

NORTHWOOD UNIVERSITY

2008-2009 ANNUAL REPORT



NORTHWOOD UNIVERSITY



AMA
 AMERICAN
 MARKETING
 ASSOCIATION

NORTHWOOD UNIVERSITY

ANNUAL REPORT

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NUAMA Rating Scale

NUAMA has established a rating system that involves a critique of each project to measure our success. This rating system has been developed to allow future members to review and build from. It is also to be utilized to gain perspective on projects that may not have yet been undertaken or that have room for improvement. This rating system will ensure a great level of success for NUAMA now and into the future.

5/5- The project was successfully completed with minimal complications. These projects are to be carried on throughout future years due to the significant level of success that has been achieved.

4/5- The project was successfully completed, but a challenge was presented as some point throughout its execution.

3/5- The project encountered several complexities, which resulted in rehabilitation in order to work through and improve the situation.

2/5- The project was attempted, but did not reach the chapter's projected level of success.

1/5- The project was poorly attempted. It would not be beneficial to attempt this project in the future.

0/5- The project was not completed.

N/A- Not applicable: NUAMA has not yet initiated the project.

Executive Summary

In the past year, the main focus of Northwood University's American Marketing Association (NUAMA) has been Professional Development. Most students join NUAMA to gain experience and better themselves as a student and a professional. NUAMA's professional development has proven to be just that, and the student body has responded accordingly. NUAMA is the largest campus organization for the second straight year. NUAMA is well known for providing its members with countless networking opportunities and knowledgeable speakers to fulfill their professional needs.

Each of our speakers has always been open to the entire student population, but only NUAMA members have the opportunity to stay after for networking or potential interviews. This allows for exclusive benefits to NUAMA members. The NUAMA Speaker Series is sought after and highly recognized by the student body, professors and administration. The Speaker Series has been our most successful program, with every speaker leading to at least 2 new members.

One of this year's objectives was to restructure the organization. With higher than anticipated membership numbers, we had the ability to create our own corporation with several divisions under each executive board member. New members are eager to contribute, but are unsure where to start. By having multiple projects simultaneously, each being lead by a single member, new members were able to easily jump in with confidence. The hierarchy within the organization made communication flawless. The communication started with the most important part of the group, the individual member. The individual would report to the project leader, the project leader would report to the corresponding executive board member, and finally the executive board member would report to the President. This helped to create a checks and balances system to effectively monitor club performance, from the top all the way to the bottom.

Throughout the year, the group would dedicate meetings to an administrative critiquing session. During these sessions members were able to assess the performance of the executive board and provide other suggestions or comments. During this time, the executive board would also open up to any questions or provide more clarification on projects. Suggestions ranged from writing more efficient emails to a total change in structure. This process kept our executive board at top-of-mind awareness and allowed for members to see many of their suggestions implemented into the program.

Every member in our organization is proud of the extraordinary accomplishments made this past year.

On behalf of myself, the executive board, and our entire organization, we proudly present:
The 2008-2009 Northwood University American Marketing Association Annual Report.

Sincerely,

Esteban Lopez
NUAMA President

Top Accomplishments

- 1.** The main focus for 2008-2009 NUAMA was professional development. During the first two terms of the academic year, nine industry professionals spoke at various Speaker Series events. The speakers came from several backgrounds including the food, automotive, television and online communications industries. Speakers discussed a wide range of topics, for example: the importance of networking and digital marketing.
- 2.** Four NUAMA members attended three different professional AMA events. The events included AMA Detroit's "Happy Hour," the AMA Detroit sponsored event "Going Beyond the Trendiness: Green Marketing as a Competitive Advantage," and the AMA Detroit Hosted event "Strategic Futuring: Managing Uncertainty/Making the Future Actionable."
- 3.** NUAMA continued their dedication to membership. The organization was able to build on the success of the previous year and maintain the title of Northwood University's largest on campus organization with 56 members. We were able to increase membership during the 2008-2009 school year by 8%.
- 4.** We began the process of creating an AMA chapter at Delta College, a neighboring school that has a very high transfer rate to Northwood University. Our hopes are to have Delta College AMA members have maintain leadership roles even after they transfer to Northwood.
- 5.** Recipient of a \$1,000 Community service grant from AMAF. This grant assisted in our marketing efforts with the "Count Me In!" program. This program was designed to positively impact today's youth by interacting with the less fortunate and disabled.
- 6.** NUAMA worked with "Count Me In!" to help expand the program's reach to elementary schools in Michigan. "Count Me In!" hopes to expand nationally in the coming years. With NUAMA's assistance, "Count Me In!" is much closer to this goal.
- 7.** 10 members participated in a competitive analysis project for ES3, an automotive based marketing company. The project included contacting representatives from competing companies to gain information on a service that ES3 planned on launching in March.
- 8.** NUAMA bridged the gap between the Northwood Universities chapters of AMA and American Advertising Federation (AAF). The two clubs worked together on the 313 Digital Circus event and also sent 40 members to watch the Detroit Pistons on February 8th, 2009. The 313 Digital Circus was a Speaker Series event dedicated to Advertising professionals who specialized in Digital Marketing.
- 9.** This is the first year that NUAMA is taking international students to the National Conference in New Orleans. The international students provided insight on marketing practices in other countries, as well as a different perspective on approaching projects and challenges.
- 10.** The NUAMA logo has become easily recognizable to the entire student body and administration. The logo was used on NUAMA T-Shirts, all print materials, and press releases.
- 11.** Participation this year was at an all time high. 15 members participated in the Kodak Gallery Case Competition. 10 members participated in the ES3 competitive analysis project. 25 AMA members attended the AMA/AAF Pistons game. Over 20 members participated in volunteer community service activities. Activities included volunteering at the Big Brother Big Sister Christmas Dinner, reading to elementary students, and attending Count Me In! Programs at local elementary schools.
- 12.** NUAMA plans to induct 10 members to Alpha Mu Alpha, AMA's academic fraternity.

Strengths & Weaknesses

NUAMA is focused on providing students with professional experience in a fun, yet challenging environment by going beyond the lessons learned in the classroom and applying them to actual marketing and communications projects. Participation in the organization helps students gain marketing knowledge and skills that give them the upper-hand when searching for their future career.

Weaknesses

- Over 45 organizations on campus competing for 2,000 students
- Commuter-based student population
- 80% of Executive Board was lost due to graduation
- Availability of Executive Board
 - 90% of Executive Board members are involved in other registered organizations
- Students are pressured to join multiple organizations by professors
- Participation from underclassmen
- Poor time management amongst younger members
- 70% of Executive Board members are graduating this year

Strengths

Experienced Executive Board

- 70% hold leadership roles in other on campus organizations
- 6 seniors, 2 juniors, 2 sophomores
- 100% have completed community service projects
- 20% have organized and led community service projects
- 100% of Executive Board members have received academic scholarship's
- 5 distinct majors represented on Executive Board
- Expanded leadership roles within the Executive Board

Strong chapter recognition

- Labeled as a Distinguished Chapter at the International Collegiate Conference
- Elected as a Chapter Ambassador to new and underdeveloped chapters
- Active support from advisors: Professor Fred Honerkamp and Dr. Lou Frienze

Experienced non-Executive Board members

- 24 returning members as opposed to last year's 5 members

Campus Credibility

- Awarded "Best Student Organization On Campus" at Northwood's annual Leadership Banquet

Business savvy members

- Classes within various majors begin first year of college
- Sales mentality is often reinforced
- Professors were taken from their respective industries, holding real world experience

Extremely diverse club on campus

- 30% of members speak more than one language
- 7 international students within NUAMA

100% of Executive Board have had career-based internships

6 returning members attended AMA International Collegiate Conference in New Orleans

Objective

To provide members with the knowledge, experience, and awareness of the marketing field in order to better prepare them for the future.

Goal 1. ★★★★★

Network with various business professionals to gain experience in working with clients

Accomplishments

- **Distinct committee dedicated to acquiring speakers**
A committee of 8 AMA members was dedicated just towards landing speakers
The committee would meet weekly to discuss potential leads for speakers
- **Contact future speakers**
The committee contacted over 15 speakers
- **Schedule speaker events**
A total of 9 speakers have already spoken at NUAMA Speaker Series events this year
6 speakers were scheduled together for the 313 digital event
1 speaker has been scheduled for March
- **Promote speakers throughout campus by building the AMA Professional Speaker Series brand**
Worked with the Advertising Chair/Graphic Designer to create a brand for the NUAMA Speaker Series through constant colors and designs for all print advertisements

Goal 2. ★★★★★

Host speaker events to keep members up to date on current marketing trends, leadership tactics, and real world experiences

Accomplishments

Speaker Series Events:

James Chenier

Daimler of North America- Director of Sales and Parts/Marketing

- He highlighted his career and related stories of success to prior experiences
- Discussed the importance of developing goals in achieving success
- Provided company and industry background
- Provided beneficial answers for students whom were curious about the automotive aftermarket industry

Erika Honerkamp

Quaker Oats- Packaging and Promotions Manager

- Related college experiences with experiences she faced in the corporate world
- Shared her enthusiasm about her career as well as how important the marketing aspect of the business could be
- Informed students of the significance of packaging
- Provided time for students to ask questions about her job, as well as created internship opportunities for students
- Created a case study for the group to discuss throughout the presentation

Marci Daniels

TV5- Sales Manager

- Discussed how sales in her industry are being affected by today's economy
- Provided current marketing strategies currently being implemented by her company
- Informed students on how the forecasting of the trends in any kind of the business is critical in the current economy

313 Digital Circus Event

- Northwood University was chosen as the first school in their College Outreach Program to help educate and prepare marketing students for the digital environment.
- Speakers discussed, in a panel discussion, the importance of digital media in marketing today. Members had the ability to discuss trends, future expectations, and current applications of digital marketing with professionals that are revolutionizing the field.

Speakers included:

Scott Kelly

Ford Lincoln Mercury- Digital Marketing Manager

Bethany Mach

Mindshare Team Detroit- Senior VP Director of Digital Media Investment & Partnerships

Lynn Mroz

Digital Communications Mindshare Team- Senior VP, Group Director

Carmen Axle

Campbell-Ewald- Digital Account Executive

Helena Johnson

Campbell-Ewald- Social Media Supervisor

Brett Norman

AOL/Platform A- Account Manager

Future Speakers include:

Ken Dallafor

Blue Cross Blue Shield of Michigan- Senior VP of Corporate Marketing & Group Sales

Goal 3. N/A

Introduce a new speaker series dedicated to NUAMA Alumni

Accomplishments:

- Invite NUAMA Alumni to speak about how AMA affected their career
Speakers have been scheduled to present in the month of April during Spring Recruitment.
Speakers Include:

Adrienne Troha,

Seyferth & Associates Inc.- Account Assistant

Brittney Lewis,

ES3- Account Coordinator

Goal 1. ★★★★★

To provide members with real world insight about potential career opportunities

Accomplishments

• Resume Workshops

Hosted resume building workshop for AMA Chapter put on by career services

Have 20 members signed up to attend "Professional Blitz Week" This is a three-day series of workshops that cover resume building, elevator speeches, speaking with recruiters, and mock interviews. Our advisor, Fred Honerkamp will be presenting during these workshops.

• Career Fairs

20 members attended the Northwood University sponsored career fair on campus in October

Plan to have 25 members attend the career fair in April hosted by Northwood University

Plan to have 5 graduating seniors attend career fair hosted by Eastern Michigan University in March

• Etiquette Dinner

Plan to have at least 50% of the chapter participate in an etiquette dinner in May to further develop professionalism in a formal dining setting.

Goal 2. ★★★★★

To provide members with a variety of business networking opportunities

Accomplishments

• Developed a strong affiliation with AMA Detroit

4 NUAMA members attended AMA Detroit's "Happy Hour," a monthly networking session held on Thursday evenings in Southfield, MI

4 NUAMA members attended the AMA Detroit sponsored event "Going Beyond the Trendiness: Green Marketing as a Competitive Advantage". David Youngman, Director of Marketing Communications for Mind, Body & Spirits, spoke on the importance of marketing "Green" in today's world.

4 NUAMA members attended "Strategic Futuring: Managing Uncertainty/Making the Future Actionable," an AMA Detroit Hosted event where David J. Staley spoke on strategic management and marketing for the future.

• Establish close relationships with at least 2 other AMA chapters

As an ambassador chapter, we plan to mentor the University of Michigan-Dearborn's chapter of AMA. We plan to communicate how to effectively run a successful chapter, including building membership, hosting events, and using their marketing talents to create funds for their chapter.

Sent 5 members to the Lansing Community College Leadership Seminar hosted by LCC AMA

• Professional Networking Opportunities

Had at least one executive board member attend monthly Midland Area Marketing Professionals (MAMP) and Wake Up! Midland meetings. These sessions provide an opportunity for students to network with marketing professionals from the Midland area.

Goal 3. ★★★★★

To boost student's confidence when speaking with professionals within the business field

Accomplishments

• Plan to send 75% of our chapter to Detroit to receive a marketing presentation on May 1 from the Marketing Director of Olympia Entertainment (Detroit Red Wings, Fox Theatre, Hockey Town Café, Little Caesars, and Detroit Tigers).

• In April, plan to send 50% of our chapter to receive a marketing presentation from Kristen Wuerfel, Marketing Manager at the Midland Center for the Arts.

• During the weekend of March 13th our chapter will send 10 members to work logistics, ticket sales and merchandising at the 2009 US Speedskating Nationals & American Cup Final, sponsored by The Dow Chemical Company.

Big Brothers Big Sisters

Construct and implement a revised marketing plan for the local Midland Big Brothers Big Sisters chapter, which will aim to target Northwood University students, promoting service learning throughout the year.

Accomplishments

- Promoted and enrolled nearly 20 Northwood students to volunteer for the BBBS Holiday Party on December 10, 2008 from 5:30pm until 8:30pm.
- Surveys are being constructed for Northwood students in an attempt to better organize a BBBS marketing plan, which will meet the organization's needs, while aiming to entice college students to volunteer.
- Volunteers for off-campus BBBS events have increased by 10% with the dedication and promotion of NUAMA.

Count Me In!

Generate a 20% increase of regional awareness and communication of Midland's "Count me in!" disability program.

Accomplishments

- Conducted 5 off-site meetings with Anne House, coordinator and creator of the program, to better understand the program's efforts, gather promotional material, and engage on how NUAMA can be of assistance to spreading this program regionally.
- Recently, 10 Northwood AMA students observed and participated in a "Count me in!" program at Parkdale Elementary, which involved all grade levels of elementary students in learning about people with disabilities.
- Video and photographed students participating in the program in order to capture the excitement onto promotional press kits that will be sent out in March.
- Awarded a \$1000 grant to cover costs of assembling press kits.

We are pleased to have met our goal to send 15 students to the AMA International Conference in New Orleans.

Goal 1.

Raise \$7,500 by working with various business's in need of Marketing Consulting

Accomplishments

• ES3

2 formal meetings and 5 phone meetings were conducted with ES3 representatives to provide them with the most beneficial research that NUAMA could provide.

The final product was an extensive Competitive Analysis brochure and booklet. The brochure was made to provide instant comparisons of leading competitors and the booklet was a more in-depth explanation of all the information gathered on competitors.

A dollar amount is pending on this project.

• Experience Marketing

We are currently in the process of deciding what kind of research Experience Marketing would like us to perform.

Meetings and discussions have been made between Experience's President and AMA, but a formal plan has yet to be laid out due to changes in the industry.

Goal 2.

Raise \$1,000 through membership fees.

Accomplishments

- We exceeded our goal to recruit and retain 50 members within AMA. We successfully recruited 56 members and raised \$1,288.

Goal 3.

Earn \$200 through the sale of AMA apparel.

Accomplishments

- Due to a change in supplier, NUAMA was only able to make a profit of \$55 on AMA apparel.
- NUAMA polo's and fleece's are in being printed in hopes to increase profitability from merchandise.

Goal 4. N/A

Raise \$150 through resale of textbooks.

Accomplishments

- Due to the economy, the company NUAMA usually works with on this project recently went out of business.
- A committee of 3 members has been designated to find the best company to use.

Goal 5. N/A

Promote and host an inaugural Etiquette Dinner.

Accomplishments

- An Etiquette Dinner Committee of 5 members will be working with the Professional Development- Event Series committee to promote and host an inaugural Etiquette Dinner in April

Objective

To efficiently expand AMA into the largest student organization on campus while keeping members active.

Recruitment



Increased membership by 30 members to a total number of 56 members.

Represented by 14% freshmen, 7% sophomores, 26% juniors, and 53% seniors.

Accomplishments

- **Have at least 2 existing members help freshmen move into their dorms.**
During Freshman move-in, 5 AMA members assisted incoming freshmen into dorms allowing for face-time with prospective members.
- **Attend Northwood University Freshmen Orientation and set up a booth at the NU Kick Off Party**
Recruited 35 students to attend AMA meetings by setting up booths at Freshman Orientation and the NU Kickoff Party.
- **Recruit a diversity of majors by having both the executive board and chapter members speak in all levels of business classes.**
E-board members spoke at freshmen and sophomore level classes in the following majors: Accounting, Advertising, Automotive Marketing, Automotive Aftermarket, Fashion, and Marketing.
- **Raise awareness of NUAMA in sister school's future transferring students.**
Currently creating brochures to advertise NUAMA to 3 plus 1 students at Delta College (sister school) and to incoming freshman using pictures from national conference, listing organizational achievements, and informing students about what AMA can do for them.

Member Participation



Excite members to actively participate in club activities

Accomplishments

- **Create interactive meetings by providing information with an open atmosphere and encouraging member participation**
In order to entice participation in an open, free flowing atmosphere during meetings, brainstorming sessions were incorporated to generate ideas for t-shirt designs, new member recruitment slogans, and ideas for AMA social events.
 - Created synergy among the AMA organization
 - Allowed members to speak freely without the fear of judgmentTo add an extra element to AMA meetings, NUAMA plans to bring in a representative from Down Chemical to administer team building activities during a meeting, focusing mainly on members that will return next year to get a head start on working together to accomplish goals.

- Hold 2 off-campus social events each term

FALL TERM EVENTS

Buffalo Wild Wings to watch Lions lose

3 members participated in the event

Trip to Traverse City to Enter States Largest Corn Maze

Event was cancelled due to weather

WINTER TERM EVENTS

Bowling at Northern Lanes

15 members participated in the event

NUAMA "Night at the Palace"

25 members attended the Detroit Pistons Game vs. the Phoenix Suns

SPRING TERM EVENTS

Nice weather BBQ

Participation TBD

Rock Climbing Wall at local Community Center

Participation TBD

- **Break club down into subdivisions to allow members to work on a direct component of the club that appeals to them**
Each executive board member has several project heads under them who would be in charge of a committee of 5-15 members that were working on a specific task.
Members could freely join whatever committee appealed to them, but were also held responsible for their portion of the workload within that committee.
New members could choose whatever specific project appealed to them, getting them involved immediately without feeling overwhelmed.

NUAMA's objective is to maintain open communication and provide information internally and externally with NUAMA, Northwood University, project contacts, and the Midland Community.

Goal 1

Maintain efficient communication between our chapter, the Northwood University student body, administration and chapter alumni.

Accomplishments

- **Utilize Facebook as an interactive line of communication for events, meetings, and general organization announcements.**
The Communications committee updated facebook with weekly meeting reminders, special event announcements, and an invitation to all members to join the NUAMA Facebook group where members can blog about prior events and post their pictures from NUAMA events.
- **Strengthen brand health by using NUAMA's logo on all published materials.**
The NUAMA logo was used throughout all print materials and all apparel.
- **Maintain consistent appearance of all NUAMA materials (print, clothing, presentations)**
Consistent use of color and the NUAMA logo provided consistency appearance of all NUAMA materials.
- **Distribute NUAMA branded apparel to all members**
NUAMA T-Shirt's were purchased by 80% of members.
- **Print materials for special events will be consistent with Facebook and Blackboard announcements**
One message was sent out over email, blackboard, and facebook for every meeting, event, and activity by the Communications committee
- **Use Northwood Marquee and Blackboard for announcements of all events**
Northwood Marquee was used the day of every meeting and 1 week before every event to remind members. Emails were sent out the day of every meeting and event via blackboard.

Goal 2

Internal progress reports for officers and members.

Accomplishments

- **Review each group member's progress weekly**
Each group member would have the ability to see their points via excel spreadsheet
- **Each VP completes bi-monthly progress reports**
Weekly eboard meetings were held in order to make sure all of eboard was on the same page
Eboard members could request the help from any other eboard members' committee during meetings
President had the opportunity to give eboard members progress reports weekly instead of bi-monthly

Goal 3

Strengthen alumni connections

Accomplishments

- **Social Online Network**
Alumni have the ability to post blogs and look at pictures of events and speakers through the NUAMA Facebook group.
Alumni also receive announcements on Facebook when NUAMA is hosting a speaker or an event.
A committee is being formed that will be dedicated towards creating a NUAMA Linked In page.
- **Alumni Newsletter**
An alumni mailing list is in the process of being made by the NU administration in order to properly disperse the created newsletter.

Goal 1

To restructure the executive board to improve efficiency and productivity of executive board

Accomplishments

- President, with the help of the 2007-2008 President and Faculty Advisor, selected 2008-2009 executive board members
- Appointed Vice Presidents of Professional Development-Speaker Series, Professional Development-Events, Membership, Finance, Fundraising, Community Service, Alumni Relations, Advertising, and Communications
- Maintained effective checks and balances among all board positions through monthly administrative critiquing sessions by advisor and entire group

Goal 2

Provide all members with a specific subdivision of NUAMA that appeals to their interests.

Accomplishments

- Fundraising committee
 - Gained contacts for possible business clientele
 - Create liasons between clients and NUAMA
 - 8 members participated in this committee
- Community service committee
 - Found local non-profit businesses in need of marketing assistance
 - Became liasons between non-profits and NUAMA
 - 10 members participated in this committee
- Case competition committee
 - Weekly meetings to discuss the case were held at 8pm every Monday night
 - Educated all members on proper format for constructing a marketing plan
 - 15 members participated in this committee
- Communication Committee
 - Involved all on and off campus advertising for events and speakers
 - Consistently improved PR on campus within administration and students
 - Continued to enrich the NUAMA brand around campus
 - 5 members participated in this committee

Goal 3

Implement effective team building program through NUAMA activities

Accomplishments

- Weekly Executive Board meetings were held at 4:30 pm every Wednesday
- Weekly Member meetings were held at 5:00 pm every Wednesday
 - A team building activity was held biweekly

Goal 4

Implement an effective process to evaluate and measure the performance of NUAMA's officers

Accomplishments

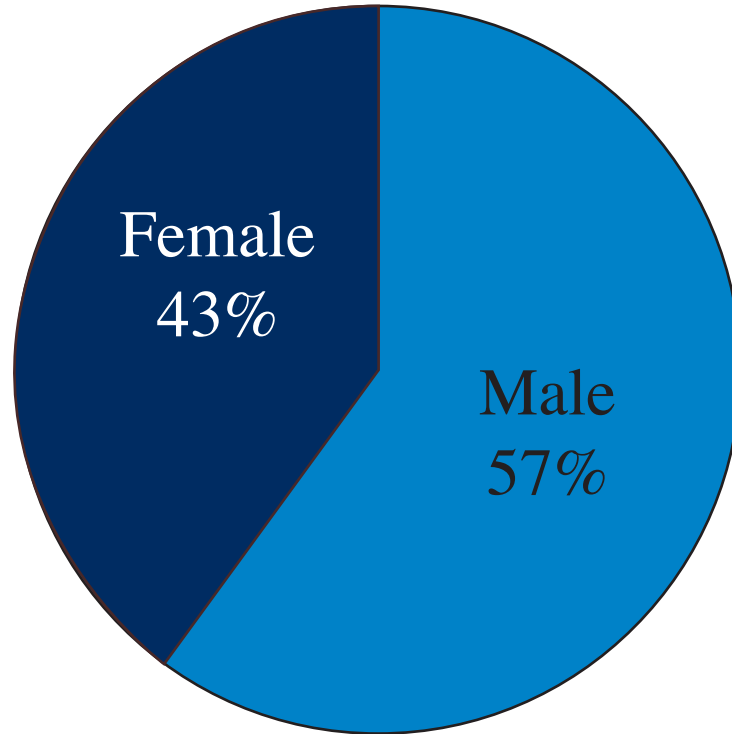
- Implemented a checks and balances system
- Project heads were appointed by corresponding Executive Board member for each project
- Participation and success was awarded to the most diserving members with a trip to the National Conference in New Orleans

Budget

			(Unfavorable)
<u>Revenues</u>	<u>Budget</u>	<u>Actual</u>	<u>Variance</u>
Dues (\$23 per member)	\$1,380	1,288	(92)
ES3 Marketing Project	2,500	pending	pending
Member's Portion of N.O. Cost	1,500		(1,500)
Community Service Grant	1,000	1,000	0
Northwood Funds	8,000	7,000	(1,000)
Experience Marketing Project	500	500	0
Concert Revenue	500		(500)
T-Shirt Sales	300	350	50
Polo Shirt Sale	250		(250)
Textbook Resale	150		(150)
Pistons Game		1,135	1,135
Total Revenues	\$16,080	11,273	(4,807)
<u>Expenses</u>			
Chapter Plan/ Annual Report	100		100
New Orleans Trip	10,000	7,000	3,000
Community Service Project	1,000	1,000	
Postage	50	57	(7)
T-Shirt Cost	150	295	(145)
Polo Shirt Cost	150		150
Fun Nights	550		550
Case Competition	130		130
LCC Conference	225	225	0
Table Banner	100		100
Pistons Game		1,280	(1,280)
Guest Speaker Gifts		60	(60)
ES3- Misc. Exp.		100	(100)
Miscellaneous Expenses		23	(23)
Total Expenses	\$12,455	10,040	2,415
Net Profit		\$1,233	

Appendix I: Membership Breakdown

Gender



Class

