

The University of South Florida



**Chapter Report
2019 - 2020**

**Rebuilding
through Action**

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Executive Summary






Our mission at American Marketing Association at the University of South Florida is to provide our members an opportunity to grow in their professional skills through practical marketing experience, social impact, and mutually beneficial relationships within the American Marketing Association, the Tampa Bay community, especially the professional chapter of AMA, and the USF Muma College of Business (MCOB). AMA-USF has worked to implement a culture within our organization that is inclusive, offers professional events and certifications that prepare our members for their careers, and emphasizes the importance of giving back to the community.

This year, AMA-USF embodied our theme, “Rebuilding through Action”, by allowing our members to shape our organization on every level, and by creating lasting relationships with several Fortune 500 companies in the Tampa Bay Area. Our main focus this academic year was rebuilding, we started the year with a new advisor and wanted a soft reset on the chapter. The following are a few highlights that we believe place us alongside the elite collegiate chapters. First, we’ve focused heavily on giving back to our local community by hosting seven volunteer events and helping three non-profits with their marketing efforts. This has given us the amazing opportunity to help great non-profit organizations such as Jackson in Action and Feeding Tampa Bay. Second, we brought in 12 speakers, seven of which worked for Fortune 500 companies. This academic year we engaged the members more by offering committee meetings as general body meetings. This allowed our members who aren’t available outside of the AMA meeting time to become involved with the five committees our chapter offers. This has been successful as reflected in increased engagement and retention and positive feedback from our members. Third, we increased our chapter fundraising by raising over \$2,750 from our first Inaugural Cornhole Tournament, as well as raising \$7,402 from other chapter fundraising events such as our annual career fair that we held during Marketing Week. Fourth, our social media was completely re-invented and we have managed to gain almost 200 followers on our Instagram page, and increasing overall social media engagement by 49% across our social media platforms: Facebook, Instagram, and Twitter.

We hope you enjoy and see the value in all our chapter has accomplished this year. Our self-assessment system for all chapter accomplishments is outlined below, on a scale of 1-5.

Laura Guarino & Justyce Davis, Co-Presidents
Drake Ferry, Executive Vice President

Goal Evaluation

-  Results Far Exceeded Expectations/ Offered Great Value to Members
-  Results Exceeded Expectations/ Offered Reasonable Value to Members
-  Results Met Expectations/ Offered Some Value to Members
-  Results Fell Short of Expectations/ Offered Little Value to Members
-  Results Failed Expectations/ Offered No Value to Members or Did Not Occur

Professional Development

Provide members with value through networking opportunities, speakers, workshops, and collegiate competitions.

Meetings

Our monthly meetings rotate speakers, workshops, and committee meetings to provide a valuable professional development experience.

Speaker Meetings ★★★★★

Goal: Host a variety of business professionals with different backgrounds to provide our members with a diverse experience to improve professional skills.

Result: Hosted 18 business professionals from the Tampa Bay area to share their experiences in fields such as Sales, Journalism, Operations, and Entrepreneurship

Fall

September 10th - Liz Newman - Consultant at Freelance

September 24th - Nicole Davis - Employer Relations at University of South Florida

October 1st - Wendy Culpepper - VP of Business Development- Kobe Marketing

October 8th - Executive Director of Sales & Acquisition - McKay Advertising

October 22nd - Alina Alveraz - Marketing Manager - Targit

October 29th - Melanie Griffin - Founder of Spread your Sunshine

November 12th - Alexis Muellner & Samantha Dipolito - Editor & Account Executive - Tampa Bay Business Journal

November 19th - Lisa Demmi - VP of Marketing and Operations - KohlerHaus

Spring

January 28th- Chris Behan - Owner of Socius Marketing

February 11th - Jake Sanz, Annie Dvorak, Gabi Kubiszyn, Loc Phan - AMA Alumni

February 18th - Elizabeth Vovke- Owner of Evoke Strategy

March 3rd- Joe Hice- Chief Marketing at the University of South Florida

March 10th - Karina Cortez - Art Director at Publix

March 31st - Doug Meyn - Career Services



Workshop Meeting's ★★★★★

Goal: Ten workshops with fifty members attending each.

Result: Hosted 9 workshops surrounding Primere Pro, a workshop on Facebook Blueprint, a workshop on LinkedIn, and multiple workshops through both semesters around Adobe Suite.

October 10th - Facebook Blueprint workshop - 10

November 21st- LinkedIn workshop - 9

February 4th - Premiere Pro workshop - 11

First Monday of every month - Adobe Suite Workshops - With an averaged 8 attendees

Committee Meetings ★★★★★

Goal: To provide opportunities weekly, inside and outside of the general body meeting.

Result: 6 committees were provided to members to gain professional marketing and sales skills.

Fundraising - This committee is responsible for raising funds for AMA.

Digital Marketing -This committee is responsible for promoting AMA USF on the USF campus and beyond.

Social Impact- Social Impact is dedicated to helping non-profit organizations, by providing them with marketing skills and expertise.

Consult-A-Bull -This committee works with local organizations and businesses to solve real-world marketing problems.

Event Planning - This committee planned events for Marketing Week and plans for the end of the semester banquets.

Membership - Our goal with the recruitment committee is to expose AMA to the general population on campus and showcase what we can offer to them.

Case- This committee worked on the Cotton Incorporated case and perform primary and secondary research.

Professional Development

Provide members with value through networking opportunities, speakers, workshops, and collegiate competitions.

Corporate Tours ★★☆☆☆



Goal: Six tours with ten members attending each.

Result: We were able to secure 4 high-quality tours in the Tampa Bay Area Tampa Bay Rays - We toured the Tampa Bay Rays team's stadium and marketing department. We were able to network with the department after the tour. We toured two advertising agencies, McKay Advertising + Activation and 22Squared, and were able to gain insight into how the agencies run. We also toured Diamond View, a video production agency. One additional company tour is being planned for the end of the semester.

Case Competition ★★★★★

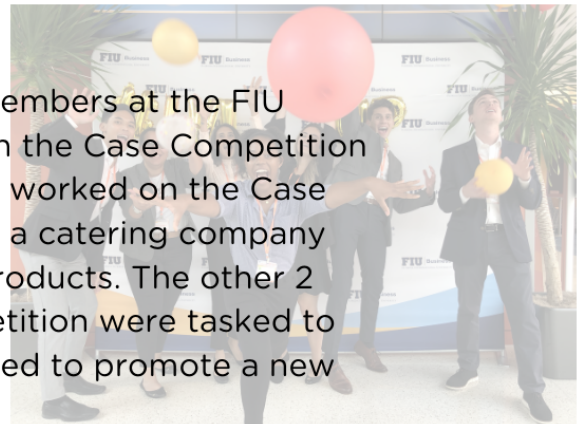
Goal: Be named a semi-finalist with a committee of contributing members and become nationally ranked within the top 25 chapters.

Result: We submitted a case with the assistance of five committee members and our Director of Case. We conducted primary and secondary research in order to come up with a recommendation for cotton. Our case was a top 11 finalist and we will be competing in the collegiate conference in New Orleans.

Attend FIU Regional Conference ★★★★★

Goal: Send five Executive Board members.

Result: Our chapter fully funded seven executive board members at the FIU Regional Conference. Four of our members participated in the Case Competition and Digital Marketing Competition. The two students that worked on the Case Competition were given the problem of deciding whether a catering company should use a Toyota Prius or Ford F-150 to deliver their products. The other 2 students who participated in the Digital Marketing Competition were tasked to create an advertisement for Autonation. They were required to promote a new service called "Autonation Clorox 360."



Professional Development

Provide members with value through networking opportunities, speakers, workshops, and collegiate competitions.

41st Annual International Collegiate Conference ★★★★★

Goal: Fifteen members attend with four members entering competitions.

Result: Twenty-one members attending with our case entering as a top 11 case as well as 3 members participating in competitions.

Research ★★★★★

Goal: Tailor our social impact to provide marketing research opportunities for students.

Result: Research was conducted on the behalf of Feeding Tampa Bay. We created a Qualtrics survey to understand the 18-30 year old demographic. Focuses were on understanding communication preferences and motivation to distributed through Universities and corporate donate or volunteer at a non-profit. We analyzed the information and provided it to Feeding Tampa Bay (See Social Impact)

Student Resume Bank ★★★★★

Goal: Upload ten resumes on the website for employers.

Result: Uploaded 21 resumes on the website to meet potential employers. These resumes are leveraged to speakers and sponsors as we provide them a password to access the resumes on our website.

Employment and Internship Opportunities ★★★★★

Goal: Provide ten employment and internship opportunities.

Result: Provided 12 employment and internship opportunities exclusive to AMA members through partnerships with our speakers and organization sponsors.

Professional Development

Marketing Week ★★★★★

Goal: Five events with ten members attending each.

Result: Hosted 5 events with over 20 members at each and 10 non-AMA students. Events included Q&A with Tampa Bay Business Women, AMA Give Back Night, Semi-Annual Career Fair, LinkedIn Workshop, AMA Social.

Q&A with Tampa Bay Business Women:

We kicked off Marketing Week with a Q&A with Tampa Bay Business Women in which 52 students attended. Twelve local Tampa Bay business executives came to the Muma Atrium and spoke with our members. Our Director of Events facilitated the event by projecting questions on our digital wall while students had the opportunity to gain insight from C-suite executives. Our students were able to network and connect with the executives via LinkedIn. The attendees included:

- Lauren Davenport, CEO @ The Symphony Agency
- Dana Gordon, President @ Pirate Marketing
- Traci Beach, Owner/Chief Communications Consultant @ Craft Impact
- Michelle Voorhies, CVP, Digital Marketing @ New York Life
- Jen Thornton, Executive Director of Business Strategy @ PPK
- Elizabeth Freid Vocke, Founder @ Evoke Strategy
- Kim Kenney, Director of Community Relations @ PPK
- Wendy Culpepper, VP of Business Development @ Kobie Marketing
- Melanie Griffin, Founder @ Spread Your Sunshine, LLC
- Lauren Slawsky Prager, VP of Community Engagement @ Synapse
- Bridgette Bello, CEO & Publisher @ Tampa Bay Business and Wealth
- Kelly Flannery, President & CEO @ South Tampa Chamber of Commerce



AMA Giveback Night:

Instead of hosting our weekly general body meeting, we celebrated the second day of Marketing Week with AMA Giveback Night. 24 of our members created holiday cards for children diagnosed with cancer at Shriners Hospital for Children. Our Giveback Night resulted in a total of 72-holiday cards.

Semi-Annual Career Fair:

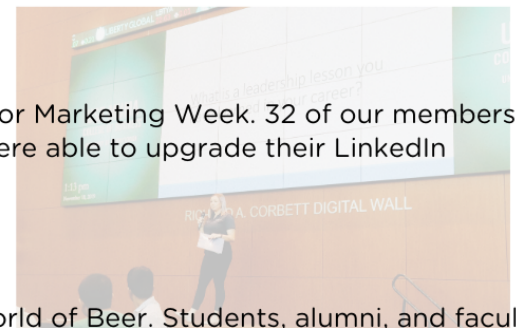
Our events committee organized the semi-annual career fair in our atrium. Ten corporate companies had representatives attend our career fair including AFLAC, Bluegrace, GTE, USAA, Enterprise, Tech Date, Robert Half, Anderson Frank, Autowners, and Target. About 110 to 130 students of USF left the career fair with a better understanding of the hiring process, company culture, and internships the companies had to offer.

LinkedIn Workshop:

Phil Gerbyshak, VP of Sales Training from Vector Solutions, was invited to USF for Marketing Week. 32 of our members were educated on the do's and don'ts of proper LinkedIn etiquette. Students were able to upgrade their LinkedIn accounts to make them stand out in today's business world.

AMA Social:

After a week full of marketing, we ended Marketing Week with a toast at the World of Beer. Students, alumni, and faculty joined together for a night full of networking and recognition to our organization and specifically our Director of Events.



Social Impact

Objective: Encourage members to take an active role in the community by promoting social responsibility, both on campus and in the community.

Social Impact ★★★★★

Goal: Host four volunteer opportunities and created marketing content for one nonprofit, with a committee of ten members.

Result: Hosted 7 volunteer opportunities and ran marketing for 3 nonprofits, Jackson in Action, Feeding Tampa Bay and Tampa Foundation. Created marketing content, plans, and budgets to support nonprofits goals. Our chapter additionally created a marketing publicity stunt for Feeding Tampa Bay.



Collaborate with Non-Profit ★★★★★

Goal: Identify and assist a local Non-Profit with their marketing strategies.

Result: We collaborated with Tampa Foundation, a non profit focused on public art, throughout the semester and assisted them with blog posts, as well as any necessary additional marketing input. This semester we are collaborating with Jackson in Action, founded by a former NFL pro player to assist military families. We are planning to help them with the new website design, as well as any other marketing assistance that will be needed across social media platforms. We are also partnering with Feeding Tampa Bay to provide them assistance in their new campaign aimed at the 18-30 year old demographic.



Mentored University of Tampa (NEW)

Goal: Provide the resources and assistance to build a strong partner University

Result: Provided assistance to AMA-UT through the planning of chapter operations. Assisted them with how to write the Chapter Plan and Report.



Social Impact

Objective: Encourage members to take an active role in the community by promoting social responsibility, both on campus and in the community.

Blogging Strategy ★★☆☆☆

Goal: Write 3-4 blogs for the non-profit

Result: During the partnership, we worked with the Tampa Foundation in the creation of 2 blogs. These blogs unfortunately never got published as the website setup did not work, however, they were written and submitted to their team.

Media Marketing Campaign ★★★☆☆

Goal: Increase awareness for non-profits mission and artwork in the Tampa Bay community through launching a social media campaign on Facebook and Instagram

Result: We worked with the Tampa Foundation throughout the semester with creating social media marketing content. This semester we are working with Feeding Tampa Bay, and will be helping them launch a social media campaign towards the end of the school year to help bring attention to the number of young kids that go hungry in the Tampa Bay area.

Volunteer Events ★★★★★

Goal: Schedule 2-3 volunteer events throughout the Fall 2019 semester

Result: This semester we participated in 2 volunteer events. The first was with Feeding Tampa Bay, where 7 of our members volunteered and created over 1,000 meals for people in need. The second was with Metropolitan Ministries in which, 9 of our members painted and prepared for Holiday Central, an event where struggling families can get help with food and gifts for the holiday season.

Planned: This Spring semester we have 4 volunteer events planned so far, at Feeding Tampa Bay and The Humane Society.

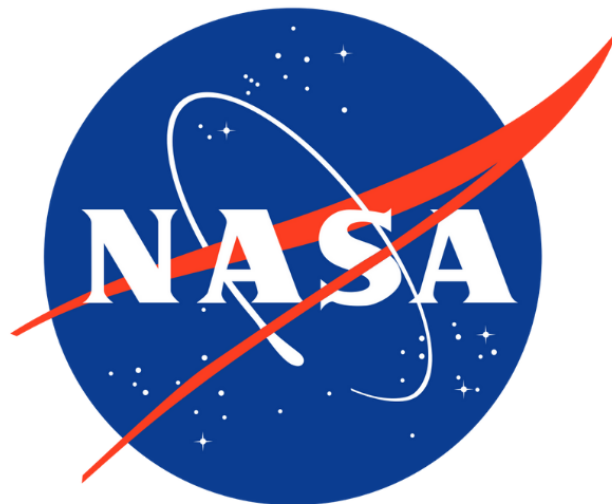
Social Impact

Objective: Encourage members to take an active role in the community by promoting social responsibility, both on campus and in the community.

NASA Destination Station (NEW)

Goal: To create an effective campaign for the NASA Destination Station event, in which we connect with students and business professionals across Tampa Bay.

Result: Our chapter was first tasked with creating the hype video the Nasa's Destination Station event at Muma College of Business. The NASA Destination Station event, was a prestigious touring event that had only have four U.S city stops, one of which was held at the Univerity of South Florida. The Destination Station, highlights the international space station, providing, research opportunities in space. A NASA astronaut, scientist, and staff held sessions about the impact of the space station on our everyday life. Three members of our chapter designed the promotional video which was featured on Muma's College of Business's social media pages and the Richard A. Corbett Digital Wall Content. Over 6,000 students watched the video in the atrium as it looped daily for three weeks before the event was held on November 5th and 6th 2019. AMA helped host Stewart Middle Magnet School at the event by taking the middle schoolers to their spots where they were volunteering, as well as checking in approximately 100 business professionals to the main event and the breakout sections that were held throughout the event.



Fundraising

Objective: To fund USF-AMA operations by creating and executing successful high-impact events which will require the use of our marketing skills. These high-impact events are set with the goal of making at least \$100 in profit.

Seasonal Fundraisers ★★★★★

Goal: Generate a profit of \$150

Result: Generated over \$250 dollars in our seasonal Halloween and Valentines Day Fundraiser. We achieved this through requesting donations from local stores and farmers in the Tampa Bay area.

USF-AMA Business Cards ★★★★★

Goal: Generate a profit of \$100

Result: Generated a profit of \$100 through selling business cards at an affordable rate for our members to have through career fairs. We did this through a partnership with the university's print shop.

Drive-A-Bull, Enterprise Rent-A-Car Collaboration ★★★★★

Goal: Generate a profit of \$1,300

Result: Generate an income of \$1,302 through creating a marketing campaign for Enterprise to inform the USF community of the value of well maintained, low mileage cars sold two Tampa bay locations. Over 200 people attended the event in which showcased six vehicles, received a free lunch, and completed surveys. Six attendees indicated interest in purchasing a car

Marketing Competition ★★★★★

Goal: To create an event in which students will be able to compete for prizes based on testing their basic marketing skills in a "Jeopardy" like competition. All students will be able to compete for free.

Result: Unfortunately after evaluating the cost of the event we decided to invest into our cornhole event to raise funds.

Fundraising

Objective: To fund USF-AMA operations by creating and executing successful high-impact events which will require the use of our marketing skills. These high-impact events are set with the goal of making at least \$100 in profit.

Raffle ★★★★★

Goal: Generate a profit of \$500

Results: Generated \$420 from our raffle ticket sales to date, this consisted of two raffles, one with a signed Tampa Bay Lightning Hockey Stick, and a cash 50/50 raffle at our cornhole tournament.

The Inaugural AMA USF Cornhole Tournament

★★★★★

Goal: Generated a profit of \$2,750

Results : The event will be held on February 23, 2020. Twenty teams are currently signed up as well as ten current sponsorships. Sponsorship money is currently \$2,750.00.

Career Fair ★★★★★

Goal: Turnout of 8 Companies

Result: A turnout of ten companies including AFLAC, Bluegrace, GTE, USAA, Enterprise, Tech Data, Robert Half, Anderson Frank, Autowners, and Target. This generated a revenue of \$2,200.00

Pool Social (NEW)

Goal: Revenue of \$400

Result: The event will be hosted on March 20, 2020, and take place at The Standard in Tampa. Partnerships include The Standard in Tampa and local restaurants for food donations to allow us to create our expected revenue.

Car Wash ★★★★★

Goal: Revenue of \$150

Result: \$262 in revenue was made through partnerships with a local 7/11 that allowed us to use their facilities to put on the event.

Membership

Objective: Drive overall membership up by fifteen percent and engagement up by ten percent through meeting and event attendance.

Student Scholarships ★★★★★

Goal: Two scholarships per semester, one to an international student, and one to a non-international student.

Result: Eight scholarships were provided to students. We provided one international scholarship, one domestic scholarship, and six sponsored scholarships from business professionals in the Tampa Bay Area.

Membership Database ★★★★★

Goal: Update the membership database weekly.

Results: Updated the membership database weekly with including name, phone number, email, points earned, active status, graduation date, and other information. We did this through an excel sheet and created analytics based on some of the demographics collected.

Member of the Month ★★★★★

Goal: Recognize a Member of the Month every month of the semester.

Result: Recognized one member of the month every semester based on the point system and activity. Through this new strategy, we found it to be more motivating for students to become active. Students would receive swag bags which would include AMA stickers, notepads, pens, a flash drive, and travel bags.

Membership

Objective: Drive overall membership up by fifteen percent and engagement up by ten percent through meeting and event attendance.

Tabling Events ★★★★★

Goal: Set up at 10 tabling events and gather 75 contact information from potential new members.

Result: Set up 22 tabling events gathering over 230 contacts through a google form. QR code allowed us to collect contacts efficiently with background demographics to aid in retention.

Member Incentive Points ★★★★★★

Goal: Fifteen active members and ten premier members each semester.

Result: 20 active members and 8 premier members. We achieved this by creating a point system with incentives at different levels.

Member Referral Program ★★★★★★

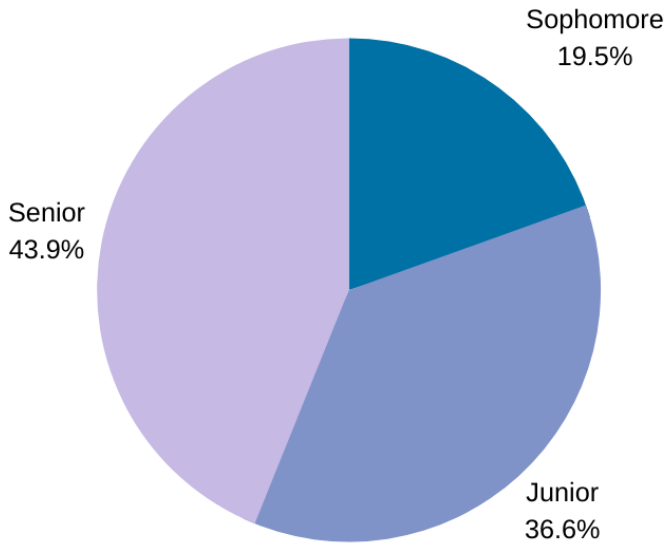
Goal: Fifteen new members sign up this semester due to being referred by another member

Result: 16 new members signed up and paid dues were referred to by another member. This was achieved by providing members points if they are mentioned as a referral.



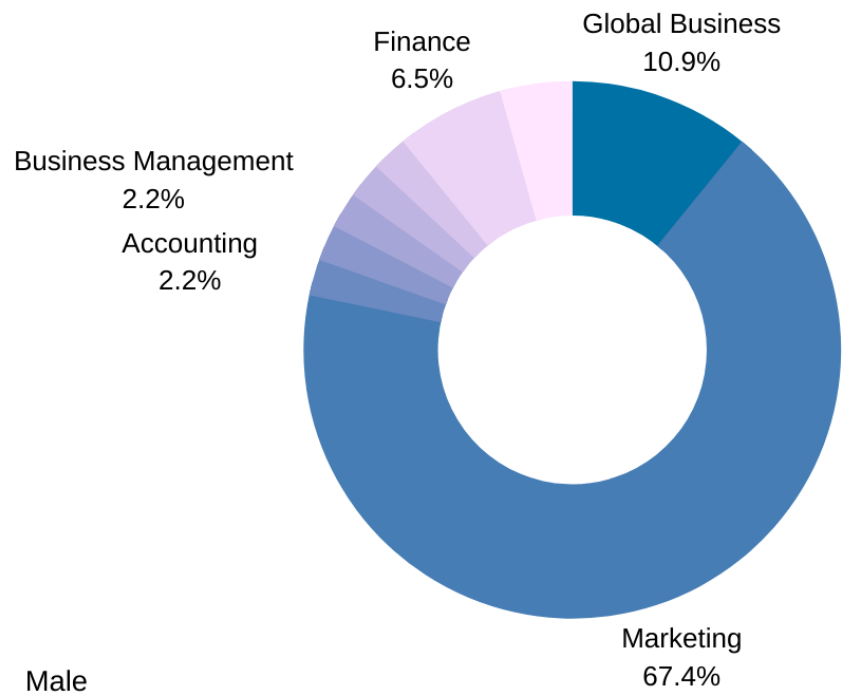
Membership

Year

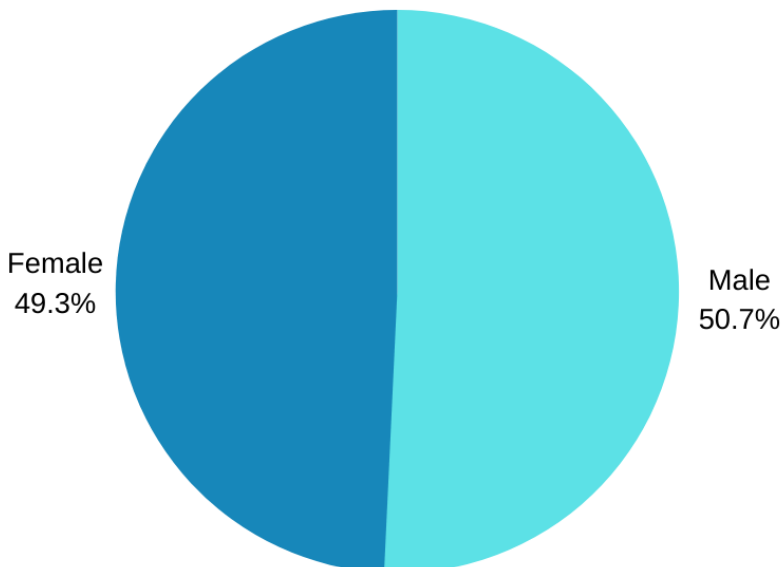


Total Membership:
67 Members

Major



Gender



Communications

Objective: Internal, To communicate chapter meetings, events and information to members and the general student body. External, To maintain relationships with alumni, employers, local businesses, the College of Business, and campus organizations.

Internal

Slack ★★★★★

Goal: To better communicate and achieve our goals along with staying up to date and organized on our different projects.

Results: With Slack, our chapter was able to effectively communicate throughout the year and assign tasks to the executive board. We organized our Slack with 10 channels each revolving around a certain area of our chapter. Many executive board members also utilized the direct message feature to contact other board members directly.

Google Drive ★★★★★

Goal: Keep all committees' files to keep track of each branch of the executive board.

Results: We effectively created and utilized a shared Google Drive system for the Fall and Spring semesters (Two different folder systems) to organize all of the executive board documents. We sorted all of our documents across 12 different folders, each with folders inside the folders to neatly organize our chapters documents.

General Meeting Newsletter ★★★★★

Goal: Send one email per week and maintain an open rate of fifty percent.

Results: One email per week sent with an open rate of fifty-eight percent.

External

Professional Contacts Database ★★★★★

Goal: Create a database that can be referenced by Executive Board members.

Result: Created a Professional Contacts Database of 34 professionals for reference for connections into the Tampa Bay Area.

Alumni Network ★★★★★

Goal: Create a database of AMA alumni

Results: Established AMA Alumni Facebook page to connect a strong relationship. Facilitated Alumni Speaking at one of our general body meetings to speak about what AMA can do for you, the business world, and life after graduation.

Resume E-Book ★★★★★

Goal: Create a resume book for sponsors and potential employers containing at least 30 updated resumes.

Results: Created a webpage which features all Executive Board members' resumes and gets updated each semester.

Communications

Internal/External

Website ★★☆☆☆☆

Goal: Have the description of each committee, the members of the E-board with their respective positions and the calendar up to date.

Result: Through our website, sponsors can purchase tickets for fundraisers as well as sign up for sponsorship. Updated events calendar frequently informing members of upcoming events. Created a sign-up form for Cornhole for a Cause fundraiser which brought more traffic to the page. Included sign-ups for tours, fundraising, and contact forms.

Social Media Channels ★★★★★

Goal: Fifteen new followers.

Results: Over the past two semesters, we have gained 165 new followers. Our marketing committee has utilized multiple social media channels such as Instagram, Twitter, Facebook, Remind, and LinkedIn. Used numerous Instagram features including stories, highlights, tagging, hashtags, and IGTV. Used Instagram stories for polls on organization activities and Promoted all events on all channels Including Instagram Stories. We promoted one IGTV video highlighting our Humane Society volunteer event.



CEO of the
American Marketing
Association presents:

**Experience
Design**
is the
**New
Imparative**

Thursday,
Oct. 10th
3pm
MSC

AM> | AMERICAN MARKETING
ASSOCIATION
University of South Florida

Chapter Operations

Objective: Foster organization-wide communication and ensure that the Executive Board members and committee directors have all the tools necessary to successfully execute chapter goals and responsibilities.

Weekly Advisor Meeting ★★★★★

Goal: One meeting per week.

Result: The President and Executive Vice President met with the faculty advisor every week before the executive board meeting to discuss organizational strategy. This allowed for an organization a communication of the organization to increase as a whole

Weekly Executive Board Meetings ★★★★★

Goal: One meeting per week.

Result: The executive board met once a week before the General Body Meetings to discuss updates and plan for the upcoming weeks. Through this, the organization was up to date on upcoming events and committee heads who needed assistance on projects.

Weekly General Meetings ★★★★★

Goal: One meeting per week with an average of forty members per meeting.

Result: Hosted General Body Meetings with an average for 52 members per meeting. Monthly the organization hosted 3 speakers and one committee meeting during meeting time.

Bi-Annual Executive Board Retreat ★★★★★

Goal: One retreat per semester

Result: Hosted two retreats allowing the board to understand requirements as well as the organization's operations. These retreats both took place on campus the Saturday before classes started for the semester.



Chapter Operations

Weekly Committee Meetings ★★★★★

Goal: Average seven members per committee.

Result: Average of 9 members per committee. Committees include Social Impact, Events, Digital Media, Consult-A-Bull, our in-house agency, & Fundraising. This was achieved by integrating one committee meeting into the General Body Meetings every month and offering committees after the General Body Meeting.

Bi-Annual Elections ★★★★★

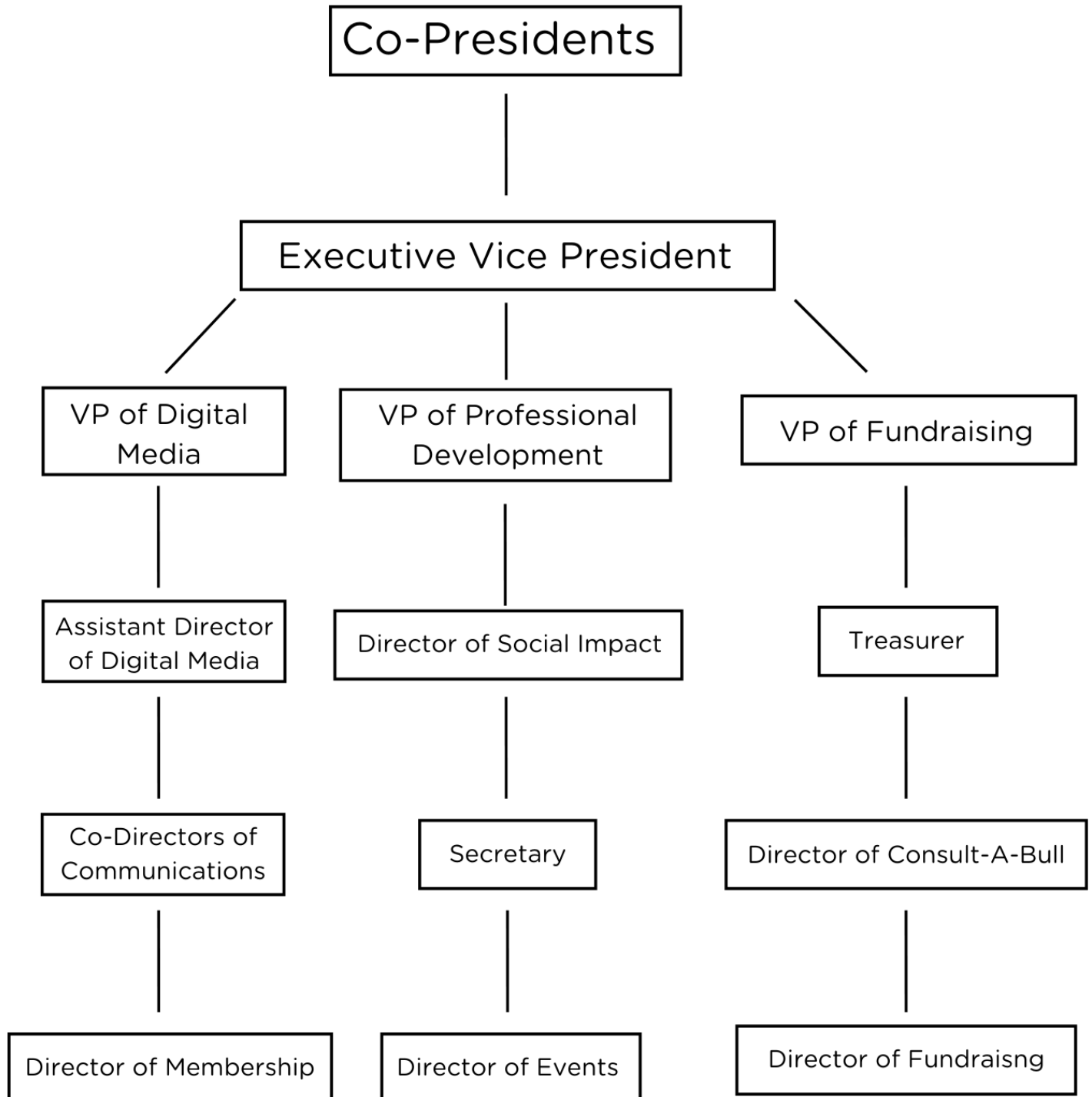
Goal: Elect new enthusiastic executive eboard members every semester.

Result: In Fall 2019 we elected 15 board members, in Spring 2020 we elected 16 Executive Board members



Chapter Operations

Organizational Structure



Budget

Opening Balance **\$2,000.00**

Revenue

Membership

AMA USF Membership Dues **\$6,930.00**

Fundraising

Consult-A-Bull with Enterprise collaboration **\$1,900.00**

Business Cards **\$100.00**

Cornhole **\$2,750.00**

Seasonal Fundraisers **\$250.69**

Sponsorships **\$2,350.00**

University Funding **\$0.00**

Marketing Competition **\$0.00**

Marketing Week **\$2,200.00**

Banquet **\$602.48**

Total Revenue **\$17,083.17**

Expenses

Membership

Membership National Dues **\$3,850.00**

AMA Polos **\$0.00**

Banquet Subsidy **\$412.35**

Point system rewards & Promotional items **\$600.00**

Meeting refreshments **\$360.00**

Fundraising

Seasonal Fundraising **\$262.23**

Promotions **\$1,000.00**

Banquet **\$2,003.78**

Marketing Week expenses **\$1,499.48**

Events **\$0.00**

Square transaction fees **\$50.00**

Misc. Bank fees **\$20.00**

International Conference Subsidy **\$4,188.65**

Consult-A-Bull Materials **\$598.00**

Total Expenses **\$10,601.91**

Net Income **\$7,461.03**
