

University of South Florida American Marketing Association



UNIVERSITY OF SOUTH FLORIDA

Annual Report 2016 - 2017 "Power In Connections"



AMERICAN MARKETING
ASSOCIATION

Executive Summary

USF American Marketing Association (USF-AMA) would like to thank the readers of this annual report and hope that our mission is apparent in our report. We strive to enhance members' professional development through practical marketing experience, philanthropy, and mutually beneficial relationships within the American Marketing Association, the Tampa Bay community, and the USF Muma College of Business.

This year USF-AMA focused on getting "back to the basics" of what made us a contender for Chapter of the Year in years past; bringing exceptional professional development to our members, creating lasting and impactful relationships within our communities, and allowing our members to shape our organization on every level. 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 have redefined ourselves as a leader of Florida's AMA Collegiate Chapters by hosting a regional conference with a focus on social impact and community building. We engaged over 100 students from across the state, and raised over \$3,300 for our club in sponsorship.

Second, we have established ourselves as a mentor to two other Florida Collegiate Chapters at the University of Florida and the University of Tampa. We have become a point of contact for strategic planning and for collaborative efforts that support both chapters' success.

Third, we have refocused our efforts to become member centric in all facets. This has been successful as reflected in increased engagement and retention, as well as the fact that participation within all types of USF-AMA events was above our projected goals.

Fourth, we have committed to increasing professional value for our members through improved collaboration with our local networks. We have surpassed our goals of providing internship and job opportunities to members, and connecting our members with AMA Tampa Bay and other professionals. In addition, this year we have received one nomination for Student Marketer of the Year through AMA Tampa Bay's annual Marketer of the Year Award, and one nomination for our co-advisor to be Educator of the Year. Our other co-advisor won this award this past March. Finally, local businesses and USF-AMA alumni have donated nearly \$15,000 in sponsorship to our organization, showing support for and belief in our chapter and its success.

Last, we have greatly expanded and improved two of our most valuable committees, Charged Marketing Group and our Social Impact Group. Not only did we surpass our profit and member engagement goals, but we have become a recognized and sought after partner within the Tampa Bay Community for marketing consulting services, from non-profit and private businesses alike.

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.

Clayton Werner, President
Rachel Vogie, Executive Vice President

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

Items designated as (NEW) were added after the creation of the Chapter Plan.

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

Result: 23 Speakers, 8 Workshops, 4 Certification Opportunities, 6 Committees, 7 Corporate Tours, 4 Conferences, and 30 Internship and Job Opportunities Offered. A full calendar of Professional Development Events begins on page 7.

Educate:

Professional Speakers ●●●●●

Objective: Utilize the collective USF-AMA network to invite 15 speakers from the Tampa Bay area to speak on various industry and professional development topics throughout the year. Have an average of 50 members attend each meeting and provide feedback on speakers and topics.

Result: To date, 17 speakers have presented to USF-AMA with an average attendance of 51 members. Six future speakers confirmed. Looking for one more speaker. While speakers provided good value to members in their content, not all were engaging to members.

Hands-On Workshops ●●●●●

Objective: Build students' marketing and professional skills through participative learning during 5 interactive workshops - 4 professionally led, and 1 USF-AMA led. Have an average of 50 members attend each meeting and provide feedback on speakers and topics.

Result: To date, 3 professionally led workshops, 1 USF-AMA led. Average attendance of 51. Three professional led workshops scheduled for February 28, March 7, and April 4. Hands on Workshops were more engaging and were preferred by most members.

Certificate Programs ●●●●○

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

Result: USF-AMA hosted 2 certification sessions for the Career Development and Marketing Research Certificates in the Fall semester. Between both sessions 32 different members were certified, with 14 completing both. We plan on hosting 2 more sessions this semester.

College to Career Speaker Series ●●●●●

Objective: College to Career series is a one week 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 real world. Have at least 15 attendees at each speaker.

Result: After partnering with AMA Tampa Bay, Delta Sigma Pi, and USF Ad Club, we are on course to have at least 3 marketing professionals present, with at least 40 attendees each. The event is tentatively scheduled for 03/24/17.

Participate:

Corporate Tours ●●●●●

Objective: Connect to local companies to expose members to new industries and daily business operations during 6 corporate tours. Have an average of 10 members attend each tour and interact with professionals in a more intimate setting.

Results: 3 fall tours, average 15 attendees. 2 spring tours, average 18 attendees. Two more spring tours to be determined.

Student Organization Partnerships

Objective: Collaborate with at least one other Muma College of Business (MCOB) organization to plan and co-host one event, and build relationships with fellow organizations to better serve all students.

Result: 6 partnerships, 2 events. Each organization was also invited to our Regional Conference in November, but only school affiliation was collected. Though we overachieved our goal, not all partnerships have added great value to our members or organization as a whole. Each partnership is outlined below.

Delta Sigma Pi and USF Ad Club

USF-AMA is working with Delta Sigma Pi, a co-ed professional development fraternity, and Ad Club, USF's advertising club, to host speaker Jordan Zimmerman, founder of the 14th largest advertising agency in the world. This will take place during our College to Career Speaker Series which will be later in the spring.

Bulls Business Community (BBC)

BBC is a living learning community for freshmen and sophomores business students to help facilitate professional development. Several USF-AMA members reside in the BBC and recruit members there.

Zimmerman Advertising Program (ZAP)

ZAP is a living learning community for freshmen with high potential, also seeking a degree in advertising. Several USF-AMA members are part of ZAP and recruit members there.

Women in Business Society

The USF Women in Business Society aims to bridge the gap between the academic and business worlds in order to prepare members for success in future leadership roles. We had two members attend two of the bi-weekly meetings in the Fall semester, and they will be attending two bi-weekly meetings again this semester.

Enactus - Suit-A-Bull

Suit-A-Bull is a branch of the student government organization Enactus that loans professional attire for students. It provided clothing for the professional photography headshots we had during Marketing Week.

Charged Marketing Group (CMG)

Objective: Generate \$1400 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: 5 members, current earnings of \$1500, and expected future earnings of \$250. This year, CMG has worked with Williams Automotive Group to survey the target market of a new Lexus dealership, designed a website for a small law firm, and are currently designing surveys for a new client, Vite Exclusive Events (a social event planning app).

AMA Tampa Bay

Objective: Build a relationship with the professional counterpart of USF-AMA, attending all 8 chapter meetings over the course of the academic year, and co-hosting an event with them.

Result: Two members have attended monthly E-Board meetings and will continue to. Also, AMA Tampa Bay is the lead sponsor and partner for our College to Career Speaker Series, and sponsored 2 foursomes for our ScramBULL golf tournament.

USF-AMA communicates constantly, through our Professional Chapter Liaisons, with the AMA Tampa Bay. We invite active members to attend meetings, luncheons, and other events to further build the relationship. By deepening our partnership, both USF-AMA and AMA Tampa Bay with access to larger networks, training, and a greater flow of innovative ideas. We have subsidized 6 members to 3 luncheons to date, and plan to send 2 members per month for the remainder of the Spring semester, as well as sending 3 members and our advisors to the annual Marketer of the Year awards.

University of Tampa AMA (UT-AMA) Mentorship (New)

Objective: Mentor small chapter with a focus on setting it up for long-term sustainability.

Result: The advisors and chapter Co-Presidents reached out to our advisor, President, and EVP for guidance in rebuilding the UT chapter. Both advisors and E-Boards are collaborating through meetings and messaging. UT-AMA members have attended two USF-AMA meetings and are invited to each of our Spring corporate tours and socials. Five UT-AMA members attended a behind the scenes tour of the Tampa Bay Lightning Hockey Club's facilities and Amalie Arena with USF-AMA and stayed for the game on 02/07/17.

University of Florida AMA (UF AMA) Mentorship (New)

Objective: Mentor neighboring full size chapter to increase the strength of chapters in the state of Florida.

Result: UF AMA and USF-AMA Presidents are planning two strategic planning sessions for the Spring Semester to discuss chapter operations, and are also planning a combined tour over Spring semester.

Marketing Week

Objective: Use Marketing Week to promote Regional Conference and educate various majors about aspects of marketing, while building a stronger brand on campus through 5 highly public events. Have average 15 attendees per event.

Result: Average attendance of 18 people at 6 events, excluding Regional Conference. Not all events offered great value to members, though the overall results of the week were good.

<i>Monday:</i>	Bake Sale, \$105 revenue
<i>Tuesday:</i>	Professional Headshot Photo Day, 28 student headshots taken. Alumni Panel at USF-AMA General Meeting, 41 attendees
<i>Wednesday:</i>	Lowry Park Zoo Tour, 10 attendees
<i>Thursday:</i>	Photoshop Workshop hosted by LEVO Health, 18 attendees
<i>Friday:</i>	Sweat for the Vets 5K Run, 9 members ran, \$90 raised AMA Regional Conference Social, benefit for Be the Match, \$50 raised
<i>Saturday:</i>	Florida Regional Conference (See below)

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

Fall 2016 Regional Conference

Objective: Invite professionals to speak about their experiences, lead workshops, and judge competitions. Promote the event during marketing week, attract 120 attendees, at least 75 of whom are USF students or alumni. Provide a welcoming space for members from around the state to make new connections.

Result: 112 total attendees: 52 USF students or alumni, 24 University of Florida, 10 St. Leo, 14 Florida International University, 10 Palm Beach Atlantic University, 5 University of Wisconsin-Whitewater. We raised \$2,650 in Sponsorships and \$2,370 in ticket sales revenue, and profited \$3,349.

The theme for the Conference was Social Impact. Keynote speakers were a talent acquisition manager from Enterprise and the VP of Marketing from the Tampa Bay Lightning Hockey Club. They focused on how their organizations created impact in the community, especially in regards to sustainability initiatives and community building events. The Ronald McDonald House speaker talked about how corporate support is critical to her organization.

The Career Fair featured Tech Data, Busch Gardens, Aflac, Metropolitan Ministries, TTI, the AMA Tampa Bay professional chapter, United Landmark Associates, Williams Automotive Group and others. Workshops included a nonprofit marketing service project and business ethics. Tech Data sponsored the Perfect Pitch Competition, and Williams Automotive Group sponsored the Case Competition. Lunch was donated by Little Greek Fresh Grill.

Though our expected attendance numbers fell slightly short of our goal, overall our goals of professional development, fundraising, and community impact were completely met.

Attend Other Regional Conferences

Objective: Send 3 Executive Board members to other regional conference locations to identify key insights from other chapters and help to improve USF-AMA.

Result: Three members attended regional conferences outside the state of Florida. Members identified valuable insights for both conference planning and execution, as well as made valuable networking connections with other top chapters.

39th Annual International Conference

Objective: Market International Conference as a valuable, professional event and send 25 students, subsidizing all or part of their conference costs.

Result: We are still in the process of distributing aid to members, but are projected to subsidize hotel and registration for nearly 30 members to the 39th Annual International Collegiate Conference.

International Conference Competitions

Objective: Present opportunities in a general meeting, targeting members interested in going to conference. Enter 1 candidate/team per competition and provide support and advice from other members, faculty, and local professionals.

Result: We have signed up for all Conference competitions except for the Chapter Exhibit Competition.

Website Competition

Objective: Enter the competition.

Result: Did not enter due to loss of our domain. We launched our new website, usfama.org, on February 14, 2017.

eBay Case Competition ●●●●●

Objective: 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 7 regular members and were named semi-finalist for the third consecutive year. In our efforts we logged over 75 hours of research and collaboration, collected nearly 400 survey results, hosted 2 focus groups with the core demographic target, and created almost 10 realistic and actionable items for eBay's consideration. Though we were not named finalists, there was great value and real world experience created for those involved.

Chapter Plan ●●●●●

Objective: Compile the annual plan by discussing projects with the Executive Board and empowering the Board to guide the future of the organization. Turn in the plan on time.

Result: Fall E-Board researched best practices from previous top 25 plans. Their research created a more involved and positive result for USF-AMA as a whole. The Chapter Plan was submitted on time.

Annual Report ●●●●●

Objective: Work together with the Executive Board to design and write the annual report, to be turned in on time.

Result: The Executive Board gathered data and President and EVP wrote Report. VP of Communications collaborated on design. The extended collaboration on the annual report, as with the chapter plan, created a more involved and positive result for USF-AMA as a whole.

Employment and Internship Opportunities ●●●●●

Objective: Use the USF-AMA alumni and professional network to discover at least 25 opportunities, and provide those opportunities to members. Support any members wishing to pursue opportunities by offering advice and resources for building the strongest application.

Result: Fall semester 14 opportunities were provided to members. As of February 14, 17 internship/job opportunities have been provided to USF-AMA members. For Spring semester, one executive board member was specifically tasked with searching for intership and job opportunities, beyond what companies seeked us out to offer, explaining the large jump. We expect to recieve at least 20 more opportunities as the semester continues. Additionally, 12 members have received offers for internships or full time positions from contacts made through USF-AMA.

LinkedIn Profiles & Professionally Vetted Resumes (New) ●●●●●

Objective: Have 80% of active members develop a professional LinkedIn account and a professionally vetted resume.

Result: To date, 65% of members have a LinkedIn account and vetted resume, with another 15% working to get both by Spring semester's end. LinkedIn and resumes will be one of the topics of discussion in Kasandra Sereno's "Brand YOU! - Personal Branding Workshop" presentation, encouraging members who do not have an account to create one. For resumes, we encouraged members to utilize the Collier Student Success Center or USF Career Services for a professional resume review. We intend to compile final resumes into an official resume booklet to be distributed to Tampa Bay area businesses.

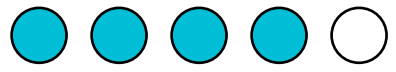
Professional Development Calendar of Events

<p>Date: 08/30/16 USF-AMA Executive Board “Welcome to AMA” Attendance: 40</p>	<p>Potential and returning members learned about AMA, met the executive board, and networked with each other.</p>
<p>Date: 09/06/16 Target Corporation Marketing Managers, Joseph Scaglione and Ashlee Johnson “How to Maximize a Mentor Relationship” Attendance: 61</p>	<p>The speakers talked about the importance of having mentors and how they can help in career advancement.</p>
<p>Date: 09/13/16 Ferguson Recruitment Specialist, Claire Coulter “Prepare for Career Fair: Best Tips from a Recruiter” Attendance: 52</p>	<p>Ms. Coulter offered insights from her many years as a college recruiter for interviewing and job fairs.</p>
<p>Date: 09/16/16 Nielsen Corporate Tour Attendance: 26</p>	<p>William Miller gave members a history of the world’s first re-search market company and how it has evolved over time.</p>
<p>Date: 09/20/16 Be the Match Senior Account Executive, Marc Silver “Cause Marketing” Attendance: 49</p>	<p>Our Be the Match representative, Mr. Silver, shared current programs as well as talked about working with volunteers and operating on a low marketing budget.</p>
<p>Date: 09/27/16 Raymond James Financial Advisor Insights Analyst, Logan Babiak and Alex Bogovic “Marketing in the Financial Sector” Attendance: 49</p>	<p>Two alumni spoke about the marketing challenges of serving three million clients through 7,000 financial advisors.</p>
<p>Date: 10/11/16 Career Source Tampa Special Projects Coordinator, Jason Druding “Interview Workshop” Attendance: 58</p>	<p>Mr. Druding described best interview behaviors and then members practiced with facilitators Shauri Gibson, Jenny Lee Christie, and Gabrielle Howard.</p>
<p>Date: 10/18/16 Publix Manager of Corporate Marketing Communications, Chad Plemons “The Marketing Communications Media Mix” Attendance: 56</p>	<p>This USF alumnus spoke about the media mix for fresh foods in 1,100 stores.</p>
<p>Date: 10/21/16 Yuengling Brewery Corporate Tour Attendance: 9</p>	<p>Elizabeth Maroney showed the beer making process and described the marketing strategy of the oldest brewery in America.</p>
<p>Date: 10/25/16 Collier Student Success Center Employer Relations Graduate Assistant, Steven Bowman “Resume Workshop” Attendance: 39</p>	<p>Attendees brought resumes to the general meeting and reviewed them with a number of professionals from Enterprise (1), Fair-Warning (2), and the USF Collier Student Success Center (2).</p>
<p>Date: 11/01/16 USF-AMA Alumni Panel, Chelsea Adamcek, Daisy Dykes, and Stuart Kerr “Leveraging AMA in Your Job Search” Attendance: 42</p>	<p>A panel of recent alumni told about their experiences finding jobs and entering the workforce after graduation. They included how their experiences in USF-AMA prepared them for their journeys.</p>
<p>Date: 11/02/16 Lowery Park Zoo Attendance: 10</p>	<p>Members got a first hand view of behind the scenes operations and gained insight into membership and retention.</p>
<p>Date: 11/08/2016 Bloomin’ Brands/Bonefish Grill Global Vice President and CMO, Patty Trevino “Brand Management; How Social Media Drives a Brand” Attendance: 52</p>	<p>Ms. Trevino demonstrated television advertising effectiveness through a campaign for Bonefish Grill.</p>
<p>Date: 11/15/16 Techtronic Industries Regional Manager, Justin Tewey “Digital Marketing” Attendance: 49</p>	<p>Mr. Tewey showed how a digital media strategy for the Ryobi tool brand increased customer interaction and loyalty.</p>
<p>Date: 11/22/16 USF-AMA Executive Board “Spring Executive Board Positions Review” Attendance: 35</p>	<p>Positions for the spring executive board were reviewed with interested members. Additionally, the first GAP survey was distributed to members. Results were inconclusive due to only receiving 17 responses, thus not having a relevant sample size.</p>



Date: 11/29/16 USF-AMA Executive Board “Executive Board Interviews”	The spring President and both advisors interviewed members interested in joining the Spring E-Board.
Date: 01/17/17 “Welcome to AMA” Attendance: 54	Potential and returning members learned about AMA, met the executive board, and networked with each other. Additionally, attendees filled out a digital survey to help plan the spring semester’s events.
Date: 01/20/17 Big Cat Rescue Corporate Tour Attendance: 9 members	Members toured the facility with Kathryn Stapleton, Director of Donor Appreciation, to gain an understanding the world’s largest accredited sanctuary for big and exotic cats who faced abuse and abandonment. We will host our seventh annual marketing event later in the spring to promote the work of BCR.
Date: 01/24/17 USF Professor Dr. Doreen MacAulay “How to be Effective in Business” Attendance: 56	Dr. MacAulay discussed organization and time management with members.
Date: 01/31/17 InsightGlobal LLC Corporate Recruiter, Adam Reese “Interview Tips Q&A” Attendance: 53	Mr. Reese discussed interview tips and held a question and answers portion to his presentation to answer individual questions from AMA members in the audience.
Date: 02/07/17 Tampa Bay Lightning Professional Hockey Corporate Tour Attendance: 26	Members had a backstage tour of the hockey arena and attended game.
Date: 02/14/17 USF Career Services Career Peer, Sydney Danson “Elevator Pitch Workshop/Speed Dating” Attendance: 58	Ms. Danson led workshop outlining how to write an effective elevator pitch before allowing members time to write their own. Members then circulated the room, gave their pitches to peers, and received constructive feedback in a “speed-dating” format.
Date: 02/21/2017 MadBear Productions Founder and President, Glenn Zimmerman	Mr. Zimmerman, founder and President of MadBear Productions, and President of AMA Tampa Bay, will present on the growing video marketing segment and will bring in a virtual reality camera for members to assist in creation of a promotion for AMA.
Date: 02/28/2017 USF Undergraduate Academic Advisor, Kasandrea Sereno “Brand YOU! Personal Branding Workshop”	Ms. Sereno will present on how to present “your personal brand” across all channels. She will discuss resumes, business cards, and do an interactive LinkedIn content update with members.
Date: 03/07/2017 Flipsetter, LLC Founder/CEO, Sam Singh “Get to the FlipSide! – Social Portfolio Building Workshop”	Flipsetter, a platform for social professional networking will be filming members elevator pitches and personal profiles and will turn them into a 1-2 minute “trailer” of the students.
Date: 03/14/2017 Spring Break	No general meeting will occur.
Date: 03/21/2017 Busch Gardens VP of Human Resources, Sonya Parham-Shannon “Hospitality Management”	Ms. Parham-Shannon will discuss customer service, event marketing and management , and how to ensure customers keep coming back happy.
Date: 03/28/2017 Tampa Bay Times Marketing Manager, Marti Galloway “Email Subscription Marketing”	Ms. Galloway will present on email marketing best practices, and how to perfect your message delivery to improve open and click-through rates.
Third Tour TBD (March)	USF-AMA is researching companies to tour with in the event management sector.
Date: 04/04/2017 Aflac Regional Market Director, Dennis Hartin “Giving the Perfect Pitch – Sales Workshop”	Mr. Hartin will present on how to create a perfect sales pitch and members will practice giving 90 second sales pitches for products to other members.
Date: 04/11/2017 TBD Advertising Speaker	USF-AMA is contacting speakers to present on topics related to advertising.
Date: 04/18/2017 “Fall Executive Board Positions Review”	Positions for the upcoming Fall E-Board will be reviewed. Additionally, final Spring satisfaction surveys will be distributed to members.
Date: 04/25/2017 Executive Board Interviews	Interested members will interview with both advisors and the Fall President.
Fourth Tour TBD (April)	USF-AMA is researching companies to tour with in the advertising industry.





Goals: Create a better community by being the banner carrier for social causes in the Tampa Bay area, and by being the hands and feet that share hope and prosperity with the people who need it the most.

Result: Through numerous community impact events, volunteering sessions, and non-profit partnerships, USF-AMA has become one of leading student organizations at USF for social impact.

Grow:

Non-Profit Consulting ●●●●●

Objective: Build a committee to facilitate consulting for nonprofits, where marketing challenges are client's greatest need. \$1000 in pro bono services (\$15/hour).

Result: 270 hours, \$4,050 in pro bono service total for the Fall semester. 300 hours, \$4,500 estimated for Spring semester. See Animal Coalition of Tampa Bay, Humane Society of Tampa Bay, and Tampa City Ballet on pages 10 and 11.

USF Student Organization Mentorship ●●●●●

Objective: Mentor and advise 1 USF Student Organization by assigning one member to serve in an advisory position for that organization and recommending strategies and tactics to overcome membership growth, branding, and operational challenges.

Result: Mentoring and advising 1 USF Student Organization, Spring semester. USF-AMA has started to collaborate with another student government organization called Enactus to assist in its marketing processes. Collaboration will continue throughout the spring semester. This partnership brings value to the USF community as a whole since Enactus works on providing business professional wear for all USF Students for interviews and career fairs.

#GivingTuesday ●●●●○

Objective: Utilize AMA National's Digital and Social Media kit, along with our a video and flyers created by our members and distributed on our own social media to promote #GivingTuesday to raise \$100 for the Diversity Leadership and Social Impact Scholarships. The video created was submitted for the Social Impact Video Competition as well.

Result: We collected \$43 in cash donations, and another 17 faculty and staff reported donating undisclosed amounts. Due to being unable to obtain the donation amounts of the faculty and staff we are unable to report an exact amount raised.

Social Impact Video Competition (New) ●●●●○

Objective: Submit a video to the Best Overall Video competition.

Result: USF-AMA submitted a video created for our #GivingTuesday promotion to the Best Overall Video Social Impact Video Competition.

Be the Match Tabling Events & Partnership ●●●●●

Objective: Host 3 events in high traffic areas full of high priority demographics with trained USF-AMA members collecting at least 60 swabs from swab kits provided by Be the Match to register people for the bone marrow registry.

Result: Members tabled at BullMarket, a school-run weekly marketplace, to promote Be the Match one time in Fall semester and one time to date Spring semester. Additionally, we passed around swab kits when Marc Silver of Be the Match presented in the Fall, and offered them a free table at our Regional Conference in the Career Fair.

As of February 14, 143 swabs have been collected (46 Fall Tabling, 30 Fall Meeting 49 Spring Tabling, 18 Regional Conference) to register people for the bone marrow registry. Though initial plans called for more events, scheduling conflicts with Marc Silver prevented us from holding more events. To help us create more opportunities we are in the process of training 5 members of the Social Impact Committee to collect swabs by March 31, and we plan to do one more tabling event in April to collect more swabs. Ultimately, though the format for these events has changed since planning, we have been extremely successful in all of our efforts with Be the Match.

Be the Match Fundraiser ●●○○○

Objective: Host a restaurant “give-back” event at the start of the Florida Regional Conference to raise \$200 for Be the Match.

Result: Raised \$50 at the one event. Due to confusion with venue management, a portion of our total was not attributed to our group, while another percentage of donations was not added. To compensate for our performance, we have planned another give back night in March. These donations were given directly to the fund set up for one of USF-AMA’s top supporters (whose name has been withheld for privacy reasons) for many years. Our supporter, CEO of a restaurant chain, was diagnosed in the Fall with Leukemia. A match was found, and he received his transplant in January, and is undergoing recovery. While we may not meet our goal of \$200, our efforts have directly benefited a valued member of our community.

“Sweat for the Vets” Fun Run for the Troops ●●●○○

Objective: Raise \$150 for Tampa Bay Veterans Alliance. (Part of Marketing Week Activities)

Result: 9 runners raised \$90 between runner’s fees and donations by non-runners. The timing of the event hindered participation due to preparations for Regional Conference being the primary focus of many members.

Animal Coalition of Tampa (ACT) Holiday Cards ●●●●○

Objective: Utilize Social Impact Committee to design 3 Holiday Cards for ACT that will encourage Tampa Bay residents to donate. Assist ACT in targeting and distribution.

Result: Social Impact Committee designed 3 Holiday Cards for ACT. The cards, which encouraged holiday donations be made to ACT, were distributed to over 1,500 members of the Tampa Bay community. Due to the quality of the campaign, ACT has asked to continue the partnership into the Spring semester.

Service:

Humane Society of Tampa Bay ●●●●●

Objective: Recruit at least 5 members to join the Social Impact Committee on bi-monthly events and to provide feedback to the Humane Society to improve volunteer experience.

Result: The Social Impact Committee has recruited an average of 10 members to go on bi-weekly events. After volunteering time, attendees fill out a survey created by USF-AMA meant to provide the Humane Society with quality feedback about the volunteer experience. This partnership was also extended into the Spring semester.

Tampa City Ballet (New - Spring Semester) ●●●●●

Objective: USF-AMA is donating services to this non-profit organization to develop a marketing strategy and plan for its outreach program for the underserved community

Result: We surveyed general membership to get feedback before starting website redesign. Also, we are currently writing a marketing plan and action items for the directors of the program, as well as establishing the organization's first social media accounts.

USF Stampede of Service (S.O.S) (New - Spring Semester) ●●●●●

Objective: Have at least 10 members contribute to S.O.S., USF's largest day of service, benefitting over 60 Tampa Bay area communities and organizations.

Result: Twelve members participated, logging 6 hours each.



Fundraising ●●●●●



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

Result: The average profit projection for fundraisers not including the ScramBULL Golf Tournament is \$179. ScramBULL profits are enough to send nearly 30 members trips to AMA International Collegiate Conference.

Seasonal Fundraisers ●●●●○

Objective: Identify a holiday season and assign a member to leverage the cultural activities and provide unique gifts in the spirit of the holiday to generate a profit of \$300.

Result: USF-AMA sold Halloween themed baked goods as a part of Marketing Week Activities. The week leading up to Valentine's Day, USF-AMA sold chocolate covered strawberries, two types of flowers, and a selection of Valentine's Day cards. We profited \$224 from this event. Lastly, we plan to do a coffee sale for finals week at the end of Spring semester. Last year's profit was \$102 and we expect the same this year. Total profits should surpass the intended goal, and each sales session has proven to be a valuable recruitment opportunity.

USF-AMA Swag Store ●●●●●

Objective: Assign two members from the Communications Committee to administer the shop and design products based off member opinions and feedback. Presell items to prevent inventory overages, and generate a profit of \$300.

Result: USF-AMA sold 24 t-shirts for a total of \$307 in the Fall semester. For Spring semester we are adding new products to our store, including lapel pins, mugs, hats, and more.

Wine Tasting Educational Seminar (New) ●●●●○

Objective: Create an educational and practical fundraising event that both benefits membership and promotes professional development.

Result: USF-AMA is currently in contact with local wineries for donation, and has secured a professional to present on how to identify different wines and the proper pairings for business functions. We plan to charge \$10-15 per attendee.

ScramBULL Golf Tournament

Objective: 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 for USF-AMA. Use profits to assist in sending members to AMA International Collegiate Conference as well as general chapter expenses.

Result: USF-AMA held the 16th Annual Golf ScramBULL on February 12, 2017. As ScramBULL is the largest fundraiser of the year, extensive planning began in September 2016 with committee meetings held once a week to discuss achievements and plan for the coming week. Committee members organized excursions to solicit donations. Members were rewarded through the USF-AMA point system. 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 Bay area business professionals six months, four months, and one week in advance. An article was published by the AMA Tampa Bay chapter calling for their member's involvement, and USF-AMA members presented about the tournament at two AMA Tampa Bay luncheons. Social media was also used to advertise for the event.

Ravago was the title sponsor. The chapter raised \$7,509 from 14 sponsors and secured 25 silent auction items and over 50 raffle prizes. Each golfer was greeted with a goodie bag, valued at \$217, consisting of donations from 12 businesses. Non-players donated a total of \$813. ScramBULL tournament day was professional, polished, and well-organized thanks to the team of 24 members that were present. Of the 78 golfers registered, 74 participated in the tournament (one foursome did not come due to surgery of one member, although they still made a donation). The revenue from golfers totaled \$3,800. 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 \$1,245 while silent auction gross profit amounted to \$1,895. The in-kind donations for the tournament totaled \$40. In total, the value of all sponsorships and donations totalled \$46,792 and USF-AMA collected \$11,680 in profit.

USF-AMA Business Cards

Objective: Advertise USF-AMA branded business cards, for \$20, during general meetings, selling enough to generate a profit of \$100. Also provide advice to new purchasers about how to best utilize business cards. Business cards will be purchased with a credit to USF's Print Shop, resulting in 100% profit.

Result: Zero sets of business cards were sold in the Fall semester. At least 13 sets of business cards to be ordered for members Spring semester, leading to expected profit of \$260.

Restaurant Give-Back Nights (New - Spring Semester)

Objective: Partner with local Tampa Bay Area restaurants to host AMA socials and donate at least 10% of each sale back to USF-AMA.

Result: USF-AMA has identified 3 restaurants willing to participate. Two have pledged at least 15%, and one is pledging 10%.

Membership

Goal: Drive member engagement and retention up by 10% as measured by USF-AMA point system and conversion rate respectively.

Result: Considering membership retention and points have surpassed initial goals, we can infer that member engagement and retention are positive. Last year's data is unavailable for official metrics.

Engagement:

Membership Dues

Objective: Utilize an application that allows members to register or renew their memberships to USF-AMA and AMA National simultaneously. Obtain \$9,000 in total membership dues, \$95 per membership. Use the application to highlight full range of offerings and benefits in USF-AMA to prospective members.

Result: As of February 14, \$6,745 have been collected in membership dues.

Membership On-Boarding Packets

Objective: 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.

Result: Created a 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.

Chapter Polo Shirts

Objective: Keep a regular stock of USF-AMA polos for distribution so that 100% of members own a polo. Actively encourage members to wear polos to USF-AMA events to create a sense of unity.

Result: Polos are actively encouraged and often worn by members. 100% of members are on course to get a polo at most 2 weeks after joining USF-AMA.

Membership Point System

Objective: 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: After Fall semester, members collectively earned 26,755 points in support of a variety of AMA functions. Spring points have not been totaled yet.

Member of the Month/Member Spotlight (New)

Objective: 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. Due to a feeling that valuable contributions were going unnoticed, we have added a "Member Spotlight" to each week's meeting and newsletter.

Alpha Mu Alpha

Objective: Identify top performing students relative to the Alpha Mu Alpha requirements and nominate 1 member to apply.

Result: Fall: 0 members, Spring: 2 members expected.

AMA Student Marketer of the Year ●●●●●

Objective: Identify USF-AMA'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: Identified and nominated 1 member for the AMA Student Marketer of the Year award. The application was also submitted for AMA Tampa Bay's Marketer of the Year awards, in the Student Marketer category.

Advisor Recognition (New) ●●●●●

Objective: Recognize USF-AMA's advisors for their contributions.

Result: USF-AMA is unable to apply for the Hugh G. Wales Award, but one advisor was named Educator of the Year by AMA Tampa Bay in 2016, and a second advisor was nominated in 2017.

Recruitment Tabling ●●●●●

Recruiting:

Objective: Print general information flyers and table at high traffic times during the week and on General Meeting days to maximize attendance and get an average of 10% of General Meeting attendance to be comprised of first time attendees.

Result: As of January 31, general meeting composition averaged 36% new members.

Classroom Presentations ●●●●○

Objective: Present in undergraduate marketing classes to raise awareness about USF-AMA and intrigue 20 first time attendees to come to a meeting. Remain model students as brand ambassadors for AMA in that classroom.

Result: Spring semester, a survey was created. 42% of respondents indicated that they attended after hearing a classroom presentation.

USF-AMA International Student Scholarship ●●●●●

Objective: Allocate \$95 to cover one international student's club dues, after selection from the maintained application process. Promote to international students who may be or cannot 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 and Vietnam.

Week of Welcome/Student Organization Showcase ●●●●●

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

Result: We collected 83 emails in the Fall semester and 46 in the Spring between 4 total events, for an average of 65 emails per semester. Each of these emails was added to our weekly newsletter database.

Visit & Join Program ●●○○○

Objective: 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: We were unable to separate who joined after their first, second, or third meeting; however, all members were required to join after three free meetings, as verified by our registration tracking system.

Community:**End of Semester Banquet** ●●●●○

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

Result: 32 members in attendance in the Fall, Spring semester to be determined. All fall attendees had at least half of their cost subsidized

Club Socials ●●●●○

Objective: 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 14, we have an average of 15 attendees per social.



Communications



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

Result: Not all metrics from the previous year are available, though those available do show a favorable increase in interaction and engagement across the board. Executive Board members have 100% compliance with all internal forms of communication.

Internal:**G-Suite (Formerly Google Apps)** ●●●●○

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

Result: The President, all VP's, and most directors actively manage gmail accounts. Three directors share a email account with the VP of Social Impact. 100% of E-Board with an account utilizes their account for all AMA business.

General Meeting Newsletter ●●●●○

Objective: 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 5% open rate.

Result: A new newsletter template was developed in 2014 after being locked out of the prior account. The new newsletter has been sent to all members from the last three years as well as all collected emails from recruiting. The current open rate is 55%.

Internal Facebook Groups (Committees) ●●●●●

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

Result: 100% of committee heads created a Facebook page and used it to communicate meeting times and various events to committee members. These were the primary source of communication for each committee.

Executive Board Facebook Group ●●●●●

Objective: 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 primary source of communication for all business matters related to AMA.

Group Me (New) ●●●●●

Objective: Reduce non-operation communication on the Executive Board Facebook Group through a secondary form of communication.

Result: A GroupMe was created and 100% of Executives have utilized it. Additionally, a second optional GroupMe was created for all new members to stay updated on events and communicate with Executives easily.

External:

Professional Alumni Contacts ●●●●●

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

Result: Created a list of personal emails for members so that we can contact them after their university emails are deactivated. This list is new as of 2014 due to losing access to our prior list.

Marketing Department Newsletter ●●●●○

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

Result: We plan to create 1 newsletter per month for our marketing faculty throughout the Spring semester.

Professional Contacts ●●●●○

Objective: 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 3 years.

Website Updates ●●●○○

Objective: Update usfama.com weekly with relevant news from USF-AMA and AMA National.

Result: Website difficulties were encountered in the Fall semester, due to losing our domain. A new website, usfama.org, was established at the beginning of the Spring semester, and officially launched February 14. Updates will be made weekly.

Social Media Channels ●●●●●

Objective: 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 11, USF-AMA social media accounts had the following results:

<i>Facebook</i>	814 Followers	+ 07%
	836 Likes	+ 15%
	785 Average Weekly Engagements	+ 34 %
	Total Average	+ 19 %
<i>Snapchat</i>	67 Friends	+ 36%
	55 Average Story Views	+ 42%
	Total Average	+ 39%
<i>Instagram</i>	453 Followers	+104%
	31 Average Likes	+ 55%
	Total Average	+ 80%
<i>Twitter</i>	524 Followers	+ 13%
	3 Average Interactions (Likes, Replies, and Retweets)	+200%
	Total Average	+107%
Total		+ 56%

**Based off of 2015-2016 metrics*

Buffer Social Media Management Application ●●●●●

Objective: Streamline social media postings to the major three (Facebook, Twitter, and Instagram) and improve engagement on each platform.

Result: Established a week-by-week schedule for all three platforms, and scheduled postings for peak times.

Operations ●●●●○

Goal: USF-AMA will achieve a 80% membership satisfaction rating through functional activities that are measured by reflective activities.

Result: The sample size for relevant feedback was not reflective of the overall membership numbers; however, general consensus and value assesment shows success and improvement week over week.

Functional:

Weekly General Meetings ●●●●○

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

Result: Fall 11 meetings, Spring 11 meetings concluded and scheduled. Not all meetings were valuable to members. Member feedback identified the most valuable topics and speakers which will be incorporated by the VP Professional Development in meeting planning in the future.

AMA Transaction System (AMATS) ●●●○○

Objective: Use Google Forms and Sheets to reduce manual check-in time by 30%. 100% member compliance.

Result: While no way to find this percent was found, member check-in finished by 5:00 pm, when past years check-in had finished by 5:05 pm. This has allowed for more time spent giving relevant information to members. Glitches in record keeping have been adjusted for Spring semester.

Bi-Annual Elections ●●●●○

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

Result: A new Executive Board was selected, using this process, each semester.

Committees ●●●●●

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

Result: Total average for both semesters was 8 members per committee. Committees are one of the most valuable aspects for members as they are able to own projects.

Square Point of Sales System ●●●●●

Objective: Assign several Executive Board members to process 100% of cash, check, and credit/debit card transactions.

Result: Three Executive Board members, the President, EVP, and Treasurer assigned to handle 100% monetary transactions. The system was used at all events that potentially required use of credit card. Transactions are expedited, and more frequent since introduction of the Square system.

Organizational Structure ●●●●●

Objective: Have at least 13 Executive Board positions, and maintain a flat hierarchy to empower E-Board members to own their positions.

Result: 16 E-Board positions in the Fall, 24 in the Spring. The number of additional Spring positions creates more crossfunctional teams, and reduces workload for VPs, improving operations as a whole.

Reflective:

Feedback Surveys ●●●○○

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

Result: One survey was created and distributed at the end of the Fall semester. 17 responses were collected. One survey created and distributed at the beginning of Spring semester. 48 responses were collected. One survey will be made mid-semester.

GAP Analysis ●●●●○

Objective: Use survey responses, as previously mentioned, to identify areas where Executive Board has a positive outlook and the membership does not.

Result: The 48 responses collected after the first meeting allowed the Executive Board to plan the semester's events according to member preferences. This closes the gap between the membership and executive board before any problems arose. The second survey will help reveal whether there are still issues to address.

Weekly Executive Board Meetings ●●●●●

Objective: 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.

Executive Board Retreats ●●●●●

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

Result: A retreat was scheduled at the home of our advisor, and attended by all essential E-Board members both semesters. Each lasted 5 hours, and consisted of strategic planning, goal setting, and community-building exercises and meal.

Member Oriented Culture ●●●○○

Objective: 80% of members “agree” or “strongly agree” USF-AMA provides valuable experiences.

Result: End of Fall semester survey responses reflected a 90% agreement that AMA has been a valuable organization for them. However, the sample size was not reflective of the overall membership numbers. Surveys in the spring will give us a better understanding of this metric.

Weekly Advisor Meeting ●●●●●

Objective: 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 Thursdays. Each meeting allows for strategic planning and event updates, as well as general “housekeeping.”





<u>Revenue</u>	Expected	Actual**	<u>Expenses</u>	Expected	Actual**
<u>Membership</u>			<u>Membership</u>		
USF-AMA Membership Dues	\$9,000	\$6,745	Chapter Polos	\$3,000	\$477
<u>Merchandise</u>			Banquet Subsidy	\$500	\$645
T-Shirts	\$450	\$625	Point System Rewards	\$120	\$0
Other Merchandise	\$150	\$0	Member of the Month Gifts	\$100	\$80
Total Merchandise Revenue	\$600	\$625	National Dues	\$4,500	\$3,337
<u>Fundraising</u>			Meeting Refreshments	\$450	\$288
ScramBULL Golf Tournament	\$13,000	\$11,680	Total Membership Expenses	\$8,670	\$4,827
Seasonal Fundraisers	\$300	\$331	<u>Merchandise</u>		
University Funding	\$0	\$0	T-Shirts	\$180	\$318
Business Cards	\$100	\$0	Other Merchandise Expenses	\$75	\$0
Total Fundraising Revenue	\$14,900	\$12,011	Total Merchandise Expenses	\$255	\$318
<u>Promotions</u>			<u>Fundraising</u>		
USF Print Shop Credit	\$600	\$600	ScramBULL Expenses	\$3,000	\$3,122
<u>Conferences</u>			Seasonal Fundraising Expenses	\$100	\$171
Florida Regional Conference	\$4,500	\$5,020	Total Fundraising Revenue	\$3,100	\$3,293
<u>Charged Marketing Group</u>			<u>Promotions</u>		
Projects	\$1,400	\$1,500	USF Print Shop Credit	\$600	\$600
Total Revenue	\$29,500	\$26,501	Craft Supplies	\$100	\$48
			Promoted Posts	\$20	\$0
			Marketing Week Expenses	\$150	\$13
			Total Promotions Expenses	\$870	\$661
			<u>Conferences</u>		
			Florida Regional Conference	\$2,500	\$1,671
			Intl. Conference Subsidy	\$10,000	\$10,000*
			Other Reg. Conference Subsidy	\$1,200	\$1,380
			Total Conference Expenses	\$12,900	\$13,051
			<u>Fees</u>		
			Square Transaction Fees	\$80	\$200
			Misc. Bank Fees	\$20	\$12
			Total Fees	\$100	\$212
			<u>Other</u>		
			Executive Board Gifts	\$450	\$129
			Total Expenses	\$26,145	\$22,491
			Profit	\$2,355	\$4,010

*Projected Expense as of 2/14/2017, based on 30 members in attendance

**Actual amounts as of 2/14/2017