

Lansing Community College
2007 - 2008
Chapter Plan



Keys to Success

Table of Contents

Environmental Analysis	1
S.W.O.T. Analysis	2
Professional Development	3
Community Service	4
Fundraising	5
Membership	6
Communication	7
Chapter Operations	8
Calendar	9
Budget	10



Environmental Analysis

Mission

The Lansing Community College (LCC) American Marketing Association (AMA) is a collegiate marketing association devoted to providing marketing and business experience for students preparing to be successful professionals. These experiences will enhance the skills and knowledge of our members through leadership, communication, teamwork, networking, and personal development.

Theme

The LCC AMA's theme is "Keys to Success". We help our members gain the skills they need to be successful in accomplishing their personal vision and goals. Through our planned activities and strategies, we provide members the keys to unlock those skills. A key to LCC AMA's focus is a change of brand from LCC Student Marketing Association to LCC American Marketing Association. This offers the opportunity to be associated with the professional AMA brand.

Target Market

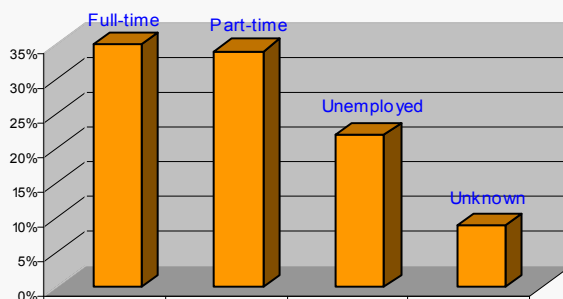
Primary - Members

Secondary - Business students, faculty, alumni, and community professionals

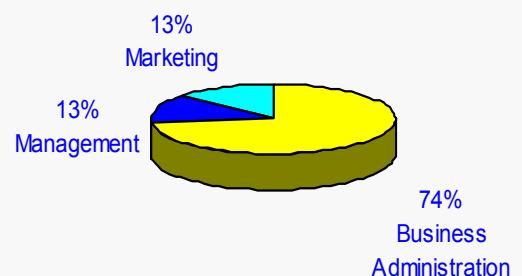
Lansing Community College

LCC was founded in 1957 and is located in downtown Lansing - the capital of Michigan. The college's 2007 Fall Semester enrollment is 19,350 students. Approximately 70% of students are employed and only 30% are full-time students. Forty percent of students over age 24. Of the students enrolled in business, 13% are marketing majors.

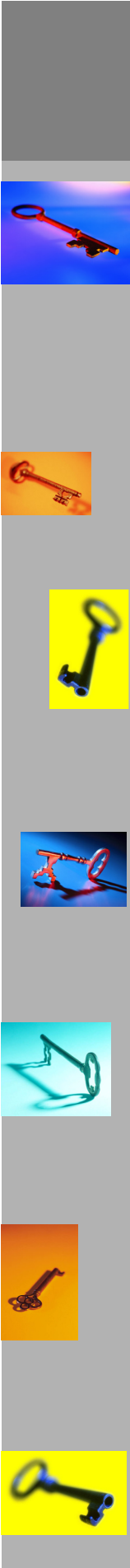
Student Employment Status



Business Majors



SWOT Analysis



Strengths

- Student organization on LCC's campus for 27 years
- Five returning officers and five new motivated officers bring experience
- Dedicated advisor with 27 years of experience
- Supportive management and marketing faculty
- Hole in the Hall retail lab generates significant sales and profit
- Hole in the Hall retail lab, operated by AMA members, provides a communication hub, an opportunity to gain retail experience, and a meeting location
- Coordinate the 18th Annual Marketing and Sales Scholarship Golf Outing
- Helped build an endowed scholarship fund at the Lansing Community College Foundation totaling over \$300,000
- Productive membership recruitment strategies increased membership by 60% within the first month of Fall semester
- Large (12'6"x4'3"x1'1") display case provides high exposure at the main entrance to the Business Division
- Existing connections with local business owners provide guest speakers for events and job shadowing opportunities

Weaknesses

- LCC AMA brand awareness is low
- LCC AMA website needs improvement
- Marketing Action Plans (MAPs) and Performance Evaluation Reviews (PERs) are not utilized by officers
- Low member involvement
- Lack of planned community service activities

Opportunities

- Utilization of the American Marketing Association brand
- Collaboration with other AMA chapters and other LCC student organizations
- Marketing focused community service projects

Threats

- Two-year commuter community college
- Student reluctance to make commitment to AMA due to classes, work, and family
- State of Michigan is experiencing recession which may limit community college funding

Professional Development



Objective

Provide challenging and meaningful marketing experience in order to unlock highest potential of each member

Goals

- Offer four opportunities for leadership development
- Provide six networking opportunities



Activities and Strategies

Professional Series

- Invite two professional speakers each semester to present the following topics: resume building, marketing strategies, investing, and financial planning
- Organize a dinner educating members and students on proper business etiquette
- Provide professional business job shadowing opportunities to ten AMA members in the topic area they request
- Host a Michigan AMA Leadership Conference in September, inviting nine Michigan AMA Chapters to learn about leadership, motivation and goal setting



Marketing Week

- Hold one Marketing Week per semester including two open houses, one guest speaker, and one social event



AMA International Collegiate Conference

- Take at least ten members to the AMA International Collegiate Conference
- Provide a chapter subsidy toward registration and hotel fees via fundraising participation of AMA members
- Compete in the chapter awards program, exhibit session, sales competition, and website competition
- Place within the top 16 chapters

Community Service



Objective

Unlock untapped knowledge by serving the community with marketing plans and strategies

Goals

- Receive a \$425 community service grant from the AMA Foundation
- Complete nine community service projects, five being marketing focused



Activities and Strategies

Summer Semester

Marketing and Sales Scholarship Golf Outing

- Host the 18th Annual Lansing Community College Marketing and Sales Scholarship Golf Outing in July



Colors of Salsa

- Assist the Capital Foundation for Arts and Culture, a non-profit organization, by volunteering at their Latin Music Festival

Scholarship Contribution

- Donate \$7,000 to the Marketing and Sales Scholarship fund at the LCC Foundation



Fall Semester

Greater Lansing Business Monthly (GLBM) Tradeshow

- Manage the registration table and act as a booth fill-in for businesses at the tradeshow in November

Compelling Conversations with Stedman Graham

- Contribute \$5,000 to support a speaking event at LCC led by Stedman Graham, Chairman and CEO of management and marketing consulting firm S. Graham and Associates



Lansing Art Gallery Art Smart

- Submit a proposal to the AMA Foundation requesting \$425 to market the Lansing Art Gallery Art Smart program
- Improve the current marketing strategy the Art Gallery is using to promote the Art Smart program



Toys for Tots

- Collect toys for the United States Marine Corps Toys for Tots program in December on LCC campus

Declare Your Major Day

- Plan and implement a marketing campaign for the LCC Business Division “Declare Your Major Day”



Spring Semester

Bicycle Festival

- Promote the Lansing Mayor's “Go Green” initiative and promote Lansing's River Trail

Fundraising



Objective

Generate monetary resources by unlocking the vault to fund the AMA Collegiate Conference trip and general club expenses



Goal

- Raise \$4,500 to subsidize ten members' attendance to the AMA International Collegiate Conference
- Raise \$21,100 to fund chapter operation expenses

Activities & Strategies




Hole in the Hall

- Generate \$22,000 profit from operating our retail lab by selling textbooks, supplies, and snacks to LCC students and faculty
- Employ two members to work a total of 32 hours per week

Sponsors

- Generate \$500 by sending out letters to mid-Michigan businesses asking support for our activities and goals
- Generate \$500 worth of donations by contacting local businesses for prize and give-a-way items



Battle of the Bands

- Generate \$100 by planning a one night battle between five local bands competing for prizes and local recognition
- Incorporate a costume contest

Etiquette Dinner

- Generate \$500 by coordinating a dinner for students and faculty to learn business etiquette




Sales

- Generate \$675 by placing recycling bins in high-traffic areas around campus to collect pop cans/bottles
- Generate \$500 by selling popcorn daily in the Hole in the Hall Retail Lab
- Generate \$300 by selling baked goods every-other Monday
- Generate \$100 by face painting at the LCC Alumni Zoo Day
- Generate \$100 by setting a donation box out while offering refreshments at the LCC Foundation Celebrity LipSync Scholarship Fundraiser
- Generate \$50 by face painting during the annual Silver Bells Festival in Lansing
- Generate \$40 by participating in two LCC fundraising fairs on campus



Grants

- Generate \$500 from the LCC Foundation by submitting a proposal for the student grant opportunity they offer students
 - Generate \$500 from the LCC Student Life Office by participating in five \$100 grant opportunities
 - Generate \$500 from the LCC Student Life Office by submitting a proposal for the student grant opportunity they offer students
- 

Membership



Objective

Attract and retain committed members by allowing them to unlock their motivation to accomplish their goals

Goals

- Recruit 30 members
- Attain active membership status of 40% throughout the year



Activities and Strategies

Recruitment

Open Houses

- Plan two open houses each semester and provide prospective members with LCC AMA information



Referrals

- Verbally encourage prospective members to join the chapter by utilizing current member and faculty/staff referrals

Classroom Visitations

- Visit ten marketing and business classes each semester
- Collect email addresses from interested prospects
- Distribute LCC AMA information



Literature

- Distribute LCC AMA information at the Hole in the Hall
- Distribute LCC AMA information at LCC new student orientation sessions
- Post flyers on 34 campus bulletin boards



Retention

New Member Orientation

- Meet individually with each new member for orientation
- Give each new member a New Member Packet

Key Point System

- Use a point system to track member activity throughout the year
- Motivate members to earn points which will help earn a subsidized trip to the AMA International Conference



Socials

- Host two social events per semester



Communication



Objective

Promote the AMA brand, unlocking all available resources to reach internal and external target markets

Goals

- Increase brand awareness by 20%
- Utilize four new communication channels



Activities and Strategies

Internal

Angel (New)

- Implement Angel as our main source of communication between group members with a primary focus on using discussion boards, built in point system, calendar, folders for association's documentation, and measuring member participation



E-mail

- Send e-mail reminders about upcoming events and opportunities

Hole in the Hall

- Use the Hole in the Hall as a hub for chapter activities while utilizing individual mailboxes, bulletin boards, and a computer



External

Brand Awareness (New)

- Create an AMA logo polo shirt for members to wear at events, meetings, and to the AMA Conference
- Paint the AMA logo on the door of the Hole in the Hall
- Design a 6'x2' banner with the AMA logo to be used at all events



Showcase

- Update the (12'6"x4'3"x1'1") display case with upcoming event and recruitment information

Website

- Utilize the website to provide recognition for our sponsors
- Highlight member biographies and contact information



E-mail

- Inform prospective members and faculty of events and meetings

Brochure

- Make an LCC AMA brochure available at the Hole in the Hall

Flyers

- Post fliers for all events on 34 bulletin boards through out the LCC campus
- 

Chapter Operations



Objective


Unlock leadership potential by providing proper preparation and tools needed to successfully fulfill the chapter's vision



Goals

- Submit chapter plan and annual report to AMA
- Prepare chapter for transition to 2008-2009 academic year
- Host two recognition dinners

Activities & Strategies




Planning Session

- Hold planning meetings at Mackinac Island's Grand Hotel for chapter officers to brainstorm activities and strategies for the upcoming year

Officer Manuals

- Provide officers the proper training and knowledge needed to fulfill each officer position
- Aid in the development and growth of current leaders in our chapter



General Member Meetings

- Hold member meetings every Wednesday evening during the semester

Committee Meetings

- Arrange meetings for planning and implementing events throughout the year



Officer Meetings

- Conduct four meetings per month
- Facilitate planning and evaluating chapter activities and events


Recognition Banquets

- Reward members for their hard work and dedication throughout the year by hosting one recognition dinner at the end of each semester



Chapter Plan

- Use the chapter plan as a tool that will lead to the successful completion of our goals and strategies
- Implement strategies in the chapter plan by creating marketing action plans (MAPs)



Annual Report

- Create a professional report that evaluates and assesses our accomplishments, in comparison with our goals outlined in the chapter plan
- Utilize performance evaluation reviews (PERs) to provide a comprehensive description and evaluation of our planned activities and strategies

Calendar

May

- 11 LCC Spring Semester Ends
- 5 Student Recognition Banquet
- 21-23 Mackinac Island Planning Conference
- 2, 9, Chapter Meetings
- 16, 30

June

- 2 Community Service - Colors of Salsa
- 6 Summer Semester Begins
- 20 Community Service – Scholarship Contribution
- 24 Fundraising - LCC Alumni Day at the Zoo
- 6, 13 Chapter Meetings
- 20, 27

July

- 27 Community Service – Marketing and Sales Scholarship Golf Outing
- 11, 18 Chapter Meetings
- 25

August

- 1 Summer Semester Ends
- 20 Fundraiser - Hole in the Hall opens
- 23 Fall Semester Begins
- 1, 8, Chapter Meetings
- 15, 22, 29

September

- 10-15 Marketing Week
- 11 Open House
- 12 Open House
- 13 Speaker – Jim Reed
- 15 MI AMA Leadership Conference
- 15 Social – Pool Night
- 27 Community Service - Compelling Conversations with Steadman Graham
- 28 Fundraiser – LCC Founders' Day
- 5, 19 Chapter and Officer Meetings
- 26

October

- 14 Fundraising - Celebrity LipSync Scholarship Fundraiser
- 19 Community Service – Submit AMA Grant
- 25 Community Service - GLBM Tradeshow
- 30 Fundraiser - Battle of the Bands
- 31 Fundraiser - LCC Fundraising Fair
- 8, 15 Fundraiser – Bake Sales
- 23
- 3, 10 Chapter and Officer Meetings
- 17, 24,
- 31

November

- 16 Fundraiser – Silver Bells Festival
- 17 Social – Game Night
- 28 Community Service - Declare Your Major Day
- 5, 12 Fundraiser - Bake Sales
- 26
- 7, 14 Chapter and Officer Meetings
- 21, 28

December

- 1-15 Community Service- Toys for Tots
- 8 Fundraiser – Casino Night
- 14 Member Recognition Dinner
- 16 Fall Semester Ends
- 3, 10 Fundraiser - Bake Sales
- 5, 12 Chapter and Officer Meetings

January

- 12 Spring Semester Begins
- 25 Community Service – Complete Art Smart marketing project
- 21, 28 Fundraiser – Bake Sales
- 9, 16, Chapter and Officer Meetings
- 23, 30
- TBA Marketing Week
- TBA Open Houses
- TBA Social Event

February

- 1-28 Community Service – Bicycle Festival
- 4, 11 Fundraiser – Bake Sales
- 18, 25
- 6, 13, Chapter and Officer Meetings
- 20, 27
- TBA Fundraiser – LCC Fundraising Fair
- TBA Fundraiser - Etiquette Dinner

March

- 1-31 Community Service – Bicycle Festival
- 3, 17 Fundraiser - Bake Sales
- 24
- 5, 12, Chapter and Officer Meetings
- 19

April

- 1-31 Community Service – Bicycle Festival
- 3-5 AMA International Conference
- 26 Member Recognition Dinner
- 16, 23 Chapter Meetings
- 30

Budget

Estimated Revenue

Beginning Cash Balance		\$ 853.41
Chapter Dues (30 x \$1)		\$ 30
Hole in the Hall Retail Lab (profit)		22,000
Sponsors		500
Battle of the Bands		275
Etiquette Dinner		1,160
Sales		
Pop Can/Bottle Drives		675
Bake Sales		300
Popcorn Sales		800
Fundraising Fairs		40
Zoo Day		110
Silver Bells		50
Celebrity LipSync		100
Grants		
LCC Student Life Grants		1,000
LCC Foundation Grant		500
AMA Foundation Grant		<u>\$ 425</u>
Total Estimated Revenue		\$27,965.00

Estimated Expense

Membership		
Open Houses		\$ 500
Communication		
Display Case		100
Business Cards		50
Flyers		80
Brand Awareness Materials		300
Professional Development		
AMA Annual Collegiate Conference(10 x \$600)		6,000
Etiquette Dinner		660
Fundraising		
Zoo Day		10
Popcorn		300
Battle of the Bands		175
Community Service		
Lansing Art Gallery Art Smart		425
Compelling Conversations		5,000
LCC Foundation Scholarships		7,000
Chapter Management		
Printing (Chapter Plan and Annual Report)		50
Meetings		150
Mackinac Island Planning Conference		4,300
Recognition & Awards Banquet Expense		<u>\$ 2,000</u>
Total Estimated Expense		\$26,100.00
Ending Cash Balance		<u>\$ 1,718.41</u>