

University of South Florida
American Marketing Association

CHAPTER PLAN

2021-2022

Stand Out. Get Involved.
Be AMAZing!



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Chapter Overview

SWOT ANALYSIS



Strengths

- With an average of over 50 members annually, AMA at USF prides itself with 9 committees run by AMA members that represent different aspects of the business overall and marketing in general where students can explore, learn, and enhance their leadership and marketing skills.
- Strong ties to the Tampa Bay business community such as Tampa Bay Business Journal, PPK, and Enterprise, as well as local AMA chapters such as Florida International University chapter, and Florida Southern University chapter.
- Live streaming is offered for general body meetings to accommodate online audiences across all three campuses.
- AMA at USF is qualified as a 501(c)(3) in which it allows donors to tax exemptions when making donations to our organization.
- Enhance teamwork with the new Google Analytic Workshop where everyone works towards the certificate and keeps each other accountable, in turn adding value for both AMA and members.
- Create a Marketing Agency that offers 2 paid internships for students and working with clients to provide a hands-on learning experience and funding for AMA.



Weaknesses

- AMA advisor is also an Instructor with over 500 students each semester and a conflicting class schedule that overlaps with weekly Executive Board meetings.
- The meeting room is reserved for another organization immediately after the AMA meeting concludes. Members have less personal interaction with each other and speakers after the meeting concludes.
- Technical difficulties occur for remote members.



Opportunities

- As AMA at USF is transitioned back in person, members can experience an interactive meeting environment with guest speakers, events, and committees.
- The AMA at USF alumni connections offers an abundance of potential sponsors, speakers, and networking opportunities.
- University of South Florida's new platform for students connection called BullsConnect creates an easy process for recruiting new members.



Threats

- There are over 20 Muma College of Business major-specific organizations and 600 other academic campus-wide clubs on campus for students to choose from.
- Risk of switching back to online due to COVID-19 pandemic.
- USF is primarily a commuter school that forces students to choose between online and in-person classes. This causes outreach and participation issues, especially as students are reluctant to attend in-person classes as the COVID-19 pandemic poses health concerns.

GOALS

- 1 Create a safe and fun environment that encourages professional developments through participation in different committees, projects, and workshops where members can enhance their marketing skills.
- 2 Raise at least \$10,000 through ScramBULL to subsidize members' expenses for the 2022 AMA International Collegiate Conference.
- 3 Improve ranking amongst AMA collegiate chapters and ultimately become the AMA International Collegiate Chapter of the Year.
- 4 Become a semi-finalist for the 2021-2022 AMA Collegiate Case Competition sponsored by Prime Student.
- 5 Actively seek out opportunities for members to use their marketing skills and their time to support and be impactful with non-profit organizations.

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.

Chapter Overview

GOALS

- 6 Create well-rounded members through the use of the member point system to reward participation in all aspects of the chapter; these points can be used towards all AMA activities.
- 7 Develop leadership skills of the Executive Board members through team-building retreats, weekly board meetings, weekly committee meetings, and preferential attendance at invitation-only industry events.
- 8 Develop incoming AMA members in order to replenish Executive Board positions for the upcoming year.
- 9 Host and promote in-person team building through fundraising activities, such as ScramBULL.
- 10 Get at least 50% of members certified in Google Analytics.

Professional Development

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

Professional Speakers

Goal: Help students gain insights into different types of marketing and professional development skills in the corporate world. This will be conducted through five speakers this semester with 30-40 members attending each meeting.

Strategy: Network with business professionals in the Tampa Bay Area through LinkedIn, career fairs, networking events, local businesses, and AMA professional contact database who can provide members with insights on career preparation, professionalism, and the various fields of marketing. Coordinate speaker events with a diverse group of industry professionals who have at least 5 years of experience.

Workshops

Goal: Offer at least 2 in-person and virtual workshops a semester with 30-40 members attending.

Strategy: Provide an environment where students can enhance their professional skills and prepare them for their careers through workshops on application (Google Analytics), resume, and creative (Canva). Find individuals through LinkedIn, USF administration, marketing agencies, and AMA who are skilled in the corresponding topic.

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 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.

Strategy: There will be a full week of events from October 18th to October 22nd. Activities will be related to marketing and overall development including but not limited to: workshops, fundraisers, charity/community service, networking events, games, a mental health day and social opportunities. We will also be collaborating with other student organizations and getting support from local professional AMA chapters as well.

Employment and Internship Opportunities

Goal: Provide at least 3 internship opportunities every month for active AMA members.

Strategy: Create a form on the chapter website for business professionals to submit internship opportunities. These opportunities will be relayed to AMA members.

Student Resume Bank

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

Strategy: Upload the resumes of Executive Board members in the 'About Us' tab of the chapter website. The 'About Us' page will be accessible to chapter sponsors, potential employers, and members.

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 6 paid clients in the Fall and Spring semester to properly execute marketing efforts for their business.

Strategy 1: Create an open learning environment for students to apply real-world marketing skills in the agency. Students will practice effective client communication, create marketing strategies, and collaborate with team members to meet project deadlines. Complete each client's project in a timely manner by organizing weekly meetings and assigning tasks to each member.

Goal 2: Have a minimum of 12 students actively involved and fill all 5 Director positions in the Consult-A-BULL agency by the end of the Fall semester.

Strategy 2: Continue reaching out to those who have shown an interest in Consult-A-BULL by attending marketing events at USF, participating in tabling events in the College of Business, and talking to potential new members of AMA.

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AMA International Collegiate Conference

Goal: Have 15 AMA members attend and 4 members entering competitions

Strategy: Send 15 AMA members to the 2022 International Collegiate Conference by advertising professional development opportunities, keynote speakers, and other interactive experiences they can gain at the event. Members will participate in the 2021-2022 AMA Collegiate Case Competition along with at least 3 other competitions including but not limited to T-shirt competition, pitch competition, and recruitment video competition.

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.

Strategy 1: Collaborate with Case faculty advisor to guide collaboration, create a comprehensive Gen-Z focused marketing campaign for Amazon Prime Student that combines research with creativity and strategy by conducting focus groups, interviews, and surveys to understand consumer behavior. This will be achieved by creating and sticking to a timeline that is realistic and achievable while leaving time to fully develop all stages of the marketing campaign. The team will also meet on a weekly basis to ensure that all progress is monitored and that all insights are shared to minimize communication errors.

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

Strategy 2: This will be achieved by integrating team members into all stages of delegation. Before responsibilities are assigned, the team is asked to vocalize personal preferences and to voice any questions or concerns about responsibilities. The team is also reminded on a consistent basis that suggestions and feedback are always encouraged.

Website Competition: October 2021

Goal: To be placed in the top 3 in the AMA Collegiate Website Competition.

Strategy: Evaluate the website's aesthetic, functionality, engagement, and other important elements. Update the events calendar monthly. Review and optimize informational pages to ensure everything runs smoothly and up to date.



Community & Social Impact

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

Collaborate with a Non-Profit

Goal: Provide marketing assistance for a non-profit in the Tampa Bay area with a committee of at least 3 members. This will allow students to gain real-world experience while making an impact in the community.

Strategy: Research local a non-profit and schedule a meeting to discuss assisting in enhancing their marketing. Utilize Marketing committee's talent and resources to successfully complete marketing tactics with the effort to gain more awareness and engagement for the non-profit.

Volunteer Events

Goal: Host a minimum of 5 volunteer opportunities per semester with one being a virtual event.

Strategy: Create opportunities for members to participate in volunteering events. Promote all volunteer events in the weekly newsletter, social media, and during general body meetings. Executive Board members are required to attend at least one volunteer event each semester.

Food Drive

Goal: Collect donations of canned goods and packaged goods that amount to at least 15 pounds.

Strategy: Promote the event during AMA general body meetings and through the AMA social media accounts. The point system will be used as an incentive for AMA members in which for every canned good they bring in, they can gain one point which can be used towards activities hosted by AMA.

Non-Profit Fair during Marketing Week

Goal: Host a non-profit fair to showcase the local non-profits in the Tampa Bay area where they can share information about their organizations with students who are looking to become more involved in the community. This event provides students the opportunity to become brand ambassadors, influencers, or volunteers with these organizations.

Strategy: Contact non-profits early in the semester and reach out to at least 4 by the end of October. After reaching out, invite them to the non-profit fair event hosted in the Muma College of Business. This event will be marketed to the entire university by using multiple campus resources such as the college's announcement pages, flyers on campus, and the student engagement platform, BullsConnect.



Fundraising

Objective: To fund AMA at USF operations by creating and executing successful high-impact events which will require marketing skills and creativity.

Annual ScramBULL Golf Tournament

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

Strategy: Review past golfers and sponsor lists and invite them back to participate. Contact potential sponsors and players through multiple touchpoints such as call, email, and in-person outreach. Collect donation items to be used as silent auction, raffle, or goodie bag items. Create putting and chipping contests that golfers can partake in for \$10 dollars per contest per try.

AMA Haunted Course

Goal: Sell at least 50 Tickets for \$10 each, close a deal with 3 sponsors, raise \$500 and transform this into an annual tradition that raises awareness about AMA.

Strategy: Partner up with the Events committee to create an on-campus AMA Haunted Course on the night before Halloween. Hire actors to scare the participants. Visit Busch Gardens' Howl-O-Scream attractions to bond as an efficient group and develop the best event possible. Reach out to companies that directly have interest in acquiring USF students as prospects to generate additional funding. Set a costume contest on the site, sponsored by event sponsor, in which the winner receives a giveaway prize. Additionally, set up at least two creative photo booths for the attendees, where each will be sponsored. This project will be marketed starting two weeks before the event including posters, social media, videos and tabling.

BULLcaneers

Goal: Raise \$500

Strategy: Partner with the Tampa Buccaneers to have at least 5 AMA members volunteer at football matches. This program will allow the organization to raise \$75 per person each game and provide unique experiences to students.

Cookie Munchers

Goal: Raise \$200

Strategy: Partner up with Cookie Munchers, a local company at Tampa, in order to sell their cookie-related products and raise a margin of funds to AMA. This process involves approval by the store and then developing an efficient retailing campaign around campus.

Mental Health Day

Goal: Raise \$300

Strategy: During finals week AMA at USF will partner with an essential oil and candle company Rose Grace. A tabling event will occur outside of Muma allowing students to make their own essential oil blend or purchase a pre-made candle to promote relaxation during a stressful time.



Membership

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

Membership Database

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

Strategy: Use BullsConnect to record each member in an extensive database that lists: when they joined, their major, their expected graduation date, and other metrics, as well as using Google Sheets to further track payment method and date of membership registration onto the AMA database.

BullsConnect

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

Strategy: Use BullsConnect to track attendance for weekly GBM, email campaigns for current and prospective members, and market GBM in the school-wide online calendar.

AMA Points System

Goal: Record engagement in the AMA at USF system and reward those members with points that add up to rewards.

Strategy: Use BullsConnect and Google Sheets to track and record the points a member receives each semester by participating in committees and engaging with AMA at USF and distributing rewards that incentivize members.

Member of the Month

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

Strategy: Converse with committee heads to decide which AMA member has made outstanding progress and reward them with AMA Points or swag, and a post highlighting their achievements on social media during the first week of each month.

Scholarships

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

Strategy: With help from sponsors, distribute funds to students through an essay competition and award students during a ceremony. Sponsors often become a mentor to students the scholarship was given to.

Surveys

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

Strategy: Use BullsConnect and Google Surveys, poll students and members about their experiences after meetings and after graduation. Using this information, meet with committee heads and leadership to discuss possible improvements or changes.

Email

Goal: Engage with current and prospective members through email.

Strategy: Use BullsConnect and Gmail, promptly replying to emails and questions about AMA at USF, directing people to the appropriate personnel.

RECRUITMENT

ProGO

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

Strategy: Utilize USF's ProGO feature to have a rotating AMA slide on TVs in the Student Center and have general meetings be promoted in the campus-wide weekly virtual newsletter for student organizations.

Recruitment Video

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

Strategy: Work with other AMA members to script, film, and edit a 3-minute video detailing the benefits and atmosphere of AMA at USF.

In-Class Marketing

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

Strategy: Create a Google Sheet with sections of marketing classes offered at USF and assign members to reach out to their professors. Track presentations and emails that have been sent with Google Sheets.

Tabling

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

Strategy: Reserve table at Bull Market, outside the Muma College of Business, and other tabling opportunities offered by USF to promote AMA at USF with flyers, merchandise, and student perspectives at least once a month.



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 different channels. Get 75% of general body members on the Slack channel for any updates, events, and opportunities.

Strategy: Send updates and reminders to the Executive Board Slack channel and enforce interaction through reply or emoji to ensure they have read and understood the message. Send exclusive internship opportunities to a Slack channel created for only active AMA members.

Google Drive

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

Strategy: Create a new folder every semester and designate one folder per committee that includes all relevant materials to make it easily retrievable for future purposes.

EXTERNAL

Social Media Channels

Goal: Increase followers and engagement on all social media platforms using interactive content. **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%**

Strategy: Establish a content calendar with at least one engaging post per platform every week. Create a measurement spreadsheet to track engagement (likes, follows, shares, impressions) monthly. Include all social media handles on the LinkTree link, flyers, and posters.

Website

Goal: Update the website regularly to reflect all calendar's event highlights and chapter opportunities.

Strategy: Carry out monthly website audits and add relevant content to match the calendar of events. Update the Consult-A-BULL page regarding the launch of the student-led marketing agency. Update ScramBULL page with event photos, sponsors, and fundraising results.

RemindMe App

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

Strategy: Send out 2 reminders each week including every Tuesday before the general body meeting with a brief description of what will be occurring during the meeting time. This communication platform will also become a way for members to ask questions and have them answered quickly.

BullsConnect

Goal: Send out at least 3 emails per month to current and potential members and update them on events and opportunities.

Strategy: Create a fixed template and adjust content each Friday. Email to be sent on Monday prior to the general body meeting. Receive updates from the Executive Board of the content that should be included by Thursdays. Track results: opens, unsubscribes, clicks.



Internal/External Communications

Microsoft Teams

Goal: Provide a live streaming meeting option for virtual audiences across all 3 USF campuses. Offer flexible alternatives for speakers based on personal preferences.

Strategy: Set up a seamless online user experience to reach remote students to negate any in-person conflicts.

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: Meet with AMA faculty advisor once a week to create an effective plan for Executive Board and general body meetings

Strategy: The Co-Presidents and Co-Vice Presidents will meet with the faculty advisor to discuss organizational strategies and tactics regarding Executive Board members' expectations and general body meeting performance.

Weekly Executive Board Meeting

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

Strategy: Executive Board members will discuss their activities and future goals to ensure everyone is getting updated and to keep each other accountable.

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 4 candidates into new Executive Board positions.

Strategy: AMA at USF plans to invest strong efforts in retaining new members on top of recruiting efforts through value proposition initiatives such as Google Analytics workshops, point system rewards, collegiate competition involvements, and agency internship opportunities.

Weekly Committee Meetings

Goal: Increase member retention, resulting in committee success. Have at least 4 members per committee.

Strategy: Provide interactive activities and responsibilities to keep members motivated and invested, resulting in a better committee impact.

Annual Elections

Goal: Elect new Executive Board members annually.

Strategy: Select new and qualified Executive Board members through an application and interview process. Applicants will submit their resume and/or cover letter to the president's email. If suitable, applicants will be invited to an interview with the Co-Presidents, Co-Vice Presidents, and faculty advisor.

Bi-Annual Executive Board Retreat

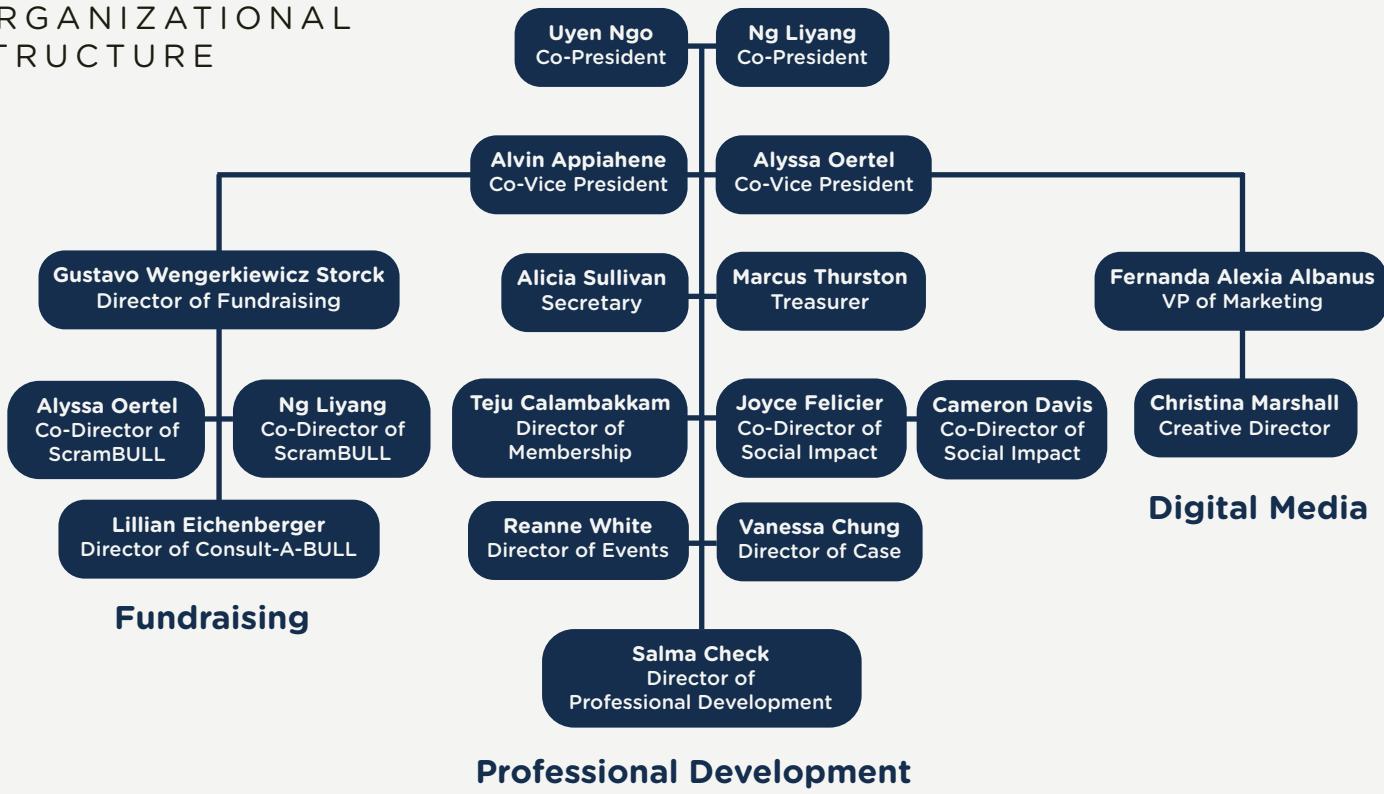
Goal: Set a strong tone of unity, exclusiveness, and goal-oriented objectives for the year every new semester. Create a solid vision and lead the Executive Board as one moving in the same direction.

Strategy: Create and renew personal president notes for every Executive Board member to add a personal welcome from co-presidents. Visualize a timeline of goals and strategies planned for the semester to ensure the understanding of every Executive Board member.



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	
Cash Available	\$ 10,937.59	
	Estimated	Actual
Revenues:		
AMA dues	\$ 1,250.00	\$ 310.00
Fundraising	\$ 300.00	\$ 400.00
Scholarship Donations	\$ 1,200.00	\$ 1,630.00
Scrambull	\$ 18,000.00	\$ 21,776.57
Total Revenues	\$ 20,750.00	\$ 24,116.57
Expenses		
Fundraising Expense	\$ 3,000.00	\$ 2,532.52
Scholarship Fund	\$ 600.00	\$ 1,000.00
Conference	\$ 1,000.00	\$ 752.46
Supplies Expense	\$ 300.00	\$ 2,809.36
Internship Expense	\$ 2,000.00	\$ -
Total Expenses	\$ 6,900.00	\$ 7,094.34
Net Income	\$ 13,850.00	\$ 17,022.23
Current Balance 09/20/21		
Checking	\$ 9,702.30	
Savings	\$ 7,015.92	
Undeposited Funds	\$ 17,022.23	
Cash Available	\$ 33,740.45	



Calendar of Events

Fall 2021

August

- 21st:** Full day Executive Board Planning and Retreat
23rd: First Day of Fall Classes
24th: “Pitching Yourselves to a Potential Employer” with Allison Corder, Talent Advisor at Raymond James
31st: “Champions Behind the Scenes” with Carlee Calfee, Social Media Coordinator at the Tampa Bay Lightning

September

- 1st:** 2021 USF Muma College of Business Week of Welcome
7th: “Google Analytics Applications” with Kimberly Catterton, Senior Strategist at mv digital group
8th: Bull Market Tabling Event
14th: “Advertising is the Best Job in the World” with Christine Turner, President at ChappellRoberts
21st: ScramBULL Planning Day
24th: ScramBULL Fundraising Event
28th: Scholarship Award Day and Case/Committee Meeting
29th: Student Organization Fair

October

- 2nd:** Humane Society Volunteer Event
5th: Canva Competition/Workshop - hosted by Teju Calambakkam and Salma Check, AMA at USF Executive Board members.
12th: “Online Reputation Management” Workshop - with Morgan Carter, an Assistant Professor at USF
18th: 22nd - AMA Marketing Week
19th: Social Media Roundtable
26th: Committee Meeting
30th: Metropolitan Ministries Volunteer Event

November

- 2nd:** Executive Board Open Positions Breakdowns
9th: Guest Speaker - Kim Hill, Chief Marketing Officer at USF
16th: Executive Board Position Interviews
23rd: Transition Meeting
30th: AMA End of Semester Banquet

WEEKLY MEETINGS

FALL '21: 9/24-11/23

SPRING '22: 1/11-4/26

Advisor Meeting:

Co-Presidents and Co-Vice Presidents meet with AMA Faculty Advisor every Tuesday at 2 PM

Executive Board Meeting:

Executive Board meets every Tuesday at 3:45 PM

General Body Meeting:

All members meet every Tuesday at 4:45 PM

Spring 2021

January

- 8th:** Full day Executive Board Planning and Retreat
10th: First day of Spring classes
11th: First Executive Board meeting of the semester and first General Body Meeting
18th: Speaker hosted by Tampa Campus
25th: Committee Meeting

February

- 1st:** Speaker hosted by St. Pete Campus
8th: Committee Meeting
15th: Speaker hosted by Sarasota-Manatee Campus
22th: Committee Meeting

March

- 1st:** Speaker hosted by Tampa Campus
8th: Committee Meeting
15th: Spring Break
22nd: Speaker hosted by St.Pete Campus
29th: Committee Meeting

April

- 5th:** Speaker hosted by Sarasota-Manatee Campus
12th: Executive Board Open Positions Breakdowns
19th: Executive Board Position Interviews
26th: Transition Meeting