



TOGETHERE  
TOGETHERE  
TOGETHERE

TEMPLE UNIVERSITY  
AMERICAN MARKETING ASSOCIATION  
CHAPTER PLAN 2008-2009



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# ENVIRONMENTAL ANALYSIS

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## MISSION

The Temple University Fox School of Business & Management (FSBM) chapter of the American Marketing Association (TU-AMA) is a Student Professional Organization (SPO) that strives for excellence in each area of its operations. Our core values entail developing programs and initiatives which will allow members to:

- Become more aware of various careers in marketing through speaker panels and an assortment of professional development activities.
- Develop leadership skills through committee involvement and officer positions.
- Build necessary networking and communication skills to get ahead in today's job market.
- Interact comfortably with industry professionals and encourage the development of personal networks which will help members get a head start on their careers.

## THEME: "TOGETHERE"

Our theme for the 2008-2009 year is "TOGETHERE" reflects TU-AMA's mission to allow our members to better define marketing to explore different fields and ideas that compose the field of marketing. Our "TOGETHERE" theme includes a play on the words "TOGETHER" and "TO GET THERE" to demonstrate the importance of collaboration in our organization. As a student-run organization, it is critically important that the members work together and communicate well in order to accomplish our goals and be successful. When we all work "TOGETHER" we will get to where we need to be; we realize that this theme that can be applied in everyday life.

\*"TOGETHERE" sums up the mission of our organization to serving our stakeholders; our current members, the FSBM, our alumni, Temple University, the Philadelphia AMA, National AMA, employers, and other concerned and interested stakeholders.

## SWOT ANALYSIS

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### STRENGTHS

**Experience of Executive Board** – More than 50% of our executive board members have been active in AMA in the previous years which brings knowledge and experience to current officer positions. This allows TU-AMA to draw from a broad base of experience to develop and present opportunities which further the value proposition of the organization.

**Recognition in Business School** – TU-AMA attends most of the FSBM events in large numbers; we tend to make a great impression on the Deans, Faculty, and Staff with our members' attendance and participation.

**Professional Development** – TU-AMA consistently offers members value for their membership through a variety of professional development opportunities. TU-AMA professional development goes far beyond weekly reporting of job and internship opportunities posted on the CSPD's FoxNet website<sup>1</sup>; TU-AMA offers additional value to this top resource through resume CDs created every semester and distributed to area employers, the posting of internship and job opportunities from CSPD's FoxNet and other resources on the TU-AMA website and weekly listserv e-mails, and our strong relationship with the Philadelphia AMA (P-AMA) are all additional resources for members' professional development. The creation of new events, such as the TU-AMA Etiquette Dinner, provides members with fresh ideas on how to further their professional development.

**Programming** – TU-AMA offers assortment and depth of programming to its members through weekly meetings. Professionals from various marketing backgrounds come to meetings to speak about their respective jobs, companies, and industries as well as dispense insight and advice on professional development, career choices, and life in general. Often, professionals that come to TU-AMA weekly meetings are able to reach out to members about job and internship opportunities. Special programming events, such as Marketing Career Week planned for February 2009, provide members with additional guest speaker panels and professional development events from which to learn.

**Communication** – TU-AMA maintains its website, <http://www.temple.edu/ama>, and communicates via e-mail blasts to keep members, faculty, staff members, and other stakeholders aware of upcoming events and other news. The TU-AMA monthly newsletter, AMA-zing, along with weekly e-mails to our listserv allows additional touch points for TU-AMA to raise awareness and keep members informed about upcoming events offered by TU-AMA as well as in Fox, P-AMA, and other professional organizations.

**Structured Schedule** – TU-AMA has a highly structured schedule so that members can plan to attend weekly meetings every Friday, committee meetings the first Monday of the month, and executive board members meetings every Monday. All meetings are hosted during the FSBM free period to assure maximum attendance.

*1 CSPD FoxNet – An online resume and job searching tool exclusive to Fox School of Business students*

## WEAKNESSES

**Relying on a Core Group of Members** – Having a core group of highly active members is important, but often this group of members absorbs too much of the responsibility within the organization. Because of this there are times at TU-AMA event when only a fraction of our member base attend events or actively participates. TU-AMA must determine how to engage a larger percentage of our members and entice these students to become involved so that our members draw added value from their membership.

**Tight Schedules of officers** – Getting the executive board to agree on a time and date to recap on semester progress and to discuss strengths/weaknesses of the organization is a challenge. All the officers have busy schedules and it is difficult planning a time for the board outside of scheduled meetings.

**Reaching event/program goal** – TU-AMA seeks to raise a lot of money for hosted events; sometimes we meet our revenue goals, but not our profit goals due to the cost escalations. Better and more realistic planning of costs would address this weakness.

## OPPORTUNITIES

**Partnering with other Student Professional Organizations (SPO)** – Fox SPO meetings are held during the free period on MWF (11:40am-12:30pm); because of this it tends to be hard to partner with other SPO during the common meeting times because one SPO's general meeting might be the time of our Executive Board meeting or vice versa. Also, some Temple Organizations are not as unified as they should be to come together; Temple organizations lack opportunities for collaboration with AMA because Fox SPO tend to focus on Business students rather than the Temple student body.

**Outreach to Other Local Collegiate Chapters** – The Greater Philadelphia area has over 25 colleges and universities – some of these have university or college chapters of the AMA. Partnerships with other local universities is a great way to offer exceptional speaker panels and other programming, increase networking opportunities for AMA members, and provide insight on how other chapters work. TU-AMA already has relationships with Temple Ambler AMA, Drexel University's Marketing Association, and the University of Pennsylvania's MUSE, and has an emerging opportunity to reach out to the other universities and colleges in the area.

**TU Chapter Conference** – TU-AMA attends other chapter's conferences each year where TU-AMA attendees gain knowledge, build relationships, and networks from the conferences. We see how these events are facilitated and have begun to formalize ideas for starting our own chapter conference.

**Speaker Evaluations for Member Feedback** – AMA uses event evaluation forms obtain feedback from members on events, especially views of the professional speakers. TU-AMA uses this information to better understand the needs, likes and dislikes of our members.

**Alumni Relations** – The TU-AMA alumni is an underutilized resource that the TU-AMA must learn to leverage. An increased utilization of alumni data would not only strengthen alumni ties with TU-AMA through speaker panels, professional development events, and sponsorship opportunities, but would strengthen the alumni's relationships with FSBM and Temple University as well.

**Location** – TU-AMA is located in Philadelphia, PA, the 5th largest city in the United States. It is a highly diversified city and an integral part of the Northeastern business belt with a high concentration of financial services, consumer goods, pharmaceutical, and consulting companies. These features serve as a valuable pool of resources for guest speakers, sponsors, and mentors, as well as career opportunities for members.

# THREATS

**Other Student Organizations** – There are 25 active SPO within FSBM; each concentrated on either a specific major or a more general aspect of business and all vying for the attention and involvement of the FSBM undergraduate student. In addition, there are over 150 student organizations at Temple University that compete for members' time. Speaker panels and events, especially within Fox, may occur at similar time periods causing increased competition for attracting membership participation.

**Schedule of Members** – Many TU-AMA members hold part-time jobs or internships, as well as being involved in other activities and organizations. Time availability and commitments to TU-AMA becomes strained by these other commitments.

# PROFESSIONAL DEVELOPMENT

*Professional development refers to skills and knowledge attained for both personal development and career advancement. Professional development encompasses all types of facilitated learning opportunities, ranging from college degrees to formal coursework, conferences and informal learning opportunities situated in practice. It has been described as intensive and collaborative, ideally incorporating an evaluative stage.*

[http://en.wikipedia.org/wiki/Professional\\_development](http://en.wikipedia.org/wiki/Professional_development)

**Goal 1: Prepare members with the necessary skills for entrance into marketing professions and/or internships by partnering with Temple University Fox School of Business Center for Student Professional Development (CSPD)**

- Encourage participation in professional development workshops – resume preparation, behavioral event interviewing, “dress for success” demonstrations, networking preparatory sessions, e-mail etiquette and mock interviews all seek to better prepare members for marketing professions.

**Outcome Target:** 35% of members complete workshops; 70% of the senior members attend the Senior Reception; 60% of the juniors attend Spring Connection.

**Assessment:** Member year-end survey, information from CSPD, self reports

**Functional Area(s):** Director of Professional Development

**Goal 2: Keep members aware of career opportunities on CSPD's FoxNet and other career networking sources**

- Deliver weekly oral report of jobs and/or internships recently posted on FoxNet.
- Post all jobs and internships to the TU-AMA website.
- E-mail members about career opportunities found on FoxNet or other websites.
- Feature unique career opportunities or job post in TU-AMA's newsletter.

**Outcome Target:** Increase interaction with CSPD and communication of all marketing related internships and jobs to members by 50%.

**Assessment:** Member feedback surveys, CSPD reports

**Functional Area(s):** Director of Professional Development, Director of IT, Director of Public Relations & Advertising

**Goal 3: Increase member participation in CSPD events**

- Increase promotional effort of CSPD events such as interviews, etiquette workshops, impression management, resume development and critiques, and interviewing skill sessions.
- Create incentives for members to attend by allowing early admission into events, giveaways, and member points.

**Outcome Target:** 30% of members participate in at least two CSPD events per year.

**Assessment:** Attendance Sheets, TU-AMA database, CSPD

**Functional Area(s):** Director of Professional Development

**Goal 4: Increase member knowledge about various marketing fields**

- Conduct info sessions with professors from the marketing department.
- Invite speakers from a wide range of marketing fields.
- Sponsor member attendance at Professional Networking events.

**Outcome Target:** All of our members equipped with knowledge to make informed career decisions.

**Assessment:** Surveys on career plans and career interests, TU-AMA Database, CSPD, self report

**Functional Area(s):** Director of Programming, Director of Professional Development

#### Goal 5: Increase Member involvement in professional development events

- Develop new events for TU-AMA members to get excited about and participate in, such as the Annual TU-AMA Marketing Week Etiquette Dinner.
- Promote the 14th annual CSPD Leadership Retreat where officers and members develop leadership and professional skills.
- Encourage student participation in CSPD's student career makeover competition.

**Outcome Target:** Have at least 25% member involvement in Professional Development events so that they become better prepared for the professional environment.

**Assessment:** Attendance Sign-in Sheets

**Functional Area(s):** Director of Professional Development, VP of Membership

## COMMUNITY SERVICE

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*Community service refers to service that a person performs for the benefit of his or her local community. People become involved in community service for a range of reasons — for some, serving community is an altruistic act.*

[http://en.wikipedia.org/wiki/Community\\_service](http://en.wikipedia.org/wiki/Community_service)

#### Goal 1: Focus on events that utilize members' marketing skills

- Use members' marketing skills for community service events by helping non-profit organizations with marketing research, promotion, and assisting with events.
- Hold committee meetings with AMA members who are in particular interested with the field of community service to allow them to plan various events as well as encourage team work.
- Work with various on-campus organizations in need of marketing expertise.

**Outcome Target:** Host three community service events that will allow members to be able to use marketing skills outside the classroom.

**Assessment:** Event summary forms, College Council

**Functional Area(s):** Director of Community Service, Director of Events

#### Goal 2: Increase membership participation by community service events

- Provide incentives for participation in community service events, such as member points.
- Host community service events that intrigue members and make them feel like they are doing something important for the surrounding community.
- Initiate discussions with the officers and members about blending community service and social events to engage more members.
- Work with other officers (Director of Public Relations and Advertising, Events, IT) to make sure that all members are aware of the upcoming events.

**Outcome Target:** 45% of member participation in TU-AMA community service events over the school year.

**Assessment:** Member point system, Event summary forms

**Functional Area(s):** Director of Professional Development, Director of IT, Director of Public Relations & Advertising

#### Goal 3: Increase awareness of Temple University AMA

- Assure community service events on campus increase awareness of TU-AMA and encourage member participation.
- Assure TU-AMA material is available at community service events.
- Work with other organizations within Temple University and participate in activities around Temple University to promote TU-AMA.

**Outcome Target:** Promote at least one community service event a month and engage at least five new members in community service events.

**Assessment:** Event summary forms, member point system, College Council

**Functional Area(s):** Director of Community Service, Director of Public Relations & Advertising

Goal 4: Allow members to develop networking opportunities by participating in community service events

- Work with non-profit organizations to allow members to gain networking opportunities and possible internships.
- Allow non-profit organizations to see our members in action.

Outcome Target: Work with at least two nonprofit organizations (one each semester).

Assessment: Member Points System, Possible Sponsorships

Functional Area(s): Director of Community Service, Director of Corporate relations, Director of Programming

Goal 5: Use our marketing skills to help our campus and community

- Work with various campus organizations to assist them in marketing their community service events and in creating various networking and social opportunities.

Outcome Target: Work with at least three organizations that have an impact on the campus and two that impact the surrounding community area.

Assessment: Membership points, Event summary form

Functional Area(s): Director of Community Service

## FUNDRAISING

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*Fundraising is the process of soliciting and gathering money or other gifts in-kind, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies.*

<http://en.wikipedia.org/wiki/Fundraising>

Goal 1: Generate ideas for fundraising activities that involve the implementation of specific marketing strategies which develop and/or leverage member's marketing skills

- Identify and develop innovative ideas for fundraising activities that go beyond the traditional fundraising methods currently being used.
- Include members' insight in the development, planning, and implementation of fundraising efforts for TU-AMA.

Outcome Target: New ideas properly developed to raise funds for TU-AMA expenses, increase membership involvement in the organization by 15%.

Assessment: Finance records, membership points

Functional Area(s): Directors of Fundraising, Director of Finance, Director of Public Relations, Fundraising Committee and all other officers

Goal 2: Increase revenue through the increased support and involvement by officers, committee and members and increased promotional efforts.

- Replace traditional bake sales/ pretzel sales with events and resale opportunities which incorporate business and marketing concepts such as retail, wholesale, and promotions that allow members to develop and utilize their marketing skills.
- Participate in Temple University special events (Fall Fest, Campus Sustainability Day, Homecoming, and Spring Fling) by hosting a booth to sell merchandise, concessions, and/or to hold raffles.
- Generate funds via social events such as networking events, holiday parties, and end-of-the-year socials
- Host the sale of Philadelphia 76ers basketball tickets during the fall semester that allows members to develop sales skills.
- Promote fundraising events throughout campus by using such channels as FSBM plasma screen ads, TU-AMA listserv, TU-AMA website, the TU-AMA Facebook group, and the TU-AMA MySpace page, and marketing classroom visits.

Outcome Target: Increase membership participation by 50%; generate \$1,000 in profit a semester

Assessment: Finance records, Event Summary forms

Functional Area(s): Directors of Fundraising, Director of Finance, Director of Public Relations and Advertising, Fundraising Committee, and all other officers

Goal 3: Establish Partnership program with corporations, professional organizations, and Temple alumni.

- Update sponsorship packet with added options such as year-long sponsorship and sponsorship commitment levels.

- Obtain corporate sponsors to generate money to support increases in the number and variety of TU-AMA events including community service activities, socials, fundraisers, travel to National AMA Collegiate Conference and support for TU-AMA's newsletter, brochures, and website.
- Build and maintain strong relationships between TU-AMA and a growing, diverse sponsorship base.
- Reach out to Professional Organizations related to the field of Marketing as well as our own Temple Alumni for sponsorship and general donations.

**Outcome Target:** Generate at least \$1,000 in revenue from corporate sponsors; establish corporate sponsorship relationship with at least three new organizations.

**Assessment:** Paid Sponsorship Invoices, TU-AMA database

**Functional Area(s):** Director of Corporate Relations and Sponsorship, Director of Alumni Relations, Director of Events

## MEMBERSHIP

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*A member is a person who belongs to a group of people or a group such as a company or nation who belongs to another group like an alliance or consortium. By extension it can refer to any part of a whole.*

<http://en.wikipedia.org/wiki/Membership>

**Goal 1: Increase 2008-2009 academic year membership of 140 students to 175.**

- Visit and present, to all marketing classes the first week of each semester on Main Campus and the Temple University Center City (TUCC) campus to introduce students to TU-AMA and promote the benefits of membership. Applications, brochures, newsletters, TU-AMA business cards, and TU-AMA pens are distributed to students as well.
- Participate in FSBM and College Council events, such as the Annual SPO Fair in September, to promote TU-AMA to the entire FSBM community.
- Set up recruiting tables in the main hallway of Speakman Hall, the home of FSBM, to distribute TU-AMA membership materials.
- Post slides on plasma screens in Speakman Hall to advertise TU-AMA events to the FSBM community.

**Outcome Target:** Increase membership by at least 25% for the 2008-2009 academic year.

**Assessment:** Applications, improved TU-AMA Membership Database

**Functional Area(s):** VP of Membership, Membership Committee, Director of IT

**Goal 2: Increase active participation of members**

- Develop an enhanced TU-AMA point system to encourage attendance at TU-AMA events as well as encourage active participation by members. The point system should allocate a greater number of points to students for participating not only in meetings but in other TU-AMA events and activities including various committees, socials, professional events, etc.
- Award active members with "Member of the Month", "Member of the Semester" and "Member of the Year" to recognize participation and contributions to TU-AMA.

**Outcome Target:** Increase member participation by 50%.

**Assessment:** Membership Point System, TU-AMA membership form, event summary forms

**Functional Area(s):** All officers and committees

## COMMUNICATION

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*Communication is the process of attempting to impart information from a sender to a receiver with the use of a medium. Communication requires that all parties have an area of communicative commonality. This process requires a vast repertoire of skills in intrapersonal and interpersonal processing, listening, observing, speaking, questioning, analyzing, and evaluating. Use of these processes is developmental and transfers to all areas of life: home, school, community, work, and beyond. It is through communication that collaboration and cooperation occur.*

<http://en.wikipedia.org/wiki/Communication>

Goal 1: To effectively maintain, establish and revolutionize all communication channels that connect Temple University's business students with the American Marketing Association.

- Broadcast current and vital organization news, events, and career opportunities using creatively designed posters, FSBM plasma screens, FSBM Fox Den weekly listserv to the entire business community, and social media group on Facebook.com.
- Redesign and continue to produce TU-AMA's weekly listserv that actively updates members about all current activities, meetings and professional opportunities.
- Revamp and distribute TU-AMA's informative newsletter, containing a monthly calendar and student authored educational article, to the members of the Fox Business Community.
- Initiate a viral marketing campaign across campus, with the assistance of TU-AMA members to increase brand awareness and retention with the aid of positive word-of-mouth.
- Continue to publicly announce and inform members of the Fox business community within the classroom through the use of word of mouth information sessions.

**Outcome Target:** Ensure that all FSBM community members including, TU-AMA Members, officers, students and professors, are well informed of all public TU-AMA details and activities.

**Assessment:** Visits to the TU-AMA website, documents on the website, responses of the social media group of facebook.com, views of portions on the website and attendance at all events.

**Functional Areas:** Director of Public Relations and Advertising, Director of Web, Media, & Design

Goal 2: Increase the effectiveness and operational efficiency of the TU-AMA's web presence

- Re-image the look and feel of TU-AMA's web site, while allowing utilization of its annual theme.
- Utilize WordPress, an open-source blogging platform, by transforming it (through careful customization of the PHP source code) into a robust content management system used by the entire organization.
- Allow officers to enter Event Summary Forms online (then automatically display those event summary forms for our online viewers, as well as e-mail the information to all appropriate parties), streamlining a previously manual process.

**Outcome Target:** All web content controllable through the content management system - this means users will never have to open up a FTP utility program or publishing program to edit the site; At least 300 unique visits to the site per week; Use hard data to create or eliminate pages as deemed necessary.

**Assessment:** Comprehensive web statistics automatically generated and e-mailed on a weekly basis

**Functional Area(s):** Director of Web, Media, & Design

## CHAPTER OPERATIONS

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*Business operations are those ongoing recurring activities involved in the running of a business for the purpose of producing value for the stakeholders. They are contrasted with project management, and consist of business processes. The outcome of business operations is the harvesting of value from assets owned by a business.*

[http://en.wikipedia.org/wiki/Business\\_operations](http://en.wikipedia.org/wiki/Business_operations)

Goal 1: Maintain formalized financial management within the organization

- Coordinate fundraising and bookkeeping efforts to make certain that TU-AMA remains financially secure through the academic year and beyond.
- Establish schedule for bank deposits and reimbursements for officers and members.
- Research and use past data to create a more defined budget for the year.

**Outcome Target:** End academic year with organized financial reports and have a minimum of \$3,000 in the TU-AMA bank account.

**Assessment:** Bank statements, financial statements

**Functional Area(s):** Director of Finance

Goal 2: Assess the chapter operations manual

- Revise the chapter operations manual through the year to reflect changes in TU-AMA.
- Develop "How-To" guides on how to organize larger scale events and operations within TU-AMA. Such guides will be created for events such as the Marketing Week Etiquette Dinner and the National Conferences to ensure future officers have comprehensive resources and insight at their fingers from previous officers.

- Create and share “Words of Wisdom” from current officers to aid in the transition process for new officers.

**Outcome Target:** An updated and comprehensive chapter operations manual and appendices for 2008-2009 officers and beyond.

**Assessment:** Year-end review by Faculty Advisor, President, and Vice President

**Functional Area(s):** All Officers

### Goal 3: Develop officer selection and transition processes

- Identify and recruit potential officers for the following academic year as early as possible. Officers and the faculty advisor will identify active committee members and seek self-nomination by announcements through TU-AMA’s various communication channels about executive board opportunities.
- Develop new ways for TU-AMA members to learn about officer positions such as the Executive Board Open House to be held in October.
- Reinstate the TU-AMA Officer application process in order to further identify which candidates would be best for each officer position.
- Select new officers for the 2009-2010 academic year by the beginning of the Spring Semester 2009 in order to assure smooth transition and organizational continuity.

**Outcome Target:** Selection of 2009-2010 officers who are best suited for various positions in TU-AMA and smooth transition process for these new officers.

**Assessment:** TU-AMA Officer Applications, review by all officers

**Functional Area(s):** Current officers, new officers for 2009-2010



# SCHEDULE OF EVENTS 2008-2009

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## FALL SEMESTER

### August

28 – CSPD Liaison Breakfast

### September

2 – Fall Semester Begins  
5 – SPO Fair  
12 – Officer Meeting  
15 – Committee Meeting  
16 – Student Organization Night  
17 – Student Involvement Fair  
18 – Fox School of Business, Senior Reception  
19 – General Meeting  
22 – Officer Meeting  
24 – Homecoming Week Begins  
26 – Meeting Speaker: Lincoln Financial Group  
29 – Officer Meeting

### October

3 – Meeting Speaker: General Mills  
6 – Committee Meeting  
10 – Meeting Speaker: Aflac  
13 – Officer Meeting  
17 – Meeting Speaker: Northwestern Mutual  
20 – Officer Meeting  
21 – Breast Cancer Awareness Football Tailgate  
22 – Temple Sustainability Day, Fundraising Event  
24 – Fox Marketing Depart Undergrad Meet and Greet  
27 – Officer Meeting  
28 – Halloween Event: Terror Behind the Walls  
28 – Ogilvy Information Session  
31 – General Meeting

### November

3 – Committee Meeting  
3 – Fundraising Event: 76ers Game  
5 – SPO Etiquette Dinner  
6 – Blood Drive  
7 – Meeting Speaker: Enterprise  
10 – Officer Meeting  
11 – Global Temple Day  
14 – General Meeting-Food Drive/Thanksgiving Event  
15 – AWNY Conference  
17 – Officer Meeting  
21 – Meeting Speaker: Vanguard  
22 – New York-Pace University Conference  
24 – Officer Meeting  
28 – Thanksgiving Break

### December

1 – Committee Meeting  
5 – Proctor and Gamble  
8 – Officer Meeting  
10 – End of Semester Member Holiday Social/Toy Drive

## SPRING SEMESTER

### January

20 – Spring Semester Begins  
26 – Officer Meeting  
30 – Officer Meeting

### February

2 – Committee Meeting  
6 – Meeting Speaker: Tierney Communications  
9 – Start of Marketing Week  
9 – Meeting Speaker: Target  
10 – Meeting Speaker: J&J  
11 – Meeting Speaker: Eagles  
12 – Meeting Speaker: Utz  
13 – General Meeting  
16 – Officer Meeting  
19 – Spring Connection  
19 – FSBM & AMA Alumni Happy Hour  
20 – Meeting Speaker: Brownstein Group  
23 – Officer Meeting  
27 – Meeting Speaker: Scunci

### March

2 – Committee Meeting  
6 – Spring Break Begins  
11 – Philadelphia Chapters Retreat  
16 – Officer Meeting  
20 – Meeting Speaker: Biovid  
23 – Officer Meeting  
26, 27, 28 – National Conference  
30 – Officer Meeting

### April

3 – Meeting Speaker: Miller  
6 – Committee Meeting  
10 – Alumni Speaker Panel  
13 – Officer Meeting  
15 – Alumni Mixer  
17 – Meeting Speaker: Starbucks  
20 – Officer Meeting  
24 – Meeting Speaker: E&J Gallo Winery  
27 – Officer Meeting  
29 – End of Semester Member Social

### May

1 – Final General Meeting  
4 – Classes End

# BUDGET 2008-2009

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Beginning Balance \_\_\_\_\_ \$3,787.86

## Expected Revenues

Dues \_\_\_\_\_ \$10,000.00

Pretzel Sales \_\_\_\_\_ \$500.00

Fall Fest/Spring Fling Events \_\_\_\_\_ \$200.00

Philadelphia 76ers Fundraiser \_\_\_\_\_ \$200.00

Corporate Sponsors \_\_\_\_\_ \$2,000.00

College Council Funding \_\_\_\_\_ \$500.00

Total Expected Revenues \_\_\_\_\_ \$13,400.00

Total Available \_\_\_\_\_ \$17,187.86

## Expected Expenses

AMA National Dues \_\_\_\_\_ \$5,040.00

National Conference \_\_\_\_\_ \$4,500.00

Annual Banquet \_\_\_\_\_ \$500.00

Speaker Gifts \_\_\_\_\_ \$400.00

Alter Hall Donation \_\_\_\_\_ \$250.00

Membership Supplies \_\_\_\_\_ \$300.00

Office Supplies \_\_\_\_\_ \$100.00

Pizza at General Meetings \_\_\_\_\_ \$350.00

Chapter Plan/Annual Report Printing \_\_\_\_\_ \$50.00

General Bank Fees \_\_\_\_\_ \$20.00

Total Expected Expenses \_\_\_\_\_ \$11,510.00

Ending Balance \_\_\_\_\_ \$5,667.86