

# **UWEC** **ANMA**

**University of Wisconsin- Eau Claire**

**May 2008 - May 2009**

## **Chapter Plan**



# Table of Contents

Our Mission.....	1
SWOT.....	1
Professional Development.....	2
Community Service.....	2
Fundraising.....	3
Membership.....	4
Internal/External Communication.....	5
Chapter Operations.....	6
Calendar of Events.....	8
Budget.....	9



**American Marketing Association  
University of Wisconsin-Eau Claire  
Chapter Plan**

**Our Mission**

*The University of Wisconsin-Eau Claire American Marketing Association is a student-run, professional business organization aimed at providing members with continual knowledge, motivation, and leadership skills necessary to be successful.*

**Our Chapter's Strengths and Weaknesses**

**Strengths**

- Fantastic reputation on campus (voted Best Organization on Campus 2006 and 2007)
- Impressive member participation
- Notable alumni support
- Strong ties with local businesses (sponsors and speakers)
- Collaborative environment between the Executive Board, Directors, and General Members

**Weaknesses**

- First year as a revitalized chapter
- Weak connection with national AMA for the last ten years
- Scarcity of time of the Executive Board members due to academic priorities and work related schedules
- Lack of chapter participation by General Members

**Opportunities**

- Potential for recognition at the national level by competing at the Annual Collegiate Conference
- Ability to collaborate with other student organizations to create exceptional programs for the School of Business
- Willingness of Career Services to assist in academic and career enhancing workshops
- Enhance participation of AMA members by engaging them in more opportunities

**Threats**

- Less expensive dues offered by other campus organizations
- Competition for quality speakers with other business organizations on campus
- Time conflicts with other student organizations



## Professional Development Goals

### Spring Internship Mania

- Collaborate with Career services and other organizations on campus to plan the event
  - Have a representative of AMA available to attend every meeting steering committee meeting
  - The representative will then report back to the AMA executive board to keep them up to date
- Solicit at least 30 volunteers to set up and take down the event, provide 12 volunteers for transportation of businesses to and from the event, and any provide any other additional volunteers needed
- Assist members in questions regarding their Professional Development
  - Have a representative who meets with the University's Career Service at least monthly and remains in constant communication (through e-mail) regarding internship opportunities and other career development related issues
  - The purpose of this representative will be to either answer any questions members may have regarding any career development related issues, or efficiently direct members towards University resources that will be able to assist the individual
- Create a book containing Resumes of AMA members
  - Have at least 75% of AMA members' resumes in the book
  - Distribute the book to at least 15 businesses with relevant employment openings

### Community Service

Goal: Work with local non-profit organizations in the Eau Claire area in order to teach our members the important skills and knowledge to give back to the community.

### Objectives:

- Provide our members with the opportunity to fulfill their Service Learning requirement enacted by the University
- Work closely with our main charity, the Indianhead Area Special Olympics
- Raise \$4,000 to donate to the Indianhead Area Special Olympics

### Strategies and Activities:

- Special Olympics Sporting Events : 2 per semester
  - UWEC AMA provides volunteers to assist at tournaments and competitions for the Indianhead Special Olympics program. In the fall volunteers assist in the Special Olympics bowling tournament by working at the souvenir stand and help athletes to keep scores on the lanes. In the spring volunteers work at the Special Olympics track and field competition and basketball tournament.



- Special Olympics Polar Plunge: spring semester  
-This is one of Special Olympics' largest fundraisers and UWEC AMA is a gold sponsor for the event. UWEC AMA provides volunteers to work the day of the event including set up and take down, registration, souvenir stand and concessions. Last year we helped the program raise \$105,000 for Special Olympics Wisconsin.
- Highway Clean-up: 1 per semester  
-UWEC AMA members get together to clean up a mile long strip of highway.
- 3-5 Club: all year  
-UWEC AMA members volunteer to tutor kids at a local school. Every Tuesday and Thursday from 3:00 p.m. to 5:00 p.m. the volunteers go to a local school to meet with the kids and help them with their homework and studies.
- Annual AMA Fun Run: spring semester  
-Every spring AMA hosts a 5K run/walk/rollerblade to raise money for the Indianhead Special Olympics program. The event is open to the public and has had up to 300 participants in the past. This is the 27th year for the event and this year's goal is to have 500 participants and to raise \$4,000 for Indian Head Special Olympics.

## **Fundraising**

Fundraising helps to lower dues for our members along with the cost of events. We have many fundraising events planned for the 2008-2009 academic year. We hope to raise \$1200. These activities take place twice in the academic year.

## **Action City**

Goal: Generate \$250 by recruiting students on campus to go to Action City, a local indoor amusement park on a predetermined date.

Strategy: Event will occur on "college night" to ensure the largest attendance possible. Transportation will be provided to students interested in the event. A percent of the profits will go directly to AMA.

## **Brat Fry at Festival Foods**

Goal: Raise \$200 by selling brats and hot dogs at the local Festival Foods.

Strategy: Ask all members to volunteer for a shift. Brat Stand will be open during prime lunch hours.

## **Boston's Night Out**

Goal: Generate \$150 by inviting AMA members and other UWEC students to eat dinner at Boston's restaurant on a predetermined date.

Strategy: Give AMA members gift certificates for Boston's to spend the predetermined night. They will earn gift certificates by participating in other AMA events. Advertise on campus and at restaurant.



## Membership

### Objective:

To recruit new members and retain previous General Members by keeping AMA beneficial and attractive in both a professional atmosphere and as a networking tool.

### Goals:

- Recruit 30 new members and retain 55% previous General Members
- Discover new member goals

## Activities and Strategies

### Recruitment

#### Literature

- Place AMA brochures in all 4110 dorm mailboxes to inform freshman about the organization. This brochure will contain a list of upcoming events, describe who we are, what we do, and the benefits of joining.
- Chalk sidewalks on campus to encourage students to join AMA and promote our Open House
- Post flyers on six designated bulletin boards throughout the College of Business

#### Blugold Organization Bash (B.O.B.)

- Participate in B.O.B. by setting up an AMA booth on our campus mall to give students the opportunity for the following:
  - To raise awareness of who AMA is and what AMA does
  - Sign up to become an AMA Member
  - Sign up to be on our emailing list
  - Meet several existing members of AMA
  - Have their questions about AMA answered

#### Open House – Cook Out

- Host an AMA Open House cook out to invite all students who are interested in becoming a part of AMA to learn about the organization in a more casual setting. Executive Board and Directors talk one-on-one with potential members.

### Retention

#### New Member Dinner

- Host a New Member Dinner after our first General Meeting to become more acquainted with the new members and make them feel welcome into the organization.

#### Buddy Groups

- Divide our members, Directors, and Executive Board into teams that allow ample communication between all tiers of the organization. Buddy Groups are in weekly contact regarding upcoming activities, volunteer events, and networking opportunities.



## Internal/External Communication

### Internal

Goal: Increase communication with advisors.

Strategy: We must encourage our faculty advisors to attend most general meetings as well as volunteer events in the community (FunRun, Special Olympics, etc.)

Goal: Redesign our bi-weekly newsletter, the *Low Down*, to have a consistent appearance and relevant information

Strategy: The Public Relations Directors will work closely with Executive Board to develop a template for all newsletters that contains a revamped AMA logo. Once designed all AMA documents will follow this appearance.

Goal: Facilitate communication between Executive Board members.

Strategy: Establish weekly Executive Board meeting. This meeting will be held at the same time each week and at the same location.

Goal: Create a new AMA Facebook group and begin to invite new members.

Strategy: VP- Communications will have administrative access to the existing group and update it with current information.

### External

Goal: Create a contact sheet for the use of all Directors and Executive Board members, to facilitate communication with community members and recruiters.

Strategy: The VP – Communications will create an Excel document to keep track of all AMA contacts. This document can be posted on the W: drive which will allow all Directors and Executive Board members to access and add contacts.

Goal: Unveil fully redesigned chapter Web site.

- Post professionally photographed headshots of all Directors and Executive Board members
- Post members resumes
- Post all FunRun promotional material electronically
- Post timely updates regarding AMA events

Strategy: Vice President will work closely with all members to collect resumes and promotional materials for FunRun, and will then update the Web site. The VP will also update the Web site on a specific day of the week, so members know when they can check back for updated information.

## Chapter Operations

### President

The President conducts meetings and continually encourages other students to get involved in AMA. Additionally, she oversees other organization activities to help keep things on track. Position-specific responsibilities include keeping contact with faculty advisors about AMA events, working with the Vice President on long term goals, tracking the events that VP's and Directors are attending, and maintaining close ties with faculty and alumni.

### Vice President

The Vice President assists all organizational efforts along with the President. She helps recruit new members and promotes AMA on campus. Additionally, she assists all directors on major projects. Position-specific responsibilities include working with the President on long-term goals, updating and maintaining the AMA website, and creating a resume book to give to speakers at General Meetings.

### VP-Administration

The VP of Administration is responsible for all internal communication among the organization. She works closely with the President and Vice President to monitor organizational progress. Position-specific responsibilities include regularly emailing Directors and General Members about current information and activities, planning and organizing the faculty breakfast, and setting up and preparing materials for all meetings.

### VP-Finance

The VP-Finance is responsible for the financial activities of the organization. He regularly balances the checkbook and keeps track of expenditures. Additionally, the VP of Finance assists with organizing the Fun Run. He oversees the Directors of Corporate Sponsorship, Events, and Fundraising. Position-specific responsibilities include balancing the checkbook, reimbursing members for organizational expenses, and monitoring and helping Directors involved in the Fun Run.

### VP-Activities

The VP of Activities coordinates nearly all activities and events throughout the semester. She oversees three Director positions and assists them when necessary. The positions include Community Service, Entertainment, and Market Research. Position-specific responsibilities include organizing semester activities, and brainstorming other possible activities for the future.





## **VP-Membership**

The VP of Membership helps create and maintain membership of students in the organization. She has three Director positions to oversee and assist. These positions are Alumni Relations, Incentives, and Membership. Position-specific responsibilities include planning the Open House each year, organizing the New Member Dinner, explaining membership to General Members and collecting dues, and increasing membership throughout the year.

## **VP-Communications**

The VP of Communications works at providing knowledgeable and interesting speakers for General Meetings. He works with two Director positions and assists them when needed. These positions include Career Counseling and Public Relations. Position-specific responsibilities include contacting and scheduling professional speakers for General Meetings, purchasing gifts or gift certificates for speakers, and reserving all meeting, event, and booth locations for AMA.

## **Incentive Points**

The University of Wisconsin-Eau Claire AMA Chapter uses an incentive points system to encourage member involvement as well as to acknowledge members for their efforts.

General Member Status: 75 points

Gold Member Status: 95 Points

- Attend all five General Meetings as well as the Elections Meeting
- Participate in one fundraiser, booth, or community service project
- Attend two social gatherings, the first social gathering is mandatory
- Attend two of four events: Hayride, Buddy Bowling, Triple House Hop, and Semi-Formal

Platinum Member Status: 180 points

- Attend all five General Meetings as well as the Elections Meeting
- Participate in two fundraisers, booths, or community service projects
- Attend five social gatherings, the first social gathering is mandatory
- Attend all four events: Hayride, Buddy Bowling, Triple House Hop, and Semi-Formal
- Participate in Homecoming events



## Calendar of Events

### August

25: Executive Board Meeting

### September

10: Blugold Organization Bash  
11: Open House  
16: Executive Board Meeting  
18: General Meeting- Speaker  
18: Social Meeting  
20: Director's Retreat  
24: New Member Dinner  
25: Director Meeting  
25: Homecoming Meeting

### October

1: Homecoming Yell-Like-Hell  
2: General Meeting- Speaker  
2: Homecoming Meeting  
2: Buddy Bowling Event  
3: Varsity Night Live  
4: Homecoming Parade  
9: Director Meeting  
10: Hayride Social  
12: Highway Clean Up  
16: General Meeting- Speaker  
16: Social Meeting  
23: Director Meeting  
24: Triple House Hop  
28: Executive Board Meeting  
30: General Meeting- Speaker  
30: Social Meeting

### November

6: Director Meeting  
11: Executive Board Meeting  
13: General Meeting  
13: Speaker  
13: Social Meeting  
14: AMA Regional Conference  
15: Semi- Formal Event  
20: Director Meeting

### December

4: Elections  
4: End of Semester Social  
9: Director Interviews  
11: Pass Off Event  
11: Action City Fundraiser

### January

23: Director Meeting  
30: Director Meeting  
31: Director's Retreat

### February

4: Blugold Organization Bash  
5: Open House  
10: Executive Board Meeting  
12: FunRun Meeting  
12: General Meeting  
12: Speaker  
12: Social Meeting  
17: Executive Board Meeting  
18: New Member Dinner  
19: FunRun Meeting  
19: Director Meeting  
24: Executive Meeting  
26: FunRun Meeting  
26: General Meeting  
26: Speaker  
26: Buddy Bowling

### March

3: Executive Board Meeting  
5: FunRun Meeting  
5: Director Meeting  
7: Semi- Formal  
10: Executive Board Meeting  
12: FunRun Meeting  
12: General Meeting- Speaker  
26: FunRun Meeting  
26: General Meeting- Speaker  
27: Triple House Hop  
31: Executive Board Meeting

### April

2: FunRun Meeting  
2: Director Meeting  
5: Highway Clean Up  
9: FunRun Meeting  
9: General Meeting- Speaker  
16: FunRun Meeting  
16: Director Meeting  
17: Hayride  
23: FunRun Meeting  
23: General Meeting- Speaker  
25: 27th Annual FunRun  
30: Elections

### May

5: Director's Interviews  
7: Pass Off Event  
7: End of Semester Social



## Planned Chapter Budget

**Beginning Cash Balance \$1,000**

### Revenues

#### *Membership*

Dues (30x60 ) \$1,800  
**Total \$1,800**

#### *Homecoming*

Brat Stand \$400  
 T- Shirts \$175  
**Total \$575**

#### *FunRun*

Corporate Sponsorships \$6,500  
 Date Auction \$350  
 Registration Fee \$4,500  
**Total \$11,350**

#### *Fundraising*

Festival Brat Stand \$400  
 Boston's Dinner Night \$300  
 Action City \$500  
**Total \$1,200**

#### *Social Activites*

Hayride \$1,500  
 Buddy Bowling \$1,500  
 Triple House Hop \$1,000  
 Semi Formal \$7,000  
**Total \$11,000**

Total Revenues \$26,925

### Expenses

#### *Membership*

Open House \$300  
 B.O.B Promotional Materials \$50  
 New Member Dinner \$100  
**Total \$450**

#### *Homecoming*

Float Decoration \$50  
 T- Shirts \$125  
 Misc. Supplies \$100  
 Resume Book \$45  
**Total \$320**

#### *FunRun*

T-Shirts \$750  
 Food and Beverages \$750  
 Permits \$100  
 Tent Rental \$250  
 Promotional Materials \$500  
 Miscellaneous Supplies \$250  
 Special Olympics Donation \$4,000  
**Total \$6,600**

#### *Social Activities*

Hayride \$1,600  
 Buddy Bowling \$1,500  
 Triple House Hop \$900  
 Semi Formal \$7,500  
 Pre Meeting Snacks \$315  
 Speaker Gift Certificates \$100  
**Total \$11,915**

#### *Collegiate AMA Expenses*

Regional Conference \$200  
 National Dues (30x42) \$1,260  
 National Competition (10x500) \$5,000  
**Total \$6,460**

Total Expenses \$25,745

**Ending Cash Balance \$1,180**