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Annual Report
2017-2018
University of South Florida
American Marketing Association



The Timeless Beauty of Marketing
The Beauty of #OneAMA

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ASSOCIATION
University of South Florida

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Executive Summary

The American Marketing Association at USF (AMA-USF) would like to thank the readers of this annual report and hope that our organization’s mission is apparent. We strive to enhance members’ professional development through practical marketing experience, social impact, and mutually beneficial relationships within the American Marketing Association, the Tampa Bay community, and the USF Muma College of Business (MCOB). AMA-USF has worked to implement a culture within our organization that is inclusive, offer professional events and certifications that prepare our members for their careers, and emphasize the importance of giving back to the community.

This year, AMA-USF embodied our theme, “Building Leaders,” by allowing our members to shape our organization on every level, and by creating lasting and impactful relationships with several Fortune 500 companies in the Tampa Bay Area. We recommitted to being a leader not only within our university, but within AMA as a whole, focusing on mentorship and engagement with the AMA Tampa Bay professional chapter. The following are a few highlights that we believe place us alongside the elite collegiate chapters.

First, we leveraged committees as a platform to create spaces for learning and professional development by pursuing projects valuable to the membership. This has given our members the opportunity to work with the Muma College of Business at the University of South Florida, non-for-profits as well as local businesses to put together fundraising events and professional development events that have raised over \$400 for our organization.

Second, we have continued our mentorship of the Florida Collegiate Chapters at the University of Florida and the University of Tampa. We are a point of contact for strategic planning and for collaborative efforts that support all chapters’ success.

Third, we have refocused our efforts to provide members with influential and relevant speaker series and certifications. We have brought in 18 speakers to date between Spring and Fall semesters, five of which are on the Fortune 500 list of the best companies to work for, and offered three certifications to our members. This has been successful as reflected in increased engagement and retention and positive feedback from our members.

Fourth, we have received two chapter sponsors for AMA-USF. These chapter sponsors have donated an accumulative \$1,500 to our organization and in return, we have extended an invitation to our career fair, which some of the highest achieving marketing and mass communication students will attend, as well as noted sponsorship affiliation on our website and social media interaction and marketing.

Last, we have put in tremendous effort into our marketing groups, Charged Marketing Group, Events and Communications Groups. Not only did we receive recognition and sought after partnerships within the Tampa Bay Community for marketing consulting services, from non-profit and private businesses alike, but we also increased social media engagement by 49% across our social media platforms: Facebook, Instagram and Twitter.

Thank you again 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.

Matthew Brock, President
Gabriella Kubiszyn, Executive Vice President

Results Far Exceeded Expectations/Offered Great Value to Members	5:00
Results Exceeded Expectations/Offered Reasonable Value to Members	4:00
Results Met Expectations/Offered Some Value to Members	3:00
Results Fell Short of Expectations/Offered Little Value to Members	2:00
Results Failed Expectations/Offered No Value to Members or Did Not Occur	1:00

We will also be denoting half-points as “half hours” on a clock. Example: 4.5/5 will be shown as 4:30
Items designated as (NEW) were added after the creation of the Chapter Plan.

Professional Development 4:30



Goal: Build the next generation of professionals through professional speakers, workshops, committee activities, corporate tours, and conferences.

Results: AMA-USF enhanced members professional development by providing 18 guest speakers, 6 workshops, 7 corporate tours, 3 conferences, 3 certificates, and over 30 internship opportunities from various employers throughout the Tampa Bay area seeking AMA members. Members have been encouraged to participate in competitions and conferences.

Professional Speakers 4:00

Goal: 18 Speakers, 50 Member Average Attendance

Results: 13 Speakers To Date, 18 Scheduled. Average of 48 Member Attendance

Eat Fresco Foods, September 5

Tracy Povolny, Co-Founder

Tracy shared different steps that need to be taken to be a successful entrepreneur. She also revealed the importance of marketing to our members and brought in samples to try. EatFresco Foods are now sold at major grocery stores and at USF.

Meeting Cancelled, September 12

Meeting cancelled due to post-hurricane conditions.

IQPC, September 26

Tony Rocha, Sponsorship Sales Director

Tony spoke to our members about building their dream careers and the steps they need to take that are necessary to get there.

22squared (Marketing Firm), October 3

Justin Brown, Account Executive

Lauren Perez, Account Executive

Justin and Lauren spoke about social media advertising and showed how a digital media strategy for brands like Publix Super Markets increased customer interaction and loyalty. They also presented summer internship opportunities at 22Squared.

World of Beer Franchising, October 10

Emily Barth, Field Marketing Coordinator

Emily spoke to our members about marketing in hospitality. She talked about how segments of the hospitality industry, such as hotels, restaurants, resorts and amusement parks, utilize marketing techniques to promote their products or services.

Enterprise Holdings, October 24

Christina Reese, Talent Acquisition Specialist

Samantha McCan, Manager in Training

Beatriz Daquiag, Manager in Training

Christina led the presentation on being a polished professional in the workplace. She talked about wardrobe, personal hygiene, how to master a handshake and emphasized the importance of branding yourself as a polished professional by creating a positive personal impact on someone.

FMI Consulting Firm, October 31

Gregg Schoppman, Florida Consulting Manager

Gregg talked to our members about consulting at FMI and the importance of helping a client obtain information and advice that leads to real and lasting solutions to a problem. Revealing the consulting side of marketing to our members.

Professional Speakers (Continued)

TTI, November 7

Brennen Sowell, Territory Manager

Brennen spoke to our members about leadership development and how students can expand their capacity as individuals to successfully perform leadership roles within organizations.

TTI, January 30

Justin Tewey, Divisional Recruiting Manager

Attendees brought resumes to the general meeting and reviewed them with Justin from TTI. He gave our members insight about finding the best type of resume and highlighting accomplishments that make the greatest impact on employers.

Vivint Smart Home, February 6

Ryan Madden, Sales Consultant

Ryan spoke to our members about how to pitch yourself. He interacted with members and circulated the room asking members to give their pitches to peers and delivered constructive and applicable feedback.

USF Career Services, February 13

Doug Meyn, Career Consultant

Doug explained to members how to determine if a job or career path is right for them. Utilizing self-analyzing tactics and questioning to determine job enrichment.

Be the Match, March 6

Marc Silver, Marketing Coordinator

Marc, our Be the Match representative, will share current programs as well as talk about working with volunteers and operating on a low marketing budget with our members.

Sparxoo, March 20

Emily Joseph, People Operations Specialist

Amber, People Operations Specialist

Emily and Amber will describe the best interview behaviors and tell our members the do's and don'ts of any interview.

Tampa Bay Lightning (NHL), March 27

Chloe Laniado, Account Representative

Topic TBD

Ferguson, April 3

Jamie Haynes Forte, Lead Recruiting Specialist

Jamie will be talking about goal setting and how members can attain their career and life goals.



Hands-On Workshops 5:00

Goal: 5 Workshops (4 Professionally-led, 1 student-led)

Results: To date, 4 professionally led workshops, 2 AMA-USF led. Average attendance of 42. 1 professional led workshops scheduled for April 10th. Hands on Workshops were more engaging and were preferred by most members.

GTE Financial, September 19

Shannon Wilde, Marketing Director

Shannon demonstrated social media advertising effectiveness through targeted Facebook Ads. She also showed members how ads on Facebook are influenced by what they search on the internet.

AMA-USF, October 17

Rachel Vogie, AMA President

Rachel led a LinkedIn workshop with our members. She demonstrated how to use LinkedIn, showed profile examples and helped our members create an “All Star” LinkedIn profile that will showcase their professional brand.

Muma College of Business, November 14th

Robert Hammond, Director of Sales Program

Robert spoke about the five key points in any sales pitch: Build rapport with your prospect, introduce the business topic, ask questions to better understand your prospect’s needs, summarize your key selling points, and close the sale.

Northwestern Mutual, January 23

Erika Wetherington, College Unit Director

Erika spoke to our members about business etiquette and emphasized the importance of being professional during interviews and in the workplace. She gave our members 15 basic etiquette rules to follow.

AMA-USF, February 20

Gabriella Kubiszyn, EVP

Gabriella conducted a DISC analysis with our members to identify their personalities and how to identify others. DISC is a behavior assessment tool that centers on four different behavioral traits: dominance, inducement, submission, and compliance.

Enterprise Holdings, February 27

Christina Reese, Talent Acquisition Specialist

Christina led a networking workshop where she emphasized the importance of business etiquette in an interview and worked with our members to perfect their sales pitch.

Ashley Furniture Industries, April 10

Alexander Abell, Sr. Business Intelligence Analyst

Alexander will be talking to our members about the history, technology and features behind Google Analytics and how marketers utilize the platform to market their target market.





Corporate Tours 5:00

Goal: Host 6 corporate tours, Average 10 member attendance

Results: 4 Fall tours, average 9 attendees, 1 Spring tour, 2 additional scheduled

Florida Autism Center of Excellence (FACE), October 20

Toured the facilities and observed faculty in classrooms with students.

Kobie Marketing, October 27

Toured the offices of Kobie Marketing with the Head of Human Resources and discussed loyalty programs and consulting with various clients.

Sparxoo (Ad Agency), November 3

Met with members of the Sparxoo creative team. Participated in a friendly competition to create an Instagram post featuring the Sparxoo company culture to attract new applicants. Winning post was posted on company Instagram account.

22squared, November 17

Toured the offices of 22squared's Tampa headquarters. Met with heads of various departments and discussed daily operations throughout the firm.

Tampa Bay Lightning (NHL), February 23

Toured Amalie Arena, the home of the Tampa Bay Lightning hockey team. Learned about sports sales and marketing.

Dunn&Co (Ad Agency), March 9

Scheduled to tour the offices of Dunn&Co in downtown Tampa, Florida.

Catalina Marketing, March 23

Scheduled to tour the offices of Catalina Marketing in St. Petersburg, Florida.



Certificate Programs 4:00

Goal: Offer 3 certifications to all members that can differentiate them in the job market. Certify at least 30 members.

Result: AMA-USF hosted 4 certification sessions for 3 Certificates in the Fall semester. Between 4 sessions, 8 members were certified. We plan on hosting 2 more sessions this semester.

Marketing Week 4:00

Goal: Use Marketing Week to educate various majors about aspects of marketing, while building a stronger brand on campus through 5 highly public events with an average of 15 attendees per event.

Result:

We had an average attendance of 26 people at 5 events. We offered students of all majors opportunities for professional development and enriched knowledge of marketing on campus.

Monday: Picture-Perfect Headshots: held in the MCOB Atrium on campus and had 25 students in attendance.

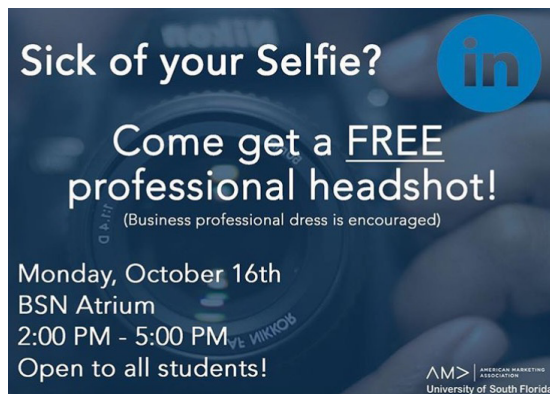
Tuesday: LinkedIn workshop: 45 students attended the workshop and our student speaker assisted students with their job search and achieving an “All-Star” profile.

Wednesday: “Guess the Slogan:” To promote AMA-USF at Bull Market (USF’s weekly marketplace) individuals were read the slogans of 12 companies and had to guess which slogan belonged to which company, showing the importance of branding. To spread our own brand awareness, we had each participant sign up for our newsletter by providing their names and emails before they could play the game. 46 USF students participated in the event.

Thursday: InDesign workshop: led by our Vice President of Resources. 15 USF Students were in attendance.

Friday: FACE Tour: We provided all students with the opportunity to tour the Florida Autism Center of Excellence (FACE) facilities. Our Social Impact committee has been working with FACE throughout the semester.

Additionally, we successfully entered the Outstanding Marketing Week Competition by submitting a detailed outline and report of each of the week’s activities.



College to Career Speaker Series 4:00

Goal: College to Career series is a one day college-wide event we will create in partnership with AMA Tampa Bay and recruit 3 speakers from professional organizations to present on topics students need for the professional world. Have at least 15 attendees at each speaker.

Result: AMA-USF will create a partnership with AMA Tampa Bay to recruit 3 speakers from professional organizations to present on topics students need for their careers. We project at least 40 attendees at the event, which is scheduled to occur on April 14, 2018.

Collegiate AMA Organization Mentorship 5:00

Goal: Mentor and advise AMA at UT by assigning one member of AMA at USF to serve in an advisory position and recommend strategies to help the small Chapter.

Result: The EVP at AMA-USF stays in constant contact with the liaison of AMA at the University of Tampa. Both E-Boards are collaborating through meetings and messaging. AMA-UT members have attended two AMA-USF meetings and are invited to two corporate tours a semester. AMA at USF has been able to share ideas and strategies with AMA at UT, giving the smaller Chapter a great communication tool with SLACK, and helping AMA-UT's VP of Membership to create attendance and points sheets via Google Sheets. New student leaders at St. Leo University's previously inactive chapter have asked us for guidance in fundraising.

Charged Marketing Group (CMG) 5:00

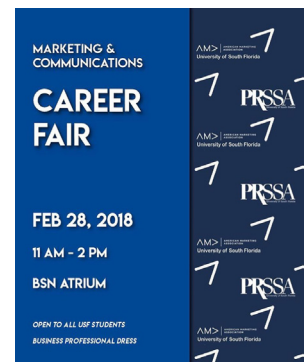
Goal: Generate \$1,400 in funds over 2 semesters by selling for-profit services and delivering valuable results to clients. Members will learn about the latest marketing practices through real life experience.

Result: On average, 7 members attend weekly meetings and have generated \$1,100. Two new projects have been contracted, with additional revenues of \$200 each. Charged Marketing Group provides consulting services to businesses and student organizations who want to see greater growth with every marketing dollar.

Student Organization Partnerships 5:00

Goal: Collaborate with other MCOB organizations to plan and execute 2 events. Build relationships with fellow organizations to better serve all students.

Result: AMA at USF has partnered with the School of Mass Communications organization, Public Relations Student Society of America (PRSSA), for a Week of Welcome networking event and a Marketing and Mass Communication Career Fair. The career fair had 12 companies, and over 150 students in attendance. A revenue of \$1,200 was made and feedback on the event was positive. AMA at USF also partnered with the USF Golf Club to make our ScramBULL Golf Tournament successful.



AMA Tampa Bay 4:00

Goal: Build a relationship with the professional counterpart of AMA-USF to keep developing our Chapter and discovering new opportunities for members. Subsidize 2 members to attend a Tampa Bay AMA luncheon, and co-host College to Career with AMA Tampa Bay.

Result: Partnering with AMA Tampa Bay, AMA at USF is hosting the College to Career Speaker Series showcasing skills needed for the transition from graduation to a career path. AMA at USF also subsidized 2 members to attend AMA TB breakfast at the Dali Museum in St. Petersburg, FL.

Employment and Internship Opportunities 5:00

Goal: Use the AMA-USF alumni and professional network to discover 25 internship opportunities. Communicate opportunities and support any members who wish to apply with resources or advice to build the strongest application.

Result: Fall semester, 18 employment and internship opportunities were provided to members. As of February 28, 14 internship/job opportunities have been provided to AMA-USF members. We expect to receive at least 20 more opportunities as the semester continues. Additionally, 8 members have received offers for internships or full time positions from contacts made through AMA-USF.

Attend Other Regional Conferences 5:00

Goal: Send 10 members to other regional conference locations to identify key insights from other chapters and help to improve AMA-USF. Subsidize the cost of trips and conferences for members.

Result: AMA at USF sent 2 members to AMA Wisconsin-White Water's Regional Conference with full reimbursement. 12 members were also sent to AMA Florida International University's Regional Conference with a partial reimbursement to all. A USF member placed first in Perfect Pitch competition at FIU Regional conference.



Outbound Sales Competition 4:00

Goal: Have 1 AMA-USF member participate and support competing member(s) with resources.

Result: 1 Member signed up for the Outbound Sales Competition and made it to the second of three rounds.

40th Annual International Collegiate Conference 4:00

Goal: Market International Conference as a valuable, professional event and send 25 students, subsidizing all or part of their conference costs. Enter 1 candidate/team per competition, supporting competing members with resources and advice from other members, faculty, and local professionals.

Result: We are in the process of allocating financial support to members, but are projected to subsidize all hotel expenses and partial registration fees for 24-25 members to the 40th Annual International Collegiate Conference. As of February 28, 10 members have confirmed registration, with 18 other members showing interest to attend.

Mary Kay Case Competition 4:00

Goal: Develop a solution to the case by collaborating with a faculty advisor, researching consumers, and discussing strategies to overcome obstacles. Deliver final report to AMA National and be named finalist.

Result: We formed a committee of 9 dedicated members and our submission was recognized as Commendable. In our efforts, we logged over 70 hours of research and collaboration, collected nearly 437 survey results, hosted 1 focus group with the target demographic audience, and developed a strategy to get millennials to interact with the brand. Though we were ranked Commendable, there was great value and real world experience created for those involved.

Website Competition 4:00

Goal: Enter the competition. Align website with AMA National brand standards. Update usfama.org with new and relevant information. Design website to be inviting as well as informative.

Result: We updated our website to abide by brand standards, and we continue to update our calendar of events every week with speaker information, corporate tour dates and times, certifications and promotional media. Successfully entered the website competition as well.

Social Impact 4:00

Goal: Create a better community by being the banner carrier for social causes in the Tampa Bay area, and by using marketing skills to spread awareness of major issues.

Results: AMA-USF helped use marketing skills to raise awareness for autism, raised money for multiple organizations including Be the Match, and donated clothing items to disaster relief. Also, AMA at USF assisted other student organizations on campus with marketing projects.

Charitable Marketing Campaign 4:00

Goal: Increase awareness of a charity in the Tampa Bay area by identifying one major cause to fully support through the use of marketing skills, non-profit consulting and, bi-monthly volunteering efforts. Create an awareness video for a partner organization.

Result: We created a promotional video showcasing students and faculty from the Florida Autism Center for Excellence (FACE). We had 5 members tour the facility and created 2 flyers for the organization. Our plan to volunteer was cancelled by FACE as it requires legal background checks which AMA-USF could not fund.

Autism Awareness 5k Fun Run 3:00

Goal: Partner with the Florida Autism Center of Excellence (FACE) to host a fundraising 5k for anyone in the Tampa area to raise \$150 for FACE, and increase autism awareness, and support in the community.

Result: We have reimagined event from a 5k run to an Autism Awareness Field Day at the Florida Autism Center of Excellence to increase Autism Awareness through autism-friendly activities. We are holding a field day on site at FACE on March 31.

#GivingTuesday 5:00

Goal: Utilize AMA National's Digital and Social Media kit, along with our video and flyers created by our members and distributed on our own social media to promote #GivingTuesday to motivate 10 people to donate on #GivingTuesday.

Result: Through digital promotion and tabling on campus, AMA at USF informed and had 32 people pledge to donate to Giving Tuesday.



Feed-A-Bull Food Pantry 4:00

Goal: Partner with the Student Government's Feed-A-Bull project to promote the yearly food drive with social media, flyers, and tabling events and inspire the donation of 100 canned food items.

Result: AMA at USF is currently partnering with local food pantry, Community Food Pantry, to rebuild their website and renew their digital marketing campaign. Due to lack of support from Student Government, AMA at USF did not partner with the Feed-A-Bulls Food Pantry on campus, thus leading to another partnership with the Community Food Pantry instead.

Be the Match Tabling Events 3:00

Goal: Host 1 event in a high traffic area, full of high priority demographics, with trained AMA-USF members collecting at least 30 swabs from swab kits provided by Be the Match to register people for the bone marrow registry.

Result: Tabling Event scheduled on April 11, 2018 at a central location on campus (Marshall Student Center) during a high traffic event (Bull Market) to increase exposure and possible swabbing.



Be the Match Fundraiser 1:00

Goal: Host multiple “giveback” events at Cold Stone Creamery and other restaurants to raise \$200 for Be the Match.

Result: We decided to diversify giveback fundraising by partnering with multiple restaurants to raise money. We have hosted 2 giveback nights at Cold Stone Creamery, raising \$35, and plan to host 2 more giveback nights at a different venue.

USF Student Organization Mentorship 4:00

Goal: Assign one member to serve in an advisory position to a USF student organization. Recommend strategies and tactics to best support and market partner student organization on campus.

Result: Mentored USF SOAR (Society of Aeronautics and Rocketry) to improve reach and engagement via promotion and social media. Designed a new banner and advised on changes to social media strategies.

Community Relief Efforts 5:00

Goal: Be aware of natural disasters and international crises that come up and raise \$40 for these issues.

Result: Following Hurricane Irma, AMA-USF donated 200 shirts to be sent to Puerto Rico to assist in relief efforts to provide necessities to those effected by the storm. Estimated value of shirts donated was approximately \$2,400. Shirts donated were accumulated in back stock inventory during brand transitions.



Fundraising 4:00

Goal: Fund AMA-USF operations through high impact fundraisers that have the potential to generate over \$100.

Results: Raised over \$7,000 primarily through an annual golf tournament as well as sponsorships, seasonal fundraisers and merchandise sales.

17th Annual Golf ScramBULL 2:00

Goal: Assign two Executive Board members to lead in the solicitation of sponsors, and acquisition of donations from area businesses and community members to generate a profit of \$10,000. Use profits to assist in sending members to AMA International Collegiate Conference. Engage the community by hosting 80 golfers, and build relationships in the Tampa Bay area by procuring sponsorships and donation items from local businesses.

Result: AMA-USF held the 17th Annual Golf ScramBULL on February 11, 2018. With ScramBULL being the largest fundraiser of the year, extensive planning began in September 2017 with the 15 member ScramBULL. Committee meetings were held once a week to discuss strategies and set goals. The ScramBULL VP also met weekly with an academic advisor. The ScramBULL committee employed relationship selling skills and tournament sponsorship packets were distributed to over 200 businesses in the Tampa area. Electronic save-the-dates were also sent out to former event golfers six months, one month, and one week in advance. Social media skills were also used to advertise for the event.

The chapter grossed a total of \$2,100 from sponsors while securing 20 silent auction items and 73 raffle prizes. Each golfer was also greeted with a goodie bag, valued at \$96, consisting of donations from 10 businesses. ScramBULL tournament day was professional, polished, and a well-organized operation thanks to the team of 17 members that were present. The USF Golf Team volunteered to act as contest witnesses. Of the 57 golfers registered, 51 participated in the tournament. The revenue from golfers totaled \$3,575. Participants could purchase raffle tickets and extra mulligans at the door on tournament day. Revenue from raffle ticket sales totaled \$825 while silent auction gross profit amounted to \$605. The in-kind donations for the tournament totaled \$7,753. Due to the change in management of certain prior sponsors that have been supporting the AMA-USF efforts for many years, the companies were unable to sponsor. Therefore, the tournament fell short of projected revenue and golfers. The total profit of \$5,178 fell drastically short of predicted \$10,000 which the chapter has been reaching for several years. Golfers tell us that tournaments are in decline and we had difficulty obtaining hole sponsors. Going forward, we will target other major fundraisers and lower projected revenue.



Seasonal Fundraisers 5:00

Goal: Identify a holiday season and assign a member to generate a profit of \$300.

Result: The day leading up to Valentine's Day, AMA-USF sold chocolate covered strawberries and two types of flowers. We profited \$229 from this event. We plan to have a doughnut sale for finals week at the end of the Spring semester. Last semester's doughnut sales profit was \$128 and we expect higher this semester. Total profits should surpass the intended goal, and each sales session has proven to be a valuable recruitment opportunity.

AMA-USF Swag Store 3:00

Goal: Develop desired products with the new brand logo on them and generate \$300 in profit.

Result: AMA-USF sold 2 mugs in the Fall semester and 3 mugs in the Spring semester for a total of \$51. In the Spring semester, we will hold a pre-sale for new t-shirts or hoodies and expect to generate a profit of \$200. We sold business cards printed through the USF Print Shop for a total profit of \$175.

Chapter Sponsors (NEW) 5:00

Goal: Obtain 2 corporate sponsors through the Chapter's new sponsorship program for a total sponsorship of \$1000.

Result: AMA-USF procured the sponsorship of two organizations, Aflac and Neural Balance by Spectrum Research Group. The sponsorships totalled \$1,500 for AMA-USF.



Membership 4:00

Goal: Drive member engagement up by 10% as seen in committee and event attendance, by providing various professional development opportunities to partake in.

Results: Member engagement increased by 9.1% based on committee meeting and event attendance while classroom presentations and word of mouth are proving to be the best ways people learn about our organization.

Total Membership 3:00

Goal: Maintain 70 Chapter members. Utilize an application that allows members to register or renew their memberships to AMA-USF and AMA National at the same time.

Result: AMA-USF maintained 65 chapter members while utilizing an easy registration process that allowed members to register, or renew their memberships with AMA-USF and AMA National.

Membership On-Boarding 5:00

Goal: Design a packet for new members that encompasses the Points System, Executive Board members, general operations, and other relevant information. Ensure that 100% of new members receive a packet and a newly branded polo shirt.

Result: Updated member packet for new members and it was handed to 100% of new members when membership dues were paid. Member feedback was 100% positive at the end of Fall semester.

Alpha Mu Alpha 4:00

Goal: Identify top performing students relative to the Alpha Mu Alpha requirements and nominate one to apply.

Result: Nominated 1 member to apply for Alpha Mu Alpha based on Alpha Mu Alpha requirements and excellence in the organization.

AMA Student Marketer of the Year 1:00

Goal: Identify AMA-USF's top performing student relative to the AMA Student Marketer of the Year requirements and nominate 1 member to apply, assisting in the application process if needed.

Result: While many members have excelled with small projects, we do not feel that they are at a sufficient scale to compete at a national level.

Recruitment Flyers, Classroom Presentations, and MCOB Academic Advisor Suggestions 5:00

Goal: Get 10% of General Meeting attendance to come from first time attendees by promoting AMA at USF through flyers, presentations, and MCOB advisors.

Result: 19% of general meeting attendees this semester were new to the organization. Survey data shows 100% of new attendees discovered the club through classroom presentations or word of mouth.

Week of Welcome/Student Org Showcases 5:00

Goal: Hand out current collateral and answer questions about AMA-USF to build brand awareness amongst first years and new students and collect an average of 50 student emails per semester.

Result: Between 3 total events, we collected 76 emails in the Fall semester and 58 in the Spring Semester. Each of these emails was added to our weekly newsletter database.

Visit & Join Program 4:00

Goal: Allow students to attend 3 free meetings, making them feel welcome, and giving a clear outline of how to join. Convert 60% of students who stay for three meetings into full members.

Result: All members were required to join after three free meetings, as verified by our registration tracking system. We converted 10 new members from first meeting attendance of 66 for a conversion rating of 15%.

Club Socials 4:00

Goal: Identify interesting, cost-effective, and convenient locations for members to hang out in a low pressure environment, to learn more about other members, make friends, and network. Have an average of 10 attendees per event.

Result: Fall semester, we averaged 10 attendees at each social. Spring semester as of February 28th, we have an average of 12 attendees per social.

Membership Point System 5:00

Goal: Award points to members based off a clear policy of attendance, participation, and achievement. Looking for a collective number of 10,000 points earned by members per semester.

Result: In the Fall semester, members collectively earned 22,150 points and as of February 28, 5,410 points were earned in the Spring. Points are based off attendance, participation and achievements. By rewarding and recognizing member contributions, members stay motivated to achieve Active or Premier Member status, and are inspired to pursue E-Board positions.

Member of the Month 5:00

Goal: Recognize a Member of the Month monthly in the general meeting with an announcement and recognition gifts.

Result: A member of the month has been announced for every month for the Fall semester, and will continue to be awarded for the Spring semester.

AMA-USF International Student Scholarship 5:00

Goal: Allocate \$95 to cover one international student's club dues, after selection from the maintained application process. Promote to international students who might now be able to commit to a full year membership due to study abroad time constraints.

Result: 2 international student scholarships were given out this academic year to students from Peru.

End of Semester Banquet 3:00

Goal: Fellowship with average of 30 members to celebrate the end of the semester, with subsidized costs for highly engaged members, based off of the AMA-USF point system.

Result: AMA-USF held its end of semester banquet and 23 members attended. 12 members were "Premier" members and received a complementary dinner, while 8 members were "Active" members and received a dinner at half cost.



Communications 4:00

Goal: Increase communication effectiveness by getting a 10% boost in communication interaction and 100% Executive Board compliance with communication tools.

Results: AMA-USF has successfully implemented the use of GroupMe for executive board communication and increased social media interaction.

G-Suite (Formerly Google Apps) 5:00

Goal: Assign every Executive Board member a G-Suite account and mandate all AMA-USF related documents and data run through G-Suite. Maintain 100% Executive Board compliance.

Result: The President, all VP's, and Directors actively manage Gmail accounts. 100% of E-Board with an account utilizes their G-Suite account for all AMA business.

Executive Board Facebook Group 5:00

Goal: Create one secret Facebook group and one closed group chat for the Executive Board and have 100% E-Board compliance per semester.

Result: A secret Facebook group was created and utilized by the Executive Board for communication each semester with 100% E-Board compliance. This was the secondary source of communication for all business matters related to AMA; primary means of communication was exchanged on the new GroupMe group chat application.

Internal Facebook Groups 4:00

Goal: Use Facebook Groups as an internal discussion board for various AMA-USF functional groups. Encourage committee leads to add all committee members and receive 100% committee compliance.

Result: We have transitioned from Facebook groups to GroupMe group chat application for ease of use and more efficient communication. Facebook groups still utilized for event and project planning with 100% committee compliance.

LinkedIn Initiative 4:00

Goal: Lead a LinkedIn workshop to assist members in making a great profile and reach a goal of having 60% of all members having an updated LinkedIn.

Result: Based on LinkedIn searches of members who attend general meetings, approximately 74% of AMA-USF members have a profile on LinkedIn. We hope to continue increasing this number through LinkedIn workshops and networking events.

General Meeting Newsletter 2:00

Goal: Design a weekly newsletter in MailChimp to be sent to members informing them of both the past meeting and upcoming opportunities with at least a 50% open rate.

Result: The weekly newsletter is distributed to all emails in our database which has grown by 29.5%. Average open rate for the year is 31.6%



Marketing Department Newsletter 3:00

Goal: Use MailChimp to create a newsletter targeted at USF marketing faculty 2 times throughout the semester.



Result: The Marketing Department Newsletter has been sent to MCOB faculty emails 2 times in the Fall semester and 1 time in the Spring semester with one additional scheduled for April 12.

Website Updates 4:00

Goal: Update usfama.org weekly with relevant news from AMA-USF and AMA National.

Result: The launch and revamp of the usfama.org website has been successful with a new format and a better User Interface. Weekly updates have been made to keep the website up to date.

Alumni Contacts 4:00

Goal: Create a database that can be referenced by all members so they can extend their networks and for future contact with AMA-USF members post-graduation.

Result: A database of personal emails has been established to ensure we are able to contact alumni after university emails are deactivated. Personal emails are collected at meeting sign in.

Professional Contacts 4:00

Goal: Create a Google Sheets database to store records of professional contacts that can be referenced by Executive Board members.

Result: There is a Google Sheets shared with the EVP and VP of Professional Development which holds all professional contact information from the past 4 years.

Social Media Channels 5:00

Goal: Use Facebook, Instagram, Twitter, and Snapchat to reach members and increase measurable interactions by 10% each year. Post multiple times per week.

Result: As of February 20, AMA-USF social media accounts had the following results:

Facebook	951 Followers	+17%
	963 Likes	+15%
	869 Average Weekly Engagements	+11%
	Total Average	+14%
Snapchat	91 Friends	+36%
	Total Average	+36%
Instagram	608 Followers	+34%
	26 Average Likes	-16%
	Total Average	+9%
Twitter	568 Followers	+8%
	4 Average Interactions	+75%
	(Likes, Replies, and Retweets)	
	Total Average	+42%
Total Average Change		+25%

Operations 5:00

Goal: Develop a strong and cohesive leadership team by documenting and standardizing all processes within the organization.

Results: AMA-USF held weekly executive board meetings to coordinate projects and events between committees. The President and EVP met weekly with the faculty advisor to stay up-to-date and on track. We collected feedback from all members and the President met individually with all members of executive board to maintain cohesive team composure. Bi-annual elections and executive board retreats were held to allow new talent and leadership to continue growing within our organization.

Weekly Advisor Meeting 5:00

Goal: Schedule the President and Executive Vice President to meet with the faculty advisor weekly.

Result: President and Executive Vice President meet with faculty advisor weekly for 1-2 hours on Tuesdays. Each meeting allows for strategic planning and event updates, as well as general “housekeeping.”

Weekly Executive Board Meeting 5:00

Goal: Meet weekly to discuss new challenges, how to integrate member feedback, and plan for upcoming events.

Result: Weekly Executive Board Meetings are held before general meetings and we set this time to prepare our executive board for the general meetings.

Weekly General Meetings 4:00

Goal: Engage with the general membership in at least 1 meeting per week.

Result: Fall 12 meetings, Spring 13 meetings were scheduled and 7 were conducted as of February 27. Prior to each semester, the Executive Board submitted a tentative guest speaker schedule to the Muma College of Business to reserve the meeting room every Tuesday from 3:30 PM to 6:00 PM during the semester. Meeting rooms for organizations are not guaranteed, so AMA-USF must provide documentation of industry participation to justify meeting space. We also served food at every meeting.

Weekly Committee Meetings 5:00

Goal: Average 8 members per committee, and allow members to own projects.

Result: On average, 8 members have been attending each committee meeting since the beginning of the 2017-2018 academic year. We offer 6 different committees, and each committee has a weekly meeting outside of the general meeting time. Committees contribute to the achievement of goals, increase member involvement, and enhance the overall success of the chapter.



One-on-Ones 4:00

Goal: President and Executive Vice President conduct 2 one-on-one meetings with each Executive Board member per semester to track project progress and personal growth.

Result: President and Executive Vice President sat down with each executive board member to discuss the progress on events, find pain points and suggest solutions, and take administrative action to ensure accountability.

Bi-Annual Elections 4:00

Goal: Select new Executive Board members through an application and interview process once, each semester.

Result: A new Executive Board was selected through an application and interview process each semester.

Bi-Annual Executive Board Retreats 5:00

Goal: Gather the new Executive Board to discuss strategies and events for the coming semester. Host one retreat per semester.

Result: New Executive Board members attended our bi-annual retreat, to discuss plans for the coming semester and brainstorm ideas for fundraising, membership retention, and speaker series.

Feedback Surveys 5:00

Goal: Create and circulate a survey that measures member satisfaction 2 times each semester.

Result: As of February 27, surveys indicate 93% satisfaction among members. One more survey is scheduled for April 10 to reevaluate member feedback.

Budget

Expected Revenues

	Expected	Actual**
<u>Membership</u>		
USF-AMA Membership Dues	\$6,000	\$3,936
<u>Fundraising</u>		
ScramBULL Golf Tournament	\$13,000	\$7,088
Seasonal Fundraisers	\$300	\$422
T-Shirts	\$400	\$0
Mugs	\$100	\$51
Business Cards	\$100	\$175
Other Merchandise	\$50	\$0
University Funding	\$0	\$0
<u>Sponsorships</u>	<u>\$1,000</u>	<u>\$1,500</u>
Total Fundraising Revenue	\$20,950	
<u>Promotions</u>		
USF Print Shop Credit	\$600	\$600
<u>Charged Marketing Group Projects</u>	<u>\$1,400</u>	<u>\$1,500</u>
Total Revenue	<u>\$22,950</u>	<u>\$15,272</u>

Expected Expenses

	Expected	Actual**
<u>Membership</u>		
National Dues	\$3,500	\$2,255
Chapter Polos	\$1,500	\$1,500
Banquet Subsidy	\$600	\$480
Point System Rewards	\$120	\$40
Member of the Month Gifts	\$100	\$50
<u>Meeting Refreshments</u>	<u>\$450</u>	<u>\$480</u>
Total Membership Expenses	\$6,270	\$4,805
<u>Fundraising</u>		
ScramBULL Expenses	\$3,000	\$2,005
Seasonal Fundraising Expenses	\$100	\$65
T-Shirt Expenses	\$300	\$0
Mug Expenses	\$150	\$450
Business Card Expenses	\$45	\$0
<u>Other Merchandise Expenses</u>	<u>\$70</u>	<u>\$0</u>
Total Fundraising	\$3,665	\$2,520
<u>Promotions</u>		
USF Print Shop Credit	\$600	\$600
Craft Supplies	\$100	\$20
<u>Marketing Week Expenses</u>	<u>\$100</u>	<u>\$85</u>
Total Promotions Expenses	\$800	\$705
<u>Conferences</u>		
Florida Regional Conference Subsidy	\$500	\$288
Other Regional Conference Subsidy	\$700	\$500
<u>International Conference Subsidy</u>	<u>\$10,000</u>	<u>\$5,000*</u>
Total Conference Expenses	\$11,200	\$5,788
<u>Fees</u>		
Square Transaction Fees	\$150	\$120
<u>Misc. Bank Fees</u>	<u>\$20</u>	<u>\$12</u>
Total Fees	\$170	\$132
<u>Other</u>		
Executive Board Gifts	<u>\$450</u>	<u>\$220</u>
Total Expenses	<u>\$22,555</u>	<u>\$14,170</u>
<u>Projected Profit</u>	<u>\$395</u>	<u>\$1,102</u>

*Projected Expenses as of 2/28/2018, based on 24 members in attendance

**Actual amounts as of 2/28/2018