

SAINT MARY'S COLLEGE OF CALIFORNIA AMERICAN MARKETING ASSOCIATION

CHAPTER PLAN 2010 - 2011 ACADEMIC YEAR



SMC | AMA

COLLEGIATE CHAPTER

EXPLORE. EXCITE. EXCEL.
WWW.SMCAMA.COM

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Mission & Vision

The Saint Mary's College American Marketing Association Collegiate Chapter (SMCAMA) provides students of all majors with the opportunity to learn and apply principles of business and marketing, stay current with the trends in the marketing field, as well as network with industry professionals.

SMCAMA introduces students to the marketing industry through its professional development programs, such as workshops, seminars, field trips and other special events. SMCAMA strives to enhance the academic experience by offering resources to all students interested in the field of marketing.

SMCAMA aims to connect students interested in marketing with professionals in those fields by hosting events in different industries, sponsor workshops to improve professional development, and field trips and mixers to increase networking opportunities.

Theme & Goals

The 2010-2011 SMCAMA theme is: *"Expanding Horizons."* There is a lot that our collegiate chapter intends to accomplish this year, and if we allow ourselves to attempt new strategies and pursue new challenges, then we will be able to ensure our success. This is the first year we have focused our efforts on brand identity and developing relations with other collegiate and professional chapters, on-campus student services, and AMA.

Although there are numerous goals listed in detail for this year, the main goal for 2010-2011 is to create awareness around the campus and in SMCAMA community and maintain brand management.

Chapter Operations

Objective

Provide preparation and leadership tools to realize SMC AMA goals.

Goals

Submit chapter plan and annual report to AMA &
Create a transitioning program for the 2010-2011 board

Activities and Strategies

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.

Committee Meetings

Arrange meetings for planning and executing chapter strategies.

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.

Annual Report

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

2010 - 2011 SMC AMA Board

Kelly Fisher
President

Elizabeth Novotny
Executive Vice President
Vice President of Advertising & Public Relations

Matthew King
Vice President of Programs & External Relations

Matt LeBel
Vice President of Membership
Collegiate Awards Chairperson

Paul Wright
Vice President of Finance

Mariel Jordan
Vice President of Communications & Community Service

Neal Bischel
Faculty Advisor

Motto

Explore. Excite. Excel.

Our motto encompasses the three main goals that SMCAMA strives for: encouraging our members to *explore* different career opportunities through our events, *excite* the SMC community with what we can offer students to help direct them. Finally, our members *excel* as they discover their future career path.

Environmental Analysis

Target Market

Primary: Current Members, Marketing Students

Secondary: Business Students, Communications Students, MBA/EMBA Graduate Students, faculty, alumni and local professionals.

Expansion Campaign

Increase AMA Membership by 50% from the previous year.

Expand Media Relations on and off campus.

Build alliances with Alumni and MBA Students.

Increase networking venues.

Collaborate with Local Professional Chapters and other Collegiate Chapters.

Volunteer with local nonprofits.

Create consulting model for marketing services.

Enhance web presence:

Facebook up by 83.6% by end of fall semester, 90% by the end of spring semester.

Twitter increase 6x by end of fall semester, 10x by end of spring semester.

LinkedIn increase by 5x, increase, by 10x by end of spring semester.

Design targeted marketing campaigns for local members and sponsorships

Meet The Board

Kelly Fisher, President

Kelly Fisher is a senior at Saint Mary's majoring in Business with a concentration in Marketing and minoring in Communication. While she has been with SMCAMA since its beginning in 2008, she will serve as President for the 2010-2011 year. While on the board, she hopes to create awareness around the campus and in the community of SMCAMA and continue brand management. Kelly is also involved in the Honors Program, works as a Student Ambassador, and writes for the school newspaper, The Collegian. In addition, Kelly interns with the College Communications Office as a marketing intern. Her hobbies include web design, riding horses, hanging out with friends, and watching movies.

Elizabeth Novotny, Executive Vice President & Vice President of Advertising & Public Relations

Elizabeth Novotny is a junior at Saint Mary's majoring in communications. For the 2010-2011 academic year she is serving as the Executive Vice President & VP of Advertising, Promotion & Public Relations. Originally from Colorado, Elizabeth recently transferred from Los Angeles where she interned at NBC Universal Television Publicity. Elizabeth's goal is to help bring awareness to SMC and the surrounding community about the benefits of AMA membership.

S.W.O.T. Analysis

Strengths

A lot of potential members

Adaptable – constantly making changes and improvements

Executive board positions

Providing students with the skills that will better their knowledge and experience in the marketing industry

Creating opportunities for students to network and build a professional background in marketing

Building student's business skills such as: resume building, networking, increasing knowledge of the various aspects of marketing, and team building

Providing an opportunity for students to bond with others that have similar goals and objectives in the business field

SMC's largest majors are business and communication, which gives many students opportunities to join SMCAMA

People want to be apart of a nationally recognized association

Weaknesses

Relatively young collegiate chapter

Few people have heard about the AMA

We do not have an “elevator speech” to give to potential members or to staff that ask about the organization

Not many ways to engage active membership

People are unwilling to pay for pricey membership

People don't seem motivated to be involved with AMA like they are with other, volunteer based or clubs on campus like CILSA or CAB

No real continuous membership base to start from each year

Lack of brand awareness around campus by students and faculty

Advertising for AMA events and showcasing their benefits in advance

No real capital structure from previous years

No officer training programs

Opportunities

Reach out to alumni and student clubs for connections and partnerships

Make a name for ourselves within the national AMA community

We can engage students in the professional chapter, SFAMA

Always business to be done with corporate sponsorships

Getting more involved in AMA competitions; we can apply for grants from AMA

Developing a membership program that targets incoming freshman, and already declared marketing majors that are not already AMA members

Strengthening relationships with existing business members in the community, and expanding relationships to new businesses that would benefit AMA members and SMC

Utilize upcoming social networks to advertise the SMCAMA and appeal to target audience

Threats

Other clubs may appear as “more fun” and are involved in more activities with their members

Small student body which doesn't help with student participation

Insufficient fundraising collected thus far

Overshadowed by other business clubs with no membership dues.

Besides the marketing aspect, we don't have anything to set us apart. We need a hook, IE latino business club. We need to find our niche on campus

People thinking it is only for business majors

Student apathy

Professional Development

Objective

To conduct a variety of value-added career based preparation programs that educate our members about the opportunities that exist in the marketing field. To provide students with the necessary tools needed to effectively interview competitively for a wide variety of opportunities in the marketing field.

Goals

Organize discussion forums where members of the SMC AMA have the opportunity to speak with a wide variety of professionals within the Bay Area.

Organize a Marketing Career Fair in the spring that introduces students to full-time entry level and internship opportunities.

Workshops

Marketing Career Fair

Collaborate with the SMC Career Development 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.

SMC AMA Advisory Board

Work with marketing professors and alums to form an advisory board, offering guidance and direction to SMCAMA members as they explore the marketing field.

Dinner/Business Etiquette

SMCAMA members will have the opportunity to learn how to achieve and exercise a professional demeanor in the workplace, at meetings, dinners and other professional functions.

Resume & Interview Workshop

Collaborate with the SMC Career Development Center to hold an event where SMCAMA members can come and learn about the effective techniques for outstanding resumes.

Community Service

Objective

Showing our devotion to our local community and school in six community service events per semester; sharing and developing our marketing skills to improve our local community.

Goals

Utilize the SMCAMA's marketing skills by partnering with on-campus CILSA (Catholic Institute for LaSallian Social Action), local non-profit organizations and businesses to promote and create awareness throughout the community.

Meet The Board

Marisol Jordan, Vice President of Communications & Community Service

Marisol Jordan is a senior at Saint Mary's majoring in Business with a concentration in Marketing. I am the VP of Communications and Community Service for the SMCAMA. While on the board for the 2010/11 year, I hope to continue the AMA's involvement with the community around us while learning and growing from all that AMA offers to its members. Marisol is also involved in the SMC business club on campus and participates in various volunteer activities outside of school, including serving the homeless in the bay and working with underprivileged children. Her hobbies include hiking and running and listening to indie/alternative rock music.

Community Service Activities

Fall Semester

High School Presentations: [October 3rd -10th, 6 SMCAMA board members]

Objective: Attending local East Bay area high schools to inform high school seniors about what marketing is like in college, and what the AMA has to offer students that are considering majoring in Marketing.

SMC fall preview day: [October 10th, November 13th, 6 SMCAMA board members]

Objective: Providing an informational booth at the Saint Mary's fall preview day and supporting the admissions center with fall student and family visits.

Making Strides Against Breast Cancer: [October 23rd, SMCAMA members]

Objective: Partnering with SMC Rec Sports to raise awareness for finding a cure for breast cancer. Members will also participate in walk.

Hunger Banquet: [November 16th, SMCAMA members]

Objective: Promote CILSA's (Catholic Institute for LaSallian Social Action) annual hunger banquet to increase awareness across campus.

ARF (Animal Rescue Foundation): [December, SMCAMA members]

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

Spring Semester

On campus Consulting: [January- May, SMCAMA members]

Objective: Members will provide an on campus consulting group for on campus clubs, teams and local businesses.

Saint Anthony's Foundation: [February, SMCAMA members]

Objective: Members will create and host a clothing drive to collect clothing for the people that Saint Anthony's Foundation serves.

Diversity Career Development Conference (DCDC): [TBA, SMCAMA members]

Objective: SMCAMA will co-sponsor the 4th annual diversity development conference which allows students to embrace their cultural identity through career development.

Children's Hospital Oakland: [March, SMCAMA members]

Objective: Plan and host an event to raise awareness for the Speak Now for Kids Campaign, that is designed to be the voice of children in health reform.

Run For Hunger: [April 3rd, SMCAMA members]

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

Carnival 4 Kids: [April 8th, SMCAMA members]

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

Fundraising

Objectives & Goals

To generate monetary resources to fund the collegiate chapter's operations and activities. To gain at least 5 sponsors for the 2010-2011 academic year. To hold at least 2 fundraising events with local businesses. Raise \$500 through fundraising and sponsorship programs.

Activities

Pennini's Pasta Fundraiser
Plan a fundraiser with Pennini's Ristorante throughout Marketing Week

Membership

Objectives & Goals

Create a solid membership base with a total of 20 new members: 10 Lower division students (Freshman and Sophomores) & 10 Upper division students (Juniors and Seniors). Hold monthly general membership meetings to allow members outside of the executive board to have a hand in making decisions that affect the chapter. Convert any non-paying members to fully paid members of international AMA.

Meet The Board

Paul Wright, Vice President of Finance

Paul Wright is a senior at Saint Mary's College, majoring in Business Administration with a concentration in Financial Services. As VP of Finance for the SMCAMA, I am looking forward to working on fundraising efforts that help bring quality marketing speakers and workshops to the student body of Saint Mary's. Paul is also a member of the SMC business club, the Saint Mary's Associated Student Senate and serves on the Chapter Alumni Board of Phi Delta Theta at Sonoma State. In his free time Paul can be found playing baseball, reading nonfiction and traveling.

Strategies

Retain Current Members

Continue to hold relevant events and seminars which will provide value-add relative to the costs current members have paid

Encourage general membership participation by holding monthly meetings. These meetings will be a time in which general members (members who are not on the executive board) to get involved with the promotion and event planning of the chapter. These meetings can also serve to help in the selection process of next year's board members.

Keep current members informed of events, fundraisers, and information through a variety of communication channels including: Facebook, Twitter, campus promotion, and E-mail.

Recruit New Members

Work with professors to schedule a 5 minute AMA "pitch" to students of business classes. These classes include Economics, Accounting, Communications, and Business Statistics, and more. We are taking advantage of our college's small, liberal setting to reach potential members in a way large universities cannot.

Target potential members through a campus wide and social media marketing campaign that emphasizes the benefits of the AMA.

Encourage interested students to attend the monthly general membership meetings. We have always held a one time "AMA info session" at the start of the year, but many people cannot make it or find out about the AMA later in the year, so these monthly meetings provide another chance for them to hear what the AMA can offer them.

Membership Targets

	2009-2010 Members	2010-2011 Goal
Total Membership	18 Members	20 members
Paid Membership	18 Members	20 members
Unpaid Membership	0 Members	0 members

Communications

Objective

To create awareness and promote the SMC AMA brand in its new form on campus, in the community and throughout the San Francisco Bay Area.

Goals

Fully utilize social media outlets to reach new members and broaden AMA network.

Gain more campus awareness and membership.

Reach out to MBA students.

Strategies

Email Newsletter Campaign:

send a twice quarterly newsletter including featured articles on marketing, upcoming events and recommended links.

Website:

Fully develop website and running articles (www.smcama.com).

Highlight executive board members.

Biweekly blogs.

Information on upcoming events.

Facebook:

Grow “friends” list from 627 to 830.

Highlight executive board members.

Biweekly blogs.

Information on upcoming events.

LinkedIn:

Setup account & build network (including relations with other collegiate & professional chapters).

Achieve 40 connections by year end.

Twitter:

Setup account & establish brand.

Follow important marketing & social media “tweeters.”

Follow and be followed by other collegiate & professional chapters.

Campus Bulletin Boards & Information Displays:

Post on digital information displays and campus bulletin boards well in advance of events and workshops.

Fliers:

Engage professors in making announcement and passing out fliers in their classes .

Meet The Board

Matt LeBel, Vice President of Membership & Collegiate Awards Chairperson

Matt LeBel is a sophomore at Saint Mary's, majoring in Business Administration with a dual concentration in Marketing and Honors Finance. Matt has been a member of the SMC AMA since his freshman year, and is now on the executive board as Vice President of Membership. With his position on the board, he hopes to draw in as many new members as possible and show everyone the opportunities and benefits of a SMC AMA membership.

Events & Workshops

Objective & Goal

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.

Events

Social Media Panel

Entrepreneurialship

Retailing

Event Planning

Advertising/PR

Workshops

Dinner Etiquette

“The Big Idea of Small Talk”

“Marketing You” Personal Branding

Careers in Marketing

Resume Building/Recruiting

Sales

Event Calendar (2010)

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)

Events Calendar (2011)

Month	Event Info/Theme
January 2011	Weekly Executive Board Meetings, Big Ideal of Small Talk Event, On Campus Consulting
February 2011	Weekly Executive Board Meetings, Event Planning, Dinner Etiquette Workshop, On Campus Consulting, Saint Anthony's Foundation
March 2011	Weekly Executive Board Meetings, Advertising/PR Event, Resume Workshop/HR Recruiting Panel, AMC AMA Board Recruiting, On Campus Consulting, Children's Hospital (Oakland)
April 2011	Weekly Executive Board Meetings, Run For Hunger, On Campus Consulting, Carnival 4 Kids
May 2011	Weekly Executive Board Meetings, Awards Banquet (Alpha Mu Alpha), On Campus Consulting

Meet The Board

Matthew King, Vice President of Programs & External Relations

Matt King is a Junior at Saint Mary's College, majoring in Business Administration with a concentration in Marketing and a minor in Economics. This is Matt's first year on the executive board as Vice President of Programs & External Relations and looks forward to coordinating this year's schedule of events and workshops. Before returning to academics, Matt brings over 12 years of professional experience in Information Technology Management to the board, working with highly acclaimed creative firms including Frog Design, Fuse Project, Organic Online and Sega of America. While pursuing his higher education, Matt maintains his technology support consultancy, RightClick Solutions, and enjoys swimming, running, skiing, traveling and playing guitar.

Budget

Expected Revenue			Expected Expenses		
Membership Dues			Speakers	Gifts	\$160.00
	6 Officers/ \$18 per	\$108.00	Meetings	Food	\$100.00
	8 General/\$18 per	\$144.00	Events	Misc.	\$150.00
Fundraising			Advertising	Fliers	\$100.00
	Events	\$150.00		Copies	\$50.00
	Sponsors	\$100.00	Travel	Transportation	\$60.00
Ending Bal. 8/15/10		\$532.28		Misc.	\$90.00
			Apparel	T-Shirts	\$250.00
			Misc.	Bus. Cards	\$50.00
				Website	\$20.00
Total		\$1,043.28	Total		\$1,030.00