

American Marketing Association



Chapter Plan:

June 1, 2007 - May 31, 2008

TEXAS  STATE

UNIVERSITY
SAN MARCOS

We not only
make *tracks...*

We leave lasting
impressions.

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Mission Statement



The Texas State University–San Marcos American Marketing Association is an organization with the mission of advancing the practice and appreciation of marketing for students who seek to increase their knowledge and skills through local programming, while providing a forum for peer networking and career development.

Target Market

- **Primary:** Current members, Marketing majors
- **Secondary:** Other business majors, Mass Communication, Advertising, Consumer Science, and Fashion Merchandising
- **Tertiary:** Faculty that work or are involved with the McCoy College of Business Administration

SWOT Analysis

Strengths:

- Successful tradition (Superior Chapter for the past two years)
- Strong board consisting of 18 officers
- Excellent relationships with qualified faculty advisors
- Continued support from the Marketing Department and McCoy College of Business

Weaknesses:

- Low underclassmen membership
- Increase membership dues may impact ability of recruiting members to join

Opportunities:

- Location provides excellent opportunity to acquire great speakers
- McCoy College and the Marketing Department provide abundant resources for student organizations to use
- Good relationship with Austin Professional Chapter

Threats:

- Many competing student organizations
- Majority of students work during the week
- Large percentage of commuters
- Many students only take classes on Tuesday and Thursday and our meetings are on Wednesday

We plan to take advantage of our strengths and opportunities while managing our threats and trying to convert weaknesses to strengths.

Goals

1. Become the 2007-2008 Top Chapter at the AMA International Collegiate Awards Program
2. Acquire 55 new members and gain 25 member renewals
3. Increase membership retention
4. Raise \$5,500 to cover accrued costs and to financially help members travel to International AMA Collegiate Conference
5. Maintain an average of 50 people in attendance at our chapter meetings
6. Add additional value to members because of an increase in dues
7. Continue great relationship with the Austin Professional Chapter



Professional Development



GOAL: To successfully educate students on the importance of professionalism in the business industry by holding workshops, networking events, and activities to encourage professional development. Although students of Texas State gain important knowledge in the classroom, there are still some areas that need to be enhanced to prepare each student for his or her career path.

10th Annual Texas State AMA Etiquette Dinner (Fall)

We will obtain an adequate amount of sponsors to help fund and offset ticket costs for the students. The event will provide an opportunity for students to network and learn proper dining etiquette in a professional atmosphere, which will benefit them for an interview lunch or dinner.

AMA Regional Collegiate Chapter Conference - Central Texas (Spring)

Texas State AMA collegiate chapter members will host a regional collegiate chapter conference. The conference will have speakers and workshops, which will enable attending members to network and gather valuable information.

Job and Internship Fair (Fall and Spring)

We will collaborate with Career Services to put on the fall and spring semester career fairs. Our chapter will promote the event to all Texas State students.

Austin Professional Chapter (Fall and Spring)

In order to stay up to date with current events from the Austin Professional Chapter, we will maintain a strong relationship by communicating extensively, having an Austin representative attend each chapter meeting, and encouraging participation in their events.

Case Competition and International Collegiate Conference (Spring)

With a strong desire for success, we will submit a written entry to the case competition in addition to bringing 15 of our members to the International Collegiate Conference.

Marketing Week (Fall)

In addition to promoting marketing as a career, AMA will also be marketing the benefits of being a member. AMA is taking the opportunity to conduct a raffle to increase interactions with the students.

Executive Committee (Fall and Spring)

A selected group of AMA members known as the Executive Committee (EC) are given more responsibilities than other members. They will play key roles in the execution of AMA events. Each EC member shadows different officers in hope of taking over that position one day.

Chapter Meetings (Fall and Spring)

Guest speakers are called upon to each chapter meeting to share their knowledge and experience, as it relates to marketing. The guest speaker will cover a range of marketing related information that appeals to each and every member. Every meeting also provides students with an opportunity to network with the speaker and ask about possible job opportunities.

Mentoring Program (Fall)

We will collaborate with the Austin Professional Chapter in which a student is matched up with an Austin Professional who works in their field of interest. Students meet and discuss with their mentors about their goals and aspirations.

Interview Workshops (Fall and Spring)

Develop and promote a workshop each semester that informs students of interview skills and resume building.



Community Service



GOAL: To lend a helping hand to the San Marcos community while practicing our acquired marketing skills. Our chapter plans to collect necessary donations for needy organizations, and volunteer talent. To some, volunteering may sound like a chore, but our chapter sees it as a fun group activity that is beneficial to others.

Marketing

San Marcos Convention and Visitors Bureau (Fall and Spring)

Partner with the San Marcos Visitor's Bureau to promote the Hill Country Food Festival. The visitors bureau will need our help in developing promotional materials to promote within San Marcos.

AMA will also aid the San Marcos Visitor's Bureau in conducting a survey at their annual Sights and Sounds of Christmas festival. This survey will provide them with demographic information, as well as the effectiveness of advertising efforts.

AMA will also help the San Marcos Visitor's Bureau develop and conduct a survey at the San Marcos Tanger Outlet to provide them with information on shopper demographics and their hotel selections.

Strategic Partnership (Fall and Spring)

AMA developed a strategic partnership with Movie Gallery – San Marcos to better promote our community service activities. This alliance will allow us to offer free movie rental passes in exchange for donations to both our Crocket Elementary School Supply Drive and Hays County Area Food Bank Drive.

San Marcos Senior Citizen Center (Fall)

Volunteer to promote the Senior Fiesta hosted by the San Marcos Senior Citizen Center by designing their promotional materials. These materials will be placed in senior citizen homes to encourage attendance.

Job and Internship Fair (Fall and Spring)

Team up with Career Services and volunteer our time in order ensure both students and employers are exposed to the many benefits of this event. Employers will need our help spreading the word about the event, setting up tables, and cleaning up after the event is complete.

United Way (Spring)

Contact John Turner of United Way and submit a Community Service Grant for \$1,000 through the American Marketing Association Foundation. Whether the grant is funded or not, our chapter will work with the United Way Capital Area by helping to develop and administer a survey. We will help to increase awareness of the United Way among students.



Community Service (cont.)



Volunteering & Donating

Ambassador Program (Fall and Spring)

Mentor other AMA Collegiate chapter in need of assistance. By sharing best practices and past experiences, we hope to help other chapters grow and succeed.

Farmer Fred's Harvest Festival (Fall)

Organize a team to help set up and decorate booths for youngsters anticipating this festive event.

Sight and Sounds (Fall)

Attend the annual San Marcos holiday tradition held in the San Marcos City Park. We will work at the booths set up to serve the San Marcos community and to spread seasonal cheer.

Adopt an Angel (Fall)

AMA will select an ornament from the Christmas Tree which has a list of wish items from an underprivileged child. Donations will be collected to purchase these gifts.

Merrill Gardens Retirement Community (Fall and Spring)

Decorate pumpkins and deliver them in the fall to give the community a festive lift. In February, we will warm their hearts with our custom-made valentines. We will purchase the supplies needed after contacting the retirement community to determine the number of pumpkins to be decorated.

McCoy College of Business Student Organization Pamphlet (Spring)

Create a program that conveys the benefits of the student organizations within the McCoy College of Business in order to increase underclassmen membership and unite student organizations.

San Marcos Youth Service Bureau (SMYSB) (Spring)

Present students in the afterschool program with a presentation on "Marketing Yourself" and discuss attending college

Students With Alternative Transportation (SWAT) (Spring)

Organize a team of drivers to provide a safe ride home to students who are under the influence of alcohol.

Bobcat Build (Spring)

Join hundreds of fellow Bobcats in the tradition of cleaning the San Marcos community. We will ask all members to dedicate their time and hard work throughout the day to ensure our chapter is well represented and makes a significant impact within our community.

Relay for Life (Spring)

Attend Relay for Life in Comal, Texas. Organize a team of members to participate in the Relay for Life festivities and also raise money to support the fight against cancer.



Fundraising



GOAL: To raise at least \$5,500 to support a growing foundation for Texas State AMA, provide resources to growing causes such as community service, and assist dedicated members who plan to attend the AMA National Convention. Through multiple fundraising events we will be able to give the community, as well as members, a chance to help support AMA. This will ensure ethical development as well as a larger scope of business professionalism. Through profits and donations from these events, we look to open opportunity and benefits to build a stronger unity within our chapter by acquiring even more members.

T-Shirt Sale (Fall and Spring)

Profit Goal: \$1,250

T-Shirts designed by our chapter will be put up for sale throughout the campus including the Quad, mall area, McCoy, and at all member meetings. At \$10 per shirt, we anticipate a successful fundraiser to support AMA.

AMA Raffle (Fall and Spring)

Profit Goal: \$475

Students and members buy tickets to get the chance to earn great prizes donated by local sponsors in exchange for free, on-campus advertising.

Corporate Sponsorships (Fall and Spring)

Profit Goal: \$2000

Through attaining corporate sponsorships, we hope to purchase a new tent for fundraisers and other AMA events. This will also help us to achieve our goal of getting members to nationals.

“Treats for your Sweet” Valentines Day Fundraiser (Spring)

Profit Goal: \$150

Throughout our campus we will sell chocolate-dipped strawberries and fresh carnations to students and faculty for Valentine’s Day

Etiquette Dinner (Fall)

Profit Goal: \$400

We hope to not only provide students with an Etiquette Dinner, but also to raise funds.

Red Robin Fundraiser (Fall and Spring)

Profit Goal: \$100

AMA will be hosting a one week fundraiser at Red Robin - San Marcos to promote communication among members and raise money. Members will be handing out flyers as part of free advertisement for the business and receipts will be stapled to the flyers for 10 percent of the proceeds.

Taco Cabana and Fazoli’s Fundraiser (Fall and Spring)

Profit Goal: \$300

We plan to host four fundraisers at Taco Cabana as well as one fundraiser at Fazoli’s to raise money for AMA events. The objective is to get participating customers to place their receipts in a fishbowl placed inside of Taco Cabana. We will get 10 percent of all proceeds.

Cookout Sales (Fall and Spring)

Profit Goal: \$400

Our chapter will provide hamburgers, hotdogs, and beverages to Texas State students on campus. Through ten cookouts, AMA can educate students about the organization and provide a delicious and affordable lunch.

Diploma Display (Spring)

Profit Goal : \$425

AMA will work with the on-campus marketing director to get a list of all graduating seniors to promote the sale of diploma displays.



Membership



GOAL: To acquire 55 new members, gain 25 member renewals, and sustain an average attendance of 50 individuals per meeting. Our objective is to make members feel welcome at all AMA events and increase their internal drive to volunteer. Through multiple events and activities, we encourage teamwork, loyalty, and unity while building life-long friendships. End of the year surveys will determine our effectiveness in these areas.

SOCIAL ACTIVITIES:

One of the main reasons students join an organization is to extend their social and networking skills to other students. With the many social activities that AMA has to offer, any student looking to join an organization would find it difficult to pass up AMA as their choice.

Movie Nights- All members will be invited to watch a movie at The Villagio Apartments once a semester where they can meet and get to know each other over free popcorn.

Bowling Nights- Each semester, members will be invited to bowl at the Sunset Bowling Lanes in order to maintain a strong group dynamic.

End of Semester Socials- At the close of each semester, our chapter holds a social to celebrate the accomplishments we have made throughout the semester. This gives members the opportunity to relieve stress before tackling a long week of finals.

Bobcat Athletics- Our members will be invited to three or four of our university's athletic games throughout the year. Here, fellow Bobcats can have a good time getting to know each other, as well as supporting our teams. Go Bobcats!

Bobcat Tailgate with Sweet Leaf Tea- We will be partnering with Sweet Leaf Tea at our last home game to help promote the company's name and provide a fun atmosphere for all members.

MEMBERSHIP ENCOURAGEMENT:

AMA has several opportunities to participate in numerous events throughout the year to encourage membership growth.

First Annual Pizza Throwdown- The purpose of this event is to introduce AMA to incoming freshman. We will provide pizza as an incentive to attract potential members' attention in order to explain the benefits of AMA.

Bobcat Days- Members will have the opportunity to show high school students the benefits of Texas State University. While taking these prospective students on the grand tour, we will have the chance to tell them all about AMA and invite them to join if they become Bobcats.

Student Organization Fair- This is an opportunity to raise awareness about our AMA chapter. A booth is reserved to provide us with a location to attract current students whom are interested in joining an organization.

Informational Meetings- All current and potential members are invited to our Informational Meetings to explore what our chapter has accomplished and what we plan to do in the future. Free food is provided and an AMA t-shirt is given to each official member. In addition, tables are set up outside of the McCoy building to provide information and encourage membership.

Mentoring Program- In the Spring semester, our members will have the opportunity to be paired up with one of our officers. This will help them to form a closer connection and give them the chance to be more involved in AMA.

Bridge Membership- We strongly encourage seniors to join an AMA Professional Chapter upon graduation.



Internal and External Communications



GOAL: Continuously inform current and potential members of upcoming AMA activities and events. In order to achieve this goal, we have created multiple strategies to reach our targets which include the following: Texas State AMA members, student body, faculty, alumni, Austin Professional Chapter, and the general San Marcos community.

The Connection

This bi-weekly newsletter informs AMA members and other students about the current guest speaker, speakers in the near future, and various activities such as fundraisers, community service, and socials.

Flyers

We use flyers as a way to advertise specific upcoming events. They are handed to students on campus and distributed in faculty mailboxes. Flyers will be posted in all academic buildings, providing an opportunity to reach all majors.

Electronic Newsletter

The Newsletter will be sent out to alumni, former members, faculty and any member in the general public interested in receiving a scheduled of events and more information about Texas State's AMA.

Non-Traditional Media

We have extended our information outlets to notify students on campus through social networks such as Facebook.com. Additionally, we plan to place table tents on dining hall tables, as well as have door prizes available at meetings. We will also hand out candy with our attached web address to further promote our organization

Letter from the President

Each semester, the president of our chapter addresses a letter which is sent to all faculty members to inform them of our upcoming events.

Electronic Notifications

Via email, we keep members and the Executive Committee updated on future meetings and scheduled events. Another purpose is to contact all marketing majors and provide them with information regarding the benefits of joining AMA. As well as communicating within our campus, we also communicate regularly with the Austin Professional Chapter.

Bulletin Board

The bulletin board is a communication tool used to catch students' attention and advertise upcoming speakers and events.

Website

Texas State's award-winning AMA website <http://www.business.txstate.edu/ama> is composed of many different features including information on how to become a member, a list of our upcoming fundraising events and scheduled speakers, and general AMA information as well as contact information.

Campus Media

We plan to use the convenience of our university's radio station, TV station, and LED billboard located in the quad to promote AMA. Through press releases, we hope to gain news coverage in the San Marcos Record; Bobcat Weekly, which is sent to all student organizations; Marketing Memos, the marketing department's newsletter, and other media outlets.



Chapter Operations



GOAL: To maintain a professional atmosphere for all officers and members to learn and continue to develop experiences that will allow them to succeed. In order to maintain our Chapter's success from year to year, we have certain University and organization guidelines that must be followed.

Planning:

- Hold an officer retreat where we begin planning events and setting goals for the upcoming year
- Conduct an officer meeting on the weeks between our member meetings and prepare for the following member meetings as well as other events
- Select members to fill the Executive Committee that assist officers in the success of AMA events
- Develop an accurate budget for the year to allocate the funds for all AMA activities

Coordinating:

- Make all information available to all members and students at Texas State University so they are able to participate in all of our events
- Utilize the Executive Committee to provide additional support at events when needed
- President meets weekly with the faculty advisors to ensure that the Chapter is working to meet our overall chapter goals
- Continually submit budget reports in order to make necessary adjustments to the plan

Controlling:

- Encourage all officers to manage time properly and be able to meet deadlines
- Increase the entire organizations involvement by considering all suggestions from members and officers when organizing events and meetings
- Establish a point system to keep track of volunteer hours for each member and assign an officer to manage the point system
- Survey each member from our Chapter to get feedback in regards to how we can improve our organization next semester
- Survey business students to gain feedback on awareness of AMA

Transitioning:

- Encourage all the Executive Committee members to attend at least one officer meeting and to regularly participate in events so they will become more knowledgeable in AMA operations
- Hold an election at the end of each semester to fill open officer positions and allow all interested members to participate and become more involved
- Require that all in-coming and out-going officers schedule a meeting with the faculty advisors to discuss all expected responsibilities for each officer position
- Continue to maintain and add to an officer notebook to pass on to future officers



Calendar of Events



August:

- 14 Officer Orientation Meeting
- 22 Officer Meeting
- 28 Start of School Supply Drive
- 29 Chapter Meeting

September:

- 5 Officer Meeting
- 12 Chapter Meeting
- 13 Taco Cabana Fundraiser
- 19 Officer Meeting, Cookout
- 25 Shirt Sale
- 26 Chapter Meeting, End of School Supply Drive, Bowling Night

October:

- 3 Officer Meeting, Cookout
- 9 Shirt Sale
- 8-11 Marketing Week, Beginning of Raffle, Recruitment Tables Outside of McCoy
- 10 Chapter Meeting, Job & Internship Fair
- 11 Taco Cabana Fundraiser
- 17 Officer Meeting, Cookout
- 23 Shirt Sale, San Marcos Convention and Visitor's Bureau Survey and Promotions
- 24 10th Annual Etiquette Dinner
- 27 Farmer Fred's Festival
- 29-30 Red Robin Fundraiser
- 31 Chapter Meeting, Cookout

November:

- 1-4 Red Robin Fundraiser
- 2 End of Raffle Fundraiser
- 6 Shirt Sale, San Marcos Senior Citizen Center Promotions
- 7 Chapter Meeting, Cookout, Movie Night: "Tommy Boy"
- 8 Beginning of Food Drive
- 10 Bobcat Day
- 14 Officer Meeting
- 15 Bobcat Tailgate with Sweet Leaf Tea
- 16 Chapter Plan due
- 20 Shirt Sale
- 28 Chapter Meeting, Fall Social

December:

- 5 Cookout, End of Food Drive
- 6-7 Sights and Sounds

January:

- 15 Shirt Sale
- 22-23 Student Organization Fair
- 23 Informational Meeting, Cookout
- 24 Taco Cabana Fundraiser
- 29 Shirt sale, San Marcos Youth Service Bureau "Marketing Yourself" Presentation
- 30 Officer Meeting

February:

- 1 Deliver Valentines to Merrill Garden
- 6 Chapter Meeting, Cookout, Bowling Night
- 7 Taco Cabana Fundraiser
- 9 AMA Collegiate Chapter Conference
- 8-14 "Treats for your Sweet" Sale
- 12 Shirt Sale
- 13 Officer Meeting, Cookout
- 16 Bobcat Day
- 20 Chapter Meeting
- 23 United Way Survey
- 26 Shirt Sale
- 27 Officer Meeting

March:

- 5 Chapter Meeting, Cookout
- 6 Fazoli's Fundraiser
- 7 Annual Report Due
- 19 Officer Meeting, Cookout
- 20 SWAT
- 25 Shirt Sale
- 26 Chapter Meeting
- 27 Movie Night
- 29 Finalize Diploma Display

April:

- 2 Officer Meeting, Cookout
- 3-7 International Collegiate Conference
- 5 Bobcat Build
- 8 Shirt Sale
- 9 Chapter Meeting
- 10 Fazoli's Fundraiser
- 11 Relay for Life
- 16 Officer Meeting, Cookout
- 19 Bobcat Day
- 26 "Farewell to Seniors" Social



Budget



Budget for June 1, 2007 – May 31, 2008

Beginning Balance	\$12,059.00
Revenue	
Dues: National (80@42)	3,360
Dues: Local (80@48)	3,840
Dues: Professional Chapter (65@\$5)	325
Fundraising	
HOME T-shirt sales	2,150
AMA Raffle	500
Corporate Sponsorships	2000
Valentines Day Fundraiser	150
Red Robin	100
Taco Cabana	250
Fazoli's	50
Cook-out Sales	500
Diploma Display	500
Etiquette Dinner	
Tickets (100 @ \$15)	1,500
Sponsor Donations	2,500
Total Revenue	\$17,725
Expenses	
Dues: National (80@42)	3,360
Dues: Professional Chapter (65@\$5)	325
Programming and Public Relations	
Gifts for Speakers	120
Parking for speakers	35
Faculty Luncheon	300
Faculty Breakfast	100
Operations	
Food for Meetings/Socials	2800
Meeting Supplies	200
Membership	
Member T-shirts	900
Officer Polos	250
Mailing and Duplicating	150
Communication and Advertising	
Supplies for Connection	120
Table Tents (1 per semester @ \$250)	500
Community Service	
Pumpkins for Retirement Home	100
Valentines Decorations	100
Supplies	15
Fundraising	
Diploma Display	75
AMA Raffle	25
Cook-out Sales	100
HOME T-shirt Sales	900
Event Supplies	40
Miscellaneous	
Etiquette Dinner	3,600
AMA Banner/Tent with logo	700
Central Texas Conference	400
Printing and Mailing of Chapter Plan and Annual Report	50
Student Funding for International Collegiate Conference	1500
Total Expenses	\$16,765
Ending Balance	\$13,019.00



