



AMERICAN MARKETING ASSOCIATION

THE
UNIVERSITY
OF
SOUTH FLORIDA

“DEVELOPING OUR MARKETING PORTRAIT”

Chapter Plan 2008-2009



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Mission Statement

AMA-USF is dedicated to the enhancement of its members' professional development through practical marketing experience, philanthropy, and mutually beneficial relationships with business professionals from within the AMA, University of South Florida and business community.

Strengths

- The AMA-USF legacy has had a presence on the USF campus and within the Tampa Bay business community since 1985
- The Chapter maintains a strong relationship with the AMA Tampa Bay, the "fastest growing professional Chapter in the country"
- Two passionate faculty advisors, one of whom has been with the Collegiate Chapters Council for seven years
- The AMA-USF website provides members with access to information, events and updates
- The AMA-USF consistently emphasizes the professional development of members

Opportunities

- Numerous organizations seek member interaction and Chapter partnerships on campus and in the community
- An increase in student interest in marketing demonstrates the need for a regional conference
- 69% of the 18 – 25 year old market are concerned about promoting sustainability
- The AMA-USF is the only undergraduate marketing organization on campus

Chapter Goals

- To increase the Chapter's rank among collegiate AMA Chapters and ultimately become the "AMA International Collegiate Chapter of the Year".
- To uphold the AMA-USF's reputation within the College of Business and with industry-sponsored programs through maintaining standards of excellence.
- To improve networking skills through relationships with College of Business faculty, trade professionals and the AMA Tampa Bay.
- To develop well-rounded members through the use of the member point system to reward participation in all aspects of the Chapter initiatives.
- To optimize leadership skills among executive board members through team building retreats, weekly participative board meetings, continuation of officer legacies, and preferential attendance at invitation only industry events.
- To produce strong leaders through the development of multiple committees with autonomous direction to guide grant implementation, philanthropic events and industry-sponsored programs.

Weaknesses

- The AMA-USF it is not funded by the university or any other outside agency
- USF's large, decentralized campus hinders AMA's ability to recruit non-Business majors and presents challenges for event planning
- Executive Board elections held each semester creates inconsistency among leadership styles and overall productivity
- A large membership makes interpersonal relationships difficult to maintain
- The chapter's lack of non-profit marketing opportunities does not provide members with a well rounded professional experience

Threats

- College of Business class schedule hinders member participation and availability
- USF's reputation as a commuter school limits campus involvement among the faculty, staff and students
- High costs of membership fees and professional events decreases involvement
- The nation's current economic situation makes it difficult for the AMA-USF to attain sponsorships and donations from the community

Goal

To capture educational value, cultivate positive relationships and release members with the tools to market themselves in the business community.

Objective: Educational Value

To help members gain a competitive advantage by building on the concepts learned in the classroom.

Guest Speakers

Capture: 10 speakers, 50 members each

Conduct member surveys to keep the Chapter's operations in tune with the educational needs and interests of its members. Speakers from the AMA Tampa Bay and the AMA-USF's Alumni Board will express the value of member involvement in AMA-USF. Members will also be connected with companies ranging from Busch Gardens to the Tampa Bay Buccaneers in order to enhance their knowledge of marketing technology, sports marketing, event planning and social responsibility.

Corporate Tours

Capture: 4 tours, 15 students each

The AMA-USF will connect local marketing students from USF, UT and Saint Leo to Tampa's most successful businesses, which seek to inspire and hire young and ambitious marketing students.

"Take an Executive to Lunch" Competition

Capture: 15 members participating

We will promote to membership through Blackboard and encourage faculty to offer extra credit. We will reward any USF semi-finalist with hotel reimbursement for the collegiate conference.

Fall 2008 Regional Collegiate Conference

Capture: 100 participants

USF has partnered with FIU to establish the AMA's First Annual Regional Collegiate Conference in Tampa, Florida. AMA members, students and professional marketers throughout Florida will unite for this two-day educational experience, which will emphasize green marketing, networking and teambuilding. USF's Chapter will coordinate all logistics including locations, speakers, sponsors, lodging, catering, and entertainment. FIU's Chapter will be in charge of the event's marketing and registration.

2009 AMA International Collegiate Conference

Capture: 10 members attending

The AMA-USF is dedicated writing the best Chapter Plan and Annual Report in order to earn the title of "AMA International Collegiate Chapter of the Year." At a minimum, we will be in the Sweet 16.

Objective: Relationship Building

To add value to the general membership by fostering positive relationships within the American Marketing Association, USF and the Tampa Bay business community.

Leadership Activities

Capture: 4 general membership activities

2 executive board leadership retreats

The AMA-USF will devote four of its weekly meetings for group activities that encourage leadership and teamwork among members. The Executive Board will bond and improve its leadership by participating in one retreat per semester.

AMA Inter-Collegiate Events

Capture: 3 collaborations (per semester)

The AMA-USF will invite members from the University of Tampa and Saint Leo's AMA Chapters to at least three events per semester, which include general meetings, corporate tours and its First Annual Regional Collegiate Conference.

AMA Tampa Bay

Capture: 10 AMA Tampa Bay luncheons, 5 mutual partnerships

The AMA Tampa Bay Professional Chapter is supportive of AMA-USF's innovative ideas and talented members, which will prove as an effective link to Tampa's business community. Both Chapters will continue to build a mutually beneficial relationship by supporting each other's goals and endeavors, which will include monthly networking events, a literacy program, and both philanthropic and fundraising projects. The AMA Tampa Bay's monthly networking luncheons provide incredible opportunities for USF's collegiate members to gain insight from marketing professionals within the Tampa Bay community.

Objective: Career Development

To prepare members for professional business situations through practical marketing experience.

Career Building Workshops

Capture: 2 workshops, 50 members each

In the fall, marketing and HR professionals will offer one-on-one resume counseling and career advice. In the spring, four businesses will actively recruit AMA members for summer internships.

Employment Opportunities

Capture: 15 opportunities (per semester)

Throughout the semester, members will build a network of contacts for potential internships and career opportunities. Members will discover at least 15 new employment opportunities each semester through weekly Blackboard and AMA-USF website postings. The Chapter expects at least ten members to post their professional resume online and order personalized AMA-USF business cards.

Fall 2008 Chevrolet Marketing Program

Capture: 25 member committee

This hands-on, experiential learning internship will empower students to work as a team to increase Generation Y's positive perceptions of Chevrolet's environmental friendliness. Members will be given a \$2,500 budget to design a marketing plan. The on campus campaign will reach 1,000 students through six different events. The team will present the results of its research and marketing strategies to top Chevrolet executives.

USF Community

Capture: 3 partnerships, 9 hours

The AMA-USF has experienced rapid growth as one of USF's largest student organizations and earned a reputable status among students and faculty. The Chapter will partner with a minimum of three student organizations in order to build relationships, increase awareness of AMA and work together to achieve mutual goals.

Tampa Bay Business Community

Capture: Interaction with 50 businesses

Each year, the AMA-USF will further expand its diverse network of local businesses, which support the Chapter's professional development of its members. The AMA-USF's support for business education in its entirety will allow members to experience and benefit from a variety of marketing opportunities.

Fall 2008 Chevy Aveo5 College Cab

Capture: 15 member committee

The AMA-USF will design and implement a campus-wide promotional campaign for the nationwide Chevy Aveo5 Livin' Large College Cab promotion. Members will use talent and creativity to reach out to the USF student body through traditional and social media tactics. With a \$250 budget, the team will create an on-campus presence by hosting four promotional events during USF's Homecoming week.

Spring 2009 Business Communications Center

Capture: 10 member committee

The USF Business Communications Center helps students improve their written, oral, presentation, and e-mail communication skills. The AMA-USF will generate a marketing campaign to increase student awareness for this valuable and free educational resource.

Interactive Workshop

Capture: 1 workshop (per semester), 50 member participants, 10 member committee

Interactive workshops encourage teamwork among members to brainstorm innovative solutions for real world business challenges. The AMA-USF will create a marketing plan for the H&R Block Southeast division to effectively target local businesses to create a more family-oriented brand.

Goal

To strengthen the understanding of social responsibility and the importance of servant leadership while generating interest in non-profit marketing.

Objective: Non-Profit Marketing Experience

To provide members with the knowledge and experience of cause-related marketing by coordinating and promoting fundraising events to benefit non-profit organizations.

Fall 2008 Memory Walk

Capture: \$200 raised, 10 members

The Alzheimer's Association's Florida Gulf Coast Chapter hosts Memory Walk 2008 throughout communities in western Florida, which is the largest national event to raise awareness and funds for Alzheimer's and dementia. Members will be challenged to raise funds for the cause by applying their marketing knowledge as well as represent the Chapter through participation on the day of the event.

M.A.R.K. (Marketers Advocating for Reading and Knowledge)

Capture: 50 books donated, 25 hours

Chapter members can contribute to the success of First Books of Tampa Bay, which provides new books to children, by promoting the collection of books and by volunteering time in after-school programs. The initiative is a joint community service project being launched to unite the collegiate Chapter and the AMA Tampa Bay. Collegiate members will network with professionals through social contribution while increasing awareness of First Books.

Spring 2009 Dance Marathon

Capture: \$200 raised, 10 members

Dance Marathon is the largest student-run philanthropy event on college campuses. The USF Dance Marathon raises funds for the All Children's Hospital. The AMA-USF Collegiate Chapter members will be encouraged to contribute to the fundraising goals of this event by effectively designing and executing a fundraising initiative that utilizes their knowledge of marketing and power of networking.

The Unsinkable Molly Brown Foundation

Capture: \$400 raised, 10 members

The Unsinkable Molly Brown Foundation supports art and music education programs in the local community by providing supplies, grants, and scholarships. With the assistance of the AMA Foundation's Community Service Grant, the Chapter will focus on the marketing needs of the organization. Members will be expected to strategize and implement a non-profit marketing proposal that supports the organization's efforts.

Objective: Social Responsibility

To take an active role as a representative of social responsibility both on campus and in the community.

AMA Bulls in Action

Capture: 35 hours

Activities of service are frequently offered through other campus organizations. The AMA-USF Chapter is dedicated to supporting these various groups at events because the members understand the value of a well-rounded education that is gained in and out of the classroom. The members will participate in selected service activities hosted by USF's organizations to further comprehend leadership aspects of teambuilding.

Benefit the Bay

Capture: 35 hours

The Tampa Bay area is an interdependent metropolis that includes Tampa, Clearwater, and St. Petersburg. Many opportunities are available to promote sustainability in the region throughout the year. As future business leaders, members will play a major role in maintaining and improving the local community while learning servant leadership skills essential for the success of various projects.

Goal

To plan, implement and execute successful marketing campaigns to fund the Chapter’s annual operations.

Objective: Industry Sponsored Events

To encourage member involvement in planning and operating fundraising events.

Fall 2008 Regional Collegiate Conference

Capture: \$50 profit, 45 members

The AMA-USF will co-host the First Annual Florida Regional Collegiate Conference with the AMA-FIU. The Chapter will apply for the AMA regional grant of \$500. Profits will be divided equally between FIU and USF.

Spring 2009 Golf ScramBULL

Capture: \$10,000 profit, 15 members

An AMA-USF tradition since 2000, the Golf ScramBULL is the largest fundraising event for the Chapter. The profits fund member attendance at the AMA Collegiate Conference. Members gain sales and networking experience while selling sponsorships and interacting with the golfers at the event.

Fall 2008 Chevy Aveo5 College Cab

Capture: \$200 profit, 15 members

The AMA-USF was selected by Weber Shandwick as one of six colleges in the nation to create and execute an on-campus promotion of the Chevy Aveo5 with a \$250 budget. Members will be encouraged to plan and implement an effective marketing strategy.

Spring 2009 Collegiate Conference Cash Call

Capture: \$300 profit, 15 members

The Chapter will organize as many “grassroots” events as possible to raise \$300 to pay for hotel rooms at the AMA Collegiate Conference. Conference attendees must devote four hours minimum to working these events.

Fall 2008 Chevrolet Marketing Program

Capture: \$150 profit, 25 members

The AMA-USF has created a long-lasting relationship with General Motors through the EdVenture Partners’ Chevrolet Marketing Program. The Chevy Going Green promotion will be managed by an all volunteer team of members. At the conclusion of the program, the Chapter is paid \$150. If the promotion wins the SAA competition, additional money will be awarded.

Spring 2009 Green Marketers Works

Capture: \$50 profit, 8 members, 24 hours

To launch the Green Marketers consulting service, members will be expected to build a prospecting list from AMA alumni, develop a business plan and secure at least one account. The AMA-USF will conduct “green” online surveys to offer local businesses insight on the buying behavior of Generation Y.

Objective: Ongoing Fundraisers

To provide non-event methods of continual fundraising to support Chapter activities.

CampusFundraiser.com

Capture: \$40 profit, 15 members, 8 hours

The AMA-USF will utilize CampusFundraiser.com to sustain a continual income through member participation in online surveys.

AMA-USF T-Shirt Sales

Capture: \$50 profit, 12 members, 8 hours

The AMA-USF will sell the Chapter’s t-shirts from previous events to members at a discounted price. This fundraiser recovers a profit from the Chapter’s sunk costs and controls the inventory stored in the AMA-USF office.

Gray’s Bookstore

Capture: \$300 profit, 20 members

Gray’s Bookstore offers monetary incentives for student organizations to promote its competitive prices to their members each semester.

Goal

To enhance professional development through a large membership base with a high percentage of member involvement.

Objective: Chapter Growth

Increase Chapter membership through the use of marketing skills to recruit and promote.

Membership Drive Information Table**Capture: 40 hours (per semester)**

During the first three weeks of each semester, a membership drive table will be set up during peak student hours in high traffic locations of the business building. Interested students can provide their name and USF e-mail address in order to receive information for meetings and upcoming events. The executive board members and at least 10 members will be expected to staff the table.

USF Student Organization “Round-Up”**Capture: 30 prospective members**

All student organizations are invited to participate in USF’s “Round-Up” each year. “Round-Up” provides organizations with the opportunity to recruit members, distribute information, increase student involvement, and strengthen awareness. The AMA-USF supply interested students with new member brochures containing Chapter information.

Objective: Active Involvement

Use a reward system to increase active membership and develop professional skills.

Member Incentives**Capture: 10 premier members & 40 active members (per semester)**

Premier members will receive a complimentary ticket to the AMA-USF’s banquet at the end of each semester. Active members receive a 50% discount off the banquet ticket.

Member Surveys**Capture: 50 surveys returned**

Surveys are created at the beginning of fall and spring semesters to analyze member demographics and plan for Chapter events. The surveys have been distributed in meetings on paper in the past, but the Chapter plans to create online surveys through SurveyMonkey.com to increase organizational efficiency and practice “green” business.

Class Presentations**Capture: 12 classes (per semester)**

Executive Board members will present a two-minute recruitment video, created by the Chapter President, in all business classes during the first two weeks of each semester. The purpose of the video is to showcase the benefits of joining AMA-USF.

Membership Point System

Members earn points by devoting time to committees, meetings, projects and events. To encourage well rounded members, the points are divided into four major Chapter activities. The most important value the AMA has to offer is professional development so more points are required in that category. The breakdown is in the chart below.

Active Membership		Premier Membership	
Professional Development	150	Professional Development	300
Membership	50	Membership	125
Event Planning	50	Event Planning	100
Philanthropy	50	Philanthropy	125
Total	300	Total	650

Goals

To increase communication by 35% with AMA-USF alumni, current members, and potential new members.

Objective: Interactive Chapter Website

To increase member awareness of Chapter activities and professional opportunities by providing an interactive website.

Website (www.ctr.usf.edu/AMA)

Capture: 40 visits per week

The Chapter's website is hosted by the USF Student Organization's server and maintained by the Chapter Webmaster. Frequent updates provide current information on the event calendar, weekly member agendas, and Chapter announcements. The AMA-USF's website recognizes exceptional members in the "Member of the Week" spotlight. All members are encouraged to post a resume to enhance professional development.

Objective: Communicate Chapter Information

To communicate Chapter meetings and events to members, the students body, and Chapter alumni through the AMA-USF communication tools.

Creative Team

Capture: 6 members (per semester)

The purpose of the Creative Team is to encourage members to become actively involved in the promotion of the AMA-USF to the USF student body. Team members are challenged to design and implement promotional strategies to apply to bulletin boards and AMA-related campus posters. The team is responsible for event photography and all creative projects.

Blackboard Academic Suite

Capture: 25 announcements, 12 hours

Blackboard is an online communication tool used by USF to drive student engagement and course management. The Chapter will continue to utilize Blackboard to communicate updates, announcements and event information effectively with all current Chapter members.

Alumni Database

Capture: 40 alumni

AMA-USF will establish and maintain a database of AMA-USF alumni, administrators, faculty and sponsors. Alumni will receive quarterly reports via e-mail, which will keep interested parties current with the Chapter's goals and activities.

Photo Album (www.picasa.google.com)

Capture: 45 photos

The AMA-USF will utilize the features of Google Picasa, an online photo album, to share and store Chapter-related member photos. Members are encouraged to share photographs taken at AMA-USF events. Points are awarded to members for uploading photos that may be posted to the Chapter's website.

Bulletin Boards

Capture: 6 hours

USF's College of Business provides each business-oriented student organization with at least one bulletin board inside the building. The AMA-USF has been allotted two bulletin boards, which display information about the Chapter's weekly meetings, events, activities and contact information.

Classroom Signs

Capture: 15 signs

Laminated signs will be designed and distributed in each classroom throughout USF's College of Business. Signs will visibly display information about the Chapter's weekly meetings, contact information, mission and website. The content is updated each semester to ensure that the student body receives accurate information.

PowerPoint Presentations

Capture: 20 hours

The Chapter will continue to create informational PowerPoint presentations that will be displayed during each general meeting. Members will learn about events, projects, socials and guest speakers. The PowerPoint content will reflect the information handed out to members in the weekly agendas at each general meeting.

External Objective: General Membership

To strengthen relations between the executive board members and Chapter members by promoting synergy.

Office Hours

Executive board members will be required to contribute a minimum of two office hours per week to be available to members for additional information and assistance. Office hours can be utilized for extra time with committee members, collaborative work on creative projects, and membership information.

E-mail Communication

AMA-specific Gmail accounts provide the general membership, sponsors, and faculty with a professional and reliable way to contact each executive board member. In addition, the e-mail accounts reflect the AMA-USF’s commitment to professionalism and signify the Chapter’s presence in the local community.

Committees

Each committee is dedicated to contributing to the achievement of each executive board member’s goals for the specified semester and to the overall success of the Chapter. Appointed committee chairs act as a liaison between the executive board members and the committee members by delegating responsibilities and assisting in the coordination and execution of events and activities. Committees promote teamwork among Chapter members play a crucial role in the overall professional development of the members. The appointing of the committee chair members further emphasizes the AMA-USF’s support of member leadership.

Internal Objective: Executive Board

To emphasize leadership, professionalism, and communication among executive board members on projects.

Executive Board Structure

The structure and operation of the AMA-USF’s executive board emulates a small business by providing members with practical management experience. Board members are challenged to contribute to the decision-making processes to achieve the common goal of Chapter success. Board members learn valuable lessons in teamwork, organization, and communication.

Leadership Development

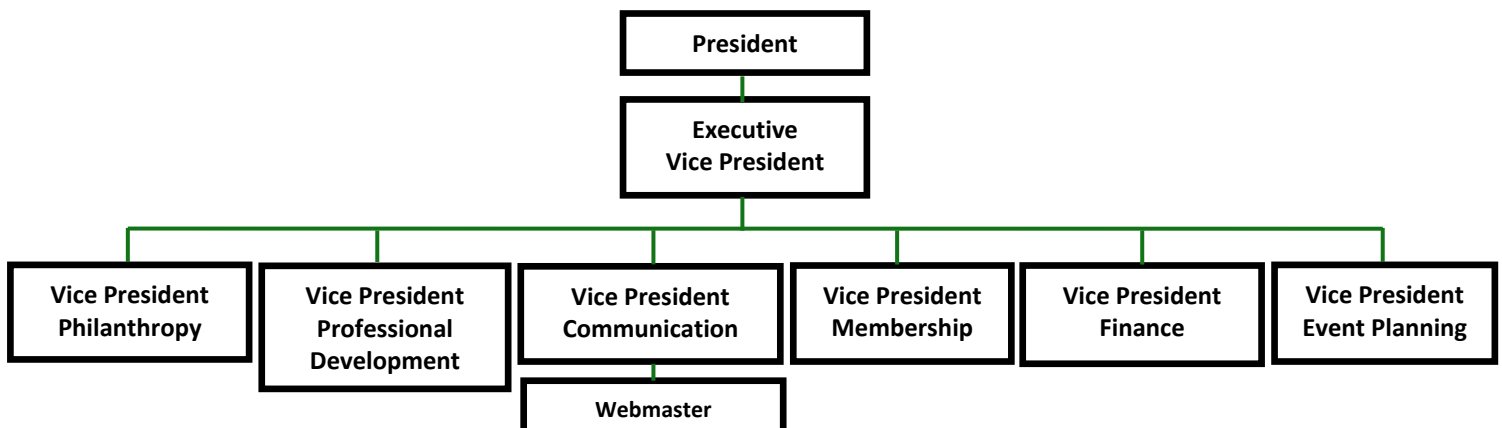
A leadership retreat will be planned each semester to develop unity, teamwork, trust and respect among the executive board members. The retreat is designed to promote and strengthen interpersonal communication skills.

Bi-Annual Elections

Officer elections are held at the end of each semester, and interviews are conducted by the current executive board and faculty advisors. Candidates will reflect the traditionally high standards of professionalism and leadership essential for the implementation of Chapter goals.

Weekly Executive Board Meetings

The AMA-USF is devoted to a members-first approach in addressing all Chapter matters. Therefore, the executive board members are committed to weekly meetings to discuss, strategize and plan events that provide the best opportunities for development of members. Weekly meetings promote interdependency among board members and focus on continuous evaluation and unique programs to enrich the well roundedness of Chapter members.



Fall 2008

August

- AMA Tampa Bay Networking Luncheon: "Everyone's an Expert at Something"
- First Executive Board Meeting
- USF's "Community Plunge"

September

- Membership Recruitment Activities
- First General Meeting: Teambuilding
- Guest Speakers: AMA Alumni Panel, AMA Tampa Bay, Tampa Bay Lightning Foundation, Busch Gardens
- Corporate Tour: Roberts Communications and Tampa Digital Studios
- Alzheimer's Association's "Memory Walk" and Fundraiser at Yeoman's Road Pub
- Ocean Conservancy's "International Coastal Cleanup"
- AMA Tampa Bay Luncheon: "The FedEx Brand: Consistency in Concert with Change"
- Executive Board Retreat at USF's Ropes Course

October

- AMA Tampa Bay Luncheon: "The Melting Pot: A Perfect Night Out Defies Recession"
- General Motors Marketing Internship
- Interactive Marketing Workshop: H&R Block
- "Livin' Large" Chevy College Cab Promotion
- Resume Workshop
- Marketing Focus Group: Marketing Labs
- USF and FIU host 1st Annual Regional Collegiate Conference in Tampa, Florida
- USF's "Gandhi Day of Service"
- USF's "Walk a Mile in Her Shoes"

November

- Molly Brown Foundation's "S.O.S. Pub Crawl"
- "Take an Executive to Lunch" Competition
- Corporate Tour: AMA Tampa Bay
- USF's Presentation Skills Workshop
- AMA Tampa Bay Luncheon: "Marketing & IT: What's Love Got to do with It?"
- Last General Meeting Leadership Building Activity
- Executive Board Elections

December

- M.A.R.K. Literacy Program
- Executive Board Transition Meeting
- Fall Banquet

Spring 2009

January

- AMA Tampa Bay Luncheon: The Florida Aquarium
- First Executive Board Meeting
- Member Recruitment Activities
- First General Meeting: Teambuilding
- Guest Speakers: Alumni Panel, AMA Tampa Bay
- USF's "Stampede of Service"
- Assist on promoting Molly Brown Foundation Fundraiser

February

- 8th Annual Golf ScramBULL
- Molly Brown Foundation Grant Implementation
- Corporate Tour
- USF Writing Center Promotion
- Guest Speaker: Tampa Bay Buccaneers
- Interactive Workshop
- Executive Board Retreat
- AMA Tampa Bay Luncheon: TBA

March

- 2 Guest Speakers
- Corporate Tour
- AMA Tampa Bay Luncheon: TBA
- USF's "Dance Marathon" Fundraiser
- USF's Relay for Life
- Collegiate Conference Cash Call
- AMA International Collegiate Conference in New Orleans, Louisiana

April

- 1 Guest Speaker
- Internship Workshop
- AMA Tampa Bay Luncheon: TBA
- Last General Meeting: Leadership Building
- Executive Board Elections
- Spring Banquet

May

- AMA Tampa Bay Luncheon: TBA
- Executive Board Transition Meeting
- Executive Board Summer Planning Dinner

BUDGET 10**Revenues**

	Budgeted
President/Vice President	
School Funding	\$0.00
Interest	\$100.00
Regional Conference	\$100.00
Philanthropy	
Grant	\$1,000.00
Event Planning	
Campus Fundraiser	\$40.00
Golf ScramBULL	\$10,000
Gray's Bookstore Fundraiser	\$300.00
Marketing Project – Chevy Aveo5 College Cab	\$200.00
Spring Fundraiser`	\$50.00
Theme T-shirt Sales	\$50.00
Membership	
Membership Dues (\$80*120)	\$9,600.00
Total Revenues	\$21,340

Expenses

President/Vice President	
Team Building Retreat	\$250.00
Printing	\$377.00
Administrative	\$530.00
Professional Development	
Guest Speaker Parking Passes	\$100.00
International Collegiate Conference	\$3,500.00
Thank You Cards	\$10.00
Philanthropy	
Grant Implementation	\$1,000.00
Relay For Life Registration	\$100.00
Event Planning	
Golf ScramBULL	\$4,133.00
Membership	
AMA Polo Shirts	\$1,135.00
Fall/Spring Banquet	\$2,000.00
Member of the Week Gas Cards (\$10*28)	\$280.00
Member Scholarships (\$100*4)	\$400.00
Membership Board	\$25.00
Membership Dues (\$42*120)	\$5,040.00
New Member Folders (\$0.11*80)	\$9.00
Communications	
Creative Team Supplies	\$100.00
Oracle Advertisement	\$30.00
Webmaster	\$100.00
Total Expenses	\$19,119.00
Net Profit	<u>\$2,221.00</u>