SAINT JOSEPH'S UNIVERSITY

CHAPTER PLAN
2018-2019

HAUB SCHOOL OF BUSINESS

AMERICAN MARKETING ASSOCIATION

Hawk Hill Consulting
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CHAPTER OVERVIEW

Mission Statement
The American Marketing Association Chapter of Saint Joseph’s University is devoted to helping its members, student body, and community make great strides in teaching, communicating, and connecting with a multitude of 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 the business world with the wisdom, resources, confidence, and ethical values for a successful future.

Situation Analysis
- **Strengths**
  - Good relationships with both large and small reputable companies looking to come and speak
  - Established presence on campus
  - Qualified marketing department and connections (ranked #10 by US News)
  - Experienced advisor with career expertise in marketing and valuable connections
  - Diverse executive board with various talents and connections
  - Campus culture that promotes and values networking, jobs, and internships
- **Weaknesses**
  - Lack of member participation and engagement at events and meetings
  - Trouble motivating members to come to events they may not have an interest in
  - Lack of opportunities for members to offer feedback and advice
  - Unable to predict the number of members attending an event
- **Opportunities**
  - Promote a networking and professional development atmosphere
  - Work with other organizations and clubs on campus to co-sponsor events
  - Continue relationship with Career Development Center for ongoing opportunities and resources
- **Threats**
  - Other organizations and clubs with meetings/events that may be more appealing
  - More competition for each additional student’s time due to the amount of other activities
  - Students monetary membership fee to join organization

Overall Chapter Goals
The 2018-2019 year of the Saint Joseph's University AMA looks to take its members into a fresh and exciting year. Our purpose, as always, rooted in creating experiences and opportunities for each unique and individual member to take part in.

By behaving in an ethical manner, the SJU AMA best serves our mission, which goes hand in hand with our forward-thinking initiative of contributing to an inclusive and inviting campus culture. It is the intention of this chapter that the proceeding will ultimately be achieved through our overarching goals and objectives outlined, as well as in our day to day operations within each position of our chapter.
Goals:
- Recruit and encourage new membership through diversified networks of communication
- Create strong connections and collaborate with diverse groups on campus, staying grounded in our belief that everyone must market themselves
- Work collaboratively with the Saint Joseph’s University’s current Chief Marketing Officer in implementing a new campaign and strategy for the University’s direction of its marketing efforts
- Assist and promote a new addition of a Sales Certificate in our Haub School of Business through our chapter’s division of Hawk Hill Communications
- Head the marketing efforts of the new on campus coffee shop, Saxby’s, through our chapter’s Hawk Hill Communications

Objectives:
- Recruit 30 new members and retain 90% of current members
- Have a baseline of 20: 20 events in fall semester, 20 events in spring semester, 20 members in attendance (diverse array of events: career development, industry knowledge, networking, campus communication, service)
- Increase social media presence on Instagram (our most popular platform) by gaining 50+ followers with 30+ likes per post
- Collect 50 canned items to be donated to Philabundance, our community service partner for the year
- Aid student’s ability to take part in campus career events by hosting a Career Closet Pop Up Shop in partnership with the SJU Career Development Center, which provides gently used professional dress clothing and accessories

PROFESSIONAL DEVELOPMENT

In efforts to make our organization an integral part of a student’s college experience and enhance our members professional orientation, we will execute workshops, competitions, attend conferences, and ultimately provide resources to set our members up for professional success. We will utilize our planning, networking resources, connections, and skills to plan events that present opportunities to improve our members professional development through a variety of events.

Professional Speakers

Goal:
- Host 10 professional speaker meetings with businesses looking for interns and full-time employees and have at least 10 nationally registered members attend each meeting with a speaker

Strategy:
- Invite businesses and recruiters to campus to speak to members about job and internship opportunities at their company by utilizing alumni connections, career fairs, and speakers from previous events
- Host chapter meetings on campus during which guest speakers, such as business executives and SJU alumni, would present on a topic with a focus lesson, advise members in their career journey, and connect with students
Marketing Week

Goals:
- Host an event each day in the first week of October with 10 members attending each event. Use the week’s theme of “Stay Connected. Live Greater.” During the week and present the Marketer of the Year award on the last day.

Strategy:
- Contact university associated employers our members would be most interested in working for.
- Advertise on social media and through email, highlighting the unique selling point of each event.
- Invite other local AMA chapters to our events.

Interview and Networking Preparation

Goal:
- Provide our members with the resources they need to have a successful career after college by hosting 5 events focused primarily on career preparation with an attendance of at least 7 national members.

Strategy:
- Partner with the SJU marketing department to bring in sales professionals.
- Learn more about the new sales program by attending information meetings and relaying attained information back to members.
- Attend local conferences hosted by chapters to learn about the best practices.

Build Relationships with Other Clubs on Campus

Goal:
- Coordinate with at least 3 other organizations on campus to maximize number of students networking with professionals.

Strategy:
- Correspond with the Food Marketing Association, Pharmaceutical Marketing club, and business fraternities (Delta Sigma Pi) to host events relevant to members of all organizations.

National Case Competition Team

Goal:
- Organize an independent team for the first time for the Wall Street Journal Case Competition.

Strategy:
- Offer course credit for participating in the case team and reach out to students through email concerning the case competition to organize a team of interested, committed, and qualified students.
- Contact students interested in participating in the case competition and confirm their interest through a kick-off meeting.

Sales Conference

Goal:
- Host the first annual SJU AMA Sales Conference to tie into the Haub School of Business Sales Certificate Initiative being implemented.

Strategy:
- Partner with the SJU marketing department to bring in sales professionals.
- Learn more about the new sales program by attending information meetings and relaying attained information back to members.
- Attend local conferences hosted by chapters to learn about the best practices.
COMMUNITY AND SOCIAL IMPACT

Saint Joseph’s University is rooted in service and therefore has an array of options in which our students can get involved in the community. Our goal is to provide our members with simple ways to serve so we can maximize the impact we have on our community by involving members seamlessly.

FUNDRAISING

After last year’s failed effort to raise enough money to order chapter t-shirts and fully fund the trip to New Orleans for the Collegiate Conference, we decided to carefully evaluate the methods being used year after year. In past years, we held bake sales and restaurant fundraisers to try and collect enough money to order t-shirts and other SWAG for the chapter. We also collected local dues, of $10 per member. Even with these efforts, we did not have enough money to sustainably run our chapter.

**Philabundance**

**Goal:**
- Host a year-long food drive and donate 40 cans to Philabundance during the 2018-2019 school year to have our members more involved in a specific cause in the Philadelphia community

**Strategy:**
- Implement a new protocol this year requiring non-members to donate at least 2-3 canned goods at every meeting they wish to attend
- Communicate effectively to non-members of this partnership through email blasts and social media posts

**Career Closet Pop-up Shops**

**Goal:**
- Collaborate with our University’s Career Development Center’s Career Closet Pop-up Shops to help students take advantage of free professional clothing to prepare for opportunities presented to them

**Strategy:**
- Provide a total of 40 students with professional outfits free of charge
- Elicit donations of gently used professional clothing from professors, students, and guest speakers
- Create awareness of the Pop-up Shops to the SJU student body by advertising on our various social media platforms and sending emails to AMA members
- Recruit AMA members to volunteer at the Pop-up Shops to ensure sustainability of the partnership

**Finals Care Packages**

**Goal:**
- Raise $1,000 from the care packages to put towards the Collegiate Conference cost

**Strategy:**
- Send letters home to all freshman SJU families
- Promote Finals Care Packages through emails, letters, and social media
- Ensure smooth retrieval process followed by organized distribution to establish positive reputation of the AMA
**Sponsorship Packet**

**Goal:**
- Launch a new sponsorship strategy to fundraise $500 - $1,000 from 5 or more corporate sponsors for the 2018-2019 school year and use the money fundraised to purchase new merchandise and fund conference trips.

**Strategy:**
- Develop a sponsorship packet with three levels (Bronze, Silver, and Gold) ranging from $100-$500 in value.
- Give potential sponsors the opportunity to have their name/logo printed on all SWAG (including t-shirts), recognition on the chapter website with link to the company website, potential naming rights to events, sponsors name presented on all digital media such as newsletters & speaker flyers, logo and/or company ad included in brochure handed out at all events/activities and logo on AMA banner.
- Ask every guest speaker if they would be interested in sponsoring the SJU AMA by highlighting our nationally ranked program.
- VP of Programming and Fundraising will be primarily responsible for requesting sponsorships from additional businesses.
- Follow up with each of our sponsors on a monthly basis with updates on the services that the sponsorship contract contains and how the chapter met these goals.

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**Membership**

With an overall target of recruiting 30 new members and retaining 90% of current members, we believe this is an attainable yet challenging goal. With a smaller undergraduate size of 4,688 students, and even smaller 2,533 students in the Business School, we realize we must adapt and improve to increase our membership.

**Expand Network to All Majors**

**Goal:**
- Increase our membership of non-marketing majors by 5 students during the 2018-2019 school year.

**Strategy:**
- Promote our chapter to non-marketing majors and non-business majors to help facilitate professional development and networking between students.

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**Exclude Local Dues & Only Require National Registration**

**Goal:**
- Exclude the local chapter dues in response to previous year’s feedback.

**Strategy:**
- Our large points of emphasis this year are two key factors - becoming a national member and the necessity to come to meetings. This eliminates the assumption that paying local dues correlates to a full AMA membership.
- Only permit nationally registered members to attend our meetings, and events.
- If someone has not registered nationally but would still like to attend a meeting, they must contribute to our community service goal and donate 2-3 canned goods.
**Retention & Recruitment**

**Goal:**
- Increase membership by 30 students, have at least 15 members attend a given event, and keep a 90% retention rate of old members

**Strategy:**
- Promote the SJU AMA as a facilitator for professional development and networking opportunities
- Visit marketing classes at the beginning of each semester and use the first or last 5 minutes to pitch the AMA
- Create an approachable and intriguing table at the activities fair
- Send emails, flyers, and use other marketing tools to promote events to increase attendance
- Co-sponsor events with other organizations to increase word of mouth marketing and “friends bringing friends”

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**Member Survey & Information Sessions**

**Goal:**
- Hold two general information sessions about the AMA to educate prospective members and generate feedback from current members to improve the chapter as a whole

**Strategy:**
- Create a survey and send out at the end of each semester with baseline questions about satisfaction of each member’s experience and allow space for suggestions of future events
- Use the data collected and to implement future activities and initiatives accordingly

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**INTERNAL & EXTERNAL COMMUNICATIONS**

Our overall goal for chapter communications is to improve social media community by asking questions and engage our members/potential members. We want to have members always feeling connected and special through our platforms, have our followers/likes increase to gain reach, and have our platforms constantly keeping people up to date and prepared for our events.

**Social Media & Rebranding**

**Goals:**
- Increase social media following by 50 likes/followers on each platform.
- Keep members not only engaged in our posts for the time being, but for years to come post-graduation
- Order new SWAG with the new AMA logo for our members

**Strategy:**
- Have the Communications Committee design and order new SWAG (pens, pop sockets, laptop stickers) to give away to members who attend the most meetings every month
- Involve members in campus activities to promote AMA and increase membership unity (i.e. participate in SJU Relay for Life as a team)
- Create more engaging social media posts relevant to members who have graduated
**Connections**

**Goals:**
- Create a connection with 5 new influencers to present for additional AMA member inspiration
- Learn the names of our members to create a more personal relationship

**Strategy:**
- Connect with past SJU AMA members to provide new networking opportunities for present members
- Send out promotional emails to student body describing the organization and ways to get involved, such as the availability of executive board and committee positions
- Take attendance at every meeting and implement a semester social event

**Themes**

**Goal:**
- Create trends through hashtags or member spotlights to increase reach of student body, members and alumni through themes

**Strategy:**
- Establish a hashtag for meetings and Marketing Week
  - Ex: #MemberOfTheWeek and #SCLG (Stay Connected. Live Greater.)

**Campus Reach**

**Goal:**
- Raise awareness of the AMA in the SJU community

**Strategy:**
- Update the chapter website frequently to keep members and non-members up to date
- Give away AMA t-shirts and other merchandise with logo on campus
- Print an AMA monthly meeting schedule and a newsletter and post in every academic building with emails and social media links included

**CHAPTER OPERATIONS**

Increase efficiency and effectiveness throughout in-house communications among board members, student members, committee members, and the chapter advisor. To do this, we will utilize Airtable, a collaborative platform, to assist in chapter procedures and processes.

**Office**

The SJU AMA office is in the Haub School of Business building, Mandeville, 5600 City Ave, Philadelphia, PA 19131. Members of the executive board are frequently at the desk.

**Chapter Structure**
**Committees & Members**

**Goals:**
- Organize committees of members interested in being more involved with the chapter and have at least 10 members join a committee during the 2018-2019 school year
- Maintain effective communication with general members about events

**Strategy:**
- Allow only nationally registered AMA members to join a committee
- Give interested members more responsibility within their committee by assigning tasks for the week
- Use Airtable and GroupMe to organize committee members
- Send committee members and general members a weekly emails highlighting events and tasks for the week and send an email every morning before an event
- Release monthly newsletter of events for the month and other updates about the chapter for members

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**Executive Board Transitions**

**Goal:**
- Select and welcome new executive members to seamlessly transition from old to new board

**Strategy:**
- Select new executive board officers by reviewing applications and conducting interviews
- Welcome new executive board with meetings centered around ensuring that new officers feel comfortable with their responsibilities and the current board
- Set up mentor-like relationships between current members and AMA alumni interested in staying involved in the chapter

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**Guest Speaker Procedure**

**Goal:**
- Develop a procedure for guest speaker events from beginning to end

**Strategy:**
- VP of Programming will create a training packet on how to: ask speakers to come in, dictate content for the event, select a date that will be successful, invite other campus organizations or local chapters, run the event, and thank guest speakers with a handwritten note and gift

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**Executive Board Communication**

**Goal:**
- Improve communication among executive board officers by creating an affective communications system that eliminates errors

**Strategy:**
- President sends out weekly email reminder with tasks for week to ensure structure flow of the board
- Actively utilize email and a group message (GroupMe) to communicate among executive board members
- Utilize Airtable as a “CRM” where executive board members can access all chapter information
Officially Launch Hawk Hill Consulting (HHC)

Goals:
- Raise awareness of the communications aspect of our chapter (HHC) by aiding 2 off/on campus organizations in their marketing efforts
- Assign 4 interested members to each community partner

Strategy:
- Include the Hawk Hill Consulting logo on all AMA related emails, newsletters, social media posts and reach out to both alumni and professional AMA chapter to advise of this chapter addition
- Create an application process both online and in email form for members to apply to be on desired community partner project

CAlander of Events

August
- 8/28 - First Executive Board Meeting
- 8/30 - Activities Fair

September
- 9/4 - Executive Board Meeting
- 9/6 - First Information Session
- 9/7 - First Case Team Meeting
- 9/11 - Executive Board Meeting
- 9/11 - Pepsi Co/Frito Lay partnered with FMA
- 9/17 - Pop-up shop with CDC
- 9/18 - Executive Board Meeting
- 9/19 - Email for Philly Magazine
- 9/20 - Career Fair
- 9/20 - Print Pack
- 9/21 - Committee Meeting
- 9/22 - Case Team Meeting
- 9/25 - Executive Board Meeting
- 9/25 - Target Workshop: “Your Best Authentic Self and Personal Branding”
- 9/27 - Farotech - “Demystifying Digital Marketing”
- 9/28 - Committee Interest Meeting

October
- 10/1 - Marketing Week Day 1: Johnson & Johnson, SJU Alum
- 10/1 - Case Team Meeting
- 10/2 - Marketing Week Day 2: Chief Marketing Officer of SJU, Marie Williams, “Social Purpose & Brands”
- 10/3 - Marketing Week Day 3: URBN, SJU Alum, “Making Connections That Last” and Design Thinking Workshop
- 10/4 - Marketing Week Day 4: MARS Wrigley Confectionery, “The Power of a Brand”
- 10/5 - Marketing Week Day 5: Marketer of the Year Award, Chandler Lutz, Visit CBS Philly
- 10/9 - Publicis Health
- 10/10 - Design Thinking Workshop Day 2
- 10/11 - Vanguard
- 10/15 - Case Team Meeting
- 10/16 - Executive Board Meeting
- 10/17 - Design Thinking Workshop Day 3
- 10/18 - Merz Branding
- 10/23 - L’Oreal and the CDC
- 10/24 - Design Thinking Workshop
- 10/25 - Northwestern Mutual and Case Meet
- 10/27 - Meeting with Saxbys for HHC
- 10/30 - QVC

November
- 11/1 - Case Team Meeting
- 11/2 - Executive Board Meeting
- 11/6 - Former SJU AMA President, Christina Lampert
- 11/8 - Executive Board Meeting
- 11/8 - Handshake for Marketing Students - How to set yourself up for success
- 11/13 - Meeting with Saxbys for HHC
- 11/14 - Case Team Meeting
- 11/15 - Executive Board Meeting
- 11/20 - Send Executive Board Applications
- 11/21 - Case Team Meeting
- 11/22 - Executive Board Meeting
- 11/27 - KIND
- 11/28 - Meeting with Saxbys for HHC
- 11/29 - Executive Board Meeting
- 11/29 - Shiny Agency
- 11/30 - Case Team Meeting
**December**
- 12/2 - Case Team Meeting
- 12/3 - Day One of Executive Board Interviews
- 12/4 - Day Two of Executive Board Interviews
- 12/5 - Executive Board Transition Meeting
- 12/5 - Submit Case Competition for WSJ
- 12/7 - Meeting with Saxbys for Hawk Hill Consulting
- 12/10 - Day One Finals Cares Packages Fundraiser
- 12/11 - Day Two Finals Cares Packages Fundraiser
- 12/13 - Old & New Board Meeting

**January**
- 1/14 - First Day of Spring Semester
- 1/17 - Executive Board Meeting
- 1/18 - Meeting with Saxbys for HHC
- 1/29 - Welcome back meeting, General Information
- 1/30 - Meeting with Saxbys for HHC
- 1/31 - First Committee Meeting

**February**
- 2/5 - Individual Committee Meetings
- 2/7 - New & Old Executive Board Meeting
- 2/11 - Meeting with Saxbys for HHC
- 2/14 - Neff Associates
- 2/19 - New Executive Board Meeting
- 2/21 - Flood Creative
- 2/22 - AMA Sales Regional Conference
- 2/25 - Meeting with Saxbys for HHC
- 2/26 - New & Old Executive Board Meeting

**March**
- 3/7 - New Executive Board Meeting
- 3/12 - Comcast
- 3/13 - Meeting with Saxbys for HHC
- 3/21 - SEI
- 3/20 - New & Old Executive Board Meeting
- 3/26 - Career Development Center
- 3/28 - Meeting with Saxbys for HHC

**April**
- 4/9 - NOLA Meeting
- 4/11 - 4/13 - AMA Regional Conference
- 4/16 - NOLA Recap Meeting

**May**
- 5/10 - Finals Care Packages Fundraiser

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**BUDGET**

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