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EXECUTIVE SUMMARY

As an organization we adhere to our mission and a vision which highly emphasizes the importance of the activities that we organize and implement at Eastern Connecticut State University. We continue to be a well branded, dominant and influential student chapter both campus-wide and in our community. Our chapter has taken full advantage of its strengths and implemented strategies to overcome our weaknesses. In doing so, we believe that this attributes to our main goal of being considered for obtaining a Silver ranking chapter at the 35th International Collegiate Conference.

Through member recruitment we have worked hard to ensure that our chapter will prosper in future years. We have done so by reaching out to both under/upperclassmen and drawing them to our organization based on their member needs. For instance, our apprentice program targets the underclassmen by allowing them to take on leadership roles within the organization by assisting the executive board in various ways. Also, through workshops provided and promoted by the AMA the upperclassmen are able to gain first-hand experience into future endeavors that await them upon graduation. This structure of our organization contributes to the balance and satisfaction of all members that choose to participate in the professional development opportunities that we provide.

We have strived to plan, implement, promote, and execute successful events and outreach initiatives. Focuses are placed on the areas of professional development, community service, fundraising, membership, and communications. With high member involvement we are able to execute all logistical elements of these events based on the funds that are allocated to us and idea generation. Hosting these events and forms of outreach allows us to reach our target markets and maintain our recognition campus and community wide. Through our effective chapter operations Eastern AMA maintains a clear line of communication which allows both the executive board and members to synergistically achieve our goals and objectives. Although membership numbers were not as expected, the dedication from our international members combined with the executive board has surpassed our expectations for the year.

The following metrics system is used throughout our annual report to measure the successes and challenges that we have faced as an organization.

5-Results exceeded goals
4-Results met goals
3-Results did meet goals, but fell short in some areas
2-Results did not meet goals
1-Results fell short of goals
N/A- Still in progress
MISSION

The mission of Eastern Connecticut State University’s American Marketing Association is to create and maintain a vigorous, unique collegiate chapter by implementing career-focused guest speakers, innovative workshops, exclusive company tours, a variety of fundraising events and strategies, consulting projects, competitions, community outreach programs and opportunities for attendance in regional and international conferences.

VISION

To successfully continue our well-branded, dominant and influential student chapter on campus and in the community, we will strategically focus on recognized areas of improvement, taking full advantage of our strengths and opportunities to become a Silver ranking collegiate chapter at the 35th International Collegiate Conference.

TAGLINE

“Leap into your future” bridging the gap between college life and the real world, is something in which we are passionate. We want to give our members the skills and opportunities to successfully make the transition from students to marketing professionals. We have chosen “Leap into your future” because Willimantic is historically known for its legendary story “The Battle of the Frogs”.

TARGET MARKETS

Primary: Student body, targeting all majors with a special focus on business majors

Secondary: Business Department & Eastern’s Faculty and Staff to be a resource and to provide support

Tertiary: Local companies and business to obtain sponsorships and to fill recruitment and/or speaker roles
ORGANIZATIONAL GOALS

- Achieve a Silver ranking chapter at the 35th International Collegiate Conference
  Our collegiate chapter has been working to reach all of our chapter goals as well as enter into all
  international competitions. By successfully reaching our target markets and continuing to improve
  upon chapter operations, we believe that our hard work and dedication to the AMA will be
  demonstrated throughout this report.

- Compete in all International competitions
  Eastern’s Chapter has entered into all international competitions successfully. These have contributed
  to the well-organized and deadline-driven mindset of our organization.

- Develop relationships and become affiliated with professional organizations
  Through alumni relations and our constant communications with professional organizations, such as
  Kelser Corporation, who have provided us with guest speakers and networking opportunities we
  continue to maintain the relationships that we have created.

- Create a smooth transition for members into the professional world
  The smooth transition for members has been established through our professional development
  activities. These have allowed members to gain access to vital information that will help them succeed
  upon graduating. Workshops, sales pitch activities, and the etiquette dinner are all great examples of
  these real world experiences.

- Connect the student body and surrounding community organizations
  Volunteer efforts have contributed to the connections between the University and surrounding
  community organizations. These include our donations to the Holy Family Home & Shelter and
  volunteering time to the No Freeze Shelter and the Day of Giving allowing us to continue building
  relationships and take part in these in future years.

- Raise $8,700 for our chapter through fundraising and corporate sponsorships
  We have continued to work on our corporate sponsorship goal by constantly setting up business
  meetings, making phone calls, and sending consulting letters and following up. Due to the competition
  of free events that take place campus-wide we have had to revamp our fundraising ideas. Continuing
  to improve upon our fundraising efforts will get us past our halfway point and allow us to keep
  generating funds for our organization.

- Collaboration with other on campus organizations in order to put on large scale
  events using multiple resources to help with budget issues
  Collaboration with student body organizations and established departments on campus such as
  Alumni Affairs and the Center for Internships and Career Development, on large scale events has led
  to the recognition of our chapter campus-wide.

- Become acquainted with other collegiate chapters of the AMA
  Staying updated through social media outlets on the activities of other chapters has caught the interest
  of our e-board and lead to future activity discussion. We have also been honored to be invited to the
  regional conferences being hosted by chapters around our area. Extending the invitation to other
  collegiate chapters of the AMA we will be able to develop these relationships further.

- Bring our social media outlets to a new level that will help us reach our target markets
  Utilizing social media we have been able to market our organization and its benefits. Our
  communications subcommittee has worked hard to develop an interactive website that is now easily
  navigable. Other social media outlets including Facebook and Twitter are constantly updated and
  maintained.
PROFESSIONAL DEVELOPMENT

Eastern’s AMA Collegiate Chapter will promote professional development by hosting events that will help members grow as individuals in the business world. They will be exposed to other marketing professionals that they will be able to network with, learn from, and relate to.

Goals:
- Host thirteen professional development opportunities for members,
- Allow students to transition from marketing and business classes to the marketing profession that they will leap into after they leave Eastern Connecticut State University.

Results:
This year we have hosted seven professional development opportunities for members. These opportunities have allowed students to speak to marketing professionals and get hands on experience within the business world.

Company Tours

Goal: Tour two companies per semester that will allow members to see the daily routines of marketing professionals and have at least 10 members attend each tour.

Result: In the fall 2012 semester Eastern AMA attended two company tours. Students went to Foxwoods Resort & Casino where they interacted with professionals from three different marketing departments and received a tour of the facility. The second tour that Eastern AMA attended was at Gaskell Media Management where students were able to learn about the business of marketing for television and radio stations. The owner of this company encouraged students to apply for internships at Gaskell Media Management. In the spring 2013 semester, Eastern AMA plans on touring the XL Center in Hartford, CT and General Electric in CT.

Establish Relationships - NEW

Goal: Work with three other clubs/organizations on campus to host as well as market events for the students.

Result: Eastern AMA has established relationships with Alumni Affairs, Center of Internships & Career Development, Fashion Forward and the cheerleading squad. We are currently working with Alumni Affairs and Center of Internships & Career Development to host our etiquette luncheon where recruiters of companies and past alumni will come and speak with Eastern students about their career successes and what businesses are currently looking for in a college grad. Students will also be given the opportunity to network with recruiters to land internships and jobs for after graduation.

Bill Coon - All American SWIM Tour - NEW
September 2012

Goal: To have 20 students attend our first motivational speaker and to collect data for the case competition.

Result: Bill Coon’s, All American SWIM Tour was a success. There were 30 Eastern students that attended the event and listened to Bill Coon’s story involving his two time heart transplant and kidney transplant procedures and hardships. After overcoming these obstacles he has become an avid spokesperson for organ donation and our chapter knew this was a great way to connect the student body to the importance of AMASavesLives and organ donation. We were also able to kick off our case competition by handing out surveys and having students fill them out as they were exiting. This contributed to marketing research activities within our organization through the gathering of results and information through the surveys that were completed.

Get Ahead of the Crowd-NEW

Goal: Provide students with an Internship and Job Packet helping students select where they want to apply for internships and future employment.

Results: Instead of creating a job packet we have used more efficient internal email communications in order to provide members of Eastern AMA with updates on internship and job postings that Eastern Connecticut State University’s Center for Internships & Career Development has received. Since our advisor is the Assistant Director for this department we are able to communicate new postings to members after they have been communicated to the executive board.

Development Workshops:

Goal: Host four workshops during the calendar year that help students with their everyday lives and have at least 20 members attend each workshop.

Result: During this calendar year, so far Eastern AMA has hosted three workshops. In all three workshops, there has been an attendance of 15 members and 10 Eastern students visiting. As an organization we have chosen the following workshops: Cold Calling, Resume Critique, Mock Interview, and Financial Planning. With the assistance of alumni and the Center of Internships & Career Development we brought in professionals to present this material to members in a worthwhile and innovative manner. In March, the executive board plans on having a financial advisor come in and help students budget their finances better so they can stay successful and out of debt when they graduate.

Resume Booklet
November 2012

Goal: To collect all members’ resumes and have them attend a resume workshop with a guest speaker from Career Services.
**Strategy:** Prior to the workshop resumes will be collected and given to Career Services for critique. Eastern AMA will then encourage members to be proactive in their job search using tools such as LinkedIn or uploading resumes to our website. **Participation Goal:** 10 members

**Business Fashion Show**  
November 2012

**Goal:** To work with the Fashion Forward Club to have 50 students attend Business Fashion: Do's and Don’ts and to generate $100 in profit.

**Result:** 100 Eastern students attended this event which exceeded our goal of 50 students. Collaboration with the Fashion Forward club was very successful in the logistical elements of the show. In order to attract an audience we had to budget for the purchase of gift cards to use as prizes for intermission during the show. This led us not to host the bake sale at the event.

**Etiquette Dinner**  
February 2013

**Goal:** To allow seniors of Eastern Connecticut State University’s community to eat lunch and learn the etiquette of professional dinners, interviews and company outings. This event plans to have members of the Eastern AMA Collegiate Chapter in attendance as well as twenty people from Eastern’s campus.

**Result:** Due to collaborating with Alumni Affairs and the Center for Internships and Career Development we have decided to host the Etiquette Luncheon the first week of March. We will be hosting it on a Monday evening as a dinner instead of a lunch, with alumni and professional recruiters attending. This will give Eastern students an opportunity to speak with alumni who have had experience in the work place to get tips on what to do and what not to do. Recruiters will also be on site to network with students in attendance.

**Participation Goal:** 100 Eastern students

**Make A Name/ Stand Out - NEW**  
April 2013

**Goal:** To host a regional conference in the Spring Semester, highlighting how to market yourself. Also, to have all Eastern AMA Collegiate members, 100 non-AMA members of Eastern’s community, and four other AMA Collegiate Chapters attend.

**Result:** Due to the high volume of regional conferences taking place before the International Collegiate Conference we have decided to host our regional conference in April. We will be collaborating with our university student activities office in order to co-host this event. Past successes of this conference will ensure that we are providing both members and Eastern students with the most up-to-date and beneficial professional development information. The AMA has provided us with a regional conference grant of $250 which will aid us in the preparation of this conference.

**AMA International Competitions**

**Goal:** Enter all AMA International Competitions to achieve a Silver ranking at the 35th International Collegiate Conference, and place in the Top Ten of the Case Competition.

**Result:** Currently Eastern AMA has entered into the following international competitions: Chapter Plan, AMASavesLives Fall Competition, Chapter Website Competition, Outstanding Marketing Week, Donate Life America Case Competition, Chapter Exhibits, Northwestern Mutual Sales Competition, SABRE, AMA Student Marketer of the Year, Annual Report, and the AMASavesLives Spring Competition. Although our advisors were not elected our Vice President was a judge for the Hugh G. Wales Advisor Award, judging what other advisors have been able to do for their collegiate chapters and the benefit that it has given those chapters to grow.

**Marketing Week**  
October 8 – 12, 2012

**Result:** Marketing week incorporated all sub-committees. Each sub-committee was responsible for hosting an event. Community Service focused on Breast Cancer Awareness and raised money to donate to the Susan G. Komen Fund. Professional Development hosted a guest speaker where members were able to gain knowledge on Cold Calling preparing them for future phone calls for Corporate Sponsorships, allowing them a chance to practice and be comfortable for their first phone call. During this week, a membership drive was hosted allowing interested students to talk to the VP of Membership and the President asking any questions that they had. Fundraising began their AMA Outreach program, collecting companies and composing letters that were sent off to family members and local businesses. Communications worked with all sub-committees to spread the word on social media outlets and created fliers that were distributed around campus and inside the classroom.

**RA In-service**  
November 9th, 2012

**Strategy:** Eastern AMA was sought out to create a mini marketing plan for Resident Assistants to help improve their attendance at required events by using different outlets to publicize effectively.

**Result:** Two members gave a 10 minute presentation on how RA’s should think outside of the box when marketing their events. Members gave insight on how social media outlets, enticing slogans, and incentives will help bring more residents to the programs allowing them to be a success. They presented to 50 RA’s, listened to their sales pitch ideas and gave constructive feedback to help make marketing their programs a greater success.
COMMUNITY SERVICE

The Eastern Connecticut State University AMA Chapter focuses on making a difference in the campus and local communities through various projects and events. Members will continue to raise student and faculty awareness for causes, such as Breast Cancer and Prostate Cancer, as well as begin raising awareness for nonprofit organizations in the community. Our Chapter will complete our goals through the use of their marketing skills.

Goals:
- Complete 400 total hours of community service by exceeding the goal of 300 hours currently set for our 10 events.
- Increase our donations, and campus involvement in our yearly traditions such as Think Pink, “Movember”, and Project Clean Plate, by using our successful experience from the past year to excel.
- Improve ourselves and increase our social responsibility by working with local and national organizations.

Results:
1. At the completion of our 12 events we will have a total of 321 hours, exceeding our goal by 21 hours.
2. Experience from the previous year helped us improve our creative marketing techniques and allowed us to excel.
3. Maintained our position within the community as well as with local and national organizations. Our projects and events produced exciting turnouts and had an extraordinary amount of participation from the University.

ANNUAL CAMPUS AND COMMUNITY SERVICE OUTREACH PROGRAMS

### Fourth Annual: AMA Thinks Pink
**October 8-12, 2012**

A weeklong event held to raise awareness and donations for the Susan G. Komen Breast Cancer Foundation through the sale of pink ribbons, baked goods, and customized bracelets.

**Results:** Raised awareness to 1,015 people through on campus events, the distribution of promotional materials and flyers from the Women’s Center and the Susan G. Komen Foundation. By educating the community, 11 members were able to hear about personal experiences and interact with those who have been directly affected by breast cancer. **Funds Raised:** $932.01 **Donated Funds:** $621.34 **Collected Funds:** $310.67 **Members:** 20 **Total Hours:** 81

### Second Annual: Movember
**November 5-9, 2012**

Our organization promoted prostate cancer awareness through creative marketing techniques such as informational packets, posters, and flyers. Funds were raised from the sale of baked goods, ribbons, and fake mustache pins.

**Results:** We met our goal by raising $205.00. Three quarters of these funds will be donated to the Prostate Cancer Foundation. Members increased curiosity of the cause through the use of mustaches on all promotional material, attracting more people to our table during the week. **Funds Raised:** $205.00 **Donated Funds:** $166.10 **Collected Funds:** $38.90 **Members:** 10 **Total Hours:** 60

### Fourth Annual: Project Clean Plate
**October 2012**

Work with Chartwells Dining Services to design an educational marketing campaign campus wide to reduce the amount of food wasted daily in the University dining hall.

**Results:** Members collected data during a silent week of tracking in order to monitor the amount of food being wasted. Through these marketing research efforts and once we were able to market these amounts, our campus successfully reduced 110 lbs. of food per meal. Doubling this amount, 220 lbs. of food was donated to the Covenant Soup Kitchen, our beneficiary. **Members:** 5, **Total Hours:** 40

### Fourth Annual: Sister-to-Sister Project
**Kick-off Date-February 7, 2013 Runs throughout February**

Eastern AMA members become big sisters when they spend one day a week for 8 weeks with their “little sister” at the Journey House in Mansfield, CT.

**Results:** Weekly visits between “sisters” allows for relationships to develop through interactive activities such as yoga, spa days, and arts and crafts. The teenage girls are able to make a new friend who provides them with guidance and education about life. Marketing activities are incorporated within the weekly meetings. **Members:** 5 females **Current Hours:** 4; **Projected Hours:** 25
Special Olympics
March 9, 2013

Each spring AMA volunteers to assist Windham High School with the Special Olympics. Members will volunteer and provide assistance at assigned stations throughout the day.

Results: We are eager to help encourage participants in their efforts to complete the Olympic events! We are currently in the process of registering the 10 member volunteers. Projected Hours: 10

Day of Giving
November 21, 2012

Each year, members of the Willimantic community are welcomed onto campus for a Thanksgiving feast!

Results: Our efforts to help prepare, serve food, and direct the guests did not go unnoticed by the community. Members: 4, Total Hours: 10

Town Pride, Town Wide
April 27th, 2013

All University clubs and organizations collaborate to spend the day cleaning up the Willimantic community. The goal is to improve the appearance through activities such as raking leaves, picking up trash, and painting.

Results: This annual event allows members of our chapter to interact while working for the pure benefit of our college town. We hope that we can continue to be recognized and gain publicity from the community. Members: 11 Projected Hours: 10

A Warmer Inside, for a Warmer Outside
December 3-7, 2012

Eastern AMA sold hot chocolate in order to raise money to purchase winter apparel for those struggling to find warmth during these winter months.

Results: Members generated statistics of homelessness in our area. Funds received from hot chocolate sales were used to buy winter gloves, hats, and scarves for those at the Holy Family Home & Shelter. Unfortunately the event was held outside during the hottest week of December. However, we strived to use our cause related marketing skills to encourage people to still buy a cup. Funds Raised: $100 Donated Funds: $50 Collected Funds: $50 Members: 8 Total Hours: 15

New Traditions!
Thanks-For-Giving
November 14, 2012

Nonprofit organizations always find the time to help others without expecting anything in return. AMA wanted to let the organizations around our local community aware that their efforts do not go unnoticed.

Results: To give back to those who are always giving, members were able to generate and sign letters that were sent to 20 local nonprofit organizations. Members: 9 Total Hours: 10

Canned Food Drive
November 18, 2012

AMA collaborated with two members of the Competitive Cheerleading squad to assist the Center for Community Engagement in one of their weekend food drives.

Results: Members stood outside Ted’s IGA grocery store collecting nonperishable food and monetary donations for those who were unable to provide their own Thanksgiving. Members: 2 Total Hours: 10

No Freeze Project
January 7, 2013

The No Freeze Shelter is a location in Willimantic where those who may not have a warm place to go home to can spend the night.

Results: Members spent the night checking in residents, assigning beds, and playing card games. Members: 2, Total Hours: 10

Ribbons for Sandy Hook
March 4-8, 2013

Our organization is showing support for the tragedy that occurred in the Connecticut town. We will be collaborating with the Education club to make and sell ribbons, as well as market for their volleyball tournament. Utilizing our on-campus public relations outlets, this fundraiser will be heavily emphasized and promoted.

Results: All money raised from the ribbons will be donated to help rebuild the playground in Dickinson Park, and all of the funds from the volleyball match will be donated to the established scholarship fund at our university for Eastern alum Victoria Soto. Projected Hours: 40
**AMASavesLives Campaign**

**Kick-off Dates—October 15th, November 19th, February 14th**

Each year our chapter works to increase our participation in raising organ donation awareness through the AMA Saves Lives Campaign. We have continued to find ways to increase video submissions, and the number of views on each. Our main goal is to submit a professional quality video that will incorporate collaborated ideas from member brainstorming.

**Result:** Generated ideas have contributed to our video submission in the AMASavesLives Spring competition. Chapter members have voiced their video editing skills and these will be utilized in the final stages of the video production. Currently we have implemented a social media campaign in which Eastern AMA members promote organ donation through the use of social media. Facebook and Twitter allow members to inform followers of important statistics, articles, and to raise their awareness each day with posts. The use of social media is used to encourage discussions and guide people to become registered organ donors.

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**MEMBERSHIP**

**Goals:**

- Revamp new ways to target member’s interest
  **Result:** Each member meeting we do round table exercises to gage the creative minds of our members. Since our current members make up various majors and interests, this produces beneficial ideas to the organization which leads to successful event and competition preparation. Also, to begin each member meeting an innovative advertisement is selected via YouTube for viewing and this commercial is discussed briefly to engage members. Following the commercial, a member is chosen each week to share the “Quote of the Day” and explain its importance both to them and to the organization.

- Maintain 20 International members
  **Result:** We have successfully maintained 11 members through retention activities such as sending out customized weekly emails and communicating with members on a personal basis. This way we are able to determine that their needs are being met.

- Monthly evaluations to see how the executive board is accomplishing goals and objectives.
  **Result:** 5 monthly evaluations during school year. We have gone beyond standard evaluations and kept a member suggestion box at each meeting.

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**Motivating**

**Interacting**

**Result:** The VP’s of each sub-committee follow up with individual members to make sure their needs are being fulfilled. The executive board recognizes the hard work of each member while personally and professionally communicating with them.

**Membership Priority Cards**

**Result:** With membership cards we have been able to keep track of member involvement with planning, participating, and executing chapter initiatives. With these cards we are able to pick a core group of members that will attend the International Collegiate Conference and assume leadership roles in the 2013-2014 year.

**Monthly Evaluations**

**Result:** After successfully collecting constructive data from members each month we are able to improve upon organizational activities and making our meetings more appealing to active members. With these evaluations we are able to continuously reach out and maintain professional relationships.

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*Induction Ceremony*
Recruitment

Bulletin Board
Result: We have revamped our bulletin board in the Business department to showcase our upcoming events and accomplishments. We update this board once a month with flyers that include membership information, job openings, and upcoming events. Members have applied for job postings and students became aware of events through these flyers. Overall we were able to make this a successful recruitment tool.

Student Activities Fair
Result: Since social media is one of the most current marketing outlets we based our recruitment station around the top 5 social media platforms. Students engaged in trivia about these platforms and we able to collect prizes based on responses. Meeting information was available as well as International membership information including brochures given to us by the AMA. This provided a high interest rate in our organization but with demanding schedules not all interested candidates were able to be members.

Membership Drives
Result: Three membership drives have been executed where members are present to recruit and educate passer-bys. We have chosen to host these in the three hour time span before member meetings. That way it is a fresh topic in student’s minds and they are more likely to attend the meeting that day and for weeks to come.

Flyers
Result: The VP of Membership creates a new flyer every month and works with the executive board and advisors to make sure they are eye-catching and will draw members in. We have switched member meeting times to adjust to the busy schedule of active members and this information has been relayed through these flyers.

Retention

Socials
Result: We have hosted one social with two currently being planned for the spring semester. The Bond-fire allowed members to be comfortable with the executive board and their peers.

Induction Ceremony
Result: Due to price restrictions we had the Induction Ceremony at the Willimantic Brewing Company. All international members were in attendances and received recognition for all of the hard work they contributed throughout the semester. This created morale for the group as a whole which led to a successful start to the spring semester.

Membership Forms
Result: VP of Membership was responsible for meeting with new members each week to answer their questions, introduce them to the group and kindly have them fill out a member form.

Member Mixers
Result: These mixers were both fun and professional and took place during member meetings. With sales related games based on that month’s recognized holiday we were able to hold competitions that brought out qualities in members that would be beneficial to the selection of the Northwest Mutual Sales Competition. These allow members to take a break from regular meeting duties to socialize and become better acquainted.

Classroom Interaction
Result: As class projects were assigned in a sales management course provided at our university, our VP of Communications and VP of Membership worked together to present an AMA sales plan in which member benefits were communicated to our primary and secondary target markets.
FUNDRAISING

Fundraising this year was significant to the Eastern AMA Collegiate Chapter. Although the Student Government Association can fund up to five members to go to the International Collegiate Conference, our goal is to take 12 members. To reach our goal of taking 12 members and to reduce the per member cost, fundraising has been a high priority.

Goals:

- Increase corporate sponsorships from the previous year by $1,000.
- Have Eastern AMA’s Collegiate Chapter members be involved in fundraising activities whether it is by helping plan or dedicated time to work at events.

Corporate Sponsorships

Goal: $7,500
Result: $500

While members expressed that this was one of the more difficult tasks, Eastern AMA’s Chapter took this opportunity to complete a cold calling workshop to introduce the skills needed to be successful. Although we have not been able to meet the goal that our chapter had set out in the fall, we are seeking new contacts and companies to help us reach this goal. Corporate sponsorships have been reintroduced in February and members are being more proactive in their attempts at cold calling to ensure we can decrease the per member cost for the International Collegiate Conference.

Friendly’s Fundraiser

November 2012

Goal: $100
Result: $47

The Eastern AMA Collegiate Chapter collaborated with the local Friendly’s to host a fundraising event where the chapter received a percentage of the company’s profits for one night. Members created a street team that distributed flyers to each dorm room as well as sent an email blast, as well as accommodated a shuttle to students that lived on campus. Our primary target market was predicted to respond positively to the marketing efforts, unfortunately, weather resulted in a snow day adversely impacting the involvement of students.

AMA Outreach - NEW

October 2012

Goal: $200
Result: Ongoing

Due to the lack of response in October, beginning in February, members will practice their direct mail marketing skills by reaching out to relatives as well as AMA Alumni and marketing companies by asking for monetary donations. The fundraising committee will draft a customized donation letter as well as an information sheet for the petition.

Homemade Holiday Jars - NEW

December 2012

Goal: $100
Result: $130

This marketing campaign comprised of 7 members, ranged from direct email marketing to collaborating with a local business to stock and advertise our product. This campaign replaced the Candy Cane Gram fundraiser after the committee brainstormed and decided to reach our secondary target market that they believed would help reach our goal.

Athletics Bake Sale - NEW

Goal: $100
Result: $0

Due to concession stands at athletic events, bake sales at athletic events are considered competition deterring funding from the athletics program. To evade conflict, Eastern AMA members will continue to brainstorm fundraising ideas for the spring semester.

Consulting – NEW

Goal: $300
Result: Ongoing

Beginning February 1st members will create and deliver a sales pitch to local businesses to have the Eastern AMA Chapter promote their product or service on campus through a variety of marketing strategies in exchange for a donation. These strategies will include the use of social media, guerrilla marketing, print advertising and direct email marketing until the end of the Spring Semester. This will benefit the businesses to gain exposure on Eastern’s campus, while it will benefit members allowing them to exercise their different marketing techniques.
COMMUNICATIONS

Strategy: Deliver our message to a wide audience by generating content on multiple platforms each week.

Goal: Aid the process of further developing our brand by maintaining a consistent and continuous stream of communication

Internal Communications

- **Goal:** Keep members informed with updated information, dates, and deadlines. **Actual:** Using all of our available resources, we were able to keep the student body and faculty and staff informed about upcoming events. **Summary:** Our chapter used multiple platforms to communicate with its members including Facebook, Email, Twitter, and our chapters’ website. These outlets encouraged our target markets to attend events and participate in community service and professional development events.

- **Goal:** Weekly emails will be sent out to every member after meetings to reinforce main ideas, remind members of our various activities, and to enlighten members who were absent. **Actual:** Members received emails weekly, which filled them in on the most important aspects of the meetings. **Summary:** Within 48 hours after our weekly member meetings, our official email account would distribute an email to all of our members with the minutes of the meeting attached. The minutes highlight the logistical elements of our member meetings.

- **Goal:** A Facebook group will be created to encourage an open stream of communication between members, even when meetings are not in session. **Actual:** A Facebook group has been newly initiated in order to keep track of AMASavesLives ideas, exhibit ideas, t-shirt ideas, and other chapter events. **Summary:** With our VP of Membership being sociable with current members he was able to create this group that will be a communication asset to our organization as a whole. This will allow us to keep contact throughout the week in a timely manner.

External Communications

- **Goal:** Communicate the benefits of association with the organization. **Actual:** Multiple successful campaigns led to a spike in new members as well as collaboration efforts with other organizations on campus. **Summary:** Throughout the academic year, our chapter launched several campaigns aimed at recruiting new students, organizing events, and seeking collaboration. All of these were successful and can be shown by our chapters’ successes this year.

- **Goal:** One newsletter will be sent out at the midpoint of every semester to the student body mailing list which discusses future events and past success stories. **Actual:** One newsletter was distributed in November via email to the entire business department and posted on our University website in the student portal. Our second newsletter will be distributed in April in order to highlight the 35th International Collegiate Conference. **Summary:** Members diligently worked together to ensure that one concise, comprehensive newsletter was distributed to our target markets each semester. These newsletters highlighted our accomplishments during the semester as well as discussed future events that our chapter would be hosting. Utilizing our campus outlets, specifically the Public Relations office, our newsletter was posted to the university website in the student portal which allows all target markets to gain access to it.

- **Goal:** Fliers will be handed out around campus; as well as distributed to professors before the start of every semester to hand out to their classes. **Actual:** Members of the communications committee would often occupy the most populated areas of campus and distribute fliers to students encouraging them to join our organization. **Summary:** Once a
month the members of the communications committee would dedicate their meeting time to go to areas on campus with a high volume of student traffic and distribute fliers and engage in conversation with prospective student members.

- **Goal**: Our chapter’s Twitter account will be used to update our affiliates of upcoming events and marketing trends in the workplace. **Actual**: Our chapter’s Twitter account was constantly updated throughout the semester. **Summary**: The official Twitter account of our chapter was updated throughout the semester to provide students with updates regarding events, meetings, and real world news in the marketing industry. Our number of followers also significantly increased.

- **Goal**: Facebook will be used to invite students to various activities hosted by our chapter. Pictures will also be frequently posted to increase our exposure. **Actual**: Facebook events were created for every AMA-hosted event and members invited their friends. **Summary**: Facebook was an essential tool in recruiting students and faculty to come to events. Members would share the event with their friends, who would then in turn share it with their friends. It was a great way to spread campus-wide awareness.

- **Goal**: The chapter website will be used as our organization’s official hub. Events, contact information, member bios, and other material will be available to view. **Actual**: The chapter website, www.easternama.com, was reconstructed and improved this year. All information about our organization including contact info, an event calendar, and Twitter integration can be found there. **Summary**: Over the course of the year, it was decided that the old website was not up to date and too confusing to navigate. After being rebuilt from the ground up, this resulted in an innovative website with easy navigation and information about the organization.

- **Goal**: All external communications will be built on the idea that the organization is not just for marketing majors. Campaigns will also mention our history of corporate accreditation through awards. **Actual**: In all of our campaigns across campus, we stressed that the American Marketing Association was not only for students with marketing majors. **Summary**: All of our social media campaigns, fliers, and student recruiting put great emphasis on the fact that students who majored in something other than marketing would still greatly benefit from joining our chapter. These benefits included obtaining information about diverse jobs and internships through the Center of Internships and Career Development and promoting these opportunities within member meetings.

![Student Activities Fair](image-url)
CHAPTER OPERATIONS

Members of the executive board are required to attend a training seminar provided by the Director of Student Activities. This opportunity will provide them with the knowledge and fundamentals that they will need to have a successful year within their organization.

Membership Priority Cards

A system will be implemented in which the executive board will use membership priority cards to track the activity and participation of members throughout the year. The cards include areas such as community service hours, international competition involvement, and meeting attendance. Many more areas of involvement within the organization will be tracked as well. These cards will be evaluated by the executive board in order to select attendees for the 35th International Collegiate Conference.

Executive Board Training

Apprenticeships

The executive board is allowing members to assist them in day-to-day activities and responsibilities. This partnership will allow members to gain leadership experiences by presenting projects and being recognized for their hard work. Members will be able to take the skills they have learned and apply them to their future endeavors.

Transition Binders

We will include everything from A-Z on chapter operations in a binder in which the following e-board can use as a resource to start a successful new year.

Executive Board Evaluations

In order to ensure the members’ needs are being met and that operations are running efficiently members will provide feedback on the executive board monthly. The evaluation form will be assessed by our advisors and the executive board.

Developing a Budget

Using the money we have raised through fundraising and the money allotted to us by our Budget and Management Committee to develop a concise budget.
CHAPTER MEETINGS

Effective & Efficient
Member Meetings

Goal 32 weekly meetings per year

The executive board will lay out the meeting agenda and members will engage in activities that will further our mission and accomplish our goals and activities.

Executive Board Meetings

Goal 32 weekly meetings per year

The executive board will be prepared with updates and reports as well as time have allotted for trouble-shooting any problems that arise during the week. This meeting time will also be used to prep for our upcoming member meeting.

Committee Meetings

Goal 22 weekly meetings per year

AMA Members will break down into four committees which will include community service, fundraising & corporate sponsorship, programming, and communications to further the mission of our Chapter Plan and execute events and ideas successfully.

Visitors

To strengthen our chapter operations we set a goal of ten professional visitors both alumni and university professors via personal invitations to our meetings.
## REVENUES

<table>
<thead>
<tr>
<th>Community Service</th>
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</thead>
<tbody>
<tr>
<td>Think Pink</td>
<td>$310.67</td>
</tr>
<tr>
<td>Movember</td>
<td>$38.90</td>
</tr>
<tr>
<td>Warmer Inside</td>
<td>$50</td>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Corporate Sponsorship</td>
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<td>Homemade Holiday Jars</td>
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<tr>
<td>AMA Outreach</td>
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<td>Friendly’s Fundraiser</td>
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<td>Consulting</td>
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<td>Bake Sale</td>
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<td>International Dues</td>
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<tr>
<td>ECSU Member Fees</td>
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<table>
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<tr>
<th>Allocated Revenue from University</th>
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<tbody>
<tr>
<td>Regional Conference</td>
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<tr>
<td>Etiquette Luncheon</td>
<td>$400</td>
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<td>Fundraising</td>
<td>$600</td>
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<tr>
<td>Company Tours</td>
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<td>Business Fashion Show</td>
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<td>Induction Ceremony</td>
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<tr>
<td>International Collegiate</td>
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**Revenues** $11,904.57

## EXPENSES

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<td>Guest Speakers</td>
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<td>Think Pink</td>
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<td>Warmer Inside</td>
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<td>Thanks-for-Giving</td>
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<td>Valentines Party</td>
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**Total Expected Expenses** $10,201.4

**Retained Earnings** $1,703.17
CALENDAR OF EVENTS

**September**
Student Activities Fair: 9/6/12
1st Member Meeting: 9/12/12
Motivational Speaker: Bill Coon: 9/14/12
Potluck Member Social: CANCELLED

**October**
Project Clean Plate: Every Wednesday
AMASavesLives Kick Off Event: 10/15/12
Marketing Week
   Think Pink: 10/8/12 – 10/12/12
Cold Calling Workshop: 10/10/12
   Membership Drive: 10/10/12
   Project Clean Plate: 10/10/12
Halloween Bake Sale: 10/26/12
Company Tour: 10/26/12
Bondfire: 10/27/12
Halloween Party: 10/31/12

**November**
“Movember”: 11/5/12 – 11/9/12
RA Inservice: 11/9/12
Thanks-for-Giving: 11/14/12
Canned Food Drive 11/18/12
AMASavesLives Event: 11/19/12

**December**
Eastern AMA Newsletter: 12/5/12
Member Mixer: Holiday Party: 12/5/12
Induction Ceremony: 12/7/12
A Warmer Inside, For a Warmer Outside: 12/3/12, 12/5/12, 12/7/12
Company Tour: 12/11/12
Homemade Holiday Jars: All month

**January**
No Freeze Project: 1/7/13
Mock Interview Workshop 1/31/13

**February**
Business Fashion Show: 2/6/13
Member Mixer: Love Party: 2/14/13
Athletics Bake Sale: Basketball Game: CANCELLED
Sisterhood Program: All month
AMA Saves Lives: 2/14/13

**March**
Company Tour: 3/8/13
Special Olympics: 3/9/13
Etiquette Dinner: 3/13/13
Alumni Mixer: 3/13/13
Financial Planning Workshop: 3/14/13
Social: Get to know NOLA: 3/15/13
35th International Collegiate Conference: 3/20/13 – 3/24/13

**April**
Eastern AMA Newsletter: 4/2/13
Company Tour: 4/5/13
Regional Conference: 4/12/13
Athletics Bake Sale: Baseball Game: CANCELLED
Social: Ropes Course: 4/26/13
Town Pride Town Wide: 4/27/13

**May**
Last Member Meeting: 5/2/13