

University of South Florida American Marketing Association



UNIVERSITY OF SOUTH FLORIDA

Chapter Plan 2016 - 2017



AMERICAN MARKETING
ASSOCIATION

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Chapter Overview

Mission Statement: The University of South Florida American Marketing Association (USF-AMA) is dedicated to the enhancement of members' professional development through practical marketing experience, community and social impact, and mutually beneficial relationships with business professionals from AMA Tampa Bay, the University of South Florida, and the Tampa Bay business community.

S.W.O.T. Analysis

Strengths:

- Top 25 Chapter for the last 15 years
- Nearly 100 members on average annually.
- Strong ties to Tampa Bay business community through AMA Tampa Bay.
- Faculty advisors Jill Solomon (11 years experience), Kerry Walsh (3 years experience), and special project advisor Victoria Panzer (7 years experience on the Collegiate Chapters Council) provide critical experienced guidance to the Executive Board and chapter.
- Advisors for USF-AMA have won the Hugh G. Wales Award for Outstanding Faculty Advisor in 2014, 2013, and 1991.
- Maintenance of transition notes to reduce the friction associated with a new board.

Weaknesses:

- USF-AMA receives no funding from the university.
- USF is primarily a commuter school, causing difficulties in scheduling events that are conducive to most students' schedules.

Opportunities:

- Tampa Bay is home to several Fortune 500 companies
- USF-AMA maintains records of alumni for future sponsors, speakers, or providers of opportunities.
- Employers value extracurricular activity with real world results.
- AMA Tampa Bay is one of the largest AMA professional chapters in the country.
- Since 2014, new graduates from AMA collegiate chapters are given a year long membership to the professional chapter.
- A large group of USF-AMA alumni live in the Tampa Bay area and support USF-AMA events.
- Experimental culture allows members to take the classroom into the field and find out what works and what does not.

Chapter Goals:

1. Improve our ranking amongst AMA collegiate chapters.
2. Provide members with valuable professional development opportunities through regular meetings and hands-on experience.
3. Create a community of marketing enthusiasts by emphasizing fun through shared experiences.
4. Build leadership skills by empowering members to own projects that have real impact on USF-AMA operations.

- Strong and growing presence on each social media platform and website.
- USF-AMA is hosting 2016 Florida Regional Conference. The conference rotates between USF-AMA and AMA at FIU.
- Growing partnerships with top collegiate AMA chapters. This year USF-AMA will attend UWW and Texas St. regional conferences.
- Strong corporate connections to businesses such as Raymond James, Nielsen, Ferguson, and Little Greek.
- Every decision begins with, "Will this create value for our members?"
- USF-AMA provides a scholarship for international students.
- 25% of marketing majors are members of USF-AMA.
- Semi-annual Executive Board elections cause inconsistencies for members with changing leadership styles and onboarding new leaders takes time.
- USF-AMA is not a registered 501(c)3 which reduces the number of businesses willing to donate to the organization.
- Membership applications cannot be processed online due to technical skill limitations.

Threats:

- 16 other Muma College of Business organizations and over 500 other student organizations compete for students' time.
- Students' time is at a premium with various other activities such as academic course work and employment that must take precedence to USF-AMA activities.
- Membership dues create a barrier to entry for some students.
- Other organizations compete with USF-AMA for sponsorships limiting total potential revenue.

5. Leverage committees as a platform to create spaces for learning and professional development by pursuing projects valuable to the membership.
6. Maintain status as the flagship marketing organization in the Muma College of Business.
7. Become a force in Tampa Bay for community impact by actively seeking out opportunities to use members' marketing skills and time to edify non-profit activities.

Professional Development

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

Strategic Fit Professional development is the cornerstone of USF-AMA operations, and is an area with the greatest added-value for members. Instead of trying to strike wide appeal amongst all majors, USF-AMA designs these events to specifically to give the greatest value to marketing majors. This way USF-AMA has strategic focus, and it can truly fulfill the needs of the target when planning events.

Educate:

Strategic Fit "Educate" is a part of a two-part system to develop USF-AMA members. These events are designed to augment classroom learning with different perspectives and the latest information, preparing members to take on the world of marketing.

Professional Speakers

Objectives:

- 15 speakers
- 50 members per meeting

Implementation:

- Utilize the collective USF-AMA network to invite professionals from the Tampa Bay area to speak on various industry and professional development topics.
- Listen to member feedback to tweak the speaker line-ups and topics.
- Bring in big brand name speakers when possible.

Hands-On Workshops

Objectives:

- 5 workshops
- 4 hosted by professionals; 1 hosted by USF-AMA
- 50 members per meeting

Implementation:

- Direct professionals to deliver an active experience.
- Develop content for workshops internally to use.
- Build students' marketing and professional skills through participative learning.

Certificate Program

Objectives:

- Certify 30 Members
- 3 Certificates Offered

Implementation:

- Host a specific certification event for members.
- Facilitate discussion about the topic to increase learning opportunities.
- Market the certificate as a way to differentiate in the job market.

College to Career Speaker Series

Objectives:

- 3 Speakers
- 15 attendees

Implementation:

- Recruit speakers from professional development organizations to present on topics students need for the real world.
- Partner with AMA Tampa Bay.

Participate:

Strategic Fit: "Participate" is the second part of the professional development strategy where members can take their skills and test them. Whether it is networking on a corporate tour or applying for an internship, USF-AMA members "participate" by using what they learned in real-world activities.

Corporate Tours

Objectives:

- 6 tours
- 10 members per tour

Implementation:

- Connect with local companies to find times to tour their facilities.
- Expose students to new industries and daily business operations.
- Provide a time for members to directly interact with professionals in a more intimate setting.

Student Organization Partnerships

Objectives:

- Co-host one event with another student organization

Implementation:

- Collaborate with another MCOB organization to plan and execute an event.
- Build relationships with fellow organizations to better serve all students.

Charged Marketing Group (CMG)

Objective:

- Generate \$1400 in revenue

Implementation:

- Sell for-profit services to create a source of funding for USF-AMA.
- Support members with education about the latest marketing practices.
- Deliver real results and value for clients and members alike.

AMA Tampa Bay

Objectives:

- Attend all 8 chapter meetings
- Co-host 1 event

Implementation:

- Build a relationship with the professional counterpart of USF-AMA.
- Discover new employment or internship opportunities for members.
- Co-host events with AMA Tampa Bay.

Marketing Week

Objectives:

- 5 events
- 15 attendees per event

Implementation:

- Build a stronger brand on campus with highly public events
- Educate various majors about the aspects of marketing they may not know.
- Use Marketing Week as a ramp up to the Florida Regional Conference.

39th Annual International Conference

Objective:

- Send 25 students to conference

Implementation:

- Market International Conference as a valuable professional event.
- Subsidize the cost of conference for the most active members to send as many as possible.

Attend Other Regional Conferences

Objective:

- Send three Executive Board members

Implementation:

- Subsidize trips to other regional conference locations.
- Identify key insights from other chapters.
- Use the insights to identify areas of improvement within USF-AMA.

Chapter Plan

Objective:

- Turn in chapter plan on time

Implementation:

- Compile plan by discussing projects with the Executive Board.
- Empower the Board to guide the future of the organization.

International Conference Competitions

Objective:

- Enter 1 candidate/team per competition

Implementation:

- Present opportunities in a general meeting.
- Support competing member with resources and advice from other members, faculty, and local professionals.
- Target members interested in going to conference because it is a requirement to participate in each.

Fall 2016 Regional Conference

Objective:

- 120 Attendees, at least 75 USF Students or Alumni

Implementation:

- Use Marketing Week as a lead up to conference.
- Invite professionals to speak about their experiences, lead workshops, and judge contests.
- Create a welcoming space for members around the state to make new connections.

Employment and Internship Opportunities

Objectives:

- Provide 25 opportunities

Implementation:

- Use the USF-AMA alumni and professional network to discover opportunities.
- Communicate opportunities via social media, email, and in general meetings.
- Support any members who wish to apply with resources or advice to build the strongest application.

EBay Case Competition

Objective:

- Be named a finalist

Implementation:

- Collaborate with a faculty advisor to guide the process.
- Develop a solution to the case by researching consumers and discussing strategies to overcome obstacles.
- Deliver a final report to AMA National.

Annual Report

Objective:

- Turn in report on time

Implementation:

- Work together with the Executive Board to gather data and write content.
- Design pages to hold content.

Website Competition

Objective:

- Enter the competition

Implementation:

- Update usfama.com with new and relevant information.
- Identify areas for design improvement and make minimal changes as necessary.
- Delegate the Communications Committee as owners of the website so they have total access to all communications channels.

Social Impact & Community Service

Goal 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.

Strategic Fit Even if it is temporary, the Tampa Bay area is the home of everyone at USF-AMA. It is imperative the organization give back whenever possible. By creating opportunities for members to positively impact the community and utilize key marketing skills, USF-AMA members become a force to change lives. That will always be important.

Grow:

Strategic Fit “Grow” activities focus on building USF-AMA nonprofit partners through marketing activities. Many times local partners cannot support the expansive expert staff for-profit companies. By filling this need, USF-AMA provides nonprofits with critical support and advice to navigate the marketing landscape. Members benefit by learning the challenges and solutions to marketing with thin budgets and huge world changing goals.

Non-Profit Consulting

Objective:

- \$1000 in donated consulting services

Implementation:

- Build a committee to facilitate consulting for nonprofits.
- Identify projects where marketing challenges are client’s greatest need.

#GivingTuesday

Objective:

- Raise \$100 for for the Diversity Leadership Scholarship and the Social Impact Scholarship

Implementation:

- Promote #givingtuesday on all marketing social media channels.
- Utilize AMA National’s Digital and Social Media kit for marketing collateral.

Be the Match Tabling Events

Objectives:

- Host 3 Events
- Gather 60 swabs

Implementation:

- Table in high traffic areas.
- Target high priority demographics (college age males) by telling a story of how they can be a hero in 30 seconds.
- Use swab kits provided by Be the Match to register people for the bone marrow registry.
- Train USF-AMA members how to properly collect swabs to allow tabling without Be the Match representatives present.

Service:

Strategic Fit Sometimes USF-AMA partners simply need people to be on the frontlines of their fight. This is where “Service” activities fit. USF-AMA often works with these partners to provide the people they need, and create personally rewarding experiences for members.

The Humane Society of Tampa Bay

Objective:

- Bi monthly events in Fall Semester
- 5 members per volunteer session

Implementation:

- Recruit volunteers within the Social Impact committee.
- Survey volunteers to provide feedback to the Humane Society to improve volunteer experience.

USF Student Organization Mentorship

Objective:

- Mentor and advise 1 USF Student Organization

Implementation:

- Assign one member to serve in an advisory position to a USF student organization.
- Recommend strategies and tactics to overcome membership growth, branding, and operational challenges.

Sweat for Vets; Fun Run for the Troops

Objective:

- Raise \$150 for Tampa Bay Veterans Alliance

Implementation:

- Host in conjunction with Marketing Week Activities to increase awareness.
- Partner with USF ROTC Program to find participants.
- Utilize USF’s fitness loop to prevent location rental costs.

Be the Match Fundraiser

Objectives:

- Raise \$200 for Be the Match through a restaurant “give-back”

Implementation:

- Host the event at the start of the Florida Regional Conference at World of Beer.
- Promote through email to other Florida chapters and use social channels to promote it to USF-AMA members.

Animal Coalition of Tampa (ACT) Holiday Cards

Objective:

- Create 3 Holiday Card designs

Implementation:

- Utilize Social Impact Committee to design cards.
- Encourage Tampa Bay resident to donate to ACT.
- Assist ACT in targeting and distribution.

Equivalent Spring Semester Partnership

Objective:

- Bi monthly events formatted like Fall Semester
- 5 members per volunteer session

Implementation:

- Recruit volunteers within the Social Impact committee.

Fundraising

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

Strategic Fit Fundraising is what keeps the doors of USF-AMA open. Without it, it is impossible to operate at current capacity. USF-AMA seeks only “high-impact” fundraisers; meaning events that generate \$300 or more of profit.

Seasonal Fundraisers

Objective:

- Generate a profit of \$300

Implementation:

- Assign a member to manage these short term projects.
- Identify a holiday season and leverage the cultural activities to provide unique gifts in the spirit of the holiday.

ScramBULL Golf Tournament

Objective:

- Generate a profit of \$10,000

Implementation:

- Assign two Executive Board members to year long positions to execute the largest USF-AMA fundraiser.
- Solicit sponsorships, participation, and other donations from area businesses and community members.

USF-AMA Swag Store

Objective:

- Generate a profit of \$300

Implementation:

- Assign two members from the Communications Committee to administer the shop and design products.
- Elicit feedback from the membership to develop desired products.
- Presell items to reduce inventory overages.

USF-AMA Business Cards

Objective:

- Generate a profit of \$100

Implementation:

- Advertise the product via word of mouth and in the General Meeting.
- Provide advice to new purchasers about how to best utilize business cards.

Membership

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

Strategic Fit Members are the sole imperative of USF-AMA. Without members, there is no organization; there are no events. Therefore, it is important that USF-AMA actively seek out new ways to keep members in the chapter and build them up during their tenure.

Engagement:

Strategic Fit Engagement activities consist of tactics that ensure current members stay active in the organization. Members that only exist on paper create no value for themselves or others. Creating a sense of buy-in and ownership will drive higher engagement.

Membership Dues

Objectives:

- \$95 per membership
- \$9,000 in total membership dues

Implementation:

- Utilize an application that allows members to register or renew their memberships to USF-AMA and AMA National at the same time.
- Highlight full range of offerings and benefits in USF-AMA to prospective members.

Membership On-Boarding Packets

Objective:

- 100% of new members receive a packet

Implementation:

- Design a packet that contains a quick overview of the Points System, Executive Board members, general operations, and other relevant information.
- Give out these packets when a student becomes a member.

Chapter Polo Shirts

Objectives:

- 100% of members own a polo shirt

Implementation:

- Keep a regular stock of USF-AMA polos for distribution to new members.
- Actively encourage members to wear polos to USF-AMA events to create a sense of unity.

Membership Point System

Objective:

- Members collectively earn 10,000 points

Implementation:

- Award points for attendance and participation in USF-AMA events.
- Provide clear policies about the Point System structure.
- Award points for superb individual achievement.
- Incentivize members to participate with awards at certain point levels.

Member of the Month

Objective:

- Recognize a Member of the Month monthly
- Give a gift to the Member of the Month monthly

Implementation:

- Discuss the USF-AMA stars and determine who should receive the honor.
- Purchase small gifts for the standout member.
- Recognize the member in the General Meeting.

Alpha Mu Alpha

Objective:

- Nominate 1 student

Implementation:

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

AMA Student Marketer of the Year

Objective:

- Nominate 1 student

Implementation:

- Identify USF-AMA's top performing student relative to the Student Marketer of the Year requirements.
- Assist the member with creating a strong application when appropriate.

Recruiting:

Strategic Fit Recruiting brings in diverse sets of people and allows current members to create new bonds with a variety of students. To maximize these interactions, USF-AMA performs a number of recruiting activities to continue membership growth.

Recruitment Tabling

Objective:

- 10% of students in the General Meeting are first time attendees

Implementation:

- Print general information flyers to hand out to students.
- Table at high traffic times during the week, and pay special attention to General Meeting days to maximize attendance.

Classroom Presentation

Objective:

- 20 first time attendees

Implementation:

- Present in undergraduate marketing classes about the benefits and community USF-AMA offers.
- Answer questions about specific concerns.
- Remain model students as a brand ambassador for AMA in that classroom.

USF-AMA International Student Scholarship

Objective:

- Award 1 scholarship

Implementation:

- Allocate \$95 to cover an international student's dues to the club.
- Maintain an application process to evaluate potential candidates.
- Promote to international students who may be uncomfortable interacting with a large group.

Week of Welcome/Student Org Showcases

Objective:

- Collect 50 student emails per semester
- Build brand awareness amongst first years

Implementation:

- Use the past year's marketing collateral to hand out to attendees.
- Answer questions about club activities and how membership could positively affect a student's career options.

Visit & Join Program

Objective:

- Convert 60% of students who stay for three meetings into full members

Implementation:

- Allow students to use a three meeting trial period to get a feel for USF-AMA.
- Identify newcomers and make them feel welcome by asking about their interests and concerns.
- Give a clear outline of how to join after trial.

Community:

Strategic Fit: Community activities involve building camaraderie and community within the membership. College is supposed to be a fun time to make friends as well as develop into a professional. USF-AMA takes steps to ensure these bonds are created and preserved for years to come through community activities.

End of Semester Banquet

Objective:

- 30 attendees per semester

Implementation:

- Book a restaurant venue large enough for 30.
- Subsidize the cost of highly engaged members.
- Fellowship with other members to celebrate the end of the semester.

Club Socials

Objective:

- 10 attendees per event

Implementation:

- Identify interesting, cost-effective, and convenient locations for members to hangout in a low pressure environment.
- Learn about the lives of other members and make friends at the same time.
- Build up the network that binds USF-AMA together.

Communications

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

Strategic Fit The velocity and quality of communications at USF-AMA determines how fast various decision makers can act. By using a suite of technology to enable efficient communication USF-AMA will see greater returns from all activities.

Internal:

Strategic Fit Internal communications give information to current members through all USF-AMA channels. These are also the way USF-AMA facilitates committee and Executive Board communications.

G-Suite (Formerly Google Apps)

Objective:

- 100% Executive Board compliance

Implementation:

- Assign every Executive Board member a G-Suite account.
- Mandate all USF-AMA related documents and data run through G-Suite.

Internal Facebook Groups

Objective:

- 100% committee compliance

Implementation:

- Use Facebook Groups as an internal discussion board for various USF-AMA functional groups.
- Encourage committee leads to create a group and add all committee members.
- Create a space for free discussion through open ended questions that encourage critical thinking and innovation.

General Meeting Newsletter

Objective:

- 1 Email Blast a week
- 5% open rate

Implementation:

- Design a newsletter in MailChimp to be sent to current members informing them of both the past meeting and upcoming events and opportunities.

Executive Board Facebook Group

Objective:

- 100% E-Board compliance

Implementation:

- Create one secret facebook group and one closed group chat.
- Facilitate discussion and keep members up to date on happenings in AMA and the Muma College of Business.

External:

Strategic Fit External communications are designed for stakeholders who are not USF-AMA members. Channels such as email and social media are key pieces of the strategy to bring relevant news at proper times.

Alumni Contacts

Objective:

- Create a database that can be referenced by all members

Implementation:

- Assign an Executive to own the product
- Gather as much contact information as possible from alumni and store in Google Sheets.
- Provide access to this list to all members so they can extend their networks.

Marketing Department Newsletter

Objective:

- 2 per semester

Implementation:

- Use MailChimp to create a newsletter targeted at USF marketing faculty.

Professional Contacts

Objective:

- Create a database that can be referenced by Executive Board members

Implementation:

- Use Google Sheets to store records of professional contacts.
- Allow members to request access or contact information through Executive Board.

Website Updates

Objective:

- Weekly Update

Implementation:

- Update usfama.com with relevant news from USF-AMA and AMA national.
- Update Executive Board records.

Operations

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

Strategic Fit USF-AMA conducts several purely administrative operational activities to ensure members participate in valuable experiences and waste less time with granular admin tasks. This ultimately builds more valuable interactions by USF-AMA acknowledging that members' time is important and respected.

Functional:

Strategic Fit Functional activities are undertaken to improve administration of necessary activities and reduce the amount of time members spend on each one.

Weekly General Meetings

Objective:

- 1 per week

Implementation:

- Engage with the membership at large about their interests and small talk about their lives.
- Create spaces for new friendships to be made.
- Update everyone about current news with USF-AMA.
- Build upon classroom principals with industry speakers.

AMA Transaction System (AMATS)

Objective:

- Reduce the manual time to check into a meeting by 30%
- 100% member compliance

Implementation:

- Use Google Form and Sheets system to check members in quickly.
- Build reports from responses to calculate points and attendance levels.
- Create email lists for communications purposes.
- Build upon classroom principals with industry speakers.

Bi-Annual Elections

Objective:

- 1 per semester

Implementation:

- Select new Executive Board members through an application and interview process.

Social Media Channels

Objective:

- Use Facebook, Instagram, Twitter, and Snapchat to reach members
- Increases measurable interactions by 10% year over year

Implementation:

- Assign project ownership to the Communications Committee
- Post multiple times per week to appear active

Committees

Objective:

- Average 8 members per committee

Implementation:

- Create committees to support key USF-AMA events and processes.
- Increase engagement by allowing members to own projects.
- Provide support and resources to committee leaders so they can be successful.

Square Point of Sales System

Objective:

- Process 100% of cash, check, and credit/debit transactions

Implementation:

- Assign several Executive Board members access to the application.
- Accept payments for various USF-AMA items to increase the speed of transactions and reduce the hassle of cash only.

Organizational Structure

Objective:

- Map at least 13 positions to key functional and support activities.
- Maintain a flat hierarchy to empower Executive Board members to own their positions.

Implementation:

- Work with faculty advisor to determine human resource needs.
- Chart the organizational layout for reference.

Reflective:

Strategic Fit “Reflective” activities are ways USF-AMA reflects on past performance and decisions relative to the responses of members. This creates discussions about improvement and creating member value.

Feedback Surveys

Objective:

- 2 per semester

Implementation:

- Create a survey that measures member satisfaction with specific parts of USF-AMA.
- Use feedback to tweak strategy and create more member value.

Gap Analysis

Objective:

- Identify areas where Executive Board has a positive outlook and the membership does not

Implementation:

- Create a survey that measures satisfaction with a wide range of USF-AMA activities.
- Administer the survey to both the Executive Board and the membership.
- Use survey responses to identify blind spots in strategy and mitigate the cost of ill grounded assumptions.

Weekly Executive Board Meeting

Objective:

- 1 per week

Implementation:

- Meet weekly to discuss new challenges and how to integrate member feedback.
- Prepare meeting space for the General Meeting.

Executive Board Retreats

Objective:

- 1 per semester

Implementation:

- Gather the new Executive Board in one location to discuss strategies and events for the coming semester.
- Build community through spending time together.

Member Oriented Culture

Objective:

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

Implementation:

- Lead every discussion about new and old projects with, “does this increase member value?”
- Drop activities with little member value.
- Survey the membership to measure satisfaction.

Weekly Advisor Meeting

Objective:

- 1 per week

Implementation:

- Schedule the President and Executive Vice President to meet with the faculty advisor to discuss high level USF-AMA decisions.

Tentative Calendar of Events

Fall 2016

August

- Executive Board Retreat and Planning Sessions: 1 • Membership Recruitment Table: 2; Muma College of Business Week of Welcome, Student Org Showcase • First Day of Classes
- MCOB Week of Welcome & Student Org Showcase • General Member Meeting: 1; Information • Executive Board Meeting: 1 • Socials: 1; Beef O’ Brady’s

September

- EBM: 4 • GMM: 4; Target, Ferguson, Be The Match, Raymond James Financial • Advisor Meeting: 5 Scheduled
- Committee Meetings: 5 Per Week • Membership Recruitment Table: 4 • Corporate Tour: Nielsen • Humane Society of Tampa Bay Volunteer Sessions: 2 • Social Events: 3; World of Beer Trivia Night, AMF Bowling Night, Beef O’Brady’s • USF Career Fair • Attend AMA Tampa Bay Professional Board Meeting: 1 • AMA Tampa Bay Luncheons: 1 •AMA Certificate Program: 1

October

- EBM: 4 • GMM: 4; Little Greek Marketing Strategy Workshop, Career Source Interview Workshop, Publix, Enterprise Resume Workshop • Advisor Meeting: 5 • Committee Meetings: 5 per Week • Membership Recruitment Table: 4

- Corporate Tour: 1; Yeungling Brewery • Humane Society of Tampa Bay Volunteer Sessions: 2 • Socials: 3; Portillo’s, Stampede Comedy Show, Scream-A-Geddon • Executive Board Members attend Texas State & UW-Whitewater Regional Conferences • Be The Match Tabling Sessions: 2 • Attend AMA Tampa Bay Professional Board Meeting: 1 • AMA Tampa Bay Luncheons: 1 • AMA Certificate Program: 1 • Chapter Plan Submission • Outbound Sales Competition

November

- EBM: 4 • Spring E-Board Interviews • Advisor Meeting: 5
- Committee Meetings: 5 per Week • Membership Recruitment Table: 5 • Corporate Tour: 1; Lowry Park Zoo • Humane Society of Tampa Bay Volunteer Sessions: 2 • Socials: 3
- Marketing Week • Outstanding Marketing Week Report Submission • Be The Match Fundraiser • Sweat for Vets Fun Run
- 2016 Florida Regional Conference • Be The Match Tabling Sessions: 2 • Complete Animal Coalition of Tampa Project
- Attend AMA Tampa Bay Professional Board Meeting: 1 • AMA Tampa Bay Luncheons: 1

December

- Advisor Meeting: 1 • Attend AMA Tampa Bay Professional Board Meeting: 1 • eBay Case Competition Submission
- End of Semester Banquet • Last Day of Classes & Finals

January

• Executive Board Retreat and Planning Sessions: 1 • Membership Recruitment Table: 6; Muma College of Business Week of Welcome, Student Org Showcase • First Day of Classes • MCOB Week of Welcome & Student Org Showcase • EBM: 4 • GMM: 4; Information • Advisor Meeting: 3 • Committee Meetings: 5 per Week • Corporate Tour: 1 • Humane Society of Tampa Bay Volunteer Sessions: 2 • Socials: 3 • Attend AMA Tampa Bay Professional Board Meeting: 1 • AMA Tampa Bay Luncheons: 1 • AMA Student Marketer of the Year • Faculty Advisor Lifetime Award

February

• EBM: 4 • GMM: 4 • Advisor Meeting: 4 • Committee Meetings: 5 per Week • Membership Recruitment Table: 4 • Corporate Tour: 1 • Socials: 3 • Attend AMA Tampa Bay Professional Board Meeting: 1 • AMA Tampa Bay Luncheons: 1 • 16th Annual ScramBULL

March

• EBM: 4 • GMM: 4 • Advisor Meeting: 4 • Committee Meetings: 5 per Week • Membership Recruitment Table: 4

Budget**Revenue**Membership

USF-AMA Membership Dues	Estimated	
		\$9,000.00

Merchandise

Shirts	\$450.00
Other Merchandise	\$150.00
Total Merchandise Revenue	\$600.00

Fundraising

ScramBULL Golf Tournament	\$13,000.00
Seasonal Fundraisers	\$300.00
University Funding	\$0.00
Business Cards	\$100.00
Total Fundraising Revenue	\$14,900.00

Promotions

USF Print Shop Credit	\$600.00
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Conference

Florida Regional Conference	\$4,500.00
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Charged Marketing Group

Projects	\$1,400.00
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Total Revenue

	\$29,500.00
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Spring 2017

• Corporate Tour: 1 • Socials: 3 • Attend AMA Tampa Bay Professional Board Meeting: 1 • AMA Tampa Bay Luncheons: 1 • 39th Annual International Conference • Muma College of Business Elevator Competition • Muma College of Business 25 Under 25

April

• EBM: 3 • GMM: 3; E-Board Interview Preparation • Advisor Meeting: 4 • Committee Meetings: 5 per Week • Membership Recruitment Table: 3 • Corporate Tour: 1 • Socials: 3 • Attend AMA Tampa Bay Professional Board Meeting: 1 • AMA Tampa Bay Luncheons: 1 • College 2 Career Speaker Series • Fall E-Board Interviews • Last Day of Classes

ExpensesMembership

Chapter Polos	-\$3,000.00
Banquet Subsidy	-\$500.00
Point System Rewards	-\$120.00
Member of the Month Gift	-\$100.00
National Dues	-\$4,500.00
Meeting Refreshments	-\$450.00
Total Membership Expense	-\$8,670.00

Merchandise

Shirt Expense	-\$180.00
Other Expenses	-\$75.00
Total Merchandise Expense	-\$255.00

Fundraising

ScramBULL Expenses	-\$3,000.00
Seasonal Fundraising Expense	-\$100.00
Total Fundraising Expense	-\$3,100.00

Promotions

Print Shop Credit	-\$600.00
Craft Supplies	-\$100.00
Promoted Posts	-\$20.00
Marketing Week Expense	-\$150.00
Total Promotions Expense	-\$870.00

Conferences

Florida Regional Conference	-\$2,500.00
International Conference Subsidy	-\$10,000.00
Other Regional Conference Subsidy	-\$1,200.00
Total Regional Conference Expense	-\$12,900.00

Fees

Square Transaction Fees	-\$80.00
Misc Banking Fees	-\$20.00
Total Fees	-\$100.00

Other

Executive Board Gifts	-\$450.00
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Total Expenses

	-\$26,145.00
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Profit

	\$2,355.00
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