



2021-2022

CHAPTER PLAN

AMERICAN
MARKETING
ASSOCIATION

SAINT JOSEPH'S
UNIVERSITY
HAUB SCHOOL OF BUSINESS

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CHAPTER OVERVIEW

MISSION STATEMENT

The American Marketing Association chapter of Saint Joseph's University ("SJU AMA") is devoted to helping its members, student body, and community make great strides in using, teaching, communicating, and connecting with a variety of marketing resources. These resources include alumni, faculty, career services, and experts in various business fields. It is the greatest hope of our chapter that its members will enter into the business world with the wisdom, resources, confidence, and ethical values necessary to achieve a successful future and to live greater.

SITUATION ANALYSIS

STRENGTHS

- A close and mutually beneficial relationship with the Haub School of Business and SJU Career Development Center
- Existing relationships with numerous companies and successful professionals
- An established reputation on campus and within the Haub School
- An experienced advisor with distinct achievements and connections
- Support from other faculty within the Marketing Department
- An Executive Board with an extremely diverse background and career goals

WEAKNESSES

- Smaller number of engaged members
- Difficulty in predicting the number of attendees for an event
- Limited budget
- Small Executive Board

OPPORTUNITIES

- Various organizations, and even organizations pertaining a specialty field of marketing, that we can collaborate with
- External networking events and internship opportunities
- The new hybrid nature of the professional world allows for the potential to host speakers from across the country
- Engaging the Alumni community
- Pedro Arrupe Center for Business Ethics and the Leadership, Ethics, and Organizational Sustainability major

THREATS

- Competition with other on-campus organizations for student members given the reintroduction of many activities and face-to-face events
- National membership dues

OVERALL CHAPTER GOALS AND OBJECTIVES

The 2021-2022 school year presents new and exciting opportunities for the Saint Joseph's University chapter of the AMA. Coming off of our fully virtual event calendar that was necessitated by the COVID-19 Pandemic, we are extremely excited to reintroduce in-person events, while still capitalizing on the hybrid nature of the workplace. We will expand upon our traditional offerings by inviting new speakers, hosting workshops and social events, and presenting countless opportunities for networking and application opportunities for internships and employment. This will all happen while continuing to work with parties that have long supported our chapter and aid in our efforts to provide our members value and the opportunity to develop into well-rounded young professionals.

GOALS

- Generate opportunities for our members to develop professional skills and network
- Grow our membership and retain existing members
- Expose our members to many different industries and aspects of the marketing world
- Capitalize on relaxed pandemic restrictions
- Build a community of young marketers and business professionals through the SJU AMA

OBJECTIVES

- Recruit 30 new members and retain 90% of current members
- Keep our community informed via a monthly publication, weekly Instagram posts, and LinkedIn posts after every professional development event
- Host new professionals through our speaker series by having at least five presentations given by organizations that have never spoken to the SJU AMA before
- Host a networking event in conjunction with campus partners

PROFESSIONAL DEVELOPMENT

Our chapter aims to help our members become stronger professional job candidates and develop skills for their future careers or current internships through various networking events, exposure to various industries and companies, and events that will work to enhance their personal and professional development. Our goal is to both strengthen our members' ability to stand out as a job candidate and strengthen their impact on the community around them.

SPEAKER EVENTS AND WORKSHOPS

GOALS

- Host at least 10 events with professionals from different industries and areas of marketing with at least 10 members in attendance
- Host events focused on bolstering our members' professional skills that are assets in beginning their careers

STRATEGIES

- Contact professionals through email, LinkedIn, and capitalizing on connections from previous years in order to host speakers
- Promote these events through social media, emails, and flyers
- Collaborate with the Career Center and utilize other University resources in order to host workshops for our members

REGIONAL CONFERENCE

GOALS

- Host our 4th annual Regional Conference highlighting the newly rolled out NIL regulations for student-athletes and the marketing opportunities/challenges that come with those regulations
- Have 60 students in attendance throughout the day

STRATEGIES

- Collaborate with SJU athletics faculty and marketing faculty
- Connect and host industry professionals and impacted athletes to provide in depth analysis and insight into what it means for brands, schools, and athletes
- Promote this event no less than two weeks in advance via social media, flyers, electronic displays, and intra/inter-school email blasts

MARKETING WEEK - MARKETING BEYOND THE NEW NORMAL GOALS

- Host at least one event each day with at least 10 members in attendance
- Collaborate and coordinate with other marketing organizations on campus to host events
- Present our Marketer of the Year Award on Friday, October 8th
- Offer professional guidance and advice throughout the week
- Frame events within the context of the "New Normal"

STRATEGIES

- Utilize other marketing clubs' connections in addition to our own to invite speakers
- Promote the week's events through social media, email blasts, and electronic displays
- Publish a daily professional tip on our Instagram
- Schedule an event with emphasis on DEI

AMA COLLEGIATE CASE COMPETITION

GOAL

- Select a team of students to compose the SJU AMA's bid for the Amazon Student Case Competition

STRATEGIES

- Utilize our marketing faculty to facilitate a learning-heavy experience for our participating members in their creation of a pitch for Amazon Student
- Create several teams to compete to be the SJU AMA's bid for the Case Competition
- Involve the Executive Board by posing questions to teams to encourage effective and innovative thinking, as well as aiding in the selection of our pitching team

COMMUNITY & SOCIAL IMPACT

Community and Social Impact focuses highly on service, volunteerism, and utilizing our network and business skills to strengthen the community. Initiative focuses on promoting and volunteering in service opportunities that are offered on-campus or in the Greater Philadelphia area. Our chapter promotes ethical business values and practices which exemplifies this pillar to our fellow students and community members. Our chapter's dedication to service and ethics aligns with our Jesuit and Ignatian values.

SERVICE EVENTS

GOAL

- Host at least 1 service event per semester with at least 10 chapter members in attendance

STRATEGIES

- Collaborate with SJU partners and local service organizations
- Organize volunteer opportunities or fundraisers
- Advertise events on flyers and social media accounts

CAREER CLOSET & OTHER COLLABORATIONS

GOALS

- Collaborate with SJU Career Development Center and four other organizations to provide professional attire to students that are unable to obtain business attire otherwise
- Collaborate with 2 other organizations per semester for service events

STRATEGIES

- Create a donation drop-off location/bin for gently used clothing or new items
- Utilize our Director of Hawk Hill Communications and their committee to steer the SJU AMA's involvement
- Create flyers and social media posts to spread awareness
- Schedule shifts for AMA members to volunteer at the Closet
- Communicate with SJU clubs and organizations such as Relay for Life, Make-A-Wish, Beta Gamma Sigma, and Delta Sigma Pi
- Organize events appropriate for collaboration
- Produce flyers and social media posts to promote events

ANNUAL CHAPTER 3-PT CONTEST

GOAL

- Host our 4th annual 3-Point Contest to gather donatable canned goods for Philabundance

STRATEGIES

- Create posters and social media posts to encourage community members and chapter members to participate
- Offer a grand prize to motivate participants
- Ensure appropriate measures are taken place to mitigate COVID-19

CORPORATE SOCIAL RESPONSIBILITY EVENT

GOAL

- Host an event focused on Corporate Social Responsibility

STRATEGIES

- Communicate with a professional or Leadership, Ethics, and Organizational Sustainability faculty to produce a speaker event
- Create flyers & social media posts to advertise the speaker(s) to Chapter members, the Haub School of Business, and the community

FUNDRAISING

While we aim to host and implement cost effective events and initiatives, fundraising remains crucial to our annual operations. Aiming to capitalize on the return to in-person functions as we navigate this pandemic, we are looking to incorporate standard, as well as innovative, fundraising practices.

SPONSORSHIP

GOAL

- Fundraise at least \$500 from 2 or more corporate sponsors to put towards our chapter's funding

STRATEGIES

- Contact companies who may be interested and ask if they would be interested in purchasing our Bronze, Silver, or Gold sponsorship package in order to support the SJU AMA
- Display sponsorship on AMA resources, such as social media, emails, t-shirts, and fliers
- Keep sponsors up to date by sending our newsletter highlighting the chapter's events and achievements

SJU AMA APPAREL

GOAL

- Sell twenty AMA t-shirts to students and non-students who may be interested in buying them

STRATEGIES

- Present t-shirts for purchase to SJU AMA members at each monthly meeting
- Encourage AMA members to promote t-shirts to others interested in supporting the SJU AMA

RESTAURANT FUNDRAISER

GOAL

- Host a fundraiser at a local restaurant that garners \$200 and use the money to fund chapter activities

STRATEGY

- Contact area restaurants such as Chipotle or Snap Pizza and promote the fundraiser through social media, email, flyers, and electronic display boards

MEMBERSHIP

With half of the 4,111 undergraduate students at SJU being a student of the Haub School, our chapter is at a distinct advantage to capture a critical portion of the student population within our organization. Our nationally-ranked Marketing program, the discounted fee for national dues, our widespread connections, and small student-to-faculty ratio should prove to be a fantastic tool in reaching our membership retention and recruitment goals.

RETENTION & RECRUITMENT

GOALS

- Recruit 30 new members to the SJU AMA and retain 90% of existing membership (beginning at 46 members)
- Increase our event attendance by 10% (from an average of 14)

STRATEGIES

- Utilize the Case Competition as a major incentive to join the SJU AMA
- Organize the Case as an on-campus competition to generate several plausible teams
- Hang flyers in every classroom building on campus
- Conduct a survey to find out how much more likely students are to attend events that are virtual or if they are in person
- Conduct a survey to find out where members are finding most of our information

EXCLUSIVE BENEFITS

GOAL

- Raise awareness among our students of the exclusive benefits that are available to national members to aid in bolstering our membership

STRATEGY

- Advertise via social media, monthly meetings, and email blasts that the opportunity to apply for the Executive Board, join a committee, and access the National AMA produced content is exclusive to nationally registered members

MONTHLY MEETINGS

GOAL

- Host monthly meetings for our members to discuss major announcements and learn more about marketing among peers

STRATEGY

- Schedule and hold one general meeting a month during which we inform our members of upcoming chapter events, opportunities, and initiatives

COMMUNICATIONS

Our Chapter continues to reflect upon and improve upon our organizational communications. Through internal communications, we aim to increase engagement to create additional value for our current and prospective members, making them aware of the benefits of SJU AMA membership and communications. Externally, we aim to deepen our connections to provide greater networking opportunities, brand image, and individual events.

SOCIAL MEDIA & ENGAGEMENT GOALS

- Increase engagement and expand audience with undergraduate students, professionals, and other organizations by 5% (from 630 followers)
- Have committee members participate in the creation of at least 5 social media posts each semester

STRATEGIES

- Post weekly on Instagram and LinkedIn and actively engage with followers regarding events and opportunities, monitor metrics monthly to gauge effectiveness
- Create a group chat for committee and have committee members rotate through content creation roles

BRANDING & REACH GOALS

- Create consistent brand across all communications
- Conduct outreach and public relations on campus

STRATEGIES

- Utilize SJU AMA logo and red, white, grey color scheme in all communications on social media and on campus advertisements
- Create professional relationships with 4 other organizations on campus and post flyers around campus, specifically in underclassman residence halls

HAWK HILL COMMUNICATIONS & CONSULTING

Hawk Hill Communications facilitates chapter engagement with alumni and the SJU marketing department. We work to connect alumni with the organization to build value regarding networking opportunities, events, and insight as to career outcomes following graduation. By working directly with alumni and faculty, we keep our chapter connected and informed with the best resources at SJU.

HAWK HILL COMMUNICATIONS GOALS

- Better inform and connect our current and past membership about chapter events and outcomes
- Educate SJU students who may not know about AMA through faculty and classroom visits

STRATEGIES

- Create a monthly newsletter to be sent out to members, alumni, marketing department, and sponsors
- Collaborate with Marketing faculty to present AMA opportunities to marketing students in class

Hawk Hill Consulting strives to collaborate with on-campus clubs and other organizations in the Philadelphia area, providing each group with specialized support and assistance in their marketing. Hawk Hill Consulting, overseen by the Director of Hawk Hill Communications, features a committee of members who work closely with each partnership. HHC provides members with professional experience working on consulting, advertising, and digital marketing and content creation that will bolster their development and allow our AMA chapter to continue connecting with our local community.

HAWK HILL CONSULTING

GOALS

- Continue our services with the Spanish Club, Powerlifting Club, Polish Club, and Saxbys
- Activate at least 2 new partnerships over the course of the year
- Maintain a committee of at least 5 members who actively connect with campus partners

STRATEGIES

- Contact smaller/ new campus organizations to discuss opportunities to grow promotional efforts
- Meet bi-weekly with committee to discuss partnerships and delegate responsibilities
- Promote Hawk Hill Consulting services on social media by highlighting the work of committee members
- Continually offer committee positions to new SJU AMA members

CHAPTER OPERATIONS

For the 2021-2022 academic year, the SJU AMA is prioritizing effective communication between all parties involved in our chapter: the Executive Board, our members, our committees, and our Chapter Advisor.

OFFICE

Our office is located within the center of the Marketing Department in the Haub School of Business. Our address is Room 264, Mandeville Hall, 5600 City Avenue, Philadelphia, PA 19131. We utilize our excellent central location to serve as a command center for our chapter, where we can easily collaborate with faculty, operate as officers, and have materials on file for organization usage.

EXECUTIVE BOARD COMMUNICATION

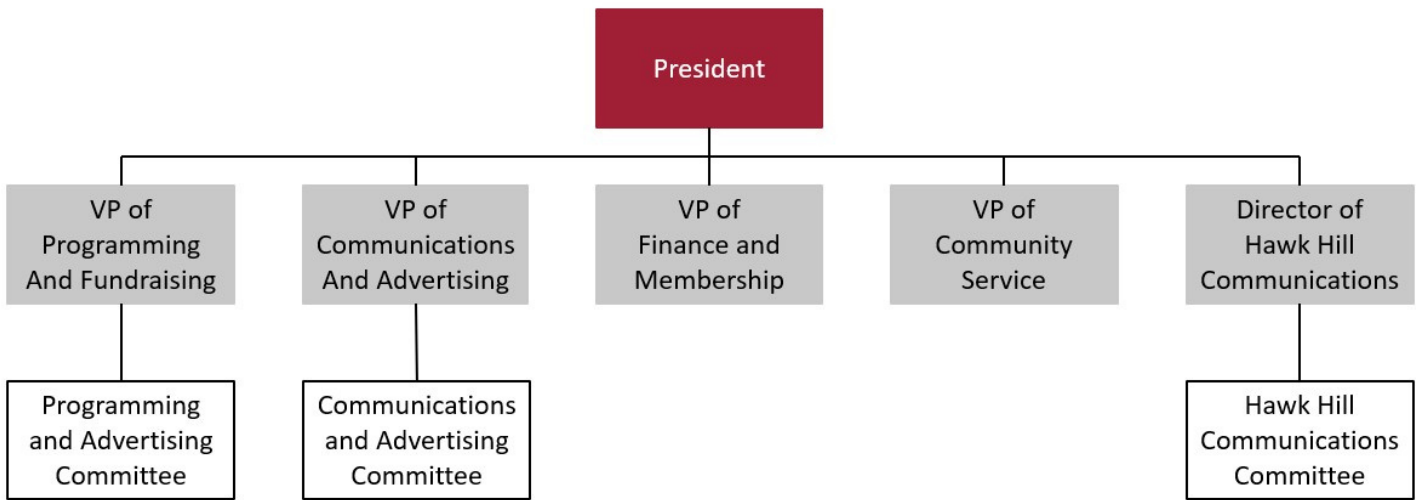
GOAL

- Implement means to effectively and efficiently communicate among the Executive Board

STRATEGIES

- Utilize a group message system to communicate among the Board.
- The President will communicate items of importance via email, detailing the tasks at hand and who these tasks are delegated to
- Schedule and hold monthly meetings for our Executive Board
- Utilize Airtable as a central database for information pertaining to the chapter and its operations, while integrating such information into the Google Suite

CHAPTER STRUCTURE



COMMITTEES

GOALS

- Establish committees for three officers
- Have at least ten members join a committee
- Utilize committees to provide real experience for our members

STRATEGIES

- Promote these committees to our national members at our monthly general meetings
- Regularly assign tasks to each committee to maintain involvement and provide enrichment experiences
- Ensure communication through similar channels that are utilized by the Executive Board

EXECUTIVE BOARD TRANSITIONS

GOALS

- Select the new Executive Board by December of 2021
- Effectively on-board new officers to ensure a smooth transition during the Spring 2021 semester

STRATEGIES

- Promote and encourage our national members to apply for the Executive Board, as well as encourage existing officers to apply for the subsequent year
- Develop and implement a standard application and interview process
- Once selected from the standard process, have the newly named officers attend monthly Executive Board meetings in the Spring Semester
- Emphasize shadowing and hands-on learning led by the existing Officers to ensure a seamless and knowledgeable transition

CALENDAR OF EVENTS

AUGUST

- 8/23 - Case Competition Meeting*
- 8/26 - Activities Fair
- 8/31 - General Meeting

SEPTEMBER

- 9/14 - Lancaster Barnstormers
- 9/16 - Advisor Meeting**
- 9/22 - Career Development Center: NACE Workshop
- 9/27 - Northwestern Mutual
- 9/28 - PepsiCo

OCTOBER

- 10/4 - Executive Board Meeting
- 10/4 - Marketing Week Day 1: DEI Discussion with the Office of Undergraduate Admission
- 10/5 - Marketing Week Day 2: Food Marketing Association Lunch & Learn with CVS
- 10/5 - Marketing Week Day 2: PILOT Collaboration with Pfizer
- 10/6 - Marketing Week Day 3: Alumni Day
- 10/7 - Marketing Week Day 4: Atlantic Records
- 10/8 - Marketing Week Day 5: NIL Panel with Athletics Department + Marketer of the Year Presentation
- 10/21 - Investii
- 10/25 - General Meeting

NOVEMBER

- 11/1 - Executive Board Meeting
- 11/16 - General Meeting
- 11/18 - 3-PT Contest

NOTES

- * - Meets MWF Weekly During the Fall Semester
- ** - Occurs Weekly on Thursdays
- We are continuing to schedule events throughout the year.

DECEMBER

- 12/1 - Executive Board Application Interviews Day 1
- 12/2 - Executive Board Application Interviews Day 2
- 12/6 - Executive Board Meeting
- 12/13 (Week Of) - Final Exam Study Break
- 12/13 (Week of) - Finals Week Care Packages Delivery

JANUARY

- 1/20 - Activities Fair
- 1/25 - General Meeting

FEBRUARY

- 2/4 - Regional Conference
- 2/7 - Executive Board Meeting (with New and Old Board)
- 2/24 - General Meeting

MARCH

- 3/7 - Executive Board Meeting (with New and Old Board)
- 3/11 - Virtual ICC Day 1
- 3/12 - Virtual ICC Day 2
- 3/17 - ICC Day 1
- 3/18 - ICC Day 2
- 3/19 - ICC Day 3
- 3/31 - General Meeting

APRIL

- 4/4 - Executive Board Meeting (with New and Old Board)
- 4/28 - General Meeting

MAY

- 5/9 (Week Of) - Final Exam Study Break

BUDGET

Expected Revenues		Expected Expenses	
Corporate Sponsors	\$ 1,000.00	Marketing Week	\$ 75.00
T-Shirt Sales	\$ 200.00	Regional Conference	\$ 75.00
Departmental Grant	\$ 3,000.00	Chicago Conference	\$9,000.00
SBAC Grant	\$ 6,000.00		
Total Revenue	\$10,200.00	Total Expenses	\$9,150.00
Ending Balance	\$ 1,050.00		

