

University of South Florida
American Marketing Association

CHAPTER REPORT

2021-2022

Rise
Together



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Chapter Overview

Mission Statement: American Marketing Association at the University of South Florida's (AMA at 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.

EXECUTIVE SUMMARY

Our mission at the American Marketing Association at the University of South Florida (AMA USF) is to strengthen members' professional development through practical marketing experiences, philanthropy, and mutually beneficial relationships with business connections among AMA, the USF Muma College of Business, and the Tampa Bay community, especially the professional chapter of AMA. AMA USF has worked diligently to implement an inclusive culture, encouraging every member to participate in upcoming events and maintain a safe environment to learn and apply new skills.

This year, AMA USF embodied the theme "Rise Together" by allowing our members to shape our organization on every level and creating lasting and impactful relationships with several Fortune 500 companies in the Tampa Bay Area. We started this relationship by providing these companies access to the future workforce and at the same time, giving our members insights on building their repertoire through collaborations and credible company applications. This year, we were able to rebuild our chapter from all online settings to in-person settings with many new changes and improvements to set the momentum for the year and provide the opportunity for our organization to rise, slowly but surely, in years to come.

The following are a few highlights that help AMA USF stand out and group us with the elite collegiate chapters. To kick off the semester, we hosted our largest annual fundraiser, ScramBULL, raising \$21,776.57. As a result, not only did we create lasting relationships with companies, but we were also able to provide members the ability to attend the International Collegiate Conference 2022 (ICC 2022) regardless of their financial situation. Together, our members could raise money for themselves and nonprofits such as Champions for Children with the Simplifi Community Service Chapter Grant. In addition, AMA USF provided them pro bono marketing services through our newly launched marketing agency, Consult-A-BULL. Here, members get to work with paid clients and experience working at a marketing agency. All of these accomplishments that we achieved together with the help of our advisor, the Executive Board, and our members have resulted in an increase of 260% in membership. This could only be achieved with everyone working together to help us successfully transition and bring the organization back to full force.

Thank you for your time and consideration while reading this report. 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.

Uyen Ngo and Alyssa Oertel
Spring 2022 Co-Presidents

FEEDBACK KEY

- ★★★★★ 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 of Expectations / Offered Little Value to Members
- ★☆☆☆☆ Results Fell Expectations / Offered No Value to Members or Did Not Occur



Professional Development

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

Professional Speakers

Goal: Help students gain insights into different marketing and professional development skills in the corporate world. This will be conducted through six speakers for the fall 2021 and spring 2022 semesters, with 30-40 members attending per meeting. Speakers will be found through AMA USF's connections in the business community and through social media including LinkedIn and Instagram. In order to ensure that guest speakers deliver engaging meetings, there are expectations they are required to uphold upon accepting our invitation.

Rating: ★★★★★

Results: AMA USF hosted 12 excellent speakers with different backgrounds who helped students network and learn about career preparation.

FALL 2021

August 24th - Allison Corder & Christina Ramirez - Talent Advisor & HR Campus at Raymond James - How to Pitch Ourselves To A Potential Employer - 32 attendees

August 31st - Carlee Calfee - Social Media Coordinator at Tampa Bay Lighting - Career Journey - How To Get Involved With Sports Marketing - 37 attendees

September 7th - Kimberly Catteron - Senior Strategist at MV Digital Group - Google Analytics Application - 54 attendees

September 14th - Christine Turner - President at ChappellRoberts - Advertising is the Best Job in the World - 32 attendees

October 12th - Carter Morgan - Associate Professor at Muma College of Business - Online Reputation Management - 36 attendees

October 19th - Amanda Maxim (Social Media Strategist at Social Media with Amanda), Madison Masterson (CEO of Mad Marketing), and Taylor Martin (Marketing Director at Seaworld Parks & Entertainment) - Experience in Social Media - 43 attendees

SPRING 2022

January 18th - Drew Zimmerman (Account Manager at Badley Brand Products), Loc Pham (Digital Director at YouConnex), and Sonia Durai (Marketing Analyst at Skinny Mixes and Director of Collegiate Relations at AMA Tampa Bay - AMA USF Alumni Panel - 53 attendees

January 25th - Dr. Cihan Cobanoglu - Interim Dean at School of Hospitality and Tourism Management - 55 attendees

February 1st - Brian Kornfield - CEO of Synapse - 59 attendees

February 8th - Erika Stanley - Founder & CEO of Mile End Digital - Handle Tough Conversations with Clients - 46 attendees

February 15th - Keren - Founder & CEO of Skin by Kerr

February 22nd - Annie Dvorak - Manager of Digital Media & Social at The Melting Pot

March 8th - Kim Hill - USF Chief Marketing Officer

Workshops

Goal: Offer at least two in-person workshops per semester with 30-40 members attending each.

Rating: ★★★★★

Results: Three workshops were hosted in the fall 2021 semester with an average of 30 members attending:

- **Canva workshop on October 5th:** This workshop was led by AMA USF's Director of Membership, Teju Calambakkam about creating digital content on Canva. During this workshop, an internal t-shirt competition for ICC 2022 was held. The best t-shirt design was voted out of 13 submissions and will be printed to represent AMA USF at ICC 2022. Thirty-five students attended the meeting.

- **LinkedIn workshop on November 9th:** This workshop was led by AMA USF's Professional Development chair, Salma Check, and the VP of Marketing, Fernanda Alexia Albanus about learning how to navigate LinkedIn and how to "stand out" by utilizing different tips and networking with professionals. Forty-two members attended the meeting.

- **Google Analytics workshop:** The Professional Development chair Salma Check and former Co-President Ng Liyang offered a semester-long Google Analytics workshop. The workshop went over the basics of the platform and how to get certified. There were three in-person sessions to work on the certification with 12 members.



Marketing Week

Goal: Provide a platform that serves as a fun, interactive, and educational experience for students to acquaint themselves more with the field of marketing and, by extension, AMA USF and its members. Host five events with at least 20 attendees, each providing a “Marketing Week Attendee of the Year” incentive to encourage members to participate.

Rating: ★★★★★

Results: Five events were planned and executed successfully throughout Marketing Week, with each event surpassing the initial goal of 20 attendees; a total of 160 students attended all five events, with 60.3% being non-members. Three students also converted to AMA members by the end of the week. Promotion for Marketing Week boosted a 36.3% increase in engagement on AMA’s Instagram profile, garnering a total of 600 views. Collaboration was established with USF’s Women In Business Society which helped gain awareness for both organizations. Activities throughout the week included:

- **Monday, October 18th from 5-7 pm: Think Like A Boss - Marketing Trivia and Cake Cutting** - At this event, students could network while learning about different marketing topics such as branding, pitch, and strategies through fun games and activities. There was an official cake cutting to celebrate the beginning of AMA Marketing Week. This first event attracted 40 students.
- **Tuesday, October 19th from 4:45-6:00 pm: Social Media 101 Panel** - At this event, students were allowed to chat with three social media experts: Amanda Maxim (Social Media Strategist at Social Media with Amanda), Madison Masterson (CEO of Mad Marketing), and Taylor Martin (Marketing Leader at SeaWorld Parks & Entertainment). Students sat in groups of three and alternated after 10 minutes. This allowed all 43 students who attended to have an opportunity to interact with each speaker in a smaller group.
- **Wednesday, October 20th from 12:30-2:00 pm: Branding Yourself** - Students had the opportunity to develop their brand and create a personal logo using the Canva platform while engaging in a business card competition. Participants were given 25 minutes to use their logo designed during the workshop and develop it into a business card; 20 submissions were received, judged on creativity, illustrations, text placement, and design. This workshop was led by two Executive Board members - the Director of Events and the Vice President of Marketing and attracted 27 students.
- **Thursday, October 21st from 3:00-5:00 pm: AMA Cares** - At this event, students networked with four local nonprofit organizations: Project Link, Crisis Center of Tampa Bay, Women Helping Others of Tampa Bay, and Faces of Courage. Attendees had the opportunity to sign up to become volunteers, ambassadors, and influencers. Students were given a card at the beginning of the event, which allowed for a signature from each nonprofit organization visited - individuals who visited all tables received a prize.
- **Friday, October 22nd from 7:00-10:00 pm: Turn Up The Heat** - This event was a bonfire social at an off-campus residence to allow for bonding & socializing among members and the Executive Board. This event created a relaxed atmosphere for attendees to get to know each other outside of school. The 20 students who attended made s’mores while engaging in UNO, Jenga, and Pool.

AMA International Collegiate Conference

Goal: Have 15 AMA USF members attend and four members enter competitions.

Rating: ★★★★★

Results: An estimated 25 AMA USF members will be in attendance for ICC 2022. AMA USF entered five competitions, including Case Competition, T-shirt competition, Recruitment Video Competition, Website Competition, and Marketing Week Competition. In addition, AMA members also entered the Social Impact Grant, Student Marketer of the Year, and the Faculty Advisor Award.



Consult-A-BULL

Goal 1: Provide a real-world marketing agency experience for students to apply and grow their marketing skills. The agency aims to successfully work with six paid clients in the fall and spring semesters to execute marketing efforts for their business accordingly.

Rating: ★★★★★

Results: The original goal of having six clients was reduced to three clients. It was decreased strategically so that processes could be focused on and build the positions and foundational pieces for the team. Consult-A-BULL implemented biweekly town halls, in addition to the individual weekly leads meetings and the weekly meetings each director had with their respective teams. One town hall was hosted at the beginning of the spring 2022 semester. These biweekly town halls focused on the business side of the agency. They emphasized communication techniques and marketing exercises to hone the team's skills to provide the best work for the agency's clients. This led to the semester's success as Consult-A-BULL has delivered quality results over clients. The clients were presented with monthly deliverables based on the individual marketing proposal. The account managers were responsible for connecting with the clients, and the marketing strategist analyzed and led the marketing plan. The creative team worked on graphics and website reconstruction for content writing.

Goal 2: Have a minimum of 12 students actively involved and fill all five Director positions in the Consult-A-BULL agency by the end of the Fall semester.

Rating: ★★★★★

Results: The recruitment team reached out to students by tabling, attending marketing events, and talking to potential new members. This led to Consult-A-BULL having all five director positions filled with over 15 active members and 20 prospective students interested in joining Consult-A-BULL. The five director positions were strategy, social media, account, recruitment, and creative. Each team averaged with about five members per team actively producing each month's deliverables.

***NEW* Goal 3:** Host five Lunch-N-Learns during the spring semester. Organize one agency tour per semester with 15 members in attendance.

Rating: ★★★★★

Results: Consult-A-BULL implemented new practices during this year, including Lunch-N-Learns, agency tours, and side projects for the team to improve Consult-A-BULL's brand. One Lunch-N-Learns was hosted with Erika Stanley, Founder & CEO of Mile End Digital, who presented the topic "How to Create a Marketing Proposal" while lunch was provided for everyone who attended. The intention was to promote an additional tool for the members to learn and build a professional relationship with their colleagues. Besides Lunch-N-Learns, Consult-A-BULL successfully had one agency tour at PPK Marketing Agency with 16 members attending. The agency tour provided a way for the Consult-A-BULL members to see how bigger and how more established agencies run and give a taste of what waited for them in the real world.

Student Resume Bank

Goal: Upload 16 resumes on the website for employers and sponsors to review for potential recruitment purposes.

Rating: ★★★★★

Results: 25 resumes were sent in and kept in rotation during internship opportunity postings and job offers.

Employment and Internship Opportunities

Goal: Provide at least three internship opportunities for active AMA USF members every month.

Rating: ★★★★★

Results: In seven months, AMA USF has been able to provide 15 exclusive internship opportunities and posted exclusively to paying members on a Slack channel. These opportunities ranged from large corporations such as Pepsi to local start-ups like Metro Development Group. These postings have resulted in three internships with AMA USF students.

Case Competition

Goal 1: To be named a semi-finalist and become nationally ranked within the top 25 chapters with a committee of contributing members.

Rating: ★★★★★

Results: The AMA USF case committee received an honorable mention, one rank below semi-finalist. Specific university rankings have not been released, but Honorable Mention includes the top 19 to 28 chapters. The committee could not meet the initial goal of being named a semi-finalist but likely met the goal of being nationally ranked within the top 25 chapters. The committee consisted of 12 members who attended at least one meeting a week and actively contributed to all parts of the submission, including brainstorming, tasks executing, writing, and revising.

Goal 2: To implement a communicative team culture that prioritizes personal and professional growth.

Rating: ★★★★★

Results: Case team members were always allowed to select and perform tasks that challenged them and catered to an area of marketing they wanted to develop. For example, students who expressed an interest in leading focus groups were assigned the role of focus group moderator. Students who expressed an interest in digital content creation created website mock-ups for the marketing tactics.

Hybrid meetings were held at least once a week to ensure all members were on the same page before proceeding with the next steps in the marketing campaign. Text updates were also sent into the Case group chat after each meeting that outlined meeting details, important deadlines, and tasks to complete that week. Updates ensured that all members, including those unable to attend the meeting, could reflect on the project timeline and had a second chance to select their preferred task.

Website Competition: October 2021

Goal: To place in the top three in the AMA Collegiate Website Competition.

Rating: ★★★★★

Results: Since August 2021, the site has received more than 1,200 unique visitors. More than ten members conducted research and data collection in the marketing committee to define the necessary improvements to AMA USF's website. Website judging has not been announced. Below are highlighted improvements:

Six new pages were created, such as job postings in marketing and ScramBULL, AMA USF's biggest annual fundraising event.

The site has been optimized with a gallery (5 new categories with ten images each), new blog posts (8 stories), events, and contacts.

NEW T-shirt Competition: February 16th, 2022

Goal: To become the winning chapter for the Collegiate Chapter T-shirt Competition

Rating: ★★★★★

Results: AMA USF hosted its internal t-shirt competition utilizing members' creative design skills during the Canva workshop (see Workshop section under Professional Development for more details). Thirty-five members came up with designs that echoed the theme: Rise Together. There were 13 submissions, and the winning designs (voted by all members) will be printed to represent AMA USF at ICC 2022. The design is submitted, and results will be announced at the conference.

Marketing Week Competition: November 3rd, 2021

Goal: To be placed finalists

Rating: ★★★★★

Results: A summary report was submitted using magazine-style storytelling, including events that occurred, how they were executed, social media activities, member recruitment, target audience, event location and an overall evaluation of the results. Results are awaited.



Best Recruitment Video Competition: February 11th, 2022

Goal: To become the winning chapter.

Rating: ★★★★★

Results: A 3-minute recruitment video was successfully produced in the fall 2021 semester. The membership committee planned, scripted, filmed, and edited the video in one month, involving the perspectives of six AMA student members. The video included vital information on the committees, with footage of General Body Meetings, company tours, and other events. AMA USF submitted the video before February 11th, 2022, the deadline for the video competition, and awaits the results.

NEW Simpli.fi Community Service Chapter Grant: November 15th, 2021

Goal: To be selected and awarded the Chapter Grant

Rating: ★★★★★

Results: This service grant required a proposal for a service project that could strengthen the community. AMA USF chapter was selected after submitting a proposal for working with Champions for Children, a local nonprofit. The project is currently implemented with social media marketing, on-campus marketing, and a fundraising event. These implementations hope to raise awareness and funds for the Champions for Children's cause. AMA USF's chapter is excited to be selected for this grant and the recognition at ICC 2022..



Community & Social Impact

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

Collaborate with a Nonprofit

Goal: Provide marketing assistance for a nonprofit in the Tampa Bay area with a committee of at least three members. This will allow students to gain real-world experience while impacting the community. AMA USF decided to collaborate with Champions for Children, a nonprofit dedicated to preventing child abuse and neglect.

Rating: ★★★★★

Results: Beginning in October through the spring semester Social Impact worked with Champions for Children to create a comprehensive marketing plan, that raised awareness of the organization and child abuse preventative measures. This includes creating 12 final social media graphics for their Instagram account used in their National Child Abuse Prevention campaign in April 2022. Professional contact was maintained weekly with Kiela Bentley, a Marketing and Communications Associate at Champions for Children. A team of five social impact committee members met monthly for four months to ensure that all marketing needs were communicated and met.

Volunteer Events

Goal: Host a minimum of five volunteer opportunities per semester, one being a virtual event.

Rating: ★★★★★

Results: Six volunteer opportunities were hosted during the fall 2021 semester. All events were announced to general AMA USF members, and five met their pre-outlined goals. The opportunities are detailed below.

Feeding Tampa Bay Food Drive

Goal: Collect donations of canned goods and packaged goods via a food drive box from Feeding Tampa Bay that amounts to at least 15 pounds.

Rating: ★★★★★

Results: AMA USF collected an estimate of 62 pounds of canned goods for three weeks. This includes 39 pounds of canned goods and \$40 in cash donations, which equals 23 pounds. All donations were collected during the General Body Meeting every Tuesday.



***NEW* Operation Christmas Child**

Goal: Create seven shoeboxes filled with everyday necessities and toys with Operation Christmas Child for Samaritan's Purse. The shoeboxes would then be brought to a drop-off location and sent to children in need worldwide for the holiday season.

Rating: ★★★★★

Results: AMA USF created a holiday event that hosted 15 members on November 16th, 2021. Here students created a total of 14 shoe boxes. Each shoebox requires a \$9 shipping fee, so Social Impact raised a total of \$126 for shipping alone. Social Impact encouraged students to bring one item or pay \$9 for shipping to make this event more attainable for college students. A few examples of items placed in the shoeboxes include stuffed animals, toothbrushes, shirts and pants, sunglasses, and school supplies. AMA USF also encouraged the volunteers to draw fun holiday pictures for the children to receive. Photos were encouraged over written letters due to the possible language barrier or the child's unfortunate chance of never being taught how to read. When the event was concluded, the shoeboxes were successfully brought to a drop-off site and were shipped to children overseas.

Humane Society of Tampa Bay

Goal: Have at least seven members volunteer at The Humane Society as our first volunteer event for Social Impact.

Rating: ★★★★★

Results: The volunteer event at the Humane Society of Tampa Bay hosted eight volunteers for four hours on October 2nd, 2021. This event exceeded expectations as the first volunteer event. AMA USF has partnered with the Humane Society of Tampa Bay for three years. With this event, members are given a chance to care for animals in the shelter. Volunteering at the Humane Society of Tampa Bay has been an event many AMA USF members looked forward to each semester. Through this event, the AMA USF chapter was able to work on team-building skills allowing for more significant connections within the organization.

***NEW* Meals for Wheels Elderly Cards Collection**

Goal: Collect a total of 20 elderly cards.

Rating: ★★★★★

Results: AMA USF partnered with the Muma College of Business to create 29 Christmas cards to give out to the elderly in the Tampa Bay community. Twenty volunteers participated over 21 days to make 29 Christmas cards. Each card had personal messages written by each volunteer and family member to bring joy to the card's recipient during the holiday season.

Metropolitan Ministries

Goal: Have a total of six volunteers for four hours to impact poor and homeless people in the Tampa Bay community.

Rating: ★★★★★

Results: A total of seven students dedicated four hours of their time on October 30th, 2021. The students interacted with people in the community and helped them receive food and clothes by working in the food kitchen and the warehouse. Overall, AMA USF enjoyed helping out and giving back to the community. It taught the value of working together and community building.

Nonprofit Fair during Marketing Week

Goal: Host a nonprofit fair on campus in the Muma College of Business atrium. The purpose of the event is to showcase at least eight local nonprofits in the Tampa Bay area, where each organization can share information on how students can get involved. This event allows students to become brand ambassadors, influencers or volunteers with these organizations.

Rating: ★★★★★

Results: Students were introduced to four nonprofits during this event titled AMA Cares held during marketing week on October 21st, 2021. All four nonprofits showcased their organizations and shared internship opportunities with thirty-one USF students. Faces of Courage, The Crisis Center of Tampa Bay, Project Link, and Women Helping Others. Although the original goal of five nonprofit organizations attending was not met, the four nonprofit organizations that did participate benefited from the event and voiced their enjoyment of connecting with students. They each expressed interest in maintaining relationships with AMA USF for future collaborations, either through volunteer work, internships, or future fairs.

Annual ScramBULL Golf Tournament

Goal: Obtain 100 golfers, 18 sponsors, and raise \$10,000.

Rating: ★★★★★

Results: Through strategic marketing strategies, ScramBULL obtained 72 golfers, 54 in-kind donations, and 22 sponsors. ScramBULL could not secure 100 golfers due to the original location canceling the event only a few months out, forcing AMA USF to change the initial day. On top of the location and date change, some golfers were uncomfortable attending because of COVID-19 and MacDill's Airforce base background check requirement. However, the shortage of golfers created a more personal experience for the 72 golfers attending. All 72 golfers took home a goodie bag valued at \$75, and 27% of golfers stated in our post-experience survey that they would like to return next year. AMA USF created an engaging experience for golfers and doubled the original goal by raising a net of \$21,776.57. Making the 18th annual ScramBULL the most profitable one ever by \$6,776. \$5,176.57 was raised through silent auction and raffle ticket sales. AMA USF students achieve the goal through email marketing, social media, in-person outreach, and the utilization of personal contacts. AMA USF was able to accomplish various marketing tasks by having five students dedicate 150 hours in preparation for this event. Forty-one volunteers arrived the day of the event investing eight hours of their time to AMA USF. Within those eight hours, volunteers were dedicated to elevating every golfer's experience with impeccable customer service.

BULLcaneers

Goal: Attend one Buccaneers home game as volunteers to help in the team stores and raise in exchange an amount of \$500 in donations from Fanatics, calculated based on the number of volunteers attending.

Rating: ★★★★★

Results: The chapter's recent achievement of being coded as a 501(c)3 Nonprofit organization opened a path to the BULLcaneers Initiative. The fundraising committee nurtured a successful relationship with Fanatics, the company responsible for all of the Tampa Bay Buccaneers merchandise commercialization. AMA USF launched an experimental round of the program in November 2021. The first agreement involved a donation of \$75 per participant in exchange for eight hours of volunteer work. 13 members enrolled during that day and were delighted with the opportunity of attending an NFL game for free while also having access to private areas inside Raymond James Stadium, receiving a 40% off discount in merchandise and a learning opportunity from a mass retailing company's procedures. The team's professionalism in operations management impressed the responsible in Fanatics, who then invited the chapter for two more games in the current playoffs season and increased the donation to \$125 per member. Therefore, the BULLcaneers initiative has allowed our chapter to fundraise \$3,800, which is wholly redirected to our efforts in helping our students to attend the ICC 2022.

AMA USF's Haunted Course (Spook-A-Thon)

Goal: Sell at least 50 Tickets for \$10 each, close a deal with three sponsors, raise \$500 and transform this into an annual tradition that raises awareness about AMA USF.

Rating: ★★★★★

Results: Spook-A-Thon was the first AMA USF's haunted course. This was a project carried out by a new Fundraising committee formed by five members in a tight three-week period. The team developed different categories of sponsorship packages and offered them to local businesses in the USF community. The main package involved companies being featured in a Halloween-themed poster wall designed by the team. Registered participants would take pictures and tag the sponsors on social media to generate mass engagement in a costume contest. The assets collected involved a \$100 amount in dining dollars from a partnership with USF Dining Services, which was awarded to the costume contest winner. Furthermore, two other sponsorship offers were received, one from Peabody's and the other from HUB Tampa, totaling \$300. The logical thinking behind the event changed due to a different vision for the event. The goal of only fundraising shifted to reaching the highest number of students and spreading the word about a new post-pandemic era for our organization. So instead of charging for tickets, Spook-A-Thon was a free and successful night with 94 registrations on BullsConnect. The marketing branch of the fundraising committee reached 512% more accounts on Instagram during the campaign compared to the week before. Moreover, engagement increased by 73.7%, and the account grew by 51 followers. Finally, the team produced an Instagram Reel with the most visualizations in the chapter's history, reaching 4,379 views.

Mental Health Day

Goal: Redesign a solid and innovative post-pandemic fundraising committee. Empower a local business while retaining 10% of profits to AMA USF and raising \$300.

Rating: ★★★★★

Results: Major successes in the chapter's previous fundraising events and the launching of Consult-A-BULL allowed the committee to rethink and redesign some of its strategies. With an increase to ten members in the fundraising committee, four of them were freshly recruited, the Mental Health Day initiative shifted to a workshop experience. Thus, these new members could coordinate the project while exploring their strengths and weaknesses. This experiment innovated the fundraising committee by reorganizing it into two branches: Marketing and Operations Management, which met weekly. Each member received a position title and played a clear role based on their abilities and interests. This approach allowed them to discuss their experiences in their resumes better, enhanced their engagement with the organization, and improved the accountability of tasks. The strategy involved partnering with RoseGracez, a small women-owned and black-owned business, to sell aromatic candles at the Muma College of Business. The organizers learned from creating a marketing campaign for something that they stand for while proposing the product as an alternative to reduce stress during finals week and empowering a small business founded by a USF commuter student. Outcomes involved the sale of 67 units, totalizing a cash inflow of \$670, from which AMA USF retained 10%.

Cookie Munchers

Goal: Be an educational marketing workshop for fundraising committee members and raise \$200.

Rating: ★★★★★

Results: The Cookie Munchers initiative was the second program that related fundraising to professional development. Committee members were assigned specific tasks based on their roles and requested to develop a marketing campaign to advertise our partnership with Cookie Munchers, a local pastry shop. The chapter would receive 15% of the sales on a specific Friday for every time a customer presented our flier. The team created an Instagram post and asked the leading USF organizations in our network to share it on their channels. Results involved generating good engagement with our members and \$69.75 in revenues.



Membership

Objective: Drive overall membership up by 20%. Increase engagement by 10% through meeting and event attendance.

Membership

Goal: Drive overall membership up by 20%. Increase engagement by 10% through meeting and event attendance.

Rating: ★★★★★

Results: Membership from fall 2021 increased by 260% in the first semester alone. The increased engagement has led to the creation of three more committees.

In 2020-2021 with AMA USF holding virtual meetings, the average attendance was 25 people. At the peak of fall 2021, attendance was 58 people; 39 were paid members. The average fall 2021 attendance was 43, a 72% increase from last school year. As of January 21st, spring 2022, attendance has already surpassed that, with the first General Body Meeting having 63 people. The spring 2022 average attendance is 57 people.

The 2020-2021 year ended with 25 members. By the end of the fall 2021 semester, AMA USF gained 65 new members for a total of 90 members. In the first three weeks of the spring 2022 semester, AMA USF gained 15 new memberships, with two renewals. Fifteen members chose not to renew their membership, so the chapter currently has 90 members, having a membership increase of 260% for the annual year.

Membership Database

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

Rating: ★★★★★

Results: BullsConnect was used effectively to keep track of over 593 AMA USF members and interested students. It automatically connects to the USF database to access students' majors, expected graduation dates, email addresses, and other information. AMA USF has also tagged paid members using BullsConnect to quickly locate and email them at once (for example, this was used to distribute AMA polos). Google Sheets gathers more information on prospective members before the BullsConnect group and tracks AMA USF membership payment method and membership registration date onto the AMA USF database. AMA USF plans to excite current members by welcoming new members to our member Slack channel this Spring 2022 semester. AMA USF started the fall 2021 semester with 154 members on BullsConnect. There are now 600 members, with an increase of 289.61%.

BullsConnect

Goal: Utilize features of USF's BullsConnect system for General Body Meeting purposes and recruitment.

Rating: ★★★★★

Results: BullsConnect has helped condense the stored information. The calendar feature promotes weekly General Body Meetings to all USF students. Out of 47 interested members who completed a survey, 13 heard about AMA USF through this feature. All meetings are attended through the BullsConnect system, utilizing the QR code sign-in feature and name lookup. Emails are sent through BullsConnect to the group members before most General Body Meetings. As stated before, this led the AMA USF to increase its BullsConnect membership from 154 members before fall 2021 began (June 28th, 2021) to 600 members in the third week of spring 2022 (30th January 2022), a 289.61% increase.

AMA USF Points System

Goal: Incentivize and keep track of participation of AMA USF paid members by utilizing a point system to reward points that are redeemable for various AMA-related activities and prizes.

Rating: ★★★★★

Results: The points system has encouraged members to get more involved with the organization. Points have been allocated to members to volunteer at tabling events, attend committee meetings, and help prepare for the ScramBULL fundraiser, where some students have dedicated 150 hours. Students were rewarded points and were able to redeem points to attend an End of Year Banquet (\$45 Value) and redeem points towards hotel, airfare, and registration costs to ICC 2022 Chicago. This system has incentivized members to participate in as many opportunities as possible to earn points to redeem rewards. Over 50,000 points have been distributed to 77 members.



Membership

Member of the Month

Goal: Recognize one member each month that has exceeded expectations in their committees and AMA USF as a whole.

Rating: ★★★★★

Results: Five Members of the Month have been recognized and have received AMA USF merchandise as a prize. Executive Board members and General Body members were split to ensure that both received recognition for involvement in AMA USF. The selection of Member of the Month has been conducted each month throughout the school year. Executive Board members nominate anyone they believe deserves the recognition based on their engagement and attendance in AMA USF events. Winners are highlighted with a post on social media and during each month's first General Body Meeting.

Scholarships/Sponsorships

Goal: Give out at least 15 membership scholarships to students who need financial assistance to cover their AMA membership fee and award them during a ceremony.

Rating: ★★★★★

Results: 17 scholarships were awarded for the fall 2021 semester. Over \$1,000 was provided for students from over eight different sponsors within the Tampa business community. A ceremony was held on September 28th to award recipients with a certificate. Students were also given information to contact their sponsors and cultivate a relationship and potential mentee status. The title of "scholarship" was rebranded to Sponsorships in spring 2022 to emphasize our donors and financial supporters who make sponsorships available. Sponsorships will be awarded in spring 2022, with 10 (\$600) currently available and more to come. The ceremony date is set for February 22nd.

Surveys

Goal: Gather feedback about AMA USF using surveys to help the organization further adjust to member needs.

Rating: ★★★★★

Results: AMA USF implemented many surveys in the fall 2021 semester and learned how to best use BullsConnect and Google Forms to gather member feedback. At the beginning of General Body Meetings, short questions were asked while people signed in. In addition, a question about annual membership dues was added to better track guests' three free meetings. In planning for the end-of-semester survey, AMA USF tried to transition from Google Forms to BullsConnect to streamline the process. However, it was found that this process was more brutal to manage the responses, which resulted in using Google Forms again. This adjustment led to decreased participation; therefore, after students checked into an event, they were redirected to the survey. Helpful feedback was given and spread to the AMA USF Executive Board members to better the organization for the spring 2022 semester.

Email

Goal: Engage with current and prospective members through email.

Rating: ★★★★★

Results: Sending emails were simplified by making email templates for

- 55 Interested potential AMA USF members
- 54 Membership confirmations
- 21 Renewal information
- 1 Graduating senior reflection surveys
- 18 General Body Meetings:
- Emails were sent every Monday/Tuesday using BullsConnect to more than 200 recipients, which increased students' attendance at General Body Meetings.
- In fall 2021 and spring 2022, a total of 18 emails were sent every Monday and Tuesday to an average of 284 recipients, with an average open rate of 24.42% and a click rate of 1.92%. All emails were promptly responded to with relevant information.



Membership

Recruitment

ProGO

Goal: Promote AMA USF digitally through TV screens across campus and USF email newsletters.

Rating: ★★★★★

Results: AMA USF was promoted every day during the fall 2021 semester on the Marshall Student Center TV screens, where at least 250 students were exposed to the information daily. A slide detailing the organization's meeting times was included in a slideshow highlighting student organizations. AMA USF was included in a weekly email newsletter sent out to all USF students each week. 25.9% of survey participants indicated their noticing of these recruitment efforts.

Recruitment Video

Goal: Create a recruitment video that can be used as a promotional marketing tool shown to classes or interested members.

Rating: ★★★★★

Results: A recruitment video was successfully produced in the fall 2021 semester and revealed at the end-of-semester banquet, featuring AMA USF's diverse student members and the benefits of our organization. However, there have been technical issues with finalizing the video, but membership strongly plans to complete it to enter the ICC 2022 competition. Since the recruitment video has been created, it can be used as a resource to promote the organization for class presentations once finalized.

In-Class Marketing

Goal: Promote AMA USF through in-class presentations and send messages on Canvas to professors.

Rating: ★★☆☆☆

Results: Eight in-class presentations were held this year. Member participation is low to both present in class and email professors asking to promote the organization and our benefits. This spring 2022 semester, membership is heavily working to increase Executive Board participation and involving the membership committee to focus on this task specifically.

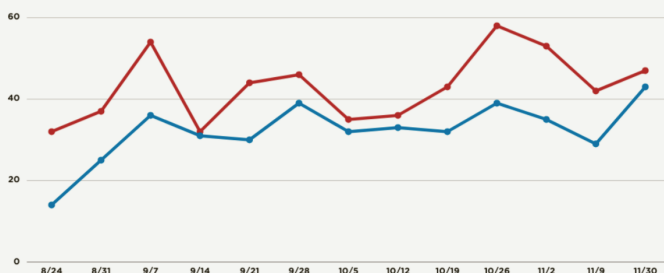
Tabling

Goal: Engage with students at Bull Market, around the Muma College of Business, and organization fairs to showcase AMA USF.

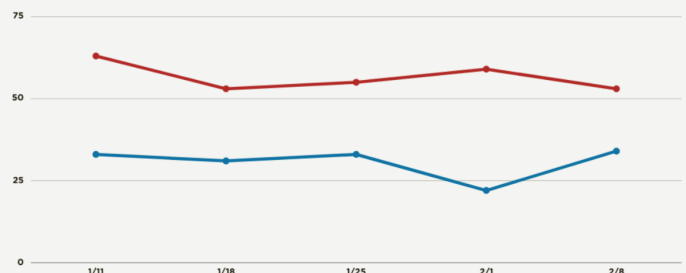
Rating: ★★★★★

Results: For the fall 2021 semester, AMA USF participated in a few tabling events such as Bull Market, the Muma College of Business Week of Welcome event, and general tabling in front of the Muma College of Business. After the effectiveness of each event was assessed, changes were implemented to the spring 2022 semester to allocate time and effort better. AMA USF has tabled two to three times a week since the spring 2022 semester. Tabling has occurred weekly outside of the Muma College of Business and at BullsConnect Day, a student organization fair during the first week of school. During the first week of tabling, AMA USF had signed up to be added to the organization's BullsConnect page. Less than ten interested business students were reached at Bull Market, dropped from the tabling plan.

FALL 2021 ATTENDANCE



SPRING 2022 ATTENDANCE





Internal/External Communications

Objective: Use specific means of communication to stay organized within the Executive Board and maintain engagement in different communication channels.

INTERNAL

Slack

Goal: Utilize Slack to its potential to keep the chapter organized by establishing other channels. Get 75% of General Body members on the Slack channel for updates, events, and opportunities.

Rating: ★★★★★

Results: In addition to including 99 members in #allmembers, a public Slack channel in the AMA USF workspace for paid members, Slack was used for advertising more than 25 job and internship opportunities throughout fall 2021 and spring 2022. Slack's #allmembers channel was also used to promote the General Body Meetings.

Different channels were created to facilitate communication in various activities, such as Bullcaneers volunteers, ICC 2022 members, ScramBULL organization, and more. In total, 25 Slack channels were used throughout the semester to communicate the several events and committees organized by the AMA USF in fall 2021 and spring 2021, with 58,539 messages sent.

Google Drive

Goal: Centralize AMA USF official documents related to plans, projects, and campaigns. Make it available to all active Executive Board members and to use as a transition tool for future onboarding processes.

Rating: ★★★★★

Results: Over 15 folders were created and shared with every member of the Executive Board. Relevant documents are uploaded in each folder and are easily accessible.

EXTERNAL

Social Media Channels

Goal: Increase followers and engagement using interactive content on all social media platforms. **By the end of the academic year:**

- **Instagram:** Increase followers and engagement by **30%**
- **LinkedIn:** Increase followers and engagement by **30%**
- **Facebook:** Increase followers and engagement by **20%**
- **Twitter:** Increase followers and engagement by **15%**

Rating: ★★★★★

Results: AMA USF spent the fall 2021 semester building up the social media presence of platforms such as Instagram, LinkedIn, Facebook, Twitter.

- **Instagram:** **25%** increase in followers and **85.4%** increase in engagement
- **LinkedIn:** **37%** increase in followers and **80.9%** increase in engagement
- **Facebook:** **8%** increase in followers and **159%** increase in engagement
- **Twitter:** **.83%** increase in followers and **39.82%** increase engagement

• Considering that the goals for the Twitter and Facebook accounts were not reached, due to AMA USF's demographic interest, the marketing committee did not pursue these platforms as vigorously. Therefore, some strategies will be implemented moving forward. For both platforms these strategies include: using relevant hashtags, tagging profiles and places, and posting a minimum two times a week. Concerning the Twitter account, the next steps will be to produce specific engaging content for the platform, such as polls and memes.



Internal/External Communications

- One of the main focuses for social media was to increase event promotion, in order to encourage attendance in events such as Spook-A-Thon, BULLcaneers, and the Banquet. This was successfully achieved by partnering with other student organizations that promoted the event on their social media platforms, and asking AMA USF Executive Board members to repost the event announcements on their social media as well.
- The additional main focus was to diversify the content posted on all platforms. This was achieved through introducing new ideas, such as marketing lessons (posts that students can learn from TV shows), Instagram reels on places to visit in Tampa and student deals (what USF has to offer students for free), the organization's favorite ad campaigns, and more. Lastly, AMA USF focused on including more pictures featuring the organization's members to showcase personality and authenticity.

Website

Goal: Update the website three times per semester to reflect all upcoming events and highlight chapter opportunities.

Rating: ★★★★★☆

Results: The website calendar was updated twice a semester, reflecting events such as General Body Meetings.

The blog and gallery were updated twice a semester, featuring relevant stories, such as "Dreams into reality with AMA" and "USF Students take advantage now", and moments from the chapter.

The AMA USF website was remodeled in October 2021 with aesthetics, design, functionality, and information. The marketing committee members established a plan with tasks (new pages, page updates, and adjustments), deadlines, and objectives. With that, the chapter website became more informative and interactive.

RemindMe App

Goal: Utilize the RemindMe app to send out reminders to all members regarding upcoming events via text.

Rating: ★★★★★★

Results: Personalized text reminders are sent every week to advertise the AMA USF's main events, including the General Body Meetings, fundraising events, and Marketing Week events. 53 messages were sent to 126 different students over the last two semesters, 47 in fall 2021 and six in the first month of spring 2021.

BullsConnect

Goal: Send out at least three monthly emails to current and potential members and update them on events and opportunities.

Rating: ★★★★★★

Results: Emails were sent every week of the fall 2021 semester advertising the AMA USF's weekly General Body Meeting. On average, 55 students opened the emails every week (24% of recipients). This led to increased awareness and attendance of the General Body Meetings' place, time, and content.

Microsoft Teams

Goal: Provide a live streaming meeting option for virtual audiences across all three USF campuses. Offer flexible alternatives for speakers based on personal preferences.

Rating: ★★★★★☆

Results: A meeting was offered with a virtual speaker. There was a virtual option for audiences. However, not all meetings were successfully live streamed due to technical difficulties in the room reserved for meetings. Even with technical problems, AMA USF still maintained a positive experience with speakers and students. Issues have been resolved late, and live streams with working audio are planned for every meeting starting January 25th, 2022.



Chapter Operations

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

Weekly Advisor Meeting

Goal: Meet with AMA USF's Faculty Advisor, Dr. Loran Jarrett, once a week to create an effective plan for Executive Board and General Body Meetings

Rating: ★★★★★

Results: The Co-Presidents and Co-Vice Presidents meet with the Faculty Advisor every week before the Executive Board meeting to discuss organizational strategies and tactics. The leadership team can grow their leadership skills and receive personalized guidance through the Advisor Meetings. Due to Dr. Loran Jarrett's class conflicts, having Advisory Board Meetings is essential to maintain effective communication. Although not having access to our Faculty Advisor was not ideal, it has allowed the leadership team to grow.

Weekly Executive Board Meeting

Goal: Meet weekly with the Executive Board every Tuesday at 3:45 pm for one hour.

Rating: ★★★★★

Results: All Executive Board members have a meeting weekly before the General Body Meeting for one hour to discuss updates and plans for the upcoming week. During Executive Board meetings, members participate in team-building games to generate a strong bond and long-lasting friendships. Team-building games also get Executive Board members excited to greet the General Body members, creating a welcoming environment.

Weekly General Body Meeting

Goal: Have an average of 30 members per meeting with a 60% retention rate by the end of each semester. To have at least a 20% increase in membership from last semester and onboard four candidates into new Executive Board positions.

Rating: ★★★★★

Results: Hosted General General Body Meeting every Tuesday at 4:45 pm with an average of 50 members per meeting. Engaged with general members through speakers, workshops, committee meetings, and fun marketing bonding games such as Kahoot, Bingo, and more. Contests and giveaways were incorporated in every meeting to generate excitement. All members are encouraged to participate in committees, attend upcoming events and socialize after every meeting. Most social events occur at a past AMA USF sponsor's restaurant, maintaining a mutually beneficial relationship.

Weekly Committee Meetings

Goal: Increase member retention, resulting in committee success. Have at least four members per committee.

Rating: ★★★★★

Results: There are nine committees, including Marketing, Case (fall only), Fundraising, Events, Social Impact, Membership, ScramBULL (fall only), and Finance (NEW). These committees hold meetings every week to complete key chapter events and objectives while increasing engagement by encouraging members to participate in projects that best suit their interests.

Annual Elections

Goal: Elect new Executive Board members annually

Rating: ★★★★★

Results: AMA USF's leadership team conducts interviews annually to seek out dedicated members with superior leadership skills. Through this process, AMA USF expanded our Executive Board from 16 Executive Board members to 25. Increasing the Executive Board by 64% has resulted in a better experience and perception of AMA USF.

Bi-Annual Executive Board Retreat

Goal: Set a strong tone of unity and create goal-oriented objectives at the start of each semester. Create a solid vision and lead the Executive Board as one moving in the same direction.

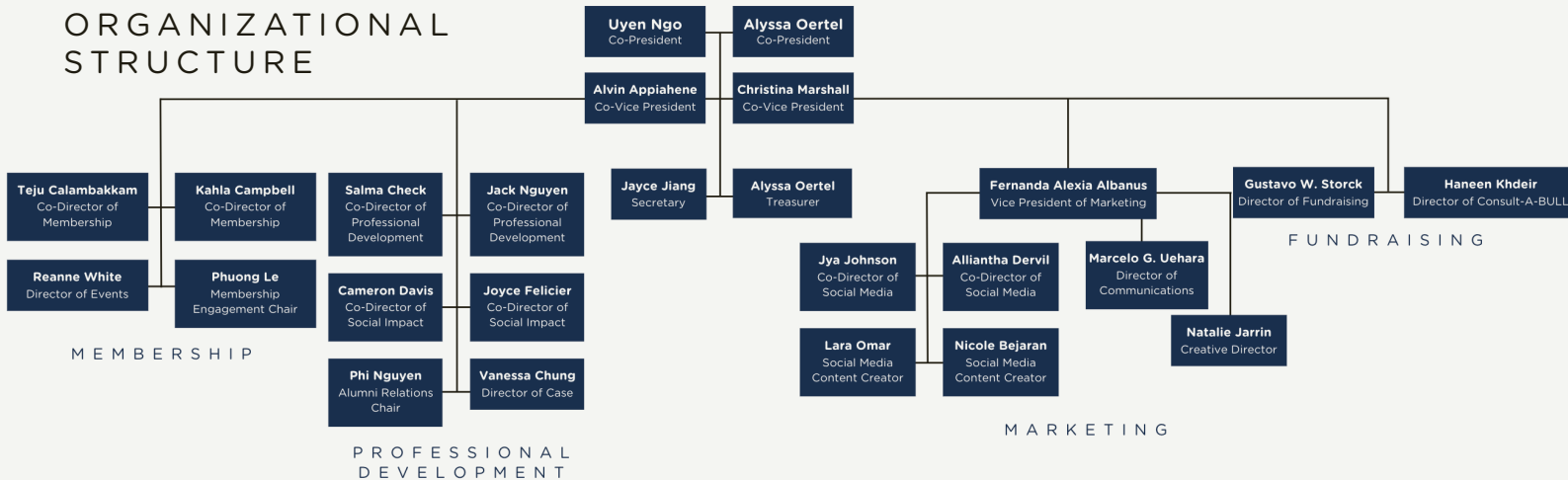
Rating: ★★★★★

Results: Hosted two retreats in the fall and spring semesters one week before the first General Body Meeting. This allows the Executive Board to understand expectations and the organization's operation while focusing on team building.



Chapter Operations

ORGANIZATIONAL STRUCTURE



Budget

Objective: To complete a thorough and accurate budget for the organization's activities such as fundraisers, tabling events, and General Body Meetings.

Beginning Balance 02/18/21		
Checking		\$6,672.00
Savings		\$4,265.59
Opening Balance		\$10,937.59
Revenues:		
	<u>Membership</u>	
	AMA USF Membership Dues	\$2,434.00
	<u>Fundraising</u>	
	Consult-A-Bull	\$600.00
	Scrambull	\$21,776.57
	Buccaneers Volunteering	\$3,800.00
	Seasonal Fundraisers	\$427.46
	Scholarships	\$2,340.00
	University Funding	\$0.00
	Marketing Week	\$0.00
	Banquet	\$720.00
Total Revenues		\$ 32,098.03
Expenses		
	<u>Membership</u>	
	National Dues	\$2,407.00
	AMA Polos	\$2,437.50
	Banquet Subsidy	\$1,440.00
	Meeting Refreshments and Supplies	\$717.90
	ICC T-shirts	\$ 648.00
	<u>Fundraising and Events</u>	
	Seasonal Fundraising	\$145.00
	Scrambull Expenses	\$2,989.82
	Banquet	\$2,160.00
	Conference	
	Scholarship Fund	\$1,620.00
	Marketing Week Expenses	\$44.99
	Case	\$ 55.00
	<u>Fees</u>	
	Square Transaction Fees	\$1.46
	Misc. Bank Fees	\$0.00
	Quickbooks Fee	\$75.00
Total Expenses		\$14,038.67
Net Income		\$18,059.36
Ending Balance		\$28,996.95
	Current Balance 01/23/22	
Checking	\$13,381.65	
Savings	\$7,088.10	
Undeposited Funds	\$3,800.00	
Cash Available	\$24,269.75	