

SALVE REGINA UNIVERSITY  
AMERICAN MARKETING ASSOCIATION  
2007-2008 ANNUAL PLAN



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# TABLE OF CONTENTS

	Page Number
<b>Introductory Page – Understanding Our Chapter/ Our School</b>	1
About Our School	1
The Direction of SRU AMA	1
Mission Integration Statement	1
<b>SWOT Analysis – Defining the Situation</b>	2
<b>Professional Development</b>	3
Professional Development Objectives	3
Field Trips	3
Guest Speakers and Professional Programs	3
AMA Competitions	3
AMA Membership Meetings and Social Events	3
Research	3
<b>Community Service</b>	4
Community Service Objectives	4
Planned Programs	4
<b>Fundraising</b>	5
Fundraising Objectives	5
Strategies to Acquire Funds to Support Expenses and Future	5
Strategies to Raise Funds for 3 <sup>rd</sup> Party Non-Profit Organization	5
<b>Membership</b>	6
Membership Objectives	6
Membership Strategies for Renewals	6
Membership Strategies for New Members	6
<b>Internal &amp; External Communications</b>	7
Communications Strategies	7
Strategies for Communication with SRU AMA Membership	7
Strategies for Communication with Salve Community	7
Strategies for Communication with External Community	7
<b>Chapter Operations</b>	8
Chapter Operations Objectives	8
Deadlines to Meet	8
Conduct 8 AMA Executive Board Meetings by May 2008	8
Coordinate with SRU AMA Alumni	8
Continue using the Co-VP Positions	8
Form Community Service, Case, and Fundraising Committees	8
<b>Calendar of Events</b>	9
<b>Budget</b>	10

Salve Regina University  
American Marketing Association

## UNDERSTANDING OUR CHAPTER/OUR SCHOOL

### *About Our School*

The Salve Regina University chapter of the American Marketing Association, also known as SRU AMA, was officially recognized as an academic club in 2001 by the Salve Regina University administration. The Business Studies Department has recently merged with the Economics department becoming the Business Studies and Economics Department. The SRU AMA Executive Board is composed of twelve members, and is advised by the coordinator of the Marketing Program in the Business Studies and Economics Department. Salve Regina University is a private, Catholic University founded by the Sisters of Mercy in Newport, Rhode Island. Salve Regina University has an enrollment of approximately 2,090 undergraduate students and 499 graduate students. There are approximately 420 students enrolled in the Business Studies and Economics Department; 79 of which are marketing majors. Although, a coeducational institution, enrollment favors women approximately 69%.

#### Salve Regina University Snapshot

<b>School Type</b>	4-year private, Catholic, Liberal Arts
<b>Undergraduate Enrollment</b>	2,090
<b>Undergraduate Business Majors</b>	420 (approximately)
<b>Undergraduate Marketing Majors</b>	79
<b>Gender Distribution</b>	69% Female/ 31% Male
<b>Description of Administrative Policies</b>	Conservative Based in Catholic Faith

### *The Direction of SRU AMA*

**“SRU AMA – Your Recipe For Success!”** As our University celebrates its 60<sup>th</sup> anniversary as an institution, the Salve Regina Chapter of the American Marketing Association celebrates its 6<sup>th</sup> year as an influential organization in our school community. The history of the success of our school and club is due to our willingness to listen and accept and encourage new ideas, while keeping with the traditions of our University. Inspired by this idea, we chose the theme **“Your Recipe For Success!”**, understanding that many “ingredients” go into the success of our membership and chapter. We encourage our members to aspire, contribute, network, and challenge themselves throughout the year. We will encourage members to, like a recipe, always remember the fundamental ingredients to success while understanding the importance of trying new ideas to create just the right dish. Success tastes so sweet!

### *Mission Integration Statement*

Salve Regina University’s American Marketing Association is a professional organization for students interested in furthering their study and practice of marketing. The Salve Regina University Chapter of the American Marketing Association provides marketing resources and education by offering professional development activities and networking opportunities. National competitions and local community service projects not only enhance members’ skills and knowledge, but also promote ethical decision-making and responsible citizenship.

# SWOT ANALYSIS

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> <li>☞ SRU AMA is one of the four largest student organizations on campus</li> <li>☞ BS Marketing Major is the largest major in the Business Department</li> <li>☞ The BS Marketing Major is growing</li> <li>☞ The AMA Executive Board consists of students with enthusiasm, motivation, and strong leadership skills</li> <li>☞ SRU AMA has a great relationship with the Chair of the Business Studies and Economics Department. With his support we are able to receive appropriations from the Department's budget to fund our projects and travel to the AMA Conference</li> <li>☞ Strong relationship with University faculty and administration</li> <li>☞ SRU AMA has a faculty advisor who is very involved, experienced, and talented; and who was awarded the Hugh G. Wales Faculty Advisor of the Year Award</li> <li>☞ Every year since inception, the SRU AMA has won awards from national AMA</li> <li>☞ Strong finances</li> <li>☞ High recognition on campus</li> <li>☞ SRU AMA is frequently cited by administrators as contributing to the mission of Salve Regina University</li> </ul>	<ul style="list-style-type: none"> <li>☞ Event participation rates are not as high as we would like</li> <li>☞ Lack of diversity in membership</li> <li>☞ Increase in Membership Dues</li> <li>☞ Remote Newport, RI location limits the availability of large corporations for field trips and guest speakers</li> <li>☞ Members tend to be involved with many clubs and activities on campus which distracts from their availability for AMA activities</li> <li>☞ Underclassmen note their reluctance to join AMA because they fear they don't yet have the background – courses and experiences – necessary to contribute to the club</li> </ul>
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> <li>☞ SRU Business Studies Department continues to grow each year and has recently merged with the Economics department to become the Business Studies and Economics Department</li> <li>☞ SRU AMA has partnered with many organizations and clubs on campus</li> <li>☞ Past achievements have brought interest awareness in the organization</li> <li>☞ SRU Students and Administration are attracted to SRU AMA's community service efforts</li> <li>☞ SRU AMA Executive board consists of mostly new members ranging from Freshmen to Seniors</li> <li>☞ Salve students often use Facebook to network and learn about events on campus</li> </ul>	<ul style="list-style-type: none"> <li>☞ SRU is a small university therefore our AMA chapter is smaller than many others</li> <li>☞ SRU AMA will be competing with other organizations on campus for new members, participation from the community, and time of current members</li> <li>☞ Senior Administration implemented a new fundraising policy which limits each organization to one fundraiser per semester. Funds from that fundraiser must go to a third party non-profit organization eliminating the opportunity to fundraise for the organization itself.</li> <li>☞ New SIFE chapter provides competition for membership from the pool of business majors. Additionally, SIFE membership is free!</li> <li>☞ The University's webmaster left last year and was not replaced. The work has been outsourced to a third party company, and making changes to the site has been difficult – if not impossible.</li> <li>☞ University regulations limit the nature and type of fundraisers and social events clubs may have.</li> </ul>

## PROFESSIONAL DEVELOPMENT

### **Professional Development Objectives:** **Total Cost to Chapter \$3780**

1. To determine member interest and satisfaction with programming
2. To provide professional development opportunities for the SRU AMA membership.
3. To provide opportunities to members to enhance marketing knowledge by competing internationally

### **Field Trips** **Cost to Chapter \$3400**

- 👉 Arrange trips to at least 6 organizations for members to tour.
- 👉 Create a variety of external programs that have appeal to the diverse members of SRU AMA.
- 👉 Coordinate events with the AMA Providence Professional Chapter to encourage networking.
- 👉 Send 4 SRU AMA members to the International Collegiate Conference.

### **Guest Speakers and Professional Development Programs** **Cost to Chapter \$0.00**

- 👉 Bring 14 guest speakers to campus this year, giving members the opportunity to see their academic studies in action, asking questions of professionals and networking.
- 👉 Based on the results of the Membership Survey, speakers in a variety of areas will be pursued.
- 👉 Offer 3 Professional Programs that will include building the professional skills of membership.
- 👉 Professional programs may include networking, body language, resumes, and more.
- 👉 Coordinate these programs with Salve's Career Development Office.

### **AMA Competitions** **Cost to Chapter \$380**

- 👉 Participate in 7 AMA competitions, allowing members to compete with other schools, as well as enhance and develop skills. These competitions will include:
  - Organize events and information about SRU AMA for Marketing Week in Oct. 2007.
  - Submit proposal for AMA Community Service Grant in October 2007.
  - Prepare a Chapter Annual Plan and submit in November 2007.
  - Organize a Case Competition Committee and submit a case solution in December 2007.
  - Prepare a Chapter Annual Report and submit in March 2008.
  - Participate in the Sales Competition at the AMA Collegiate Conference in April 2008.
  - Participate in trade show exhibit at the AMA Collegiate Conference in April 2008.

### **AMA Meetings and Social Events** **Cost to Chapter \$0.00**

- 👉 Conduct at least 3 meetings with SRU AMA Chapter members during the 2007-2008 school year.
  - The first AMA meeting will be held in September 2007 as an introduction to AMA.
  - The second AMA meeting will be held in November 2007.
  - The last AMA meeting to be held in April 2008 and will serve as a yearly wrap-up and elections for the 2008-2009 Executive Board.
- 👉 Hold 2 SRU AMA social events.

### **Research** **Cost to Chapter \$0.00**

- 👉 **Membership Survey:** Survey members to determine areas of interest for programming in October 2007, and survey members in April 2008 to determine satisfaction of yearly programming.
- 👉 **Program Satisfaction Survey:** Administer surveys after all programs and speakers to determine satisfaction with event for future planning.
  - Use events to attract and market to potential members.
  - Use Satisfaction Survey to collect names of non-members who attend AMA events.
  - Program satisfaction will be rated on a 5 point scale from excellent to poor.
- 👉 **Attendance:** Record attendance at all events

*Recipe for Success: 1 teaspoon of...*

## COMMUNITY SERVICE

### **Community Service Objectives:**

**Total Cost to Chapter \$66**

1. Identify a local non-profit organization which would benefit from community service activities
2. To provide community service opportunities for the SRU AMA membership.
3. To continue to be a model for the University in community service and related activities.

This year the SRU chapter of AMA has decided to focus our attention on the Women's Resource Center, a center for domestic violence, located in Newport and Bristol Counties, for the majority of our community service projects. We will also be assisting other non-profit organizations within the community.

### **Bring A Can to Class Day: October 2007**

**Cost to Chapter \$0.00**

- ☞ AMA will be collaborating with the Business Department during Marketing Week
- ☞ Business Faculty members will be encouraged to ask their students to bring a non-perishable can to their classes during Marketing Week
- ☞ Non-perishable items collected will be donated to the Women's Resource Center pantry

### **Food Drive: November-December 2007**

**Cost to Chapter \$0.00**

- ☞ Food collection boxes will be available throughout the academic building the Women's Resource Center
- ☞ Communications about the Food Drive will be distributed to faculty, staff, students, and members.

### **Christmas Trees for Charity: November 2007**

**Cost to Chapter \$0.00**

- ☞ The SRU AMA was recently the recipient of approximately 15 artificial Christmas trees and various ornaments from a business that closed.
- ☞ We will be decorating the Christmas trees for the holidays to be delivered to a local nursing home.

### **Fleece Scarves: December 2007**

**Cost to Chapter \$0.00**

- ☞ SRU AMA will be making fleece scarves to donate to the Martin Luther King Jr. Community Center to be given to the homeless during a free weekday breakfast program.
- ☞ The fleece is donated to the Chapter for the program.
- ☞ The Center's Director reported that the scarves were gone in less than 30 minutes last year.

### **Holiday Cards: December 2007**

**Cost to Chapter \$66.00**

- ☞ 100 holiday cards donated.
- ☞ SRU AMA members will personalize the cards and send them to U.S. troops overseas

### **Cell Phone Drive: January-April 2008**

**Cost to Chapter \$0.00**

- ☞ AMA will be holding a University-wide cell phone collection
- ☞ The cell phones will then be donated to the Women's Resource Center

### **Hug Me Tight Pillows: January 2008**

**Cost to Chapter \$0.00**

- ☞ AMA members will come together to make pillows for cancer patients at Rhode Island Hospital in Providence, RI and Touro Infirmary in New Orleans.
- ☞ Our goal is to make 100 pillows
- ☞ Materials for the pillows will be donated by a local group

### **Eye Glass Drive: February & March 2008**

**Cost to Chapter \$0.00**

- ☞ AMA will be collecting eye glasses and sun glasses to donate to the Give the Gift of Sight program.
- ☞ Our goal is to collect at least 25 pairs of glasses.

### **Dress for Success: April 2008**

**Cost to Chapter \$0.00**

- ☞ Collaborating with the Service Learning portion of the ISM program at SRU to teach adults from the Martin Luther King Jr. Community Center how to dress for success.
- ☞ We will show these adults the Do's and Don'ts of professional attire.

*Recipe for Success: Fold in just the right amount of...*

## FUNDRAISING

### **Fundraising Objectives**

**Total Revenue to Chapter \$4800**

**Total Cost to Chapter \$225**

1. To acquire funds to support expenses for projected programs in this Annual Plan
2. To maintain good financial standing for this academic year and for next academic year to ensure the continuation for the SRU chapter of AMA
3. To raise funds for the Women's Resource Center-a non-profit organization that provides domestic violence support through counseling, safe house, legal advocacy, and empowerment programs

Salve Regina University recently implemented a new fundraising policy which restricts student clubs to one fund raiser per semester to benefit a 3<sup>rd</sup> party non-profit organization. We are no longer able to raise funds to support our own organization. With this in mind, we have established the following fundraising objectives and strategies:

### **Strategies to Acquire Funds to Support Expenses and the Future SRU AMA Revenue to Chapter \$4800**

- 👏 Our SRU AMA account balance from the previous year is \$1960.
- 👏 Collect SRU AMA membership dues (\$10 each) from projected 60 members for a total increase in revenue of \$600.
- 👏 Apply for \$700 given to each campus organization from Student Activities by 5/1/08.
- 👏 Request \$3,500 from the budget of the Business Studies and Economics Department by 1/30/08 for the 2008-2009 school year.

### **Strategies to Raise Funds for 3<sup>rd</sup> Party Non-Profit Organization**

**Cost to Chapter \$225**

- 👏 *Gift Card Drive*-November-December 2007-Collect gift cards from faculty and staff from merchants such as Wal-Mart, CVS, Brooks, Stop & Shop, etc to benefit the Women's Resource Center (WRC). The WRC is a non-profit organization for victims of domestic violence in Newport and Bristol Counties. The victims come to the Center with nothing but the clothes on their back and the Center will give the gift cards to the families to provide them with the essentials to start over again.
- 👏 *Valentine's Day Flowers*- We will purchase flowers and then sell them to students and faculty on Valentine's Day.
- 👏 A new fundraising committee working under our fundraising VP's will increase general membership involvement for this year's fundraising efforts.

*Recipe for Success: A Large Tablespoon of...*

# MEMBERSHIP

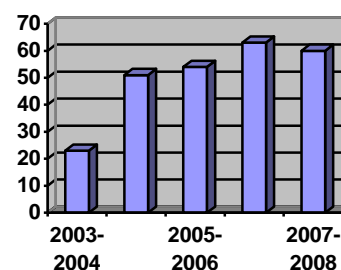
**Membership Objectives**

**Total Cost to Chapter \$2620**

**Total Revenue to Chapter \$600**

1. To have a total of at least 60 members in the SRU AMA Chapter
2. To renew at least 20 members from last year.
3. To recruit at least 40 new members into the SRU AMA Chapter
4. To encourage more members from the Freshman and Sophomore classes

SRU AMA membership has increased significantly over the last four years. The chart to the right shows the growth of the Chapter. After observing the increasing membership over the past few years, the following goals were set:



**Cost to Chapter \$2520**

**Members**

**Revenue to Chapter 600hip Goals**

	<b>2006-2007 Goals</b>	<b>2006-2007 Actual</b>	<b>2007-2008 Goals</b>
Total Membership	70 members	63 members	60 members
Renewals (of returning students)	15 members	24 members	20 members
New Members	55 members	39 members	40 members
Underclassmen	20 members	14 members	20 members
Upperclassmen	50 members	49 members	40 members
Marketing Majors	55%	68% (43)	70%
Non Marketing Majors	45%	32% (20)	30%

**Membership Strategies for Renewals:**

**Cost to Chapter: \$0.00**

- ☞ Maintain accurate membership database.
- ☞ Follow –up renewal deadlines with emails to members.
- ☞ Provide Change of Address forms for renewing members.
- ☞ Offer events of interest to renewing members, who are generally upperclassmen.

**Membership Strategies for New Members:**

**Cost to Chapter: \$100**

- ☞ Attract new members using the following methods:
  - Set up booth at Club Rush.
  - Use Posters & Brochures to develop interest and attendance in programs.
  - Add students who indicated an interest in AMA (at events, Club Rush, etc) to e-mail list.
- ☞ Use the new Event Satisfaction Survey to identify prospective members who attend events. Follow-up with students who indicate an interest.
- ☞ Develop programming of special interests to English Communications, Business Administration, Psychology, and Communication Media Technology majors to attract more students from different majors.
- ☞ Utilize email newsletters and AMA Bulletin Board to advertise new events, provide AMA brochures, and SRU AMA applications to passing students.
- ☞ Develop Facebook presence.

# INTERNAL & EXTERNAL COMMUNICATIONS

Three publics have been identified in terms of creating Communications Strategies for our Chapter. These publics include (1) SRU AMA members, (2) Salve Community including Students (non-members), Faculty, Staff, and Administration, and (3) the External Community, including the Newport Community, AMA headquarters, other AMA chapters (professional and collegiate), and more.

## **Communication Objectives**

**Total Cost to Chapter: \$400**

1. Create a coordinated marketing effort with a yearly theme **“SRU AMA - Recipe for Success.”**
2. Ensure communication of Chapter Events to 100% of *SRU AMA membership*
3. Continue to increase awareness of SRU AMA Chapter and Events to the *Salve Community*.
4. Improve communications with the *External Community* to increase networking, fundraising, and programming activities for our Chapter.

## **Strategies for Communication with SRU AMA Membership**

**Cost to Chapter: \$200**

- ☞ Determine the most effective ways to communicate with SRU AMA members via the SRU AMA membership survey
- ☞ Maintain an accurate database of member contact information.
- ☞ E-mail members a monthly newsletter, and weekly event reminders.
- ☞ Post flyers pertaining to upcoming AMA events around campus and on AMA bulletin board.
- ☞ Update website with latest information, when possible.
- ☞ Improve participation rates at AMA events by publicizing for a longer period of time.
- ☞ Produce and distribute Chapter T-Shirts to E-board members.

## **Strategies for Communication with Salve Community**

**Cost to Chapter: \$0.00**

- ☞ Use the AMA PowerPoint presentation to show other students about the benefits of AMA.
- ☞ Use SRU website (Salve Today), campus newspaper (Mosaic), and University’s quarterly magazine (Report from Newport) when possible to inform the University Community about activities and events.
- ☞ Create a Facebook presence to communicate SRU AMA activities and events.
- ☞ Use Marketing Week to inform community of SRU AMA, and membership benefits.
- ☞ Update SRU AMA website with events and Executive Board contact information.
- ☞ Utilize Business Studies Department Display Case to showcase AMA awards.
- ☞ Include all Business Faculty on the e-mail list so they may disseminate information to their classes regarding AMA activities and events.
- ☞ Utilize AMA Bulletin Board to communicate events and activities to campus community.

## **Strategies for Communication with External Community**

**Cost to Chapter: \$200**

- ☞ Create press releases and make media contacts through SRU Public Relations Department.
- ☞ Develop an alliance with the local professional chapter (Providence) of the AMA.
- ☞ Hold a networking event with Salve Regina University AMA alumni.
- ☞ Work closely with SRU Public Affairs office and Public Relations office to learn from and aid with increasing visibility

*Recipe for Success: Mix it all together with...*

# CHAPTER OPERATIONS

## Chapter Operations Objectives

*Total Cost to Chapter \$290*

1. Continue to use an inclusive leadership style to encourage input and participation from E-Board members and the general membership.
2. Research member's interests to develop programming; and, research overall satisfaction of membership at the end of the end of year.
3. Reach out to SRU AMA alum to develop a network of speakers and industry supporters.
4. Encourage SRU AMA membership to participate in activity planning by offering opportunities to serve on various committees.

## Deadlines to Meet:

*Cost to Chapter: \$90*

Due Dates	Task Due
September 28, 2007	Chapter Leadership Report
October 19, 2007	Community Service Grant Application
November 16, 2007	SRU AMA Annual Plan
December 14, 2006	Written Case Competition Entry
February 29, 2007	Community Service Report ( if granted)
March 7, 2006	SRU AMA Annual Report

## Conduct 8 AMA Executive Board Meetings by May 2008:

*Cost to Chapter: \$0.00*

- 👉 Organize four meetings per semester to brainstorm and coordinate chapter events
- 👉 Keep E-Board members motivated and organized

## Coordinate with SRU AMA Alumni:

*Cost to Chapter: \$200*

- 👉 Organize a networking event with past SRU AMA members. This event will be coordinated with Salve's Alumni Department.
- 👉 Maintain contacts with AMA alumni to benefit our networking and industry contacts.
- 👉 Organize a series of Alumni Speakers called "Parade of Alum."

## Continue using the Co-VP Positions:

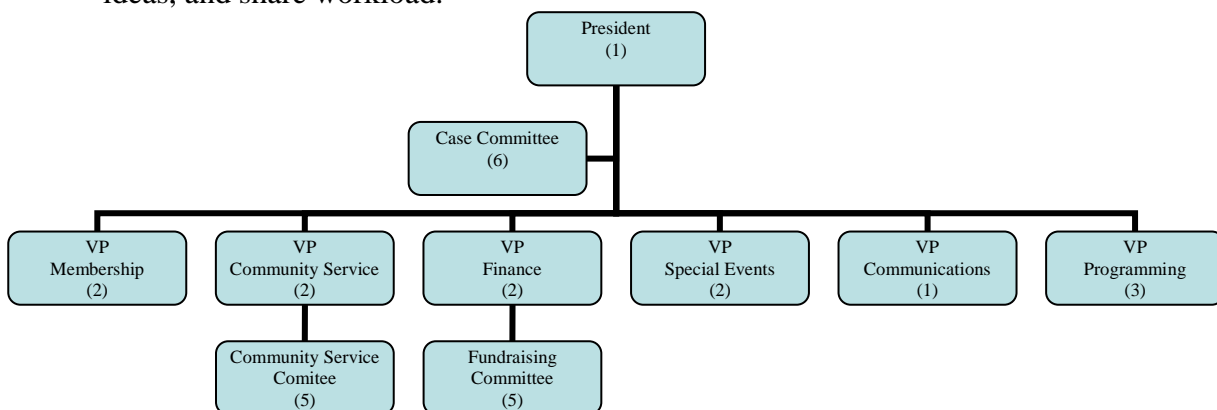
*Cost to Chapter: \$0.00*

- 👉 The Co-VP positions allow students to work together planning and organizing activities. Also, when one VP cannot attend a meeting, the other will likely attend.

## Form Community Service, Case, and Fundraising Committees

*Cost to Chapter: \$0.00*

- 👉 Community Service, Fundraising, and Case Committees were formed at the 1<sup>st</sup> general membership Meeting, and work under the leadership of the VP's on their activities.
- 👉 Allows general membership to get more deeply involved and to contribute a larger range of ideas, and share workload.



*Recipe for Success: Simmer for 1 academic year...*

# 2007-2008 CALENDAR OF EVENTS

<p><b>September</b></p> <ul style="list-style-type: none"> <li>• Hold E-board meeting</li> <li>• Submit new leadership form to AMA headquarters</li> <li>• Create yearly theme</li> <li>• Participate in Club Rush to increase membership</li> <li>• Organize Marketing Week</li> </ul>	<p><b>October</b></p> <ul style="list-style-type: none"> <li>• Hold E-board meetings</li> <li>• Hold Membership meeting</li> <li>• Submit AMAF community service grant proposal</li> <li>• Bring in 2 guest speakers</li> <li>• Marketing Week Activities</li> <li>• Implement AMA membership survey</li> <li>• Hold Business and Economic Department “Bring A Can to Class Day” for Women’s Resource Center</li> <li>• Hold Case Competition meetings</li> </ul>	<p><b>November</b></p> <ul style="list-style-type: none"> <li>• Hold E-board Meetings</li> <li>• Bring in 4 guest speakers</li> <li>• Submit SRU Annual Plan by Nov.16</li> <li>• Hold 1 professional program</li> <li>• Update SRU AMA website</li> <li>• Create Facebook presence</li> <li>• Hold a Holiday Can Drive for Women’s Resource Center</li> <li>• Field Trip to Local Business; Newport Storm</li> <li>• Hold Fundraising event; gift card fundraiser</li> </ul>
<p><b>December</b></p> <ul style="list-style-type: none"> <li>• E-board Meeting</li> <li>• Holiday Can Drive for Women’s Resource Center</li> <li>• Submit written case competition</li> <li>• Update SRU AMA website</li> <li>• Hold community service event; 50 fleece scarves</li> <li>• Hold Community Service event; decorate holiday trees for local nursing home</li> <li>• Hold Community Service event; 100 Holiday Cards for US troops</li> <li>• Hold Community Service event; gift card fundraiser</li> </ul>	<p><b>January</b></p> <ul style="list-style-type: none"> <li>• Hold E-board Meeting</li> <li>• Create Hug Me Tight pillows</li> <li>• Update SRU AMA website</li> <li>• Hold Cell Phone Drive</li> <li>• Plan Spring AMA alumni event</li> <li>• Hold Professional programming event</li> </ul>	<p><b>February</b></p> <ul style="list-style-type: none"> <li>• Hold E-board Meetings</li> <li>• Hold Cell Phone Drive</li> <li>• Field Trip to Boston or New York</li> <li>• Update SRU AMA website</li> <li>• Submit Community Service Report</li> <li>• Bring in 4 Guest Speakers</li> <li>• Plan Spring AMA Alumni Event</li> <li>• Plan Spring Social Event</li> <li>• Hold Valentines Day Fundraiser</li> <li>• Hold eyeglass drive</li> <li>• Create and design chapter T-shirts</li> </ul>
<p><b>March</b></p> <ul style="list-style-type: none"> <li>• Hold E-board Meetings</li> <li>• Hold Cell Phone Drive</li> <li>• Hold AMA Alumni Event</li> <li>• Bring in 4 Speakers</li> <li>• Update SRU AMA website</li> <li>• Hold Social Event</li> <li>• Local field trip</li> <li>• Hold eyeglass drive</li> <li>• Submit Annual Report</li> <li>• Hold Dress for Success for MLK Center</li> </ul>	<p><b>April</b></p> <ul style="list-style-type: none"> <li>• Hold E-board Meetings</li> <li>• Hold Cell Phone Drive</li> <li>• Bring in 2 Speakers in April</li> <li>• Local field trip</li> <li>• AMA International Collegiate Conference</li> </ul>	<p><b>May</b></p> <ul style="list-style-type: none"> <li>• Hold AMA Meeting</li> <li>• Hold elections for 2008-2009 E-board meetings</li> <li>• Submit new leadership form to AMA headquarters</li> <li>• Submit student budget forms to students activities board for 2008-2009</li> <li>• End of year membership survey</li> </ul>

*Recipe for Success: Serve Warm*

## BUDGET

Costs associated with SRU AMA planned activities are noted in each of the sections of this Annual Plan. By identifying the associated cost of the program, the SRU AMA E-Board was better able to determine the most efficient and effective use of Chapter funds.

**Budget Objectives:** **Projected End of Year Balance \$2599**

1. To create a realistic zero-based budget which links planned activities to expect expenses
2. To identify revenue sources for the Chapter
3. To maintain the Chapter's financial vitality and existence by providing an end-of-year balance that helps next year's E-Board financially

<b>Expenses</b>		
Travel to New Orleans	\$3,000.00	
Van for Field Trips-including New York	\$400.00	
Printing/Shipping for AMA Annual Plan/Report/Case	\$90.00	
Promotional Items for Club Rush	\$100.00	
Membership Paid to Headquarters (60 X \$42)	\$2,520.00	
100 Holiday Cards and Shipping	\$61.00	
T-shirts for E-Board	\$200.00	
Exhibit at NOLA Conference	\$350.00	
AMA Case Competition Expenses	\$20.00	
Valentines Day Flowers	\$225.00	
Food for Alumni Event	\$200.00	
<b>Total Expenses</b>		<b>\$7,166.00</b>
<b>Revenues</b>		
SRU AMA Account Balance	\$1,960.00	
SRU AMA Activities Board	\$700.00	
Department Funds-\$3435 Received	\$3,435.00	
AMA Member Dues (60 members X \$52)	\$3,120.00	
Valentines Day Flowers	\$550.00	
<b>Total Revenues</b>		<b>\$9,765.00</b>
<b>Projected End of Year Balance</b>		<b>\$2,599.00</b>