

World Destinations



Ithaca College

Chapter Plan

2007-2008

American Marketing Association



Table of Contents

Mission Statement	3
Introduction.....	3
A. SWOT Analysis.....	3
B. Programming and Professional Development.....	5
C. Community Service.....	6
D. Fundraising	7
E. Membership.....	8
F. Internal/External Communications.....	9
G. Chapter Operations.....	10
H. Calendar of Events.....	11
I. Financial Budget for the year 2007-2008.....	12





Mission Statement

The Ithaca College Chapter of the American Marketing Association is one of the leading professional student organizations on campus that furthers the professional development of students through leadership training and involvement in the field of marketing.

Introduction

The Ithaca College Chapter of the American Marketing Association (ICAMA) had a very successful year in 2006/2007, and we aim to build on those accomplishments to go even further in 2007/2008. Located in the Finger Lakes Region of New York, Ithaca College is a small, undergraduate-focused school (6,000 students). Given our size and isolated location, we need to build relationships with other clubs, organizations, and campus offices in order to provide value for our members. This has become an entrenched tradition at ICAMA and has led to numerous ongoing partnerships. We look forward to building on the strong foundation established by previous Boards while leaving our mark with new activities and new partnerships.

A. SWOT Analysis

Opportunities

- *Ongoing and new relationships with other groups across campus*
ICAMA enjoys good relationships beyond the School of Business, with other schools such as the Park School of Communication (which includes an Integrated Marketing Communications degree program) in addition to offices such as Career Services, Alumni Relations, and Student Affairs. This year, ICAMA has established a fresh relationship with the Department of Theatre Arts and actively seeks other new partners.
- *Good contacts with the off-campus community*
Within the community, ICAMA has worked with both for-profit firms and non-profit organizations. These relationships can be expanded while we seek new opportunities.
- *Support, direction, and a host of other student organizations within the School of Business*
The IC School of Business provides resources that help ICAMA plan, coordinate, and execute our activities. These include a Dean's Student Advisory Committee (DSAC) including the Presidents of all student clubs. Through DSAC and other means, we have developed close ties with several other student organizations. Outside our school, we also have relationships with the student chapter of the American Advertising Federation.
- *Annual funding from the Student Government Association (SGA)*
As one of the longest serving professional organizations on campus, ICAMA has an established track record, traditionally receiving adequate funding from the IC SGA.

Threats

- *Ithaca's isolated location*
Ithaca is a relatively small city with an economy dominated by two major local colleges (IC and Cornell University). The number and diversity of local businesses is limited as is the number of local alumni.
- *Numerous other student organizations within the School of Business and elsewhere*
The number of student clubs in the School of Business has increased to 16 separate organizations, offering students more choices for membership and participation. Several other organizations now put on events similar to ICAMA's and time conflicts can be a problem. We also compete with the Communication School's Public Relations Student Society of America (PRSSA) and American Advertising Federation (AAF).





- *Changes in funding procedures*
Last year, SGA instituted new budgeting procedures, requiring individual funding requests for all activities. We obtained good funding last year, but each new year contains no guarantees that all requests will be honored.

Strengths

- *ICAMA's track record*
ICAMA has the longest history of School of Business organizations, has generally been one of the largest clubs on campus, and conducts a number of successful, established events and activities allowing members to develop professionally while effectively networking with marketing professionals.
- *Faculty interest and participation*
The marketing faculty has always demonstrated strong support for ICAMA. Professors have already participated in our Meet & Greet (one of ICAMA's Marketing Week events) and Marketing 101 Workshops. In addition, Professor Scott Erickson, our faculty advisor, is experienced and works closely with the Board.
- *Experienced and motivated Board*
The 2007/2008 ICAMA Board is much more experienced than the 2006/2007 Board, including a number of individuals with ICAMA officer experience. The Board also includes members who not only lead in AMA but also in other organizations. With officers involved in both AMA and elsewhere, opportunities to collaborate are strengthened. This year's Board is full of individuals who are enthusiastic, team players, and highly motivated.
- *Interest and participation in professional programs and activities*
In response to feedback, ICAMA will be expanding professional opportunities. We have implemented Marketing 101 Workshops on marketing tools and topics, along with two semester-long case studies.
- *Strong underclass membership*
The last two incoming classes have been unusually large. We successfully recruited a large and committed group of freshmen members last year and are looking to repeat that success this year.
- *Membership participation*
Getting members to participate has become less of a problem as ICAMA implemented new and different programs and activities for members. More members are now more deeply involved in almost all aspects of the organization.

Weaknesses

- *Diverse Membership*
Although we target students outside the School of Business and Communications, ICAMA has had difficulties diversifying the membership mix. The vast majority of members continue to be a mixture of Integrated Marketing Communication and Business Administration students.
- *Training and orientation of new Board members*
The carryover of experienced Board and general members from last year was much better coming into the 2007/2008 year. Even so, established, written guidelines and procedures are not available, and new Board members often find it difficult to get up to speed.

Strategy and Targeting

Based on this environmental analysis, we have developed the following Chapter Plan. In general, we will continue and adapt our successful strategy from last year:

- Create a wide variety of value-adding activities
- Through cooperation with other organizations and offices, on and off campus
- While targeting both marketing students and students from other concentrations and majors, as well as students from all class levels (freshman, sophomore, etc.)



B. Programming and Professional Development

Goal 1

To develop the marketing knowledge and skills of our members through unique, value-added events, differentiating ICAMA from other campus organizations.

Objectives

- Offer one event per month focused on members' professional development
- Provide at least two hands-on activities enhancing members' strategic planning, marketing research, or other practical skills
- Hold two other substantive events per semester
- Use connections with other organizations to enhance these events and activities
- Obtain more formal feedback from event participants

Strategies and Activities

Besides biweekly general meetings, we are planning a new series of "Marketing 101" workshops, presented by Marketing faculty, other faculty, staff from Career Services, and others. We will schedule these along with other speaker events, continued from past years, at a minimum of one per month. We also plan to once again compete in the AMA Case Competition, providing our members with a unique chance to work with a real-world marketing case. We have agreed to conduct a major marketing research study for Ithaca College's Theatre Arts Department. We will explore other opportunities, particularly in the Spring semester, as they arise. In addition, in the past, the ICAMA has put on popular annual events known across campus. The Etiquette Dinner and our Poker Tournament have encouraged members and the e-board to work together, developing leadership, teamwork, and project skills. Besides these traditional events, we will also seek to plan and deliver other enjoyable events that also teach members useful skills.

Goal 2

To build interest and increase member involvement in national AMA activities

Objectives

- Double attendance at the AMA International Collegiate Conference in New Orleans
- Make the finals in the Case Competition
- Continue and improve Marketing Week activities
- Enter at least one other nationwide activity (Sales Competition, Chapter Exhibit Competition, etc.)

Strategies and Activities

In spite of a very successful year in 2006/2007, we only sent four members to the International Collegiate Conference. We submitted a complete entry to the Case Competition for the first time and instituted Marketing Week activities. As noted in the objectives, we will look to more success in all areas and at least one new venture.





C. Community Service

Goal

To provide marketing and other support to non-profit organizations in the community.

Objectives

- Conduct marketing activities, including planning, research, and/or communications to at least 2 local non-profit organizations
- Include at least 2 local non-profit organizations in our fund-raising events
- Offer member volunteer time for additional community service work

Strategies and Activities

ICAMA has a great tradition of community service, including a national AMA community service grant in the past, marketing planning conducted for a number of local agencies, and volunteer work. We will continue this tradition this year through our professional development efforts targeted to non-profit organizations, fundraising tied to community service projects, and volunteer work.

One planned activity is the marketing research project for our Theatre Arts Department. We have already donated part of the proceeds from our Etiquette Dinner to the Ithaca Breast Cancer Alliance. Although not finalized, we are exploring additional opportunities with a local high-density sustainable community called EcoVillage and past clients such as the Ithaca Downtown Partnership and the Women's Opportunity Center.



D. Fundraising

Goal

Improve the financial status of our organization.

Objectives

- Raise 40% of our planned budget from the Student Government Association
- Increase outside fundraising by 20% over last year
- Raise \$500 from corporate sponsors
- Boost involvement by members in fundraising activities by helping members realize the benefits and fun of fundraising activities

Strategies and Activities

We intend to accomplish these objectives by continuing and improving existing fundraising events while also trying new things. We just completed one of our premier events, the 11th annual Etiquette Dinner. Last year, we raised \$170 with this event and hope to exceed that amount this year. In addition, we will repeat past successful events such as “The Chicken Wing Fling” in the spring, a sell-out last year. It is arguably our most popular event, as it attracts students from all over campus.

We will also be selling Ithaca College bumper stickers for IC’s biggest sporting event, the Cortaca Jug football game. Cortaca is a huge annual event for the college, integrating both current students and alums, providing a great fundraiser for us. We will continue the tradition of our Poker Tournament again this year, too. The high turnouts that we have received, along with general interest from tournaments since we began, has been enormous and the event now includes a sponsor, local restaurant D.P. Dough.

In addition, this year, we are going to try some new things, including “Speed Dating” for Valentine’s Day (an event that has been done at some other schools and people get a kick out of it) and other fundraisers like “Visit Our Mall” and Varsity Discount Cards. In a big step, we are also striving to expand our relationships with Corporate Sponsors, an opportunity to develop our selling skills and open up entirely new funding sources.





E. Membership

Goal

To increase membership and member quality

Objectives

- Increase membership by 20% over 2006/2007
- Maintain and improve the point system, improving active member involvement by 25%
- Further diversify the membership by major and year

Strategies and Activities

Acquiring new members is not necessarily one of our greatest challenges but rather keeping old members from leaving due to a lack of motivation. So, this year, we are taking a new approach while also bringing back some of the things that have worked for us in the past. Essentially, we are bringing back the point system, where members earn points for attending meetings, workshops, social events, and community service activities. ICAMA feels that this is a great way to encourage members, and our theme of "World Destinations" for this year. We have also started a separate rewards system with incentives such as formal recognition and gift certificates for attending and participating at ICAMA events. We finished 2006/2007 with 42 members, but lost 11 through graduation. We want to reach 50 members by the end of the year, a 20% improvement, while also increasing measurable member involvement.

In 2006/2007, we had a very successful year in terms of building a strong freshman base for the organization and attracting in some majors/concentrations outside marketing. We want to build on that base with another successful recruiting class and further expanding the fields represented through targeted recruiting, diverse activities, and structured socialization between upperclassmen and the incoming class. During the year, we will examine our membership base, adjust tactics, and report on changes.





F. Internal / External Communications

Goal

To better establish communication to members and to the campus and off-campus communities.

Objectives

- Use electronic media to regularly communicate with members
- Use electronic and print media to communicate with wider communities
- Redesign and maintain the ICAMA website, allowing it to act as a portal for organization information and updates
- Update and maintain the ICAMA display case

Strategies and Activities

ICAMA successfully employed a listserv in 2006/2007 and will continue the practice while working out some of the bugs, such as an accurate distribution list. We will also use media such as posters, plasma boards, and other available means to inform targeted groups of upcoming events and activities. The ICAMA website has already been completely redone, and is brand new this year. The new layout is very appealing from a design standpoint, and provides the organization with a more professional look. It will act as a major source of information and be constantly updated. Our current display case in the School of Business will be replaced as we move into a new building in January 2008, and we will update our new case when it becomes available.

Responsibilities of the communications committee will be to come up with creative ways of promotion and to post flyers around campus. In this way, general members can become more involved and gain experience with the organization.



G. Chapter Operations

Goal

Improve chapter operations and member involvement

Objectives:

- Establish a committee structure with designated leaders
- Facilitate regular communication between executive board members
- Increase member participation
- Initiate work on transition planning

Committees have been less formal in previous years, having a designated leader for each committee structures the process and facilitates communication. The designated leader can contact committee members of meeting times, tasks to be performed before the next meeting, and any updates regarding the current project. Weekly board meetings and other contacts will strengthen communications between board members. Establishing communication on a regular basis will help to develop working relationships among board members. Stronger relationships will ultimately contribute to the synergy of executive board positions as well as make communication to general members more effective.

Implementing a point system provides an incentive for members to become more involved within the organization. The most active member(s) will be recognized at the end of each semester with awards and chapter certificates. Members with more points are more qualified to attend the conference in New Orleans. Only the members who have shown a significant contribution to the organization will be funded.

By developing committees around activities, such as the case study and our marketing research projects, members are more involved in the structure of the organization and gain experience that can translate into future executive positions. One continuing weakness in our organization is a lack of guidance to incoming officers. The developmental committees are a start, but we also want to begin work on a formal process to pass along the experience of officers to the next generation.



H. Calendar of Events

May – August 2007	January 2008
Planning and brainstorming by the Executive Board.	28 General Meeting Bi-weekly Executive Board Meetings
September 2007	February 2008
Etiquette Dinner Planning Meetings (5, 12, 19, 26) General Meetings (11, 24) Executive Board Meetings (7, 21) 5 Student Organization Involvement Fair 9 School of Business Leadership Retreat 11 School of Business Club Information Fair 15 AMA Welcome BBQ 17 Marketing 101: Competitive Intelligence 28 Officer Report Form Due	Biweekly General Meetings Biweekly Executive Board Meetings 4 Marketing 101: Photoshop & Web Design 15 Hugh J Wales Nomination Due 21 Speed Dating (Mktg Yourself) Fundraiser Begin 2008/2009 Board Selection Process TBD Professional Development TBD Community Service and/or Social Events
October 2007	March 2008
Etiquette Dinner Planning Meetings (3, 10, 17, 24) General Meetings/Case Study (8, 22) Executive Board Meetings (5, 26) Marketing Week: 9 Meet and Greet with Marketing Professors 10 Halloween Extravaganza Decorating 11 Peer Mock Interviews 12 Senior Recruitment Night 15 Marketing 101: Marketing Yourself 15-17 Etiquette Dinner Ticket Sales 28 Halloween Extravaganza (Community Service) 29 MEDITECH Recruiter 30 Career Services Career Fair 30 Etiquette Dinner	Biweekly General Meetings Biweekly Executive Board Meetings 14 Annual Report Due 24 Annual Poker Tournament Fundraiser Relay for Life Complete 2008/2009 Board Selection Process TBD Professional Development TBD Community Service and/or Social Events
November 2008	April 2008
General Meetings/Case Study (5, 12) Executive Board Meetings (9, 30) 5-7 Cortaca Sale (Fundraiser) 12 Marketing 101: Marketing on the Internet 16 Chapter Plan Due 25 Marketing 101: Theatre Arts Marketing	Biweekly General Meetings Biweekly Executive Board Meetings 3-5 AMA Collegiate Conference 10 Annual Chicken Wing Fling ICAMA Farewell Dinner TBD Professional Development New Board Orientation
December 2007	May 2008
3 General Meetings/Case Study (3, 17) Bi-weekly Executive Board Meetings 10 Marketing 101: Advertising 17 Case Study Due	18 Graduation



I. Financial Statements 2007 - 2008

Revenues	Estimates
Rollover from '06-'07	\$600.00
Chapter Dues 47 @ \$7.00 each	\$329.00
Etiquette Dinner	\$500.00
Face Decals	\$100.00
Poker Tournament	\$300.00
Chicken Wing Fling	\$1,000.00
SGA funding requests	\$2,500.00
Donations from Deans/Provost	\$1,000.00
Corporate Sponsorships	\$500.00
Total Revenues	\$6,829.00
Expenses	Estimates
Programming	
Speakers and Guests	\$200.00
Volunteering Events	\$428.00
Year-End Banquet	\$300.00
Member Awards and Rewards	\$200.00
Communication	
Photocopying and Binding	\$50.00
Postage	\$50.00
Supplies (cartridges, batteries, etc.)	\$55.00
Conferences and Professional Development	
Registration	\$1,500.00
Transportation	\$1,000.00
Accommodations	\$1,000.00
Capital Improvements	
Technology	\$100.00
Supplies (office merchandise)	\$100.00
Total Expenses	\$4,983.00
Ending Balance	\$ 1,846.00

