

# SAINT MARY'S COLLEGE OF CALIFORNIA AMERICAN MARKETING ASSOCIATION

## ANNUAL REPORT 2010 - 2011 ACADEMIC YEAR



**SMC | AMA**

COLLEGIATE CHAPTER

EXPLORE. EXCITE. EXCEL.  
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*Bill Orr, Executive Vice President of Racepoint Group, speaks to students at SMCAMA's Social Media Event*





# Executive Summary

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With only our third year in operation, SMCAMA has taken major strides in creating awareness around our small campus of 2,500 students. This year was full of changes as our previous advisor, Larisa Genin, stepped down to pursue an administrative role, and Neal Bishel, a graduate business professor, took on the role of advisor a few months into the school year. Part way through our fall semester, our Vice President of Membership, Matt LeBel, dismissed himself from our executive board to focus on other areas of studies. Even though we had a change of leadership, our executive board stayed true to our initiatives which were discussed during the summer planning meetings.

Our first initiative was to **increase brand awareness of SMCAMA** around the Saint Mary's campus. The first step in accomplishing this was to **reexamine our Mission and Vision statement**. The executive board wanted to ensure that we were doing all that was possible to stay true with what we are promising our members. Secondly, we wanted to **revamp the current logo**, so executive board created a new concept that aligned the AMA and the Saint Mary's with font, colors, and design. Then, we decided upon our theme of "**Expanding Horizons**". This theme represented the executive board's new strategic approach to pursue new challenges. We focused our efforts mainly on brand identity and developing relationships with departments on campus, such as the Career Center, as well as our professional speakers that we invited on campus. This year, the executive board also branded a motto: "**Explore. Excite. Excel**". The motto encompasses the main goals that SMCAMA strives for: encouraging our members to *explore* different career opportunities through our events, *excite* the SMC community with offering our volunteer services and expertise, and having our members *excel* as they discover their career paths. The board has included our motto with every event that we have had this year, and we have seen the direct results happen before our eyes. A line of students waiting to talk to an entrepreneur or the curiosity of teenagers as they learn how a career in marketing can help them be successful are all ways our SMCAMA members and executive board has seen our motto come to life. From a survey done near the end of the first semester, the executive board found that **62.5%** of our members and potential members are **aware of SMCAMA**, and **81.3%** are **aware of SMCAMA events**. From this, we can determine that our awareness campaign is very **effective**.

Our second initiative was to **maintain brand management** as the year went on. We hosted many events with professional speakers for students, as well as, increased our participation in community activities. Within the AMA community, the executive board reached out to other campus chapters to build relationships in addition to participating in some of the National AMA competitions.

Although this year was not about drastically increasing membership dues or fundraising, we continue to improve on these areas with each event that we have. For the executive board, the most important asset for our SMCAMA members is the networking and professional development opportunities which will help make them stand out in a career fair, an interview, or networking function. This year, the executive board wanted to **continue to provide outstanding professional development** to our members (*our event counts were almost doubled from the previous year*) and show how much of an impact being a member of SMCAMA and AMA can be on college students who are beginning to enter the workforce.

As we continue to make the Saint Mary's Collegiate Chapter improve and succeed in the best ways possible, we hope you enjoy reading our annual report as much as we have enjoyed taking on new challenges and making a lasting impact on our members.

Sincerely,

Kelly Fisher, 2010-2011 President  
Elizabeth Novotny, Vice President of Advertising & Public Relations  
Matthew King, Vice President of Programs & External Relations  
Paul Wright, Vice President of Finance  
Mariel Jordan, Vice President of Communications & Community Service  
Neal Bischel, Faculty Advisor

# Expansion Campaign

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The executive board began the year with aspirations of pushing the SMCAMA chapter to the next level. We have succeeded in many of our goals and have fell short of a few. The loss of our Vice President of Membership ultimately disrupted new membership opportunities. However, we have built a strong alliance with the campus **Career and Development Center**, where many of our potential members are learning about us. Our brand awareness campaign has been very successful, as we have increased our means of communication to our members and the community. Critical to our expansion campaign, we have **enhanced** our web presence in multiple ways:



## Facebook

Our friends have **increased 12%** from the beginning of the fall semester to the beginning of the spring semester (628 friends to 708 friends). This number does not account for the loss of graduating members and other friends not interested in events we publicize through Facebook.



## Twitter

Feed had **increased by 600%** of followers from 6 to 42. We have also established twitter relationships and "retweets" with other collegiate and professional AMA chapters as well as local news and Marketing companies. The number of twitter accounts we follow has increased 291% from 23 to 90 accounts.



## Linkedin

A group for SMCAMA alumni was created this year to keep our alumni, current students, and possible contacts updated. The group had 0 members at the start of the year, and now has 11, a huge surpass of our goal of 5 people. We are working towards our goal of 15 by the end of spring semester.



[WWW.SMCAMA.COM](http://WWW.SMCAMA.COM)

## SMCAMA.com

This year we **launched SMCAMA.com**, which is hosted by WordPress. The website includes membership information, executive board bios, blogs about our events and event information. It also includes links to our other social media sites; including Facebook and twitter.

Awareness around campus can also be attributed to our new SMCAMA brand identity. It has combined colors of AMA and Saint Mary's, which makes a stronger and recognizable logo for SMCAMA. We continue to **build alliances with Alumni**, many of whom have volunteered their time to talk to both undergraduate and MBA students. We have created, designed and will host a large networking event, **"Marketing's Meet the Firms"** for students to talk to marketing professionals about career and internship opportunities. This year we have also reached out to begin **collaboration with the local professional chapter**, SFAMA, and other Collegiate Chapters, like AMA at CSU Sacramento, GGU Marketing Club and CSU Long Beach Chapter. Another accomplishment for our executive board and members is our **increase in volunteer activities** both on and off campus.



# Professional Development

## Overview

SMC AMA Board has been in the process of developing an outstanding schedule of events and workshops intended to provide SMC students with invaluable exposure to the perspectives from relevant industry experts, while nurturing vital marketing and business skills. Through these events, we also hope to raise awareness of the AMA and increase annual memberships. Previously, our events averaged 20 attendees. Our efforts to expand our event promotion through our social media network have doubled our attendance.

## Professional Events

### Social Media

September 18, 2010

Speakers Bill Orr, Executive Vice President of Racepoint Group & Andy Boe of VMWare, presented their unique experiences and perspectives on how social media marketing strategies have helped build and strengthen their brands, establish online communities, engage customers in conversation and increases in business development. Both speakers also provided best practices and insight on the future of social media and how advancements in technology will impact new opportunities for marketers to increase their brand awareness and social media following.

Attendees: 40

### Entrepreneurship

November 11, 2010

Randy Haykin, Founder of Haykin Innovation and Professor at The University of California, shared his experiences building an idea into a successful business venture, focusing on: how to identify opportunities, assessing risk, develop essential components of a sound business plan and how to attract investment capital. He emphasized foreseeable challenges aspiring entrepreneurs can expect to face and how to approach the unforeseeable obstacles that can lead to failure. Randy also discussed methods, perspectives & strategies for successfully pursuing entrepreneurial opportunities in the current economical climate.

Attendees: 70

## Professional Workshops

### **Marketing Career Fair: Marketing's Meet the Firms**

*Date: March 8, 2011*

*Collaborate with the SMC Career Center to plan, organize and host a recruitment event that allows students to pursue and set up interviews for possible entry-level, full-time and internship positions. This is the first year SMC has embraced an event focused on students seeking positions in the Marketing and Communications fields. Expanding on SMC's excellent career center resources, our goal is to further support their efforts by bringing in firms and industry professionals students want to engage to jumpstart their careers.*

### **Business Etiquette: "The Big Idea of Small Talk"**

*Date: March 16, 2011*

*Gina Snyder of the Saint Mary's College Career and Development Center will provide insight into appropriate business demeanor. She has created scenarios for students to learn proper business protocols like the handshake, introductions, and network mingling.*

*SMCAMA members will learn and exercise a professional demeanor in the workplace, at meetings and other professional functions. Gina Snyder will also discuss the appropriate use of communications for business students like voicemail, email and social networking sites.*

### **Dinner Etiquette**

*Date: March 30, 2011*

*Gina Snyder of the Saint Mary's College Career and Development Center will guide students through a business reception and professional dining scenarios. As many business relationships are nurtured in a dining environment, She will explain the proper business conduct to SMCAMA members. Gina will also address the many pitfalls people have when eating and conversing in a business setting.*

# Professional Development

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## Consumer Marketing

December 2, 2010

Tiffin Groff, Director of Customer Planning & Marketing at Peet's Coffee and Tea, discussed the nature of the highly competitive retail industry and the essential components of a strong retail marketing campaign, focusing on: strategies for both effective engagement with consumers & related factors that influence their purchasing decisions & preferences. She highlighted the connections between the lifestyle trends and expenditure characteristics of customers, and explained the significance of the retail shopping experience and how a fresh and relevant storefront design contributes to a successful retail environment and establishes a competitive advantage.

Attendees: 27

## Event Planning

March 24, 2011

Leslie Fisher, Director of Commencement will be prepared to discuss career paths in event marketing and different facets of event marketing, including corporate events and trade shows.

## Sports Marketing

April 6, 2011

Mario Alito, Sr. Vice President, Corporate Marketing for the San Francisco Giants, is responsible for all corporate sponsorship sales at AT&T Park, including the signage presentation, special events, promotions, Giants Magazine, Giants Yearbook, production and creative services. Mario will share his experience working with the current World Champions and discuss the team's marketing strategies.

## Advertising/PR

April 27, 2011

Our speaker will discuss how advertising contributes to an effective marketing strategy, focusing on different types of advertising (informative, persuasive, comparative) and their respective objectives. Speaker will also emphasize the importance of repetition, placement and quality of advertising campaigns.

## Competitions

### Marketing Week Competition

Date: September 18, 2010

Marketing week was a great week for SMCAMA. Our executive board met and we held a meeting for our general members. Our Fundraising for the week was a Pennini's Pasta Fundraiser. We also met with the Business School Dean to discuss sponsorship opportunities. We had Marketing Professor, Larisa Genin, present "Careers in Marketing" for current Saint Mary's students. The board visited high schools to increase awareness to high school seniors on how to get involved on campus. We talked to prospective students at Saint Mary's Fall Preview Day. Overall, Marketing Week was the first successful venture as an executive board for the year.

### AMA Saves Lives

Date: Fall/Spring Semester

To get involved in AMASavesLives, SMCAMA mainly used social media to create general awareness. While we attempted to get students involved, most of our efforts were used on blog posts and twitter updates. While not all of our efforts were recorded, we hope to participate more in the following years.

## Miscellaneous

### Marketing Week

Date: October 3 - 9

### Resume CD

Spring Semester

Create a resume CD to distribute to speakers & potential employers at networking functions.

### Internship Packet

Spring Semester

Created an internship packet with internship opportunities.

Reached out to the Career Center to help with internships that would be a potential fit for SMCAMA members and the Business Administration Internship Advisor. Internship opportunities posted @ [www.smcama.com](http://www.smcama.com)

# Professional Development

## SMC AMA Brand Identity

Our first objective as the 2010 - 2011 SMCAMA Board was to identify and develop a mission and vision that ultimately translated into a motto and brand identity. Our motto: **“Explore. Excite. Excel.”** encompasses the three primary goals that SMCAMA strives for; encouraging our members to *explore* different career opportunities through our events, *excite* the SMC community with our extracurricular offerings to the student body, and finally, we hope our members will ultimately *excel* as they discover the direction of their career path.



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*Final logo and motto*

*After several revisions, we feel our final logo and motto gives SMCAMA our own unique identify, while maintaining consistency with the larger brand of Saint Mary's College*

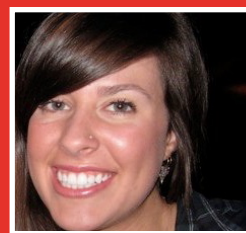
## SMCAMA 2010 - 2011 Board Members



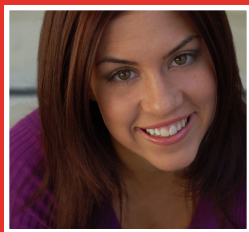
*Kelly Fisher*  
*President*



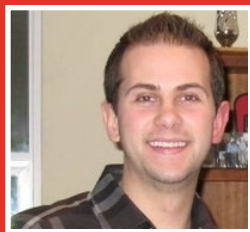
*Matthew King*  
*Vice President,*  
*Programs & External Relations*



*Mariel Jordan*  
*Vice President,*  
*Communications & Community Service*



*Elizabeth Novotny*  
*Executive Vice President*  
*Vice President, Advertising & PR*



*Paul Wright*  
*Vice President, Finance*



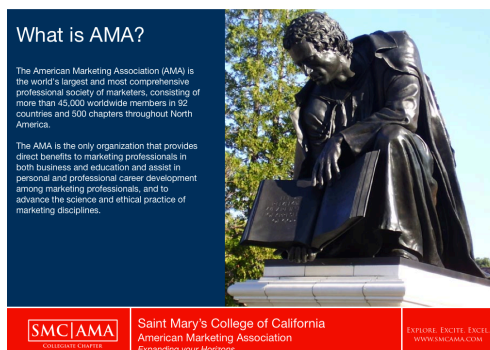
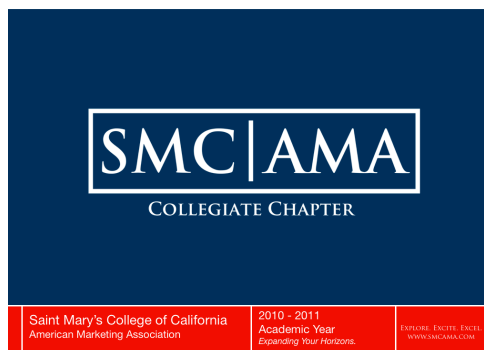
*Neal Bischel*  
*Faculty Advisor*



# Professional Development

## SMC AMA Marketing Collateral

In addition to developing a new brand identity for SMCAMA, we created marketing collateral and other documentation aimed to both attract new membership and educate prospective guest speakers and strategic partners about our organization's goals and objectives.



## SMC AMA Business Cards

Besides our marketing collateral, we designed and printed business cards and letterhead in effort to improve our perception with everyone we engage on a professional level.



# Professional Development

## Membership & Event Survey

In effort to improve our event offerings, the SMCAMA Board conducted a survey that polled past attendees, gaining feedback on how well we have structured our events and how we can better accommodate student's schedules to improve participation. Survey based on the participation from 20 students.

1. How well do you know about SMCAMA							Create Chart	Download
	Not at all	Sort of	Aware	Very Aware	Rating Average	Response Count		
Aware of SMCAMA	6.3% (1)	18.8% (3)	62.5% (10)	12.5% (2)	2.81	16		
Aware of SMCAMA Events	6.3% (1)	12.5% (2)	81.3% (13)	0.0% (0)	2.75	16		
Aware of SMCAMA times	18.8% (3)	31.3% (5)	50.0% (8)	0.0% (0)	2.31	16		
Aware of how to join	12.5% (2)	37.5% (6)	37.5% (6)	12.5% (2)	2.50	16		
Aware of how to be an executive board member	43.8% (7)	31.3% (5)	12.5% (2)	12.5% (2)	1.94	16		
			Other (please specify)			0		
			answered question			16		
			skipped question			1		

We found that most interested SMC students are aware of SMCAMA and our event schedule. While students seem to know when and where our events are held, communicating information explaining how to join AMA or seek a position on the board can be improved.

3. What is the best way for SMCAMA to tell you about events?				Create Chart	Download
		Response Percent	Response Count		
Facebook		62.5%	10		
Email		68.8%	11		
Teachers		50.0%	8		
Fliers		31.3%	5		
In Person		31.3%	5		
Rotating Boards around campus		6.3%	1		
Career Center		12.5%	2		
Campus Bulletin		25.0%	4		
		Other (please specify)	0		
		answered question	16		
		skipped question	1		

Combining our social media network with traditional on-campus marketing outlets, we learned email is the method of communication that works best for students who are interested in SMCAMA.

1. Did you like SMCAMA's last event, Engaging Students in Entrepreneurship?					Create Chart	Download
		Response Percent	Response Count			
Did not attend		13.3%	2			
Yes		66.7%	10			
No		6.7%	1			
Not Sure		13.3%	2			
		Other (please specify)	2			
		Hide Responses				
1. Guest speaker was great!	Tue, Nov 16, 2010 3:43 PM	Find...				
2. I was not present!	Sun, Nov 14, 2010 7:42 PM	Find...				
		answered question	15			
		skipped question	2			

Besides finding the best time for students to attend, it's invaluable to understand how well our attendees respond to the events we organize. We strive to organize compelling guest speakers to discuss the business & professional development topics students desire.

3. Which do you prefer							Create Chart	Download
	5:00 pm	5:30 pm	6:00 pm	6:30 pm	7:00 pm	Response Count		
The time of the event	11.8% (2)	5.9% (1)	58.8% (10)	11.8% (2)	11.8% (2)	17		
			Other (please specify)			0		
			answered question			17		
			skipped question			0		

2. Which event day do you prefer? (can choose multiple choices)							Create Chart	Download
	Monday	Tuesday	Wednesday	Thursday	Friday	Response Count		
The day of the event	17.6% (3)	29.4% (5)	23.5% (4)	29.4% (5)	0.0% (0)	17		
			Other (please specify)			0		
			answered question			17		
			skipped question			0		

Accommodating students' busy schedules is challenging, but insight on their availability preferences helps us find the days and times that work best for most potential attendees.

# Community Service

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## Overview

This year, the board ensured a focus and effort on community service opportunities. We devoted SMCAMA members to six community service events per semester. In doing so, we were able to share and develop our marketing skills to improve our local community. The executive board utilized the SMCAMA's marketing skills by partnering with on-campus CILSA (Catholic Institute for LaSallian Social Action), local nonprofit organizations and businesses to promote and create awareness throughout the community.

### **Run For Hunger:** April 25<sup>th</sup>, 2010

Objective: Members entered run to raise funds. Raising awareness and support for the local and global issue of hunger and poverty.

Result: Although not all of our members could attend the run for hunger, a few did participate. They ran 5k for a food bank where they could donate \$5 or 5 cans. The run helped a larger community service student organization on campus. It was great to participate because our members got exercise and ran for a good cause.

### **Carnival 4 Kids:** April 8<sup>th</sup>, 2011

Objective: Create awareness on campus about Carnival 4 Kids, an event that promotes higher education to children through the relationships fostered between the children and participating college students. Members will be "big buddies" to kids and the SMCAMA will sponsor an activity booth.

### **High School Presentations:** October 4<sup>th</sup>, 2010

Objective: Attending local East Bay area high schools to inform exiting high school seniors about what to expect from a collegiate-level marketing education, and what the AMA has to offer students that are considering majoring in Marketing.

Result: Members visited Foothill High school's marketing and business ownership classes. We talked to four different classes about what the AMA is and what a career in marketing can do for you. Finally, we answered general questions from students about our college experiences.

### **SMC Fall Preview Day:** October 10<sup>th</sup> & November 13<sup>th</sup>, 2010

Objective: Providing an informational booth at SMC's fall preview day which supports the admissions center with incoming student and family visits.

Result: (3) Board members ran a booth that coincided with the school of business administration. Answering questions of prospective Saint Mary's students and their parents. Promoting an undergraduate degree in marketing and involvement in the SMCAMA.

### **Academic Fair:** October 10<sup>th</sup> & November 13<sup>th</sup>, 2010

*SEBA (School of economics and business administration) Student Presentations*

Objective: Providing answers to questions from prospective Saint Mary's students and their families about choosing a path within SEBA.

Result: (3) Board members gave presentations about their experiences within SEBA and how it has helped prepare us for what comes after college. Providing the students a peer analysis rather than a teacher analysis of the school.



# Community Service

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## **Fall Involvement Fair:** September 1<sup>st</sup>, 2010

Objective: Set up a booth devoted to recruiting new SMCAMA members. Target students of all majors that have an interest in the Marketing field and getting involved on campus.

Result: (6) Board Members. 35 students attended and learned more about SMCAMA.

## **DECA NorCal Conference & Judging:** March 4<sup>th</sup> - 5<sup>th</sup>, 2011

Objective: Help promote the DECA motto of, “preparing emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools around the globe”.

Result: Members volunteered as DECA judges, devoting an entire day to participating in marketing skits with the high school contestants. Provided beneficial feedback on presentation and interviewing skills.

## **ARF (Animal Rescue Foundation):** End of 2010- Present Day

Objective: Members will raise awareness for this local rescue organization that strives to create a world where every dog and cat has a home, and where children learn to care.

Result: Tony LaRussa's Animal Rescue Foundation was involved previously in a marketing class's student project. To continue the work being done, SMCAMA members offered their time and knowledge of marketing to continue their brand awareness efforts on their website and through public relations. Working with ARF allows our members to get real work experience while helping out a non-profit in need.



*Students and Professors attending our Social Media Event, the first of our Professional Development Events for the 2010 - 2011 academic year*

# Fundraising

## Overview

It is important that our chapter is adequately funded and therefore we strive to raise enough resources to support our chapter activities. 2010-2011 was an excellent year for us as we were able to strengthen the relationships with our current fundraising partners as well as gain new ones. We were also able to overhaul our donation solicitation materials. However, due to the conditions of the economy, we were not able to generate much in the way of sponsorship. The materials remain in place for future chapter functions. **Business Cards** and **Marketing Collateral** were also created to aid in our fundraising efforts as it was able to give important contact and other information to potential sponsors and fundraising partners.



### Pennini's

**Goal:** Build a working relationship with Pennini's Ristorante and create a "hang out" destination for students to watch Saint Mary's College away game sporting events on television. Raise \$100 through revenue sharing of food and drinks sold during away game events.

**Actual:** Raised a total of \$88 from food sales.

**Summary:** The Pennini's fundraiser was very successful for the SMCAMA. While we fell short of our fundraising goals, we established a strong relationship with Pennini's and were able to create a fun environment for students to see their teams while on the road.



### Yogurt Shack

**Goal:** Raise \$50 by handing out coupons to students.

**Actual:** Raised \$45 in the fall semester

**Summary:** In the fall semester we partnered with Yogurt in our fundraising efforts. We handed out coupons to students on campus and were given a 5% share of sales for those people who brought in the coupons. To make sure students were aware of the event and coupons we utilized Facebook, word-of-mouth, email, and placed ads in our newsletter.



### Jamba Juice

**Goal:** Raise \$25

**Actual:** Generated \$30 through swipe card

**Summary:** Partnering with Jamba Juice allowed us to help get our name out to Saint Mary's. We were given "swipe" cards to hand out and we received 10% of profits. We used these cards in a membership incentive program in which we gave the cards to paying members.



### Faculty Donation

**Actual:** \$200

**Summary:** We received an unexpected and generous donation from Dr. Larisa Genin, former faculty advisor for SMCAMA. Funds will be used for SMCAMA Board t-shirts, aid community outreach and other miscellaneous event expenses.

# Membership

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## Overview

For this year, we wanted to create a membership base of 20 members. We wanted to hold monthly general membership meetings to allow members to have a say in making chapter decisions. Overall, our initiative was to convert non-paying members to fully paid members.

We encouraged membership participation by holding monthly meetings on the first Wednesday of every month. This helped with promotion, answering membership questions, and will help in the selection process for the next year executive board. We used a variety of communication channels, such as Facebook, Twitter, campus promotion and email blasts.

When focusing on new members, executive board members talked to students in the lower division classes. We took advantage of our college's small liberal arts setting to speak to small classes which allowed us to answer questions. We targeted potential members through a campus wide and social media marketing campaign that emphasized the benefits of joining SMCAMA and AMA in general. Each semester, we held an AMA information session, where again students could ask questions and learn more about SMCAMA and how to get involved.

Our membership goals were aimed high for our chapter, especially in the economy. Last year we had roughly 15 members, while this year we hoped to reach a membership of 18. Currently, we have 12 members, but hope to continue to increase this number throughout the rest of the semester.

## Literature

Date: Fall & Spring Semester

Maintained and updated a "Why Join SMCAMA" flyer to distribute around campus and all of the chapter's events. We also have the flyer displayed on our SMCAMA bulletin board. The board also created marketing collateral which elaborated on our chapter's goals and initiatives, how members can get involved, and what benefits they receive.

## Bulletin Board

Date: Spring Semester

Updated the SMCAMA bulletin board which hangs in the School of Economics and Business Administration floor where all students can see. We showcased pictures of the executive board members, our events calendar, and how to join. We also provided general information about the chapter and what workshops we offer.

## Involvement Fair

Spring & Fall Semesters

Date: September 1, 2010 & February 16, 2011

We set up a booth at the semi-annual Saint Mary's Involvement Fair which helped us attract potential members. We informed students about the marketing concentration and our chapter activities, workshops and professional presenters. We also had our marketing collateral present as well as business cards that we designed.

## Informational Meeting

Date: Fall & Spring Semester

Held an informational meeting for interested students each semester. We explained what AMA was and how it can help them with networking and professional engagements. We answered any questions and helped them fill our membership applications.



# Membership

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## Membership Meetings

Date: First Wednesday of every month

Held monthly meetings for members to come and share ideas about how they would like to get involved. Roughly 10 members attended

## Honors Program

Date: Fall Semester

Spoke with honors students about the SMCAMA chapter and the benefits of becoming a member.

The board distributed membership information and advice on how to get involved in an academic club on campus.

## Business Class Speakers

Date: Fall & Spring Semester

The board engaged students within the classroom by presenting SMCAMA material to the business, communication and economic classes on campus. Invited potential members to membership meetings and explain the benefits of a SMCAMA member.

## SMCAMA Meet & Greet

Date: November 10, 2010

The Meet & Greet gave potential members an opportunity to meet with the executive board and current members to learn more about SMCAMA and AMA. The event included dinner from our sponsors, Pennini's.

## SMCAMA End of the Year Party

Date: April 30, 2011

The executive board will host an end of the year party for our members, which will give an opportunity to introduce the new board members for the 2011-2012 school year. The event will mostly be held at one of our sponsor's restaurants.

## SMCAMA Membership T-Shirts

T-shirts were designed for the executive board to be unified at events. T-shirts were also printed for student members.

This is the **first t-shirt designed for SMCAMA** and features our newly designed logo on the front.

## Membership Email List

A membership email list was created with contact information from events and club fairs for the executive board to keep a potential membership list. This email list was used for promotions for events, fundraisers and general announcements.

**91 potential members reside on our list.**

## Membership Survey

To better understand our target market, the executive board designed a survey asked what times, locations and events, our members and potential members wanted. We found that Tuesdays with 29.4% and Thursday s with 29.4% are the best days to hold events for our members. Also, with an astounding 58.8%, we found that starting our events at 6pm was the best time. 62.5% of our members and potential members are aware of SMCAMA, and 81.3% are aware of SMCAMA events. From this, we can determine that our awareness campaign is very effective. Only 37.5 of our potential members were "sort of" or "aware" of SMCAMA. For the spring semester, we hope to increase this to 50%.

# Communication

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## Objective

This year our objective has been to create awareness and promote the SMC AMA brand in its new form on campus, in the surrounding community as well as throughout the San Francisco Bay Area. We strive to continually build relationships with fellow AMA chapters and promote professional development for all students and members.

## Goals

With the rapid growth of the social media industry in our own backyard, our goal has been to fully utilize these social media outlets to reach new members and broaden our overall AMA network. We also aim to gain more campus awareness and membership through these mediums and expand our reach to the MBA students on the Saint Mary's campus.

## Strategies

One of our new strategies we came up with this year in order to attain our goals was the Email Newsletter Campaign: ideally we would send a twice quarterly newsletter including featured articles on marketing, upcoming events and recommended links. Our vision was that this would help build a consistent online presence and heighten our subscriber numbers on our various social media outlets.

## External Communication

Website: ([www.smcama.com](http://www.smcama.com))

This semester we fully developed our website and posted running blogs and updates on event happenings. We also designed a page which highlighted our executive board members with short bios, pictures and other affiliated links. Readers could find information on upcoming events, volunteer work and involvement opportunities. Our strengths with this site have been consistency with our updates and blog posts in correlation with our events. Our weakness on the other hand is that we need a clearer layout and more media integration. Our website additionally serves as a tool for members to view posts for local internships with our contacts and alumni.

Facebook:

This semester we frequently used our AMA facebook page to communicate with students. We found this to be a very successful tactic because people tend to respond to facebook invites and messages more readily than emails. We have grown our "friends" list from 627 to 830 while accounting for the average number of unsubscribe upon graduation. This site also highlights our executive board members, links to our weekly blogs, and lists information on upcoming events, fundraisers, and volunteer and involvement opportunities. When we were looking to replace our VP of Membership we posted the opening on facebook and received a number of inquiries. Our facebook contains links to other media locations for easy visibility and accessibility. Our strength with this site has been the access to the majority of the SMC campus and their networks.

# Communication

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## LinkedIn:

This year we setup a LinkedIn account and began to build our network. This includes relations with other collegiate and professional chapters. Our goal was to have 40 connections by year end and at least three recommendations from colleagues. We have fallen a bit short but still have a respectable network which is growing rapidly as students become more involved and we make more professional connections through our events such as Marketing Meet the Firms. Our page gives links to all our other media locations for easy visibility and accessibility. Our weakness is that we have some lack of interest from members in this site at this time. Our strength with this site is that it gives us credibility with the professional world and National AMA chapters.

## Twitter:

This year we setup a twitter account and began to establish our brand further in that realm of the social media world. We follow important marketing and social media “tweeters.” We also follow and are followed by other collegiate & professional chapters. We frequently use this site to link to other media locations for easy visibility and accessibility where followers can learn about upcoming events, fundraisers, and volunteer and involvement opportunities. So far our weakness with this site has been the small number of students at SMC that use Twitter. We can also only post a limited number of characters which limits the amount of event information we can post. The strength of this site however is that it gives us easy access to other marketing, and PR outlets we wouldn’t otherwise have. It also provides user friendly communication with other collegiate chapters.

## SMCAMA’s Meet & Greet

Location: On campus

This event was put on by the board to allow current members and prospective members to mingle and discuss membership benefits, ideas and upcoming events. This event was conducted in a casual setting where pizza and soda were served.

## Email Newsletter

Location: Online

We used email to disperse information regarding SMCAMA activities and events to business, communication and economic majors. We also contacted Saint Mary’s faculty and alumni to gain support for SMCAMA as well as other on campus clubs in order to create a partnership.

## Digital Signage

Location: Around campus

Our campus offers a number of digital boards in the dining hall, lounges and dormitories where we were able to post upcoming event information.

## Event Flyers

Location: Around campus

We designed captivating flyers about SMCAMA events and available resources. These fliers were posted around campus as well as distributed in by Business and Communication professors in their classes. We used over 120 posting sites on campus and RA’s bulletin boards.

## Teaser Flyer

Location: Around campus

Created a teaser flyer about SMCAMA and how to get involved and learn more about our chapter. This flier was distributed to Business and Communication teachers to pass out in their classes.

## Banner

Location: Around campus

We used a SMC AMA banner at the academic fairs where prospective students could learn more about how to get involved on campus and events. The executive board hopes to have a new banner created with our new logo on it which will maintain brand consistency.



# Communication

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## Business Cards

Location: Around campus

Business cards featuring our new logo and information were passed around to students, teachers and community members in order to gain awareness and exhibit professionalism.

## SMCAMA Bulletin Board

Location: Around campus

We have a SMC AMA bulletin board in the School of Business building which features executive board bios, pictures and other club information.

Applications can also be found on the bulletin board.

## Marketing Collateral Packet

Location: Around campus

The marketing collateral packet was put together as a tool to represent SMC AMA in the most professional manner to local businesses and potential speakers. This tool enables viewers to see our past work, future goals and current presence on campus.

## SEBA Newsletter

Location: Around campus

Our chapter and upcoming events were featured in this newsletter which is delivered to the entire student body and MBA program.

## Campus Bulletin E-Newsletter

Location: Online

This newsletter featured professional development speakers and workshops on the campus e-newsletter which gave a brief description of the event, how they can contact us, and a link to our website.

## Internal Communication

### Email

Location: Online

Email was used very frequently this year to disperse information between the executive board. The board also used email to communicate with SMC AMA members. We promoted events and workshops through this form of communication as well as sent reminders of how to become a SMCAMA member.

### Google Docs:

Location: Online

Our executive board has had the ability to easily communicate and share all documents, ideas, PDFs and other related materials via this online document storage site. We also were able to use the calendar function to create a comprehensive list of chapter and personal schedules in order to minimize scheduling conflicts.

### Skype:

Location: Online

Skype was used as a tool for the board to meet, hold meetings and discuss chapter issues when a live meeting was not possible. These meetings were conducted via laptops or even PDAs.

# Chapter Operations

## Overview

This year, we aimed to create a membership base of 20 members. We planned to schedule monthly general membership meetings to allow members the opportunity to participate in making chapter decisions. Overall, our initiative was to convert non-paying members to fully paid members. In addition to submitting our Chapter Plan and Annual Report to AMA, we developed a transitioning program for the 2010-2011 Board.

## Activities and Strategies

### Executive Board Meetings

Hold weekly meetings with board members to plan new events, discuss chapter initiatives, brainstorm new ideas, and focus the direction of the chapter.

### Membership Meetings

Arranged meetings for planning and executing chapter strategies. A meeting was held the first Wednesday of every month.

### Board Member Descriptions & Binders

Provided executive board members with outlines of their duties and roles. A SMCAMA binder was also put together with examples of work from AMA as a resource to the board members.

### Chapter Plan

Create a chapter plan to outline SMC AMA goals for the academic school year. Use the chapter plan as a guide in attaining the chapter's goals.

### Business Cards

Create and distribute business cards to potential members, business partners, and other important contacts. As a part of our brand awareness campaign the business cards have been useful in getting people used to seeing our image and recognizing the club on campus.

### Marketing Collateral

Provide detailed information regarding the American Marketing Association to expand our efforts in the brand awareness campaign. These packets were intended for potential members, fundraising partners and others who had an interest in the AMA and wanted to gain more understanding of the club.

### Annual Report

Create an annual report that evaluates SMC AMA accomplishments. Use the report to identify the strengths and weaknesses of the chapter.



*Tiffin Groff, Director of Customer Planning & Marketing at Peet's Coffee and Tea and SMC MBA Alumni, discusses Consumer Marketing at our final event of the fall semester*

# Calendar of Events

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Month	Event Info/Theme
May 2010	Weekly Executive Board Meetings, Awards Banquet (Include Alpha Mu Alpha)
June 2010	Weekly Executive Board Meetings
July 2010	Weekly Executive Board Meetings
August 2010	Weekly Executive Board Meetings, SFAMA Event with Brian Solis, Board Retreat
September 2010	Weekly Executive Board Meetings, Two General Information Meetings, Involvement Fair
October 2010	Weekly Executive Board Meetings, Marketing Week ("Careers in Marketing" Event), presentations to local high schools, Pennini's Fundraiser, "Social Media Panel" Event, Making Strides Against Breast Cancer, SMC Fall Preview Day
November 2010	Weekly Executive Board Meetings, Entrepreneurialship Event, Retailing Event, Hunger Banquet, SMC Fall Preview Day
December 2010	Weekly Executive Board Meetings, ARF (Animal Rescue Foundation)
January 2011	Weekly Executive Board Meetings, Big Idea of Small Talk Event, On-Campus Consulting
February 2011	Weekly Executive Board Meetings, Event Planning, Dinner Etiquette Workshop, On-Campus Consulting, St. Anthony's Foundation
March 2011	Weekly Executive Board Meetings, Advertising/PR Event, Resume Workshop/HR Recruiting Panel, SMC AMA Board Recruiting, On-Campus Consulting, Children's Hospital of Oakland
April 2011	Weekly Executive Board Meetings, Sports Marketing, Run For Hunger, On-Campus Consulting, Carnival 4 Kids
May 2011	Weekly Executive Board Meetings, Awards Banquet (Include Alpha Mu Alpha), On-Campus Consulting



# Budget

Revenues			Expenses		
Membership Dues			National Dues		\$495.00
	Local Dues	\$198.00	Speakers		
	National Dues	\$495.00		Gifts	\$40.00
Fundraising			Events		
	Pennini’s	\$50.00		Registration	\$25.00
	Yogurt Shack	\$39.00		Meet & Greet	\$60.00
	Jamba Juice	\$30.00	Advertising		
Sponsorship				Fliers	\$100.00
	Round Up	\$25.00		Copies	\$50.00
	Subway	\$25.00	Misc.		
Donations				Biz. Cards	\$50.00
	SMC Faculty	\$200.00		Website Dev.	\$20.00
			Carry Over 2011-12		\$222.00
Total			Total		\$1,062.00



*Randy Haykin, Founder of Haykin Innovation and Professor at The University of California, Berkeley, engages with students interested in Entrepreneurialship*