“Soar to Success”

SAINT JOSEPH’S UNIVERSITY
American Marketing Association
Haub School of Business
Chapter Plan 2016-2017
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Chapter Overview

SJU AMA MISSION

The AMA Chapter of Saint Joseph’s University is devoted to helping its members, student body, and community make great strides in teaching, communication, and connecting with marketing resources. These resources include alumni, faculty, career services, and experts in various business fields. It is the greatest hope of this chapter that its members will enter into the business world with wisdom, resources, confidence, and ethical values for a successful future.

EXECUTIVE BOARD

PRESIDENT
SHAWN REGAN

VP OF FUNDRAISING & PROGRAMMING
KATIE O’BRIEN

VP OF COMMUNITY SERVICE & ADVERTISING
CARLY MONTECALVO

VP OF FINANCE
ALEX JOHNSON

VP OF MEMBERSHIP & COMMUNICATIONS
THOMAS PATTERSON

The executive board works together to establish resources and plan events for Saint Joseph’s University’s student body. They implement chapter plans throughout the academic year and also hold committee meetings for students. Committees are made up of SJU AMA members who are looking for a more hands on level of involvement within the chapter.

GOALS & OBJECTIVES

- PROVIDE OUR MEMBERS WITH VARIOUS OPPORTUNITIES TO LEARN AND NETWORK WITH COMPANY EXECUTIVES OF INTEREST
- TO INCREASE MEMBER ENGAGEMENT UTILIZING OPEN FLOOR MEETINGS, OUR NEW POINT SYSTEM, AND SOCIAL MEDIA
- TO RECRUIT 30 NEW MEMBERS AND RETAIN 60% OF CURRENT MEMBERS
- INCREASE SOCIAL MEDIA PRESENCE AND ENGAGEMENT BY ATTAINING 40+ FOLLOWERS ACROSS PLATFORMS OF FACEBOOK, TWITTER, AND INSTAGRAM
- ORGANIZE 10 PROFESSIONAL AND SKILLS BASED EVENTS WITH 30 STUDENT ATTENDEES IN EACH SESSION
### Strengths

- Have ability to plan diverse events with resources from faculty and professional network
- Strong support from school and administration
- Member of Dean’s Leadership Business Council which helps to create events for all HSB students, partnering with top business school organizations
- One of the most advertised and active organizations on campus leading in positive member experiences
- Dedicated advisor with a high multitude of related industry experience and connections
- High brand awareness linked with a reputation of continued success
- New Executive Board Members, who generate new and innovate ideas
- Strong relationship with the SBAC, which results in an ample amount of funding opportunities throughout the semester
- Executive Board commitment to planning and coordinating events

### Weaknesses

- Competition among other student organization meetings during our campus wide free period may cause decline in attendance to events
- Lack of managerial experience of new Executive Board members
- Educating prospective students on becoming members of the AMA throughout the year
- Challenges in attracting students outside of the business school
- Low social media engagement
- Challenges in holding specialized events for different ages/interests of students
- Maintaining members attendance and involvement throughout the year, especially through heavy test periods
- Lack of event planning that pertains to social interactions among members

### Opportunities

- Creating more opportunities for co-sponsorships for events which will lead to increase in attendance and recognition for other student leadership organizations
- To engage with our members and prospective members on a daily basis through usage of social media platforms
- Advertising and partnerships with other local AMA chapters to plan events of value for members
- Continue in-person recruitment through having information and sign up tables in high traffic areas, speaking to classes, and attending campus events
- Attend and inform members about surrounding marketing events in Philadelphia
- Build a niche marketing strategy around incoming freshman who have declared marketing a major or minor
- Market the AMA to non-marketing majors as a networking opportunity

### Threats

- The use of AMA registration only as a resume builder
- AMA’s membership fee is higher than the standard $15 for other student organizations
- Presence of more specialized marketing industry clubs including FMA & PILOT
- Students’ (especially freshmen) heavy involvement in other clubs and activities on campus
- Increase in volume of other organizations’ advertisement communications on campus
- Conflicting events, including classes, that occur during the same time as AMA meetings
Overall Goal
In an effort to make our organization an integral part of a student’s college experience and enhance our members’ professional orientation, we will plan and execute workshops, competitions, and attend conferences to ensure relevant marketing insights.

Overall Strategy
We will utilize our planning, networking resources and skills to plan events that present opportunities to improve our members’ networking skills and more through a variety of professional events.

AMA Sales Panel
Goal
- To host 5 different executives from diverse industries to show the demand for sales to marketing majors and have 40 attendees

Strategy
- Create and display promotional content around campus regarding details on the panel
- Bring in speakers who will be innovative with their presentation of information and insights
- Reveal the importance of sales at a University that doesn’t offer a sales course for marketing majors.

AMA National Case Competition
Goal
- Enter into Ebay’s Case competition and place

Strategy
- Incorporate Case into Marketing Strategy courses at SJU so best case SJU can offer is submitted

Company Visit
Goal
- To plan an event with Yard’s Brewery

Strategy
- Utilize personal connections with the Tom Kenoe to host members for an tour of the brewery and a information session

MARKETING WEEK
Goal
- To hold a week long sequence of events that fosters marketing industry insights and learning
- To host 30 attendees at each event
- To increase brand awareness to all members on campus
- Recognition and organization awareness for the most active member through point system

Strategy
- Present marketing week information and details to all marketing classes and select business classes
- Host an innovative and exciting program everyday of marketing week
- Invite executives from recognizable brands to speak to attract all students
- Create brand buzz by awarding Allen Iverson 2016 Marketer of the Year during SJU basketball game
Professional Development

(Continued)

Resume & LinkedIn Workshops
Goal
- To coordinate workshops with the SJU career development center to provide opportunities for members to critique their resumes and build their personal brand.

Strategy
- Host a workshop each semester a week prior to the career fair by working with Jenna Matsinger of Career Development.

Co-Sponsorships
Goal
- To plan and execute multiple events throughout the year with other student professional organizations

Strategy
- Team up with other student organizations to provide self branding, professional workshops, and guest speaker events to meet the interests of AMA and others at the same time
- Use relationships made in Dean’s Leadership program to foster development for these events

Fundraising
Local Chipotle Fundraisers
Goal
- To raise $300

Strategy
- Advertise through email, social media, professors, and campus plasma screens.
- Encourage all students and campus neighbors to use either digital or paper flier with provided barcode allowing percentage of sales for AMA

Final Exam Care Packages
Goal
- To raise $2,000

Strategy
- Send letters home to all freshmen SJU families
- Promote Final Care Packages through emails, letters, and social media
- Ensure smooth retrieval process followed by organized distribution to establish positive reputation for fundraiser and AMA
- With Heather Edmonds retiring, anticipate changes while communicating with new manager.

OVERALL GOAL
Raise enough funds to help sponsor the board to attend the AMA International Collegiate Conference in New Orleans, LA. In addition, raise any funds needed for events that cannot be funded through the Student Budgeting Allocations Committee.

OVERALL STRATEGY
The VP of Fundraising and Programming will work to plan events that will help raise funds and promote through traditional and social media. She will utilize the help of her formed committee in efforts to plan and execute these events.

Corporate Sponsorships
Goal
- To raise $200

Strategy
- Establish team of AMA members to reach out to local businesses for support in exchange for recruiting presence or promotion for a specific AMA event.

Website Sponsorships
Goal
- To raise $200

Strategy
Utilize and maintain Studypool sponsorship by actively updating website calendar and blog.
Community & Social Impact

OVERALL GOAL
Saint Joseph’s University has many opportunities for campus service events. Our goal is to get our chapter members more involved in these events, in addition to helping other clubs market their events to their target audience.

OVERALL STRATEGY
We will utilize our marketing tools and instruments to best inform the Saint Joseph’s University community about these frequent service events, encouraging participation and awareness.

The Joseph Fund
Goal
- To help promote an annual SJU clothing drive
- Establish and build connections with the immediate community
- Encourage participation from all students in event

Strategy
- Post and share traditional and digital social media regarding details on event
- Create Incentive for members to participate
- Promote event at AMA meetings and on campus

Sorority & Fraternity Events
Goal
- To increase attendance and donations through co-sponsorship with philanthropic events of campus Greek Life
- Incline non-Greek members to attend and participate in events

Strategy
- Promote event through all social media outlets
- Council board members of Greek Life on how to best market the event
- Promote Sorority and Fraternity philanthropic events

Cal’s Cupcake Challenge for the Calliope Joy Foundation
Goal
- To raise awareness about children’s neurological disease
- Help fellow SJU community members create interest and awareness for her foundation’s third annual cupcake challenge event
- Raise money and collect donations for fund
- Recruit AMA Members to volunteer at event

Strategy
- Elicit donation from Wawa Inc. for cupcake challenge event (500 ½ pint juice boxes)
- Rent vans to provide transportation to and from event for executive boards and 10 AMA members

Relay For Life
Goal
- To develop of team of 15 members to participate in SJU’s Relay for Life in April

Strategy
- Talk to members and provide sign up opportunities
- Establish team specific fundraising efforts for National Cancer Society
- Attend event and conduct team walk in support of cancer research
OVERALL GOAL
To recruit 60 new members that will attend at least 3 events hosted by the SJU AMA. In addition to this, we would like to increase membership retention by 40%. We also aim to recruit at new locations throughout different times of the academic year.

OVERALL STRATEGY
To build awareness and engage marketing and business majors through educating prospective members about the invaluable benefits of joining the SJU AMA.

Point System
- 5 points - Marketing Week Event/ National Registration
- 4 points - Pay Chapter Dues
- 3 points - Outside Event (Fundraising Event, Community Service Event, etc)
- 2 points - General Info Meeting
- 1 point - Guest Speaker
- +1 Bring A Friend To An Event (He Or She Must Register)
- +1 Interaction With SJU AMA Social Media

Point System Prizes
1. NOLA!
2. Free National Registration and Chapter Dues
3. Free Chapter Dues
4. Company Merchandise/Gift Cards
5. Company Merchandise/Gift Cards

Membership/Point System Database
Goal
- Optimize database to be resource for our executive board and members which shows member attendance, participation and ranking
- To have 60% of our member attend 3 professional development events and 2 committee meetings

Strategy
- Utilize Google Sheets application to record contact information, record of dues paid, major, and academic status
- Update database as often as possible according to provided sign in sheets from each event

Retention and Recruitment
Fall 2016 / Spring 2017
Goal
- To increase membership by 60 new members
- To attain a membership retention rate of 40%
- Increase committee membership by 25%
- Increase attendance at meetings and marketing week events to 30 people

Strategy
- Define and exemplify the benefits of joining the SJU AMA as any major
- Present to students during accepted students, orientation & community fair
- Participate in all SJU Open Houses
- Discuss roles of Executive Board members and potential opportunities for members to become one
- Plan events that are of benefit and positive experience to members
- Send survey at beginning of year asking what companies they would like to see

Information Sessions
Goal
- To hold information sessions about the AMA that will educate prospective members about the benefit of joining

Strategy
- Create persuasive and effective presentation
- Facilitate the meeting and interactions of prospective members before, during, and after these sessions

End of Semester Member Surveys
Goal
- To allow all members to contribute in feedback about their member experience that can be used to improve our organization’s offering going forward

Strategy
- Create survey basing questions of satisfaction of each member’s experience in the AMA
Internal & External Communications

**Overall Goal**
Reach 75% of our primary and secondary target markets through internal and external communication channels.

**Overall Strategy**
We will leverage traditional, non-traditional, and digital media communication platforms to relay membership, event, and benefits information about the SJU AMA.

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**Email Blasts**

**Goal**
- To release weekly emails with information and updates on upcoming events to members and faculty

**Strategy**
- Provide opportunity to learn about upcoming events so that members can plan in accordance resulting in high attendance
- Learn about local job/internships opportunities from surrounding employers and AMA Connections

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**Press Releases to Faculty**

**Goal**
- To update faculty on SJU AMA events (especially Marketing Week) encouraging them to educate their own students in attendance to event

**Strategy**
- Pitch SJU AMA events as a press release and send forth to faculty across different schools and departments

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**Flyers Including Calendar of Events**

**Goal**
- Distribute a minimum of 60 flyers for each event
- Utilize the schools new plasma screens throughout the campus to promote our events

**Strategy**
- VP of Communications and Advertising will design informative and persuasive flyers in high traffic areas of our target audiences

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**Website**

**Goal**
- Update content regularly with adequate resources from speakers and companies
- 40 Unique website visits per month

**Strategy**
- Collect member written blog posts
- VP of Communications and Advertising will be responsible for updating the ride regularly and researching new ways to appeal to students

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**Assist New AMA Chapter**

**Goal**
- Assist Washington College establish their new AMA chapter.

**Strategy**
- Share resources, professional connections and advice to help the Washington College Chapter “Soar to Success”

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**Board Communications**

**Goal**
- Establish methods in which transparency and efficiency will be practiced successfully between board members

**Strategy**
- Create Google Docs that allow information regarding details of organization
- Hold weekly meetings with project updates and modifications
Internal & External Communications

AMA “Swag”

Goal
- Utilize past AMA “Swag” as giveaways to promote AMA and increase brand awareness and items are used throughout campus

Strategy
- Surplus of items, such as pens, t-shirts, mugs, necklaces, will be used in efforts to save money and hand out to our members and perspective members

Social Media

Goal
- Attain 50+ likes/followers on Facebook, Twitter, and Instagram

Strategy
- Use the #AMAMarketingMoment during Marketing week to engage members with a change have a spotlight post demonstrating their favorite marketing week moment
- Stimulate members to engage share SJU AMA digital content

Monitor Advertisements Campus Wide

Goal
- To have another point of visibility for perspective members and faculty to internalize

Strategy
- Create attractive content with information about upcoming events that can be seen on rotating monitors in different buildings on campus (most in high traffic areas)

Chapter Operations

CHAPTER PLAN

Goal
President and Executive Board will collaborate and agree upon goals for upcoming academic year.

Strategy
Use the chapter plan as a fine guideline for evaluative criteria and focus on setting quantifiable and realistic goals. We will display and make chapter plan available for all member reference.

CHAPTER EFFECTIVENESS EVALUATION

Goal
- To move forward in each year of operations implementing improvement tactics

Strategy
- Efficiently distribute surveys and feedback tools to all board members and AMA members to identify areas of improvement

ANNUAL REPORT

Goal
Achieve 90% of goals created in Chapter Plan

Strategy
Complete annual report according to deadline and collaborate with Executive Board members in updating the plan as events occur.

SBAC Meetings

Goal
Connect with all university student organization club presidents to learn about budget objectives and fund request processes.

Strategy
Attend SBAC monthly meeting and collaborate to create a sustaining budget.
Calendar of Events

AUGUST ‘16
28 – AMA Freshmen Orientation Presentation

SEPTEMBER ‘16
3, 10, 17, 24 – Executive Board Meetings
1 – SJU Activities Fair
8 – AMA General Information Session Meeting
12 – SBAC Training Session
13 – Guest Speaker: Amanda Lanza of Brooksource
15 – Guest Speaker: Katie Rice of the PepsiCo
15 – Resume/Linkedin Workshop with Melissa McClory
20 – AXA Advisors Backpacks to Briefcases w/ Mike Wenner
22 – Career Fair
22 – Networking event at Landmark Americana with Frito-Lay
23 – Hawkest

OCTOBER ‘16
1, 8, 15, 22, 29 – Executive Board Meetings
3 – Calliope Joy Foundation: Cal’s Cupcake Challenge Community Service Event

MARKETING WEEK
2 – AMA Alumni Networking Event
3 – Sales Panel featuring Aerotek, Northwestern Mutual, and the Philadelphia 76ers
4 – Author, Activist Jena Nardella speaking event
5 – Justborn Co-CEO Ross Born
6 – Urban Outfitters Case Competition
7 – #AMAz ing Marketer of the Year
17 – Chipotle Fundraiser

NOVEMBER ‘16
4 – Website Competition Due
5, 12, 19 – Executive Board Meetings
12 – Outstanding Marketing Week Due
13 – Temple University AMA Regional Conference
23, 24, 26 – Executive Board Interviews
TBD – Event with KIND

DECEMBER ‘15
3 – Executive Board Meeting and New Executive Board Member Transition Session
7 – Landmark Americana Fundraiser
7-11 – Final Exam Care Packages Fundraiser
9 – AMA Collegiate Case Competition Submission

JANUARY ‘17
7, 14, 21, 28 – Executive Board Meetings

FEBRUARY ‘17

MARCH ‘17
3, 17, 24 – Executive Board Meetings
5 – Guest Speaker: Nicholas Gonzalez of Wilson Sporting Goods
17 – Chapter T-Shirt Competition
17 – 19 – AMA International Collegiate Conference

APRIL ‘17
7, 14, 21, 28 – Executive Board Meetings
8 – Regional Retail Marketing Conference
19 – Guest Speaker TBD
22 – Relay for Life Community Service Event

MAY ‘17
4-10 – Final Care Packages Fundraiser
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