for bigs and littles to connect with each other.

AMA-zing People of the Month

Goal: Each month, recognize one exceptional director, assistant director, general member, and committee.

Strategy: Discuss potential members of the month with the nine committee directors and executive members. Reward chosen members with AMA merchandise and recognition at one GBM each month and on social media.

Sponsorships

Goal 1: Provide at least 15 sponsorships to members through donors from the community. Sponsorships financially cover a student membership and AMA polo costs for one year. Host a ceremony for donors and sponsored members.

Strategy: Reach out to previous sponsors and utilize the collective AMA network through the University of South Florida. Post on LinkedIn, Instagram, and other social platforms to recruit sponsors.

Goal 2: Show sponsors appreciation and gratitude for donating and contributing to students' success.

Strategy: Require sponsored students to write and mail a handwritten note to their individual sponsors. Recognize sponsors by announcing their names when presenting and streaming the sponsorship ceremony. Thank sponsors through social media and email.

Feedback Surveys

Goal: Collect feedback from members mid- and end-of-semester.

Strategy: Send Google Surveys and BullsConnect Surveys to current and graduating members. Include questions related to satisfaction and events hosted throughout the semester. Collect and organize the data to improve existing operations and create a course of action to implement changes.

Events

Marketing Week

Goal 1: Have a total of 150 students in attendance throughout Marketing Week and reach at least 40 prospective members.

Strategy: Plan eight engaging events scheduled from October 2nd - 8th for USF students. Promote the event to students through Slack, email, and social media.

Goal 2: Increase engagement during Marketing Week by having at least 30 students participate in a task grid throughout the week.

Strategy: Create multiple engagement opportunities for students and track event participation. Announce gift cards as prizes for the winners of the task challenge as an incentive.

Marketing Week Calendar

10/2/2023	<ul style="list-style-type: none">Marketing Week Kick OffBranding Competition
10/3/2024	<ul style="list-style-type: none">GBM - Interim CMO of USF
10/4/2023	<ul style="list-style-type: none">AMA Fair
10/5/2023	<ul style="list-style-type: none">Lunch n' LearnAMA/BDC Collab meeting with Celsius
10/6/2023	<ul style="list-style-type: none">Company Tour
10/7/2023	<ul style="list-style-type: none">Social Impact Event
10/8/2023	<ul style="list-style-type: none">Social Media Interaction
10/10/2023	<ul style="list-style-type: none">GBM - Wrap-up, Raffle/ Competition Reveal

Committees Continued

Social Events

Goal 1: Plan and execute three social events each semester that reflect member preferences expressed in survey results.

Strategy: Use semesterly surveys to determine specific event interests. Budget, plan, and carry out events. Announce events at GBMs and promote on Slack, BullsConnect, and social media. Gather feedback through BullsConnect Surveys and Google Forms. Use BullsConnect and Google Forms to attendees after each event.

Social Event Calendar

09/7/2023	• AMA Game Night
10/6/2023	• Karaoke Night
11/21/2023	• Friendsgiving
12/2023	• End of Fall Semester Banquet
Spring Semester	• Kayaking Event, end of Spring Semester Banquet, two other social events to be determined based on survey results!

Events Committee

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

Strategy: Recruit members by promoting the events committee at GBMs and tabling. Measure committee engagement by tracking tasks and attendance through spreadsheets.

Banquet

Goal 1: Host end-of-semester banquets for both Fall and Spring to celebrate chapter and member achievements throughout the semester. Plan activities for the evening and achieve the attendance of at least 35 members.

Strategy: Book venue and catering services, budget effectively for the event, create an itinerary of activities, and promote the event to students during weekly meetings and on social media. Create personalized superlatives for each attendee and create end-of-semester banquet videos.

Goal 2: Have at least seven chapter-supporting professionals in attendance at banquet ceremonies.

Strategy 2: Invite mentorship program mentors, past AMA alumni, university professors who have supported AMA, local professionals, parents of graduating seniors, and other guest members to attend.

Internal/ External Communication

Slack

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

Strategy: Send exclusive updates, reminders, internship and job opportunities to the #PaidMembers Slack channel. Send non-exclusive updates to the #AllMembers channel, composed of potential but not-yet-paid members. Emphasize the importance of Slack by including links through Linktree, posts, and stories and promoting Slack at GBMs.

Google Drive

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

Strategy: Clearly label, organize, and update each folder for all the different committees or aspects of AMA USF.

Social Media Channels

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 the average annual reach and engagement by 15% compared to last year.
 - As of 9/5: current followers amount to 1,674, accounts reached in the past month are 2,237, and accounts engaged are 348.
- LinkedIn: Increase reach and followers by 25% and engagement by 35%.
 - As of 9/5: current followers are 574, accounts reached in the past month are 624, and accounts engaged in the past month equal 25.
- TikTok: Increase views and followers by 20% and engagement by 30%.
 - As of 9/5: current followers amount to 161, accounts reached in the past month amount to 1,381, and accounts engaged in the past month equal 76.

Strategy:

- Prioritize three major social media platforms: Instagram, LinkedIn, and TikTok. Repurpose some TikTok content to YouTube Shorts and Instagram Reels to ensure on-campus internet users can still access AMA USF's video content. Note that there is an on-campus TikTok ban when utilizing University WiFi.
- Update analytics Google spreadsheets monthly to track and analyze social media performance. Experiment using Tableau and Canva interactive data displays to facilitate deeper understanding of the user experience as seen in the analytics.
- Use Trello to organize, track, and plan all social media content on a content calendar.
- Strategy per platform includes:
 - Instagram: Post at least three days a week, reserving Mondays for GBM announcements and Wednesdays and Fridays for informational or engaging content.

Committees Continued

Communication (Cont.)

- **LinkedIn:** Post at least bi-weekly about professional events and chapter accomplishments. Post once a week about educational content. Use Instagram and BullsConnect newsletter to promote student engagement for the LinkedIn page.
- **TikTok:** Post at least once a week using trending audios that follow the AMA USF brand voice: Fun, relatable, and professional. Expand audience by diversifying content related to public relations, advertising, graphic design, and general marketing analyses

Website

Goal 1: Maintain and improve an updated, interactive, and easy to navigate website. Promote inclusivity by utilizing features to improve accessibility. Increase direct, Linktree, and Instagram-directed website sessions by 20%. Increase engagement with blogs, and post every other week.

Strategy: Link information such as event details, committee descriptions, and blogs to the website. Promote the website through social media platforms and newsletters. Post blogs on LinkedIn and Instagram, tagging companies or people to encourage resharing and interacting on their networks. Add closed captions and transcripts to any videos on the amausf.org site. For colored visuals, include color-blind-friendly patterns and keys. Restructure tabs for easy accessibility. Create a small and consistent team of writers and diversify topics like trend prediction and sports marketing.

RemindMe App

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

Strategy: Utilize new Remind to facilitate clearing inactive members and reset member limit of 500. Prior to the meeting or event, send reminders with description, time, and location.

Email Communications

Goal 1: Send a biweekly email newsletter highlighting upcoming events, internship opportunities, and marketing industry news. Increase opens by 10% and clicks by 50%.

Strategy: Establish a newsletter team within the Marketing committee to research marketing news and internship opportunities. Develop a visually appealing template that efficiently displays information. Send out a newsletter every other Monday. Track opens, clicks, and subscriptions through BullsConnect to include in the social media performance sheets.

Goal 2: Keep alumni engaged by informing them of events and alumni-exclusive opportunities. Increase opens by 10% and clicks by 5%.

Strategy: Contact alumni via monthly newsletters and event reminder emails. Send out one newsletter a month and occasional urgent opportunity emails via MailChimp to 452 alumni.

Have specific event reminders to avoid oversaturation of emails. Track opens and clicks through MailChimp to determine the best approach for engagement.

Podcast

Goal: Rebrand existing podcast by establishing a new logo, name, and committee structure. Expand streaming platforms and availability for end users. Increase listens to 80-100 streams per episode. Achieve a four-star average rating on Spotify, Apple Music, and Google Podcasts.

Strategy: Post at least 20 episodes ranging from 45-60 minutes. Utilize Anchor Reach to diversify streaming onto Apple Music and Google podcasts. Create a unique identity by establishing a jingle or slogan in rebrand. Engage with community leaders, students, and staff to broaden the content audience. Create a content calendar. Work with Pro Dev to develop processes for production of each episode.

Live Streams

Goal 1: Provide a live-streaming meeting option every GBM for virtual audiences. Include participants across all three USF campuses. Offer flexible alternatives of video platforms based on personal preferences.

Strategy: Stream every GBM on YouTube Live. Post links to join on all social media channels. Email BullsConnect newsletter subscribers the live stream link. Manage live chat when the audience asks questions. Upload live streams to YouTube after recording to allow for inclusion of students who have scheduling conflicts. Provide speakers all resources prior to their session.

Chapter Operations

Organizational Structure

The **AMA USF leadership team** consists of two Co-Presidents, two Co-Executive Vice Presidents (EVPs), a Vice President of Marketing, a Treasurer, and a Secretary. These officers oversee and advise the committees under their jurisdictions.

The **AMA USF committees** are Marketing, Social Impact, Fundraising, Membership/DEI, Events, CAB, Pro Dev, and Case.

The **E-Board** includes both Directors and Assistant Directors (ADs).

Reports to Co-Presidents: Secretary, Treasurer, Vice President of Marketing, Director of Fundraising, Director of Consult-A-Bull

Reports to Co-Executive Vice Presidents: Director of Professional Development, Director of Events, Director of Membership, Director of Social Impact
Assistant directors report to their corresponding director.

Committee Meeting Times:

Marketing/CAB: Thursday's at 5:30pm

Social Impact: Wednesday's at 6:00pm

Fundraising: Tuesday's at 2:30pm

Membership/DEI: Wednesday's at 6:00pm

Pro-Dev: Thursday's at 1pm

Case: Wednesday's at 5pm

Calendar of Events & Budget

Officer Selection Process

Presidential & EVP Selection

Upon graduation or term completion of an AMA USF President, promote the qualified EVP to fill the role. Have the current team interview and nominate a qualified member from the E-Board to interview for the EVP position.

Director & Assistant Director Selection

Toward the end of the academic school year, open Executive Board applications for members. Any Director or Assistant Director can request to continue their position. Over two weeks, candidates fill out an application form, select two areas of interest, and attach their resume and LinkedIn. All applicants are interviewed by incoming leadership to offer equal opportunity for all students. Positions are marketed on multiple communication channels to reach a diverse group of qualified individuals. After the interviews, the leadership team chooses the most qualified applicants for the roles.

Weekly and Bi-Weekly Meetings

Advisor Meeting

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

Strategy: Every Thursday at 3:30 PM, have the leadership team share updates from the committees with the Faculty Advisor and receive guidance for further chapter improvement while evaluating overall performance based on the Chapter Plan.

Executive Board Meetings

Goal: Meet with all E-Board members to discuss chapter-wide affairs while fostering cross-functional collaboration between committees. Provide them with resources to become strong AMA leaders.

Strategy: Every Tuesday at 3:45 PM, have the Executive Board meet following a biweekly alternation of style between Board of Directors Roundtables and Town Halls, as described below. Organize a semesterly retreat at the beginning to onboard and prepare officers.

Board of Directors Roundtables

Goal: Meet every other week with current Directors to discuss specific, immediate goals.

Strategy: Hold 1-hour meetings with Directors to brainstorm project ideas or adopt workshops regarding recruitment, communication, event planning, and marketing to train Directors in key skills for their success.

Town Halls

Goal: Host a biweekly meeting between the entire E-Board. Coordinate the chapter from an activity-specific perspective and more individual approach toward each committee.

Strategy: Hold 1-hour meetings with the room broken down into zones.

Have each member of the governing team meet specifically with the Directors and ADs of the committees under their scope of jurisdiction, addressing operations in detail and providing proper support to initiatives.

General Body Meetings

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

Strategy: Every Tuesday from 4:45 PM to 6:00 PM, the general body meets in a lecture-like set-up. In the first 15 minutes, the Co-Presidents present the chapter operations and go over updates on initiatives, events, and involvement opportunities. The Directors then pitch about their committees' activities, inviting members to engage. The remaining 1 hour is allocated for an AMA-specific initiative, such as professional development guest speakers, workshops, or committee days.

Committee Meetings

Goal: Execute each committee's business plan and accomplish the objectives, having at least 7 active members per committee.

Strategy: Have each Director set a weekly meeting with their ADs and committee members. Develop specific meeting processes that fit each committee's operations, engaging members in the tasks to accomplish chapter goals.

Calendar of Events

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

Link: <https://calendar.google.com/calendar/u/0?cid=OHJrdTFmdWxsaGpjNDdpbmM3cmRyM-3JlInzBAZ3JvdXAuY2FsZW5kYXluZ229vZ2xlMnVbQ>

BUDGET	
Beginning Balance 02/12/22	
Checking	\$19,385.86
Savings	\$7,096.93
	Opening Balance \$26,482.79
Revenues	
AMA USF Membership	\$1,608.80
E-Committee	\$1,227.81
Sponsorship	\$1,727.30
Budget	\$1,488.20
My Chair Donation	\$2,535.00
Alpha Mu Alpha	\$80.00
KCC Revenue	\$11,705.00
International Fest	\$80.00
Consult-A-Bill	\$500.00
Business Fundraising	\$1,000.00
	Total Revenues \$21,963.11
USF AMA Foundation Fund	
My Chair Donations	\$2,535.00
Expenses	
Membership Codes	\$3,095.00
Meeting Refreshments and Supplies	\$485.55
E-Committee	\$846.55
Budget	\$2,021.30
KCC	\$26,775.05
Grta	\$190.00
Events	\$56.99
Lunch and Learn	\$75.20
Reg. Conf. Winter Deposits	\$350.00
Thriver's Project Donation	\$153.10
Bank Transfer	\$20.00
Yix Donations - Sub Renewal	\$486.85
PayPal 90	\$257.30
	Total Expenses \$32,622.89
Current Balance 03/26/23	
Checking	\$8,272.74
Savings	\$5,550.84
Undeposited Fund	\$3,013.10
	Cash Available \$16,836.68

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