

2022
2023

Saint Joseph's University

Soar Together Chapter Plan

Haub School of Business

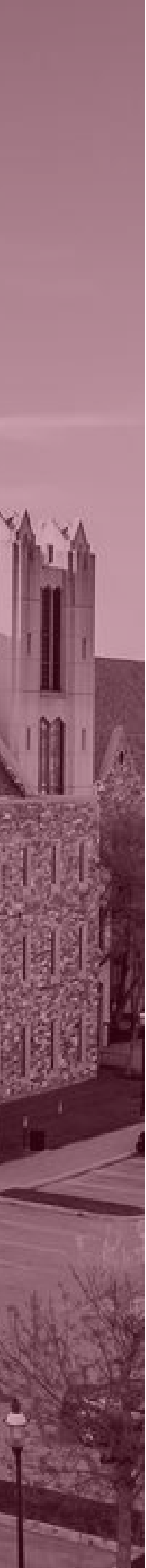
American Marketing Association



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Chapter Overview



Welcome Statement

The 2022-2023 academic year is an exciting and important time for the Saint Joseph's University chapter of the American Marketing Association (SJU AMA). Following a successful 2021-2022 school year, we are eager to implement necessary feedback and ideas that will truly involve all areas of the Saint Joseph's community and provide even more value for our members, faculty, alumni, and overall campus. We are looking to capitalize on a joining of two communities in an exciting time for SJU: Hawk Hill and University City. We will implement a more hands-on approach to learning and provide ample opportunities for members to gain valuable experience beyond that of which we have ever offered before. While navigating this impressive shift, we will continue to maintain and foster relationships with those that have long supported our chapter and focus on the continued development of well-rounded young professionals.

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 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 Center
- Existing relationships with numerous companies and successful professionals of varying backgrounds
- An established reputation on campus and within the Haub School
- Deeply experienced advisors with distinct achievements and connections
- Support from other faculty within the Marketing Department
- Several different majors within the Marketing Department that allow for varied learning opportunities
- An Executive Board with an extremely diverse background and career goals

Weaknesses:

- Smaller number of engaged members
- Difficulty in predicting event attendance
- Limited funding
- Small Executive Board

Opportunities:

- Various organizations that we can collaborate with which to collaborate
- External networking events and internship opportunities
- Technology allowing for speakers from a variety of geographic areas
- Engaging the Alumni community
- A marketing faculty that is invested in increasing out-of-classroom engagement

Threats:

- Competition from other organizations on campus for student involvement
- A lack of interest in Student Leadership and Activities following the return-to-campus
- Pigeon-holing from various marketing clubs that keep students in their respective major of interest

Overall Chapter Goals and Objectives



Goals:

- Produce opportunities for our members to develop necessary skills and connections
- Grow membership while retaining existing members
- Expose members to numerous industries and aspects of the marketing world
- Continue to build a professional community within SJU AMA and the greater Philadelphia area

Objectives:

- Recruit 30 new members and retain 90% of existing membership
- Foster an informed community through a monthly newsletter and regular social media posts
- Diversify event offerings by providing a minimum of five events not categorized as “speaker events”
- Involve all marketing clubs on campus in at least one joint event

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 aim is to both strengthen our members’ ability to stand out as a job candidate and to strengthen their impact on the community around them.

Speaker Events & Workshops

Goals:

- Host at least four speaker events each semester with at least 15 members in attendance at each event
- Host at least one skill development workshop per semester

Strategies:

- Contact professionals through email, LinkedIn, and capitalizing on connections from previous years in order to host speakers, while prioritizing alumni
- Promote these events through social media, emails, flyers, and digital displays
- Work with the Marketing Department to produce workshops that extend relevant skills to our members

Marketing Week

Goals:

- Host one event each day with at least 15 members in attendance
- Present our Marketer of the Year Award on Friday
- Publish professional development tips each day on Instagram

Strategies:

- Disseminate information and a full schedule ahead of time to the Marketing Department, our members, and other relevant parties
- Utilize connections within our network and partner organizations such as Sales Club to produce worthwhile and interesting events
- Promote the week's events through social media, email blasts, and electronic displays
- Emphasize the importance of Marketing Week to faculty and students within the department

Regional Conference

Goals:

- Host our 5th annual Regional Conference in the beginning of the spring semester
- Grow attendance from last year's Regional Conference, from 46 total attendees
- Produce a relevant and captivating theme from which to develop our program

Strategies:

- Connect and host industry professionals for our event, who can provide valuable insights for our members and those in attendance from other schools in the area
- Promote this event no less than two weeks in advance via social media, flyers, electronic displays, and intra/inter-school email blasts



AMA Collegiate Case Competition

Goal:

- Select a team of students to represent Saint Joseph's and produce our entry for the case competition, sponsored by the Wall Street Journal

Strategies:

- Utilize the Marketing Strategy capstone as launchpad for our entry
- Work with faculty and the Sales Center of Excellence to produce several teams competing for the chance to be SJU AMA's entry in this year's competition
- Have the Executive Board aid in the selection process through presentation viewing and feedback with advisors

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

Goals:

- Host at least one physical service event per semester with at least 10 members in attendance
- Have at least one philanthropic fundraiser each semester with at least \$200 dollars raised, respectively

Strategies:

- Collaborate with SJU partners and local service organizations
- Organize volunteer opportunities or fundraisers
- Advertise events on flyers and social media accounts
- Connect with causes near-and-dear with our members and marketing faculty

Diversity, Equity, and Inclusion Statement

Goal:

- Craft and publish an official DEI statement to help foster an increasingly inclusive environment while aiding in how we measure our progress in this area

Strategy:

- Utilize on campus resources to garner input and feedback for the creation of this statement



Career Closet

Goal:

- Continue our collaboration with SJU Career Center to provide professional attire to students that are unable to obtain business attire otherwise

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

Annual 3-Point Contest for Philabundance

Goals:

- Host our 5th annual 3-Point Contest to gather donatable canned goods for Philabundance
- Generate a minimum of forty canned goods for donation - an increase from last year's donation

Strategies:

- Create posters and social posts to encourage community members and chapter members to participate
- Offer a grand prize, play music, and provide pizza to motivate participants to join the competition
- Collaborate and encourage the University City campus to join as well

Fundraising

While we aim to host and implement cost effective events and initiatives, fundraising remains crucial to our annual operations. We are looking to return to previous fundraising efforts and to implement new fundraising efforts following a brief hiatus that began at the onset of the Pandemic. Our fundraising opportunities will aim to capitalize on spreading awareness of the SJU AMA and our mission as well.

Restaurant Fundraisers

Goals:

- Host at least two restaurant fundraisers a semester with a goal of raising at least \$50 each fundraiser
- Support involvement outside of the classroom, by having members meet at restaurants, and bring friends along

Strategies:

- Book the restaurant fundraisers at restaurants such as Chipotle, Honeygrow, and Panera, leveraging the fundraising systems they have in place
- Advertise the fundraisers through our social media and flyers

Care Packages

Goals:

- Work with long-time partner SWAKU to offer care packages for Welcome Week 2022 and Finals Weeks
- Sell at least 100 packages for each campaign

Strategies:

- Connect with the Office of Admission to compile a list of students for fundraiser dissemination
- Email the parents of all first year and second-year students with information and an order form for our campaigns
- Schedule and staff office hours across several days to allow students to retrieve their package
- Communicate updates over emails directly to students and address any remaining inquiries from constituents

Membership



With the welcoming of an amazing campus in another location of Philadelphia, Saint Joseph's has entered an exciting time during which we seek to retain and grow our membership. The Haub School remains a fixture on campus, meaning that it is crucial for us to capitalize on established reputation and resources to emphasize the benefits of SJU AMA and the collaboration that occurs between the Executive Board and faculty.

Retention & Recruitment

Goals:

- Recruit 30 new members (beginning at 29 members) and retain 90% of membership throughout the year
- Increase our event attendance by 10%, on average

Strategies:

- Host exciting events to draw in students and focus on recruiting at events
- Utilize the case competition as an incentive to join AMA
- Organize the competition on campus for class credit to boost participation
- Utilize surveys to understand interest in perspective membership, along with drawbacks and strengths
- Send an Executive Board member to each Principles of Marketing and Consumer Behavior section to advertise the SJU AMA and its benefits

Member Benefits

Goals:

- Raise awareness among the student community of the benefits and value provided as a member, not only by the national chapter, but by SJU AMA
- Bolster membership with an emphasis on benefits to the member

Strategies:

- Emphasize the first year of the post-graduation professional membership being included with your final student membership and communicate value provided at all events
- Promote benefits on social media and the monthly newsletter

Chapter Membership Gatherings

Goals:

- Host a social outing in some capacity once per semester
- Conduct four general meetings per semester in addition to our specific Professional Development and Community Impact schedule

Strategies:

- Gain input from members about what they would like to see as a community
- Schedule general meetings toward the end of the month to capture a "month-ahead" approach in promoting our events, internships, and other opportunities

Communications

Our chapter hopes to improve and advance our communications and advertising performance. Through internal communications, we aim to utilize Instagram and other social media platforms to increase engagement and create an inclusive platform for current and future members to grow in, making students more aware of the benefits of membership, participation, and upcoming events. Externally, we plan to continue growing our professional relationships, opportunities, brand images to external parties and community organizations.

Social Media & Engagement



Goals:

- Expand our following on Instagram by 15% (from 676 followers) and engage with students, alumni, professionals and other AMA chapters throughout the greater Philadelphia area
- Utilize stories and hashtags to increase engagement among students and other AMA chapters
- Follow a weekly posting schedule with upcoming events for the week and collaborate with the communications and advertising committee to achieve this goal

Strategies:

- Post weekly with the help of committee members to make Canva posts and “What's Happening” posts across our social channels
- Utilize Instagram’s dashboard function to measure KPIs to improve future publications
- Institute a “Marketing Tip Tuesday” series on our Instagram and utilize our committee to aid in publishing this content
- Disperse responsibilities across the committee and rotate through content creation roles
- Post a monthly newsletter to our website with upcoming fundraising events, meets, and highlights of past meetings

Branding & Reach

Goals:

- Continue to utilize a standard methodology for posting and brand upkeep established in the prior year
- Create opportunities to promote AMA and our brand throughout the campus community

Strategies:

- Incorporate the SJU AMA logo on all social posts and print publications
- Collaborate with Sales Club, PILOT (Pharma Marketing), Food Marketing Association, GIS (Insurance Society) and other organizations to expand our network

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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:

- Drive increased engagement with Alumni and Faculty to provide additional value for members
- Educate SJU students who may not know about AMA and update current members about benefits of AMA membership
- Create a monthly newsletter with the help of Communications committee to promote events going with SJU AMA and upcoming fundraising events. In addition to posting it on the website, the newsletter will be sent out to all SJU marketing majors and professors

Strategies:

- Create a monthly newsletter to be sent to members, alumni, marketing department, and sponsors
- Partner with marketing faculty to present about AMA to marketing students in class
- Create an infographic highlighting benefits national AMA organization and SJU AMA provides to members
- Alumni spotlights on Instagram to highlight former AMA student outcomes

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 Powerlifting club, Polish Club, Agape Fellowship, and Career Closet
- Activate at least two new partnerships over the course of the year
- Maintain a committee of at least five members who actively connect with campus partners
- Develop member skill sets through sales and marketing opportunities, while raising funds for the chapter

Strategies:

- Contact campus organizations on University City campus to discuss opportunities to grow promotional efforts
- Partner with SJU Sales Club on inaugural NEST sales competition hosted at SJU
- Meet bi-weekly with committee members to discuss partnerships and delegate responsibilities
- Continually offer committee positions to new SJU AMA members
- Host a workshop on personal branding
- Contact local start-ups around campus to provide marketing services for a fee via committee

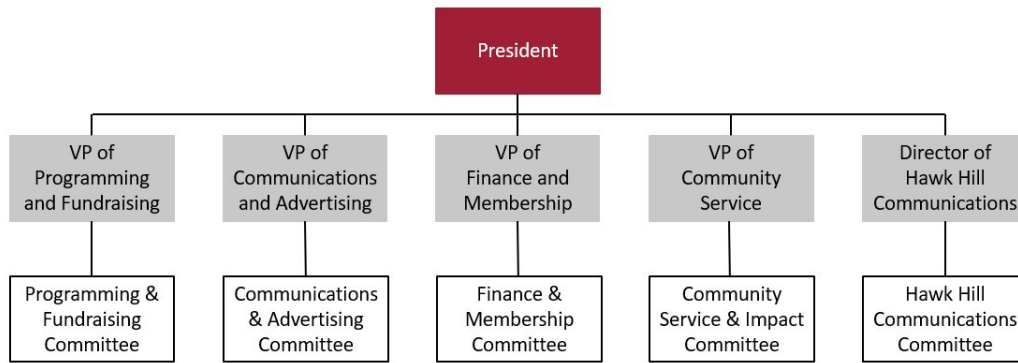
Chapter Operations

For the 2022-2023 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 office 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.

Chapter Structure



Executive Board Communication

Goal:

- Effectively maintain communication among the Executive Board and Marketing Department

Strategies:

- Establish a group messaging system for the Executive Board
- The President will communicate weekly tasks via the messaging system and items of formal communication via group emails
- Schedule and conduct monthly Executive Board meetings
- Utilize the Google Suite to seamlessly integrate our operations in a streamlined manner

Committees

Goals:

- Establish a committee for each Vice President/Director
- Have at least ten members involved in committees
- Utilize committees as a way for members to gain experience and produce tangible experience

Strategies:

- Continuously promote committee involvement in general meetings, class visits, and publications
- Regularly assign tasks to each committee to maintain involvement and produce opportunities for experience
- Maintain committee communication in a similar fashion to that of the Executive Board

Executive Board Transitions:

Goals:

- Select the incoming Executive Board by December of 2022
- Effectively and efficiently on-board new officers to ensure a seamless transition during the Spring 2023 semester

Strategies:

- Promote Executive Board applications in the same fashion as committees
- Encourage existing eligible officers to apply for positions in the subsequent year
- Implement a standard application and process for interviews (of which are to be conducted in November and December of 2022)
- Integrate newly elected officers in Executive Board meetings and activities beginning at the first event of the Spring 2023 semester
- Emphasize shadowing and hands-on learning led by existing officers to ensure the seamless transition

2022 - 2023 Calendar



August

- 8/23 Case Competition Meeting*
- 8/25 Activities Fair
- 8/30 General Meeting
- 8/30 Executive Meeting

September

- 9/1 Advisor Meeting**
- 9/4 Honeygrow Fundraiser
- 9/14 Resume Workshop, Don Townsend
- 9/16 Resume Workshop Follow-up, Don Townsend
- 9/16 Disney Guest Speaker, Alexis Grieco
- 9/19 (Week Of) Welcome Back Care Package Delivery
- 9/30 Executive Board Meeting

October

- 10/3-10/7 Marketing Week
 - 10/3 Dan McLaughlin, Golden Triangle Coffee and @softpourn on TikTok
 - 10/4 Marketing Department Networking Night
 - 10/4 Chipotle Fundraiser
 - 10/5 Annual Alumni Panel
 - 10/6 POM Wonderful Presents: The Greatest Movie Ever Sold
 - 10/7 Marketer of the Year Award Presentation, Geoff Gordon, Live Nation
- 10/6 Day 1 Wisconsin Whitewater Regional Conference and Competition
- 10/6 Day 2 Wisconsin Whitewater Regional Conference and Competition
- 10/16 Panera Fundraiser
- 10/21 Vanguard Guest Speaker, Nina Kopy
- 10/28 Executive Board Meeting
- 10/28 General Meeting

November

- 11/2 Day 1 ICSC Sales Competition
- 11/2 Day 2 ICSC Sales Competition
- 11/2 Day 3 ICSC Sales Competition
- 11/2 Day 4 ICSC Sales Competition
- 11/11 Honeygrow Guest Speaker, Anne Donnelly
- 11/12 SJU NEST Sales Competition
- 11/18 5th Annual 3-Pt Contest
- 11/21 Executive Board Meeting
- 11/21 General Meeting

December

- 12/1 Day 1 Executive Board Application Interviews
- 12/2 Day 2 Executive Board Application Interviews
- 12/5 (Week Of) Final Exam Care Package Delivery
- 12/9 Executive Board Meeting
- 12/9 General Meeting
- 12/12 (Week Of) Final Exam Study Break

January

- 1/19 Activities Fair
- 1/24 General Meeting
- 1/31 Executive Board Meeting (New & Current Board)

February

- 2/10 Regional Conference
- 2/14 Super Bowl Smackdown
- 2/28 Executive Board Meeting (New & Current Board)
- 2/28 General Meeting

March

- 3/23 Executive Board Meeting (New & Current Board)
- 3/23 General Meeting
- 3/30 ICC Day 1
- 3/31 ICC Day 2

April

- 4/1 ICC Day 3
- 4/18 General Meeting
- 4/18 Executive Board Meeting

May

- 5/8 (Week Of) Final Exam Study Break

Notes

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

2022-2023 Budget



Expected Revenues		Expected Expenses	
<i>Partnerships & Grants</i>	\$ 5,000.00	<i>Marketing Week</i>	\$ 80.00
<i>Care Package Sales</i>	\$ 1,200.00	<i>3-PT Contest</i>	\$ 50.00
<i>Sales Center Contribution</i>	\$ 500.00	<i>Regional Conference</i>	\$ 200.00
<i>Philanthropic Fundraisers</i>	\$ 400.00	<i>New Orleans Conference</i>	\$9,000.00
<i>Restaurant Fundraisers</i>	\$ 200.00	<i>Philanthropic Disbursements</i>	\$ 400.00
<i>SBAC Grant</i>	\$ 2,770.00		
Total Revenue	\$10,070.00	Total Expenses	\$9,730.00
Ending Balance	\$ 340.00		

2022-2023 Executive Board

President

Ryan Koos '23

Vice President of Programming & Fundraising

Nicky Veneziano '23

Vice President of Communications & Advertising

Lauren Buonomo '24

Vice President of Finance & Membership

Ben Funk '24

Vice President of Community Service

Ana Dzunova '23

Director of Hawk Hill Communications

Sammy Balkir '23

Advisors

Dr. David Allan & Professor Donald Townsend



Contact

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