



**UNIVERSITY OF SOUTH FLORIDA - TAMPA**

**MUMA COLLEGE OF BUSINESS**

**AMERICAN MARKETING ASSOCIATION**

**ANNUAL REPORT 2014 - 2015**

# TABLE OF CONTENTS

---

3. Executive Summary

4. Professional Development

10. Community & Social Impact

12. Fundraising

14. Membership

16. Communications

19. Chapter Operations

21. Calendar of Events

22. Budget

RESULTS FAR EXCEEDED EXPECTATIONS



RESULTS EXCEEDED EXPECTATIONS



RESULTS MET EXPECTATIONS



RESULTS FELL BELOW EXPECTATIONS



# EXECUTIVE SUMMARY

The goal of the American Marketing Association at the University of South Florida is to be the leading international collegiate chapter by offering opportunities for professional growth, leadership, and service. This year, the chapter focused on rebranding. Even before the International Conference theme of **AMaze Yourself** was announced, USF-AMA introduced a new slogan of **Stand Out. Get Involved. Be AMAzing**. The new logo is sleek and contemporary, reflecting the green and gold colors of USF and the “U” with horns which identifies the school mascot, the Bull. The polo shirt each member receives to wear to meetings and events is dark green and embroidered with the logo on the front and **Be AMAzing** on the sleeve. The website, business cards, social media sites, flyers, stationery, buttons, and recruitment boards have been updated. In addition to changing the tangibles, USF-AMA has engaged new and returning members to a new image of being the most competitive business club on campus, offering the most opportunities for professional development. Through learning from guest speakers and corporate tours, working on chapter operations, planning and creating special events, and managing marketing budgets, USF-AMA members are brand savvy.

Through motivated members who recognize the competitive advantage AMA affiliation offers in the marketplace, USF-AMA is able to meet and exceed its goals. By emulating a small business structure, USF-AMA welcomes members to take on leadership roles, further developing their management skills. Recognizing the importance of building relationships within the Tampa Bay and international community, all USF-AMA members, also members of AMA Tampa Bay, made up over 400 business professionals. Members attended monthly luncheon workshops and also have the option to be part of the professional chapter’s monthly meetings. Through collaboration with various on and off campus organizations, USF-AMA is able to cultivate strong community ties. The variety of professional speakers, events, and corporate tours add valuable experiences members can bring to their professional careers. Corporate tours expose USF-AMA members to diverse corporate environments and industries, and provide insight into potential career paths. The chapter’s website is maintained with 18 members’ current résumés and is updated weekly with marketing-related internship and job opportunities, with an average of 33 visits weekly. USF-AMA provided members with 58 job and internship opportunities throughout the year thus far. To emphasize the chapter’s appreciation for dedicated members, each week a student is selected as “Member of the Week” and is highlighted on the USF-AMA website and social media sites. From the networking workshop to the Marketing Strategy Competition at the 2014 Florida Regional Conference, the chapter strives to give members a competitive edge when navigating career fairs and succeeding in interviews. In addition, USF-AMA participated in numerous competitions for the 2015 AMA International Conference including Outstanding Marketing Week, AMA Student Marketer of the Year, and was one of eight semifinalists in the **vitaminwater** Collegiate Case Competition.

The **Stand Out. Get Involved. Be AMAzing** theme was created to present the determination and importance to the USF chapter in becoming the Platinum Chapter of the Year. Chapter leadership understands the importance of innovation and growth while maintaining traditions. New initiatives this year include having 16 members complete AMA certificate programs, educating and registering potential donors for Be the Match, hosting the Florida Regional Conference for the first time in five years, conducting a major research project for Little Greek restaurants in exchange for the conference lunch donation for 119 people, and using the research as the topic of the Marketing Strategy competition, partnering with the U.S. Polo Assn. to promote it on campus, and participating in the Butterfly Glow party for breast cancer survivors.

Of the nine community and social impact projects, several are on-going. USF-AMA takes pride in its community service endeavors, which aid local non-profits while simultaneously offering members hands-on marketing experience. This year, the chapter is participating in the Gasparilla Festival of the Arts, the premier juried art show in Tampa Bay. The GFA committee has updated the survey created last year and will survey a sample of the 200,000 attendees. USF-AMA also demonstrated the social responsibility of our members by supporting military troops overseas, participating in the Florida State Fairgrounds cleanups, and Feeding America Tampa Bay. The chapter is in the fifth year of the internship program with Big Cat Rescue (BCR), the world’s largest accredited sanctuary for exotic cats, and will host an event on campus to create awareness about its cause.

The 14th Annual Golf ScramBULL, the chapter’s biggest fundraiser, provided members a professional growth opportunity which developed event planning and relationship selling skills. Members obtained sponsorships from 16 companies and donations from 82 others. The golf tournament netted \$12,500 which will primarily be used to pay International Conference registration and hotel expense. USF-AMA receives no financial support from the university. Other small fundraisers were also implemented throughout the year including local restaurant get back events, ink cartridge recycling, selling the chapter’s new line of branded T-shirts and sweatshirts, and USF-AMA business cards. Through fundraising the chapter grossed \$49,086 in revenue and in-kind donations, and had a net profit of \$3,864. The President, Executive Vice President and Advisors decided it was more beneficial to send more members to International Conference than to reach the targeted net profit.

Membership is an ever-important focus of the chapter. During the fall and spring, 32 members spent 75 hours recruiting 300 prospective members and gained 62 new members, a 21% conversion rate. Members are encouraged to take initiatives to recruit new members, and are awarded with contribution points. Highly involved members earn Active Member status and those who are intensely involved earn Premier Member status. In total, 44 members achieved chapter involvement during the 2014-2015 academic year.

To maintain USF-AMA’s standing as an elite chapter, goals and member expectations are raised every year. USF-AMA will continue to be a top chapter for many years by consistently adapting to changing environments and learning how to **Stand Out. Get Involved. and Be AMAzing**.



# PROFESSIONAL DEVELOPMENT

**GOAL:** TO ENHANCE PROFESSIONAL DEVELOPMENT FOR MEMBERS THROUGH EXPOSURE THROUGH A WIDE VARIETY OF MARKETING PROFESSIONALS THROUGH GUEST SPEAKERS, CORPORATE TOURS, AND CONFERENCES

**RESULTS:** USF AMA ENHANCED MEMBERS' PROFESSIONAL DEVELOPMENT BY PROVIDING 23 GUEST SPEAKERS, SEVEN CORPORATE TOURS, TWO EDUCATIONAL CONFERENCES, SIX NETWORKING LUNCHEONS, FIVE MUTUALLY BENEFICIAL COMMUNITY RELATIONSHIPS, 10 CAREER BUILDING WORKSHOPS, AND 58 MARKETING INTERNSHIPS AND EMPLOYMENT OPPORTUNITIES.

## OBJECTIVE: EDUCATIONAL VALUE

To help members apply knowledge and skills learned through AMA to their professional careers

## PROFESSIONAL SPEAKERS



**GOAL:** 20 SPEAKERS, 50 AMA MEMBERS ATTEND

**RESULTS:** 23 SPEAKERS, 51 AMA MEMBERS ATTENDED

### TYE MANER GROUP, SEPTEMBER 16

#### TYE MANER-PRESIDENT AND FOUNDER

Mr. Maner spoke about the importance of management and leadership not only to promote professional development within an organization, but also to promote oneself. Mr. Maner, author of "Forget Patience, Let's Sell Something!," provided USF-AMA members with the right tools to sell themselves towards potential employers.

**ATTENDANCE - 82**

### USF COLLEGE OF ARTS & SCIENCES, SEPTEMBER 23

#### KASANDREA SERENO-COMMUNICATIONS ADVISOR

Ms. Sereno explained how to create a LinkedIn profile that stands out.

**ATTENDANCE - 52**

### TECH DATA, SEPTEMBER 30

#### AMANDA LEE-PUBLIC RELATIONS MANAGER

Ms. Lee spoke on her public relations experience working on congressional campaigns and at Tech Data, a \$26 billion company. She gave members advice on P.R. as a career.

**ATTENDANCE - 64**

### AMA PROFESSIONAL PANEL, OCTOBER 7

#### CAROL OSBORNE, BRITTANY EVANS, & BERNIE BORGES

The panel of a marketing instructor, the marketing services manager at Cox Media Group, and a P.R. firm owner explained the evolution of social media and marketing, and how marketing techniques have become increasingly popular within Instagram and Snapchat. Also, members gained crucial advice on how to further their careers.

**ATTENDANCE - 50**

### USF TOASTMASTERS, OCTOBER 21

#### TABATHA DAVIS & KAMARI ROSS, USF STUDENTS

Ms. Davis and Mr. Ross spoke on "Quick Tips for Successful Presenting."

**ATTENDANCE - 42**

### TAMPA INTERNATIONAL AIRPORT, NOVEMBER 4

#### KARI GOETZ, DIRECTOR OF MARKETING

Ms. Goetz presented "How to Network."

**ATTENDANCE - 42**

### USF MUMA COLLEGE OF BUSINESS, NOVEMBER 18

#### PAVLA OZKUL-EMPLOYER RELATIONS

Ms. Ozkul coached members on how to perfect an elevator pitch along with tips on how to dress for success.

**ATTENDANCE - 36**

### ENTREPRENEUR, JANUARY 20

#### FORBES RILEY, SPINGYM CEO

Ms. Riley addressed the importance of psychological marketing to help sell a product in her presentation "The Magic of the Pitch-30 Seconds to Make Millions."

**ATTENDANCE - 71**

### FERGUSON, JANUARY 27

#### KRYSTLE COSTIGAN, SR. RECRUITING SPECIALIST

Ms. Costigan presented on "How To Impress a Recruiter."

**ATTENDANCE - 60**

### TARGET, FEBRUARY 3

#### TRACY MCKEVER, CHELSEA SOWERS, DAVID GLASS

The Target representatives explained "Giving and Receiving Feedback."

**ATTENDANCE - 35**

### THE M. DAVID KATZ COMPANY, FEBRUARY 10

#### MARK KATZ, FOUNDER

Mr. Katz spoke about the "8 Steps to Success in Business."

**ATTENDANCE - 45**

### USF MUMA COLLEGE OF BUSINESS, FEBRUARY 24

#### WALTER HAWORTH, PROGRAM DIRECTOR

Mr. Haworth will lead the "Strengths Workshop."

**EXPECTED ATTENDANCE - 40**



# PROFESSIONAL DEVELOPMENT

## SHONSHIN CONSULTING SERVICES, MARCH 10 SHAWN RHODES, CHAMPION SPEAKER & PROFESSIONAL COACH

Mr. Rhodes will share “Effective Ways to Job Search” and sell oneself to a potential employer.

**EXPECTED ATTENDANCE - 40**

## FLORIDA ADVOCATES, MARCH 17 TOWNSEND J. BELT, ATTORNEY-AT-LAW

Mr. Belt, an AMA alumni, will speak on first amendment protections of commercial speech as it applies to advertising, libel and slander.

**EXPECTED ATTENDANCE - 40**

## AMA TAMPA BAY PROFESSIONAL CHAPTER, MARCH 24

### CHRISTINE ROEMER, VANESSA OATMAN, & CHERLYN WARNER

The panel of the VP of Healthcare SIG, VP Programming and Secretary will discuss “The Importance of Networking Beyond the Collegiate Level” and describe how to get involved in the AMA Professional Chapter.

**EXPECTED ATTENDANCE - 40**

## USF TRANSITIONAL ADVISING CENTER, MARCH 31

### LAURA FOOTE- TRANSITIONAL ADVISOR & ORIENTATION COORDINATOR

Ms. Foote will present on “Leadership: Disney Customer Service.”

**EXPECTED ATTENDANCE-40**

## AMA ALUMNI, APRIL 7

### CHELSEY KAMEN, ANDY MONTOYA, DARIN WALK, & MATT SEARS

Past E-Board members will share insights on how AMA has helped them in their careers.

**EXPECTED ATTENDANCE - 40**

## CORPORATE TOURS



**GOAL:** 6 TOURS, 10 ATTEND EACH  
**RESULTS:** 7 TOURS, 10 ATTENDED EACH

## SOUTHEAST PRINTING, SEPTEMBER 19

The tour showed members the facility and spoke about how they “put a logo on anything” including promotional advertising and other marketing materials. At the end of the tour, internship opportunities were offered to members.

**ATTENDANCE - 7**

## YUENGLING BREWERY, OCTOBER 17

Led by a tour guide, members went through the factory and experienced first hand the brewing process, bottling, chemistry laboratory and product sampling.

**ATTENDANCE - 7**

## LIGHTNING CORPORATE TOUR, NOVEMBER 15

The marketing director led a tour of the arena from bottom to top of the different areas of the arena. The tour finished with a meeting with the VP of Marketing.

**ATTENDANCE - 17**

## BIG CAT RESCUE, FEBRUARY 13

The Director of Donor Appreciation, Jeff Kremer, guided members through the world’s largest big cat sanctuary. Members gained a better understanding of the purpose of Big Cat Rescue so they could plan the event in April.

**ATTENDANCE - 12**

## 22SQUARED, FEBRUARY 19

The group will meet with experts from the Account Management, Media, Brand Planning, and Creative Departments.

**EXPECTED ATTENDANCE - 23**

## VALPAK, FEBRUARY 20

Members will be given a behind-the-scenes tour of the factory and an overview of the companies procedures. Valpak will the details on distribution, packaging, and its approach to dealing with an ever-changing economy.

**EXPECTED ATTENDANCE - 10**

## PORT OF TAMPA, MARCH 27

Members will attend a two hour boat tour exploring the operations and logistics of 8th largest U.S. Cruise Tour with a presentation provided by VP of Marketing and Communications, Wade Elliott.

**EXPECTED ATTENDANCE - 12**



**STAND OUT. GET INVOLVED. BE AMAZING.**

# PROFESSIONAL DEVELOPMENT

## FALL 2014 FLORIDA REGIONAL CONFERENCE



**GOAL:** 75 ATTENDEES, 35 USF MEMBERS, 6 MEMBERS ENTER MARKETING STRATEGY COMPETITION

**RESULTS:** 105 ATTENDEES, 64 USF MEMBERS, 4 MEMBERS ENTERED MARKETING STRATEGY COMPETITION

USF-AMA hosted the 7th Annual Florida Regional Conference in Tampa with the theme “No Filter-Marketing the Real You.” On Friday November 7th, USF-AMA held a mix and mingle. Attendees had the opportunity to meet students from all the different schools while enjoying food, music and a photo booth. On Saturday November 8th, the conference began with a Career Fair featuring Target, TQL, Verizon, Enterprise, Tech Data, DISYS, Prudential Financial, Grow Financial, Buckle, AMA Tampa Bay, Be the Match, and Schifino Lee. Be the Match USF representatives registered 12 potential donors.

105 students attended from the University of Florida (13), Florida International University, (17), University of West Florida (3), St. Leo (6), and USF (64). Keynote speaker Debbie Lundberg spoke on “Reversing the Slobification of America.” Breakout session speakers included Ernest Hooper, columnist for the Tampa Bay Times newspaper, Aakash Patel, founder of Elevate Inc., Linda Civitillo, Vice President of Sales Operations and Strategic Marketing at AVI-SPL, Inc., and Michael Hageloh, Consultant.

The Marketing Strategy Competition was limited to eight two-person teams and included two rounds. Advisor Jill Solomon wrote the cases based on research USF-AMA conducted for a local franchised restaurant chain, Little Greek. In order to be fair to all competitors, only the USF-AMA president and executive vice president knew that Little Greek would be the subject of the case. USF-AMA members were told that they were participating in the research in consideration for Little Greek donating the lunch for the conference. Little Greek provided first, second, and third place prizes.

## 37TH ANNUAL AMA INTERNATIONAL COLLEGIATE CONFERENCE



**GOAL:** 15 MEMBERS, 7 INCOMING E-BOARD MEMBERS

**RESULTS:** 20 EXPECTED MEMBERS, 10 EXPECTED INCOMING E-BOARD MEMBERS

USF-AMA receives no funding from the university and attendance at the conference is solely based on two initiatives. The first is recognizing and encouraging high potential sophomores and juniors to attend. History has shown attendance at the conference increases motivation to become involved in the E-Board. Second, the chapter pays conference registrations and hotel expense to reward high achieving members who have contributed to the chapter’s success.

## AMA CERTIFICATE PROGRAMS



**GOAL:** 15 MEMBERS COMPLETE ONE CERTIFICATE EACH

**RESULTS:** 16 MEMBERS COMPLETED ONE CERTIFICATE EACH

USF-AMA hosted two programs, Intro to Sales and Career Development, where members had the opportunity to get certified. Members are able to put this certification on their resumes.



# PROFESSIONAL DEVELOPMENT

## OBJECTIVE: RELATIONSHIP BUILDING

To offer additional value to members through positive relationships with the American Marketing Association, USF, and the Tampa Bay business community

### AMA TAMPA BAY



**GOAL:** 6 EVENTS, 12 MEMBERS

**RESULTS:** 4 EVENTS, 10 MEMBERS TO DATE, 2 EXPECTED EVENTS, 6 MEMBERS EXPECTED

USF-AMA promotes and attends monthly AMA Tampa Bay Luncheons. Up to six members are selected to be sponsored for each luncheon based on their involvement, participation, and enthusiasm. On average three members have attended each monthly luncheon for the fall and spring semester and the organization plans on sending members throughout the remainder of spring. Attendees promote USF-AMA upcoming events and networked with business professionals. A new position was created in the spring, Professional Chapter Liaison, to work closely with the professional chapter to increase involvement. The liaison maintains weekly communication with the professional chapter and send updates. USF-AMA dues include membership into the AMA Tampa Bay Chapter.

### LITTLE GREEK RESTAURANT



**GOAL:** 2 FOCUS GROUPS, 500 SURVEYS, REGIONAL CONFERENCE

**RESULTS:** 2 FOCUS GROUPS, 522 SURVEYS, REGIONAL CONFERENCE

The chapter partnered with CEO of Little Greek restaurant chain, Nick Vojnovic, to conduct research to determine students' attitudes towards Greek food and increase patronage. Research findings were used to create the Marketing Strategy Case Competition for Regional Conference. In addition, lunch at the Regional Conference was donated by Little Greek. USF-AMA co-advisor presented the research to the franchise restaurant owners.

### USF MUMA COLLEGE OF BUSINESS (MCOB)



**GOAL:** 6 EVENTS, 15 MEMBERS

**RESULTS:** 7 EVENTS, 36 MEMBERS

Two members attended both of the MCOB luncheons which provided student leadership networking and promotion for Muma COB student organizations. Nine members participated in the MCOB Holiday video. Ten members attended the Dean's Announcement of newly named MCOB. Eight members had their résumés reviewed at the MCOB professional workshop this spring. Seven members each semester hosted a USF-AMA information table at the Week of Welcome MCOB event. Members passed out promotional materials while networking with other student organizations to gain membership and participation.

### STUDENT ORGANIZATION PARTNERSHIPS



**GOAL:** 2 PARTNERSHIPS

**RESULTS:** 5 PARTNERSHIPS

#### COMMUNICATIONS DEPARTMENT

USF-AMA partnered with Ms. Soreno, an advisor in the USF Department of Communication, to host a LinkedIn Workshop.

#### BULLS BUSINESS COMMUNITY (BBC)

BBC is a living learning community for incoming business students to help facilitate professional development. USF-AMA offered an exclusive rate for BBC students at the Regional Conference. In addition, USF-AMA finds opportunity to network with the BBC to build the partnership.

#### COUNCIL OF SUPPLY CHAIN MANAGEMENT PROFESSIONALS STUDENT ROUNDTABLE (CSMCP)

CSCMP is designed to help students learn about the supply chain field. USF-AMA and CSCMP partnered to offer an Excel Workshop for the Muma College of Business. Created this academic year, this organization called on the AMA President and Executive Vice President for guidance.

#### BUSINESS HONORS SERVICE ASSOCIATION (BHSAA)

BHSA is a selective organization of 20 members from the BBC that focuses on community service. USF-AMA promoted its 2nd Annual Volleyball Tournament, which benefitted St. Jude.

#### TOASTMASTERS

Toastmasters help members develop their skills as a leader and communicator. USF-AMA held a workshop with Toastmasters which provided "Quick Tips on Presenting."



**STAND OUT. GET INVOLVED. BE AMAZING.**



# PROFESSIONAL DEVELOPMENT

## OBJECTIVE: CAREER DEVELOPMENT

To prepare members for professional business situations through practical marketing experience

### CAREER BUILDING WORKSHOPS



**GOAL:** 10 WORKSHOPS, 50 STUDENTS ATTEND EACH

**RESULTS:** 10 WORKSHOPS,  
AVERAGE OF 50 MEMBERS ATTENDED EACH

#### **LINKEDIN WORKSHOP, SEPTEMBER 23**

Ms. Sereno illustrated the importance of how LinkedIn and social media have impacted employer and employee relationships. She guided USF-AMA members to follow ten critical steps that will allow each student to have a successful LinkedIn profile.

#### **EXCEL WORKSHOP, OCTOBER 9**

The chapter partnered with the USF Supply Chain Roundtable to host an Excel Workshop led by Professor Barbara Warner. Students reviewed and learned important Excel functions, like conditional formatting, which would be beneficial for their first career job.

#### **TOASTMASTERS WORKSHOP, OCTOBER 21**

Ms. Davis and Mr. Ross provided USF-AMA members with useful tips on how to present a speech in front of a large audience.

#### **RÉSUMÉ WORKSHOP, OCTOBER 28**

Dr. Nickinson, Director USF Business Communications Center, reviewed basic tips for how to create a résumé. Members had their résumé critiqued by representatives from the Muma College of Business and Career Services center.

#### **NETWORKING WORKSHOP, NOVEMBER 4**

Ms. Goetz presented on how to network with business professionals and led a networking exercise.

#### **ELEVATOR COMPETITION WORKSHOP, NOVEMBER 18**

Ms. Ozkul coached USF-AMA members on how to sell oneself to a CEO of a company, along with tips that allow members to dress for success.

#### **HOW TO IMPRESS A RECRUITER WORKSHOP, JANUARY 27**

Ms. Costigan shared the necessary steps to begin the process of speaking with potential employers, and how to effectively approach recruiters at job fairs.

#### **GIVING & RECEIVING FEEDBACK WORKSHOP, FEBRUARY 3RD**

Target representatives led a workshop about giving and receiving feedback using the DESC Feedback Model. The session included interactive activities to practice the concept with other members.

#### **ADOBE PHOTOSHOP WORKSHOP, FEBRUARY 17**

Adobe student representatives demonstrated how to use the basic tools of Photoshop and ran a tutorial project where members were able to create their own masterpieces.

#### **STRENGTHS WORKSHOP, FEBRUARY 24**

Mr. Haworth will help members discover their top strengths and describe how to apply them to their future careers.

### AMA TAMPA BAY PROFESSIONAL MENTOR PROGRAM



**GOAL:** 12 E-BOARD MEMBERS

**RESULTS:** 18 E-BOARD MEMBERS

On average three USF-AMA E-Board members attend the professional chapter's monthly executive board meetings. Both chapters prefer this mentoring arrangement over individual meetings. After each meeting, the Professional Chapter President holds a debriefing session with USF-AMA members.

### STUDENT RÉSUMÉ BANK



**GOAL:** 20 RÉSUMÉS

**RESULTS:** 31 RÉSUMÉS

Members are encouraged to email résumé to be displayed on the USF-AMA website. A total of 18 member resumes have been submitted and displayed for business professionals to view in order to recruit interns or future employees. Five additional members are expected to submit résumés throughout the spring semester.

### EMPLOYMENT & INTERNSHIP OPPORTUNITIES



**GOAL:** (EACH SEMESTER) 15 OPPORTUNITIES

**RESULTS:** FALL- 42; SPRING-16 CURRENTLY, 29 EXPECTED

An E-Board member maintains communication with the Office of Student Success and Office of Employer Relations to receive opportunities for members. Word of mouth about opportunities from previous AMA Alumni is vital. E-Board members posted opportunities on the AMA website, social media and in the weekly newsletter. Internships and opportunities were announced at weekly meetings.



# PROFESSIONAL DEVELOPMENT

## OBJECTIVE: AMA COLLEGIATE COMPETITIONS

To compete in and place in AMA collegiate competitions

### CHAPTER PLAN OCTOBER 8



GOAL: 5 E-BOARD MEMBERS PARTICIPATE

RESULTS: 5 E-BOARD MEMBERS PARTICIPATED

The E-Board collaborated to design a professional plan and set goals for the chapter to achieve during the 2014-2015 year.

### AMA STUDENT MARKETER OF THE YEAR AWARD JANUARY 28



GOAL: 1 MEMBER SUBMISSION

RESULTS: 1 MEMBER SUBMISSION

The chapter nominated USF-AMA Fall 2014 VP of ScramBULL, currently spring 2015 VP of Event Planning, for the AMA Student Marketer of the Year Award.

### vitaminwater CASE COMPETITION

DECEMBER 17



GOAL: 1 ENTRY SUBMISSION, 5 MEMBERS

RESULTS: 1 ENTRY SUBMISSION, 10 MEMBERS,  
1 OF 8 SEMI-FINALISTS

The USF-AMA case competition team spent over 150 hours conducting research, rebranding, and developing an integrated marketing communications plan for vitaminwater.

### ANNUAL REPORT FEBRUARY 18



GOAL: 5 E-BOARD MEMBERS PARTICIPATE

RESULTS: 5 E-BOARD MEMBERS PARTICIPATED

The E-Board collaborated to accurately report the results of the chapter's goals for the 2014-2015 year.

### OUTSTANDING MARKETING WEEK OCTOBER 6 TO OCTOBER 10



GOAL: 5 EVENTS, 25 MEMBERS

RESULTS: 7 EVENTS, 60 MEMBERS

For five consecutive days, events were implemented to promote the marketing industry and the American Marketing Association, reaching 47,000 students via email and social media.

### BE THE MATCH (BTM) FEBRUARY 25



GOAL: ENTER 3 COMPETITIONS,  
10 MEMBER COMMITTEE

RESULTS: ENTERED 3 COMPETITIONS,  
10 MEMBER COMMITTEE

USF-AMA has built partnerships on campus with the USF BTM Chapter, BTM volunteers and a BTM donor. AMA created a video that featured Jillianne Ramirez USF Be the Match President, Billy Gowacki survivor and USF graduate student, and Steven Koss USF-AMA Director of Community Service. As of 2/16, the chapter has gathered over 155 registrations through classroom presentations, USF-AMA general meetings, and tabling events. Fundraising will be done through the Sundome concession stands, which is expected to raise over \$300 in addition to the \$35 already raised. The BTM event will be held February 24 in the Muma College of Business Breezeway to raise campaign awareness. 50 students are expected to attend.

### CHAPTER WEBSITE COMPETITION NOVEMBER 5



GOAL: 1 SUBMISSION

RESULTS: NO SUBMISSION

USF-AMA's Director of Communications changed the platform of the website and experienced technological issues. Therefore, the Director of Communications and President decided not to submit the USF-AMA website to the chapter website competition until all problems were resolved.



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# COMMUNITY & SOCIAL IMPACT

**GOAL:** USF-AMA strives to strengthen the understanding of social responsibility and the importance of servant leadership through volunteering and helping the community. USF-AMA will utilize its marketing skills to advertise, plan events, and promote causes in the community. USF-AMA focuses on activities promoting or assisting organization's efforts that save lives in many ways in addition to bone marrow transplant.

**RESULTS:** USF-AMA partnered with various non-profit organizations to assist in their marketing efforts through the community and on campus.

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## OBJECTIVE: NON-PROFIT MARKETING EXPERIENCE

To provide local non-profit organizations with marketing expertise at no cost. Marketing expertise will be delivered through market planning and networking through community service events

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### BUTTERFLY GLOW PARTY BREAST CANCER RUN



**GOAL:** 10 MEMBERS ATTEND

**RESULTS:** 5 MEMBERS ATTENDED

Butterfly Glow Party was a 5K run for breast cancer survivors to raise money for their reconstructive surgeries. USF-AMA participated in the run and collaborated with other campus organizations to raise awareness. An E-Board member was in weekly communication with the organization to help with promotional needs including social media and word of mouth. Ten members registered for the event. Due to bad weather, the event was cancelled and rescheduled to a date when only half of the expected ten members could participate.

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### SPRING 2015 BIG CAT RESCUE (BCR)



**GOAL:** 15 MEMBER COMMITTEE, 75 ATTENDEES,  
100 PETITIONS

**RESULTS:** 16 MEMBER COMMITTEE,

100 ATTENDEES EXPECTED, 120 PETITIONS EXPECTED

The Big Cat Rescue sanctuary in Tampa, Florida, is the world's largest accredited sanctuary dedicated to big and exotic cats that have been victims of abuse and abandonment. For the fifth consecutive year the USF-AMA member committee has teamed up with BCR and organized an event to take place on April 8 to raise awareness of the sanctuary, promote volunteer opportunities, and circulate petitions for legislative initiatives. This spring semester the theme is "Unleash the Beast," and Monster Energy will sponsor the event. This event will utilize social media, student engagement, and partnerships with student organizations. Members will showcase BCR's interactive presentation to the USF community with food and entertainment from the Improv club.

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### SPRING 2015 GASPARILLA FESTIVAL OF THE ARTS (GFA)



**GOAL:** 15 MEMBER COMMITTEE, 200 SURVEYS

**RESULTS:** 12 MEMBER COMMITTEE,  
200 SURVEYS EXPECTED

The Gasparilla Festival of the Arts is the premier juried art show in Tampa Bay with over 200,000 attendees and \$75,000 in prize money divided between the various winning artists. Working closely with the GFA board, made up of professionals in the Tampa Bay area, USF-AMA will for the second consecutive year and provide insight into the consumer experience. The committee developed a marketing research plan and survey, and present the findings to the GFA board near the end of March.

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### DECA (DISTRIBUTIVE EDUCATION CLUBS OF AMERICA)



**GOAL:** 5 MEMBERS, 1 MEETING MONTHLY

**RESULTS:** 8 MEMBERS, 1 MEETING

The DECA advisor had asked USF-AMA to coach students in this calendar year. Eight USF students attended the first meeting but DECA students decided to go in a different direction. Therefore, the chapter was unable to complete the partnership.

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# COMMUNITY & SOCIAL IMPACT

## ENVIRONMENTAL ACTIVISM



**GOAL:** 10 MEMBERS, 5 HOURS

**RESULTS:** 3 MEMBERS, 3 HOURS

USF-AMA volunteered at the Florida State Fairgrounds Learning Garden for a Keep Tampa Bay Beautiful project. The Florida Learning Garden is a permanent one-acre interactive educational experience. The display garden features traditional garden beds, raised beds, aquaponics, hydroponics, rain gardens, walking trail and over 75 types of trees. Members laid mulch around trees, planted seeds and cleared debris to make a pathway. USF-AMA failed to reach the goal because the event was organized late because of lack of clarity from the Florida State Fairgrounds.

## FEEDING AMERICA TAMPA BAY



**GOAL:** COLLECT 75 CANS

**RESULTS:** 100 CANS COLLECTED

Feeding America is the largest domestic hunger relief organization in the country, consisting of more than 200 banks. Food was collected to help Feeding America Tampa Bay provide families with canned and dry goods.

## SUPPORT MILITARY TROOPS OVERSEAS



**GOAL:** \$50 IN DONATIONS

**RESULTS:** \$66 IN DONATIONS

Throughout the month of February, members were asked to donate at the general member meetings. The highest donor from each meeting received a USF-AMA engraved portfolio.



## OBJECTIVE: CHAPTER LEADERSHIP

To reach out to developing AMA chapters in the area and guide them to success using leadership skills

## AMBASSADOR PROGRAM



**GOAL:** MENTOR CHAPTERS IN 3 UNIVERSITIES

**RESULTS:** MENTORED 3 UNIVERSITIES

USF-AMA's ambassador program is designed to link the chapter with neighboring university chapters to promote development for all parties and foster unity within the AMA community. To achieve this goal USF-AMA has reached out to USF St.Petersburg-AMA to help with recruitment and to provide weekly support as they rebuild their chapter.

In addition, USF-AMA has reached out to AMA University of Tampa and Stetson University to forge a future partnership and build a lasting relationship with the chapters. On April 11, all chapters will participate in the Walk for Wishes event.





# FUNDRAISING

**GOAL:** To plan, organize, and execute successful marketing campaigns to fund the chapter's annual operations

**RESULTS:** Members worked together to raise a total of \$12,650 to fund chapter operations and to sponsor members for the International Collegiate Conference.

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## OBJECTIVE: INDUSTRY SPONSORED EVENTS

To encourage at least 65% member involvement in planning, operating, and completing fundraising events using marketing, promotions, research, sales, and management skills

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## LOCAL RESTAURANT GET BACK EVENTS



**GOAL:** 2 EVENTS, PROFIT \$100, 20 MEMBERS

**RESULTS:** 2 EVENTS EXPECTED, PROFIT \$200, 25 MEMBERS

USF-AMA will partner with local restaurants, Tijuana Flats and Chili's, to host get back events. Each restaurant will donate a percentage of the proceeds from the night to the chapter.

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## SPRING 2015 SCRAMBULL



**GOAL:** \$10,000 PROFIT, 30 MEMBERS

**RESULTS:** \$12,500 PROFIT, 95 MEMBERS

USF-AMA held the 14th Annual Golf ScramBULL on February 8th, 2015. As ScramBULL is the largest fundraiser of the year, extensive planning began in September 2014 with the ScramBULL committee meetings held once a week to discuss strategies and set goals. Committee members organized excursions to solicit donations. Members were rewarded through the USF-AMA point system. The ScramBULL VP also met weekly with an AMA advisor.

The ScramBULL committee employed relationship selling skills while pitching sponsorship opportunities to acquire silent auction, raffle, goodie bag, and in-kind donations. Packets consisting of a sponsorship letter, sponsorship opportunities, golfer registration form, and event flyer were distributed to over 200 businesses in the Tampa area to facilitate committee members' success. Electronic save-the-dates were also sent out to former event golfers and Tampa area business professionals six months, four months, and one week in advance. Social media was also used to advertise for the event. The Tampa Tribune newspaper ran an article about the Vice President of ScramBULL and the event.

Brandon Mitsubishi was the title sponsor. Four Brandon Mitsubishi employees played in the tournament, as a part of their sponsorship. The chapter raised of \$7,750 from 16 sponsors and secured 19 silent auction items and over 63 raffle prizes. Each golfer was greeted with a goodie bag, valued at \$126 consisting of donations from 27 businesses. Non-players donated a total of \$350.

ScramBULL tournament day was professional, polished, and well-organized thanks to the team of 27 members that were present. Of the 84 golfers registered, 75 participated in the tournament. The revenue from golfers totaled \$5,770. Super tickets, which included two mulligans and eight raffle tickets, were sold at the door on tournament day; participants could also purchase additional raffle tickets. Revenue from super ticket and raffle ticket sales totaled \$750 while silent auction gross profit amounted to \$1,155. The in-kind donations for the tournament totaled \$1,089. The tournament yielded \$12,500 in profit.

After at least five years of maintaining the same prices, sponsorship and golfer fees were raised. As a result, the tournament yielded a 48% increase over the 2014 event which had a profit of \$8,439.



# FUNDRAISING

## OBJECTIVE: ONGOING FUNDRAISERS

To provide non-event methods of continual fundraising to support chapter activities

### MINDSUMO



GOAL: \$128 PROFIT, 150 MEMBERS

RESULTS: \$0, 18 MEMBERS

MindSumo partners with employers to create projects that one can complete to get work experience, win prizes, and be hired for jobs and internships. One member committed to MindSumo without E-Board discussion. There was no interest with E-Board to move forward. USF-AMA failed to reach the 150 sign-ups required to receive payment.

### PROMOTIONAL MERCHANDISE SALE



GOAL: \$75 PROFIT

RESULTS: \$15 YEAR TO DATE, EXPECTED \$100

USF-AMA has phased out the merchandise with the prior AMA logo. With the excitement of new branded sweatshirts and T-shirts, the organization anticipates the sale of at least 15 items by the end of spring.

### U.S. POLO ASSN.



GOAL: \$500 PROFIT, 10 MEMBERS

RESULTS: \$600 PROFIT, 11 MEMBERS

USF-AMA organized a one day event on November 10 to promote the U.S. Polo Assn. brand to students on campus. Members directed students to provide their contact information in order to receive a prize from U.S. Polo. Assn. USF-AMA received 617 signups at this event.

### USF-AMA BUSINESS CARDS



GOAL: \$100 PROFIT, 5 MEMBERS

RESULTS: \$500 PROFIT, 20 MEMBERS

21 members purchased 250 business cards for \$25 each. Since USF-AMA rebranded in the fall, this spring the business cards were updated to the new logo and colors. The business cards are offered to members during weekly meetings, newsletters, social media, and on the website.

### INK CARTRIDGE RECYCLING FUNDRAISER



GOAL: \$40 PROFIT, 5 MEMBERS

RESULTS: 39 CARTRIDGES COLLECTED,  
PROFIT TO BE DETERMINED, 7 MEMBERS

Members collected and recycled printer ink cartridges through USF-AMA in exchange for a payment from the EmptiesForCash.com recycling company. Word-of-mouth marketing made this campaign successful and USF campus offices donated most of the cartridges to USF-AMA.



STAND OUT. GET INVOLVED. BE AMAZING.

# MEMBERSHIP

**GOAL:** Enhance professional opportunities through a large membership base with a high percentage of membership involvement

**RESULTS:** With a chapter of 88 members, USF-AMA has met or exceeded all goals, demonstrating a growth in chapter and involvement of members.

## OBJECTIVE: CHAPTER GROWTH

Increase membership through the use of prospecting and selling skills to recruit members

### MEMBERSHIP DRIVE INFORMATION TABLE



**GOAL:** 150 PROSPECTIVE MEMBERS, 75 HOURS

**RESULTS:** 300 MEMBERS, 75 HOURS

Throughout the year, nine E-Board members and more than five general members devoted 75 hours to recruit new members. USF-AMA recruiters incorporated a 60 second pitch, giving students an insight in the organization's opportunities, answering questions, and passing out flyers and promotional items.

### RECRUITMENT ADVERTISEMENTS



**GOAL:** 50 NEW MEMBERS, REACH 800 STUDENTS

**RESULTS:** 50 NEW MEMBERS, REACH 5,600 STUDENTS

By utilizing the USF LCD screens in the student center and Muma College of Business, traditional chalking efforts, and redesigned flyers and signs, USF-AMA estimates it was able to reach about 5,600 students.

### REFERRAL PROGRAM



**GOAL:** 10 NEW MEMBERS

**RESULTS:** 20 NEW MEMBERS

Members promote USF-AMA by explaining their experiences with the chapter. Members receive 100 points (see Member Incentive Point System below) for referring their friends and fellow classmates to USF-AMA. This incentive program has proven to help increase overall membership and to help members achieve Active or Premier membership status.

### MEMBERSHIP DATABASE



**GOAL:** WEEKLY REPORTS AND DATA ANALYSIS

**RESULTS:** DATABASE UPDATED EVERY WEEK

A membership database is maintained to include all member contact information, graduation status, chapter points, and membership expiration. The Director of Membership Resources collects information for the database from membership applications and uses a computer to sign in members prior to every meeting.

### NEW RECRUITMENT VIDEO & CLASS PRESENTATIONS



**GOAL:** (EACH SEMESTER) 15 CLASSES,

REACH 1,000 STUDENTS

**RESULTS:** FALL 17 CLASSES, 1,200 STUDENTS;  
SPRING 18 CLASSES, 1,000 STUDENTS

Professors allowed the USF-AMA E-Board and members to give presentations regarding opportunities, encouraging students to attend the organizations weekly meetings. Members promoting the chapter passed out flyers, referencing the USF-AMA website and Facebook page for more information. The presentations reached about 50 students in each of the classrooms and about 440 in each of lecture halls.

### USF-AMA INTERNATIONAL STUDENT SCHOLARSHIP



**GOAL:** (2 PER YEAR) 2 INTERNATIONAL STUDENTS

**RESULTS:** 4 INTERNATIONAL STUDENTS

In fall 2014, USF-AMA awarded four international students from Brazil, Holland, Russia, and Indonesia scholarships covering their member dues for a full year. Students were required to submit essays that expressed their leadership abilities, and are expected to achieve Active Member status in the chapter. The student from Brazil is currently part of the spring E-Board.





# MEMBERSHIP

## OBJECTIVE: ACTIVE INVOLVEMENT

To use initiatives to increase active members in order to maximize benefits and friend referrals

### MEMBER INCENTIVE POINT SYSTEM



**GOAL:** (EACH SEMESTER) 15 ACTIVE MEMBERS, 10 PREMIER MEMBERS

**RESULTS:** FALL - 16 ACTIVE MEMBERS, 22 PREMIER MEMBERS;

SPRING - 17 ACTIVE MEMBERS, 22 PREMIER MEMBERS  
ACTIVE: 400-599 POINTS, PREMIER: 600+ POINTS

By rewarding and recognizing member contributions, members stay motivated to achieve Active or Premier Member status, and are inspired to pursue E-Board positions. To promote member involvement, benchmark goals were set, rewarding members with a variety of incentives. Points are effectively managed via a shared Google spreadsheet and members can view the point system and their earned status through the USF-AMA website.

### MEMBER OF THE WEEK



**GOAL:** 20 MEMBERS

**RESULTS:** 14 MEMBERS, 6 EXPECTED

Each week, the E-Board acknowledges the significant contributions of a member based on chapter participation. USF-AMA members join in creating a drum roll before the "Member of the Week" is announced. The "Member of the Week" is recognized, applauded, and awarded a "Member of the Week" ribbon. In addition, this member receives a \$10 gift card and is highlighted on the USF-AMA website and social media.

### BANQUET



**GOAL:** (EACH SEMESTER) 1 EVENT, 25 MEMBERS

**RESULTS:** FALL- 25 MEMBERS;

SPRING- EXPECT 30 MEMBERS

At the end of each semester, the chapter hosts an awards banquet to reward members and celebrate a successful term. Premier members receive complimentary attendance. Active and premier members are recognized and receive personalized certificates for their contributions. The advisors and E-Board are recognized for their dedication throughout the semester.

### NEW MEMBER MENTOR PROGRAM



**GOAL:** (EACH SEMESTER) 5 NEW MEMBERS PER E-BOARD MEMBER

**RESULTS:** 5 NEW MEMBERS PER E-BOARD MEMBER

E-Board members were encouraged to collect contact information from five members, with whom they communicated with weekly regarding upcoming events and activities. Texting and Facebook proved to be the most effective form of communicating.

### NETWORKING SOCIALS & TEAM BUILDING



**GOAL:** (EACH SEMESTER) 10 EVENTS, 10 STUDENTS PER EVENT

**RESULTS:** FALL 10 EVENTS, AVERAGE OF 11 STUDENTS PER EVENT; SPRING- 13 CONCLUDED & SCHEDULED, AVERAGE OF 10 PER EVENT

To encourage interaction between members and E-Board, USF-AMA offers free refreshments at the beginning of meetings. By establishing and maintaining relationships within the community, the chapter is able to receive food donations as well as discounts at restaurants and sporting events. Through utilization of these relationships, social events are held in a variety of establishments.

### ALPHA MU ALPHA



**GOAL:** (EACH SEMESTER) 2 MEMBERS

**RESULTS:** FALL- 0 MEMBERS; SPRING 2 EXPECTED

Students who excel in academics and consistently exceed expectations are honored for their hard work through Alpha Mu Alpha. The nine graduating seniors USF-AMA had in the fall either did not have the financial resources to participate or did not meet the requirements. The majority of students graduate in spring, currently two USF-AMA members are interested in joining Alpha Mu Alpha, and more are expected closer to graduation.



# COMMUNICATIONS

**GOAL:** USF-AMA will use a wide variety of external and internal communication media to promote the mission of AMA. Creativity and networking skills are used to market USF-AMA and reach out to the community.

**RESULTS:** The chapter met and exceeded most communication goals with an emphasis on social media channels to extend reach and facilitate the exchange of information between USF-AMA members, alumni, university students, and Tampa Bay professionals.

## OBJECTIVE: PROMOTIONAL PROGRAMS

To increase awareness of USF-AMA meetings and events on campus by using electronic initiatives and traditional media

### CREATIVE TEAM



**GOAL:** (EACH SEMESTER) 2 MEMBERS, 5 PROJECTS

**RESULTS:** FALL- 2 MEMBERS, 5 PROJECTS

SPRING- 3 MEMBERS, 6 PROJECTS

The Creative Team actively assists committees with the promotion of USF-AMA and its related activities on campus. USF-AMA promotes to the student body by developing the organization's brand image and communicating chapter activities through flyers, t-shirts, poster boards, bulletin boards, and LCD screens throughout the entire USF campus. The Creative Team's strong effort continuously increases awareness of the USF chapter throughout the campus and community.

### USF-AMA FLYERS



**GOAL:** (EACH SEMESTER) 5 DIFFERENT FLYER TEMPLATES

**RESULTS:** 15 DIFFERENT FLYER TEMPLATES

The Creative Team generates enticing flyers to promote and increase awareness of all USF meetings and events throughout the USF student body. The flyers are distributed and displayed through the use of the USF Marshall Student Center and Muma College of Business E-screen, as well as utilizing the USF-AMA website and social media such as Facebook, Instagram, and Twitter.

### USF BULL MARKET



**GOAL:** (EACH SEMESTER) 10 MEMBERS, 10 HOURS

**RESULTS:** 10 MEMBERS, 12 HOURS EACH SEMESTER

The USF Bull Market is a weekly gathering of organizations and vendors on the USF campus. The chapter requests Bull Market space for the first month of each semester to maintain USF student awareness of activities and events. Members are able to interact and create stronger relationships with USF students through face-to-face interaction and the distribution of flyers.

### USF MARSHALL STUDENT CENTER (MSC) & MUMA COLLEGE OF BUSINESS (MCOB) E-SCREENS



**GOAL:** (EACH SEMESTER) 5 DIFFERENT PROMOTIONAL IMAGES

**RESULTS:** 5 DIFFERENT PROMOTIONAL IMAGES (EACH SEMESTER)

USF-AMA increases the awareness of AMA sponsored events through the use of LED display screens in the MSC and MCOB. The MSC is a popular student and faculty destination that allows AMA to reach students of all majors, and the MCOB E-screens assists the chapter in targeting business majors. The chapter submits bi-weekly advertisements to be showcased as an effective way to reach thousands of USF students and faculty members.

### USF MUMA COLLEGE OF BUSINESS (MCOB) BREEZEWAY



**GOAL:** (EACH SEMESTER) 10 MEMBERS, 15 HOURS

**RESULTS:** 10 MEMBERS, 20 HOURS EACH SEMESTER

The MCOB allows student organizations to table in the breezeway for recruitment purposes. Every Tuesday members updated students of USF-AMA's weekly events and membership opportunities through face-to-face interaction and distributing flyers. Members collected student contact information to send a follow up text encouraging them to come to the next general meeting. Email addresses were collected and added to the weekly newsletter. Unlike the USF Bull Market, the MCOB Breezeway tabling allows USF-AMA to reach business majors exclusively.



# COMMUNICATIONS

## OBJECTIVE: INTERNAL COMMUNICATIONS

To communicate chapter meetings, events, and information to members, the general student body and chapter alumni through USF-AMA's various communication channels

### BULLETIN BOARDS



**GOAL:** (EACH SEMESTER) 2 UPDATES

**RESULTS:** FALL 10 UPDATES; SPRING 10 UPDATES

The USF-AMA Creative Team works together to successfully provide USF students with information regarding chapter contact information, and to promote upcoming AMA events and conferences. The bulletin boards are strategically placed to reach hundreds of business students who walk through the Muma College of Business building on a daily basis. A new tactic in spring semester is to hang flyers on the boards for students to take as they walk by. The contact information on the bulletin boards is an effective way to maintain communication between members and other collegiate organizations.

### GENERAL MEMBER NEWSLETTER



**GOAL:** 1 NEWSLETTER WEEKLY, 30% OPEN RATE

**RESULTS:** 1 NEWSLETTER WEEKLY, 28.5% OPEN RATE

The VP of Membership creates and distributes a weekly online newsletter via Mail Chimp for general members. The newsletter outlines that week's speaker, events, committee meetings, internships and a new section called "Message from Your Advisor". The VP of Membership looks for new ways to encourage members to read the newsletter. Mail Chimp frequently sends the newsletter to spam which prevents members from accessing it.

### POGOPLUG CLOUD STORAGE



**GOAL:** UPDATE E-BOARD POSITION RESPONSIBILITIES EVERY SEMESTER

**RESULTS:** UPDATED E-BOARD POSITIONS

Fall E-Board updated Pogoplug for the spring E-Board with transition notes for the next successor. Spring E-Board has been updating Pogoplug throughout the semester.

### WEEKLY AGENDA & POWERPOINT



**GOAL:** 50 IMPRESSIONS PER WEEK

**RESULTS:** 51 IMPRESSIONS PER WEEK

Weekly agenda and PowerPoints are created to facilitate the relay of information to chapter members. The agendas and PowerPoints provide members with information about meetings, upcoming events, weekly accomplishments, and any other relevant information.

## OBJECTIVE: EXTERNAL COMMUNICATIONS

To maintain relationships with alumni, employers, local businesses, the college of business, and campus organizations by keeping them up-to-date on USF-AMA activities through a variety of marketing vehicles

### ALUMNI NETWORKING



**GOAL:** 50 ALUMNI

**RESULTS:** 50 ALUMNI

USF-AMA understands the importance of maintaining a strong relationship with AMA alumni. Finding email communications to be ineffective, quarterly alumni newsletters have been phased out, and alumni stay up to date with the chapter through the USF-AMA Facebook page. The chapter co-advisors and E-Board members have strong relationships with USF-AMA alumni and personally encourage them to participate in events and fundraisers, allowing for networking opportunities with current members.

### PROFESSIONAL CONTACT DATABASE



**GOAL:** 50 USF-AMA CONTACTS, 10 NEW CONTACTS

**RESULTS:** 100 USF-AMA CONTACTS, 20 NEW CONTACTS

Through AMA Tampa Bay luncheons, personal contacts, and USF recruiters the chapter was able to exponentially grow the database. Contact information and current company title are provided in the professional contact database for use of the VP of Professional Development to schedule weekly speakers and for USF-AMA alumni to contact for career opportunities.





# COMMUNICATIONS

## USF MUMA COLLEGE OF BUSINESS (MCOB) NEWSLETTER



**GOAL:** 1,000 VIEWS PER ISSUE

**RESULTS:** 10,000 VIEWS PER ISSUE

USF-AMA maintains its ongoing relationship with the MCOB public relations director through constant email communication of AMA events. The chapter sends press releases and announcements on a bi-monthly basis to keep USF-AMA in the weekly highlights viewed by current students, alumni, and friends of the MCOB. The chapter's success in this goal is because the PR director turns to AMA any time a MCOB initiative requires input or assistance from top students.

## MARKETING DEPARTMENT NEWSLETTER



**GOAL:** 2,000 RECIPIENTS PER SEMESTER

**RESULTS:** 5,210 RECIPIENTS PER SEMESTER

The USF chapter is featured in the USF Marketing Department quarterly newsletter that is electronically distributed to USF students, alumni, administrators, and faculty, informing and engaging them in current and upcoming chapter activities.



### OBJECTIVE: UP-TO-DATE WEBSITE AND SOCIAL MEDIA

To reach and inform prospective students, current students, and alumni, of chapter activities and professional opportunities through the use of the USF-AMA website ([www.usfama.com](http://www.usfama.com)) and social media

#### WEBSITE ([WWW.USFAMA.COM](http://WWW.USFAMA.COM))



**GOAL:** (EACH WEEK) 100 SITE VISITS

**RESULTS:** 33 SITE VISITS EACH WEEK

The Director of Communications continues to actively modify the website for enhanced user navigation. The USF-AMA website provides upcoming events, general chapter information, and E-Board contact information. It is also tool for members to display their résumés for prospective employees. Because Squarespace was very tedious, the website platform was changed to Wordpress. The Director of Communications is adjusting to the change in order to improve the website.

#### USF-AMA INSTAGRAM



**GOAL:** (EACH WEEK) 2 INSTAGRAM POSTS

**RESULTS:** 2 PER MONTH INSTAGRAM POSTS

USF-AMA promotes events and speakers through Instagram, also providing followers with picture updates. Members prefer Facebook, so AMA focuses on using it to reach the members.

#### WEBSITE FEEDBACK FORUM



**GOAL:** 20 REVIEWS

**RESULTS:** DEACTIVATED FORUM

Due to an overwhelming amount of spam on the forum, USF-AMA decided it was necessary to deactivate the forum and collect feedback in other forms such as surveys and brief interviews.

#### EXECUTIVE BOARD FACEBOOK GROUP



**GOAL:** 3 DISCUSSION THREADS PER WEEK

**RESULTS:** 6 DISCUSSION THREADS PER WEEK

The E-Board Facebook Group is a social media tool that supports efficient communication between E-Board members, providing swift feedback from others. Members engage in discussions regarding questions, creative brainstorming, and updates.

#### SOCIAL MEDIA (FACEBOOK, TWITTER, LINKEDIN)



**GOAL:** (EACH WEEK) REACH 150 FACEBOOK USERS, 5 TWEETS

**RESULTS:** REACH 480 FACEBOOK USERS, AVERAGE OF 3 TWEETS

USF-AMA continues to maintain a high level of social media interaction with members, alumni, and other chapters. The USF-AMA Facebook, Twitter, and LinkedIn pages are useful tools to promote increased interaction, convey information, and encourage active involvement in chapter activities. USF-AMA focuses on using Facebook because most members prefer it.



# CHAPTER OPERATIONS

## INTERNAL OBJECTIVE: GENERAL MEMBERSHIP

To strengthen relations between the Executive Board members and chapter members.

### GENERAL MEMBER MEETINGS



**GOAL:** TO HOLD 11 GENERAL MEMBER MEETINGS PER SEMESTER ON TUESDAY AFTERNOONS

**RESULTS:** FALL 11 MEETINGS; SPRING 12 MEETINGS CONCLUDED & SCHEDULED

Prior to each semester, the E-Board submitted a tentative guest speaker schedule to the Muma College of Business to reserve the meeting room every Tuesday from 3:30-6:00 p.m. during the semesters. Meeting rooms for organizations are not guaranteed, so USF-AMA must provide documentation of industry participation to justify meeting space.



### COMMITTEES



**GOAL:** (EACH SEMESTER) 5 COMMITTEES

**RESULTS:** FALL 6 COMMITTEES, SPRING 5 COMMITTEES

Committees contribute to the achievement of goals, increase member involvement, and enhance the overall success of the chapter. Each committee has a weekly meeting outside of the general meeting time; in addition, directors of the committees make announcements at the general meetings to encourage participation. The high level of involvement offers committee members' hands on experience, and leadership skills while demonstrating the importance of teamwork.



### OFFICE HOURS



**GOAL:** 15 HOURS PER WEEK

**RESULTS:** 18 HOURS PER WEEK

Each semester, all E-Board members were scheduled one hour in the USF-AMA office to address members' questions and to work on chapter related projects. The schedule was posted on the USF-AMA website and outside the office door.



### E-MAIL COMMUNICATION



**GOAL:** PROVIDE GENERAL MEMBERS, SPONSORS, & FACULTY WITH A PROFESSIONAL & RELIABLE WAY TO CONTACT E-BOARD

**RESULTS:** ALL E-BOARD MEMBERS WERE PROVIDED WITH EMAIL ADDRESS & PASSWORD

Continuous and effective communication is vital to an organization's success and e-mail is the main tool utilized within the chapter to support the flow of information. Each E-Board member is assigned an AMA Gmail account and from previous experience, the E-Board has determined that a prompt 48-hour response is both necessary and reasonable in order to support chapter operations. The Gmail accounts allow for a smooth transition for incoming officers.



**STAND OUT. GET INVOLVED. BE AMAZING.**

# CHAPTER OPERATIONS

## INTERNAL OBJECTIVE: EXECUTIVE BOARD

To emphasize leadership, professionalism, and communication among Executive Board members on projects

### EXECUTIVE BOARD STRUCTURE



**GOAL:** TO EMULATE A SMALL BUSINESS BY PROVIDING MEMBERS WITH PRACTICAL MANAGEMENT EXPERIENCE

**RESULTS:** 18 E-BOARD GOALS PER SEMESTER

Each semester the E-Board created and achieved 18 goals with a VP or Director in charge of each major department. Each officer is responsible for setting goals, objectives, and action plans and encourages members to take on smaller management roles. The President in the spring had each E-Board member set individual personal, USF-AMA, and school goals for the semester. The E-Board evaluates the chapter's progress and member satisfaction through surveys and polls during the semester.

### LEADERSHIP DEVELOPMENT & TRANSITION



**GOAL:** MONTHLY E-BOARD SOCIALS

**RESULTS:** ONE SOCIAL PER MONTH

Before the beginning of each semester, a meeting is held to help the new E-Board brainstorm ideas for the upcoming semester and begin developing a team attitude. Leadership is vital in the development of teamwork, so it is important to have the key players highly motivated and able to delegate. E-Board socials are generally dinners. Small general membership socials have occasionally replaced the E-Board social.

### SEMI-ANNUAL ELECTIONS



**GOAL:** ONE ELECTION PER SEMESTER

**RESULTS:** ONE ELECTION PER SEMESTER

USF-AMA is unique in holding E-Board elections every semester. The Gmail accounts provide support and a transition meeting is held between semesters to allow incumbents to orient incoming officers. As many previous officers graduate each semester, it makes transition difficult. USF-AMA is able to combat this through proactive alumni networking with previous E-Board members eager to assist in the successful transition of officers.

### LEADERSHIP DEVELOPMENT SENIOR LEADERS



**GOAL:** WEEKLY MEETINGS WITH ADVISORS

**RESULTS:** ONE MEETING A WEEK

Each week, the President and Executive Vice President meet with one of the two co-advisors to discuss chapter operations, budgeting, and leadership of the chapter. Typically, the final edits of the chapter plan and/or report take place her home. Her input is essential as she is the institutional memory of USF-AMA. The other advisor meets weekly with several E-Board members to mentor and advise them in their roles.

### PAST-PRESIDENT ADVISORY BOARD



**GOAL:** ONE MEETING PER SEMESTER

**RESULTS:** ONE MEETING PER SEMESTER

The President is the heart and soul of the chapter. To capitalize on outgoing president passion, an advisory board was established. During the fall semester, the spring 2014 President met with the current president to offer insights and encouragement. The past president was invited to the pre-semester meeting to offer help in determining Chapter Plan goals. Two past presidents attended the Regional Conference.

### EXECUTIVE BOARD MEETINGS



**GOAL:** HOLD A WEEKLY E-BOARD MEETING

**RESULTS:** ONE MEETING PER WEEK

The E-Board meets weekly for an hour. Each officer informs the board of upcoming events, activities, and assistance needed to execute the goals set forth. The President leads the meeting and the member of the week is determined by the group. This functional E-Board interaction allows for general meetings to run efficiently as each director has distinct announcements prepared for the members.



# CALENDAR OF EVENTS

## FALL 2015

### AUGUST

- Two Executive Board Planning Sessions
- Two Membership Recruitment Tables
- First Day of Classes
- MCOB Week of Welcome

### SEPTEMBER

- Five EBMs
- AMA General Interest Meeting
- First General Meeting: Introduction of E-Board and Upcoming Activities
- Four GMMs
- Three Advisor Meetings
- Four Committee Meetings
- Seven Membership Recruitment Tables
- Guest Speakers: Tye Maner, Kasandrea Sereno, Amanda Lee
- One Corporate Tour: Southeast Printing
- Two Social Events
- MCOB General Interest Meeting
- USF Career Networking Fair
- MCOB Information Session: TQL, SunTrust, Verizon, FIS Global, Aflac
- MCOB Resume Critiques
- Ink Cartridge Collection and Recycle Fundraiser
- AMA Tampa Bay Professional Board Meeting
- Two AMA Tampa Bay Luncheons
- Little Greek Focus Groups

### OCTOBER

- Five EBMs
- Five GMMs
- Five Advisor Meetings
- Sixteen Committee Meetings
- MCOB Dean's Luncheon
- Guest Speakers: Marketing Professional Panel, Bob Fisher,
- Toastmasters Workshop, Resume Workshop
- Corporate Tours: Yuengling Brewery
- AMA Tampa Bay Professional Chapter Board Meeting
- Two AMA Tampa Bay Luncheons
- Ink Cartridge Collection and Recycle Fundraiser
- AMA Marketing Week
- Chapter Plan
- Homecoming Parade
- Two Socials
- Free Professional Headshots by AMA
- Keep Tampa Bay Beautiful
- Excel Bootcamp
- Faculty Friday

### November

- Two EBMs
- Two GMMs
- Four Advisor Meetings
- Four Committee Meetings
- Guest Speakers: Elevator Competition Workshop, Tampa International Airport, E-Board positions meeting
- Corporate Tour: Tampa Bay Lightning
- 7th Annual Florida Regional Conference at USF
- U.S. Polo Event
- One AMA Tampa Bay Luncheon
- Chapter Website Competition
- Outstanding Marketing Week
- Outstanding Marketing Week
- Faculty Advisor Papers/Abstracts
- Feeding America Tampa Bay
- Ink Cartridge Collection and Recycle Fundraiser

### DECEMBER

- **vitamin**water Case Competition
- Ink Cartridge Collection and Recycling Fundraiser
- Spring Executive Board Elections
- Executive Board Planning Session
- Executive Board Transition Meeting
- Past-Present Advisory Board Meeting
- Fall Banquet
- Last Day of Classes

## SPRING 2015

### JANUARY

- First Day of Classes
- Four Membership Recruitment Tables
- MCOB Week of Welcome
- E-Board Retreat
- Four EBMs
- First General Meeting
- Three GMMs
- Guest Speakers: Information session, Forbes Riley, Ferguson
- AMA Student Marketer of the Year
- AMA Tampa Bay Collegiate Liaison Meeting
- Social Event

### FEBRUARY

- Four EBMs
- Four GMMs
- Four Membership Recruitment Tables
- Guest Speakers: Target, The M. David Katz Company
- Adobe Workshop, Strengths Workshop
- Ink Cartridge Collection and Recycling Fundraiser
- Corporate Tours: 22Squared, Big Cat Rescue, Valpak

- Be the Match Report
- 14th Annual Golf ScramBULL
- One AMA Tampa Bay Luncheon
- Gasparilla Festival of the Arts
- Social Event
- AMA-EBSCO Marketing Scholar Award
- Annual Report

### MARCH

- Three EBMs
- Three GMMs
- Guest Speakers: Shonshin Consulting Services, Florida Advocates, and AMA Tampa Bay Professional Chapter
- Social Event
- Corporate Tour: Port of Tampa
- Two Membership Recruitment Tables
- Ink Cartridge Collection and Recycle Fundraiser
- USF Spring Break
- 37th Annual International Collegiate Conference
- Chapter T-Shirt Competition
- MCOB Elevator Competition
- MCOB 25 Under 25 Competition

### APRIL

- Two EBMs
- Two GMMs
- Guest Speakers: AMA Alumni Panel, E-Board positions meeting
- Ink Cartridge Collection and Recycling Fundraiser
- Big Cat Rescue Event
- Social Event
- Walk for Wishes
- Last General Meeting
- Executive Board Elections
- Spring Banquet
- Executive Board Transition Meeting
- Last Day of Classes

### MAY

- Executive Board Team Building Activity
- Past President Advisory Board Meeting
- Executive Board Planning Session

- 
- EBM - E-Board Meeting
  - GMM - General Member Meeting
- 



# BUDGET

## REVENUES

## ESTIMATED

## ACTUAL

### ADDITIONAL INCOME

SCHOOL FUNDING	\$0	\$0
INTEREST	\$100	\$24
2014 INTERNATIONAL CONFERENCE AWARDS	\$900	\$900

### REGIONAL CONFERENCE

STUDENT REGISTRATIONS	\$1,200	\$1,670
IN-KIND LUNCH DONATION	\$600	\$1,190
CAREER FAIR BUSINESS REGISTRATIONS	\$800	\$1,000
CONFERENCE SPONSORSHIP	\$1,500	\$0

### FUNDRAISING

GOLF SCRAMBULL	\$15,000	\$35,802
RESTAURANT GET BACKS	\$200	\$200
U.S. POLO ASSN. EVENT	\$500	\$600
OTHER FUNDRAISERS	\$400	\$500

### MEMBERSHIP

MEMBERSHIP DUES	\$9,000	\$7,200
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## TOTAL REVENUES

\$30,200

\$49,086

## EXPENSES

### PRESIDENT/VP

OFFICER EXPENSES	\$50	\$0
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### PROFESSIONAL DEVELOPMENT

INTERNATIONAL COLLEGIATE CONFERENCE	\$5,000	\$9,200
AMA PROFESSIONAL LUNCHEON SPONSORSHIP	\$300	\$20
MEETING REFRESHMENTS AND SNACKS	\$450	\$80
INTERNATIONAL STUDENT SCHOLARSHIPS	\$388	\$212

### REGIONAL CONFERENCE

GIVEAWAYS	\$180	\$620
IN-KIND LUNCH DONATION	\$600	\$1,190
MISCELLANEOUS	\$100	\$510

### COMMUNITY SERVICE

PROMOTIONAL MATERIALS	\$50	\$50
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### FUNDRAISING

GOLF SCRAMBULL	\$4,000	\$23,312
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### MEMBERSHIP

AMA POLO SHIRTS	\$2,178	\$2,178
RECRUITMENT (FLYERS, CHALK, ETC.)	\$60	\$20
PRINTING (AGENDAS, APPLICATIONS, ETC.)	\$60	\$0
PROMOTIONAL INCENTIVES (CANDY, STICKERS, ETC.)	\$100	\$30
FALL/SPRING BANQUET	\$2,500	\$2,500
MEMBER OF THE WEEK GIFTS	\$200	\$200
MEMBERSHIP DUES TO AMA IH	\$4,700	\$4,700
AMA TAMPA BAY PROFESSIONAL CHAPTER	---	\$400

### COMMUNICATIONS

CREATIVE TEAM SUPPLIES	\$50	\$0
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## TOTAL EXPENSES

\$21,736

\$45,222

## NET PROFIT

\$8,464

\$3,864