

LETTER FROM THE PRESIDENT



The MSU AMA has grown tremendously over the past few years. Our membership has multiplied, creative professional development opportunities have arose, and members have grown to become a true fAMAIly. While COVID-19 has made the 2020-2021 school year seem impossible, I have complete faith that we will make it through. Our fAMAIly has become a group of extremely dedicated, hard working, intelligent individuals who won't let anything get into their way. Rather than viewing the current times as an impending doom, MSU AMA plans to take full advantage of the new opportunities and advantages these crazy times have to offer! We plan to embody this positive attitude in every event we organize, every meeting we host, every social that works to bring us together, and every challenge we tackle this year. As President, my job is to facilitate an environment in which our members find value and are able to grow. As President, my goal for the year is to utilize the current pandemic to bond together our fAMAIly, school, and community like never before! Having seen the electricity of our organization thus far, I believe that this will be our greatest year yet.

Thank you,
Myla Picker - President
American Marketing Association
Missouri State University

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CHAPTER OVERVIEW

MISSION STATEMENT

The Missouri State Chapter of the American Marketing Association strives to provide a premier educational experience to our members. Between professional development, philanthropy, and community engagement with local businesses and Missouri State University Students, we create an environment where members are able to succeed.

CHAPTER GOALS

- Grow our organization from 16 active members to 30 active members by the end of the Spring 2020 semester
- Develop strategic partnerships with Enactus and the MSU Marketing department
- Successfully sustain our marketing agency, Inferno Interactive, and complete deliverables by the end of school year
- Raise \$5,000 through fundraising, sponsorships, and member dues to increase retained earnings from \$1,300 to \$2,200.
- Increase our professional development opportunities to 1-2 events a month by offering guest speakers, workshops, and certifications.
- Establish “Work on Yourself Wednesdays” to share marketing related articles, videos, and certifications with our social media followers and members.
- Increase Instagram and Twitter followers by _____.

INTERNAL ANALYSIS

<p>Strengths:</p> <ul style="list-style-type: none">• Highly motivated executive board• Only student run marketing agency at Missouri State University or in Springfield, MO• Excellent relationships with the College of Business, MSU event & Meeting Services, MSU Parking and Security, and local businesses.• Members view the organization as a tool for upward mobility, resume boosting, and as a social opportunity.	<p>Weaknesses:</p> <ul style="list-style-type: none">• Lower than desired attendance at the 2019 Hope on Wheels Car Show and lack of a 2020 Car Show• Lack of engagement with the University outside of the College of Business• Less than ideal preparation for events due to scheduling conflicts
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Opportunities:

- Covid-19 has placed a huge importance on digital marketing and becoming certified in and familiar with online tools.
- Able to offer Zoom meetings this semester.
- Switching to weekly meetings instead of biweekly meetings, which allows for increased opportunities for members.

Threats:

- Covid-19 makes member retention difficult.
- Covid-19 has made recruitment difficult.
 - The new student festivals were canceled or put online.
 - There is no ability to table or to hand out food.
- COVID-19 threatens the cancelation of most events.

PROFESSIONAL DEVELOPMENT

CHAPTER GOALS

- Offer 1-2 professional development opportunities each month
- Member attendance of 30% via in-person or Zoom
- 85% positive feedback on surveys

STRATEGIES

VP of Professional Development: As 2020 rolled in, Missouri State University AMA has chosen to establish the role of VP of Professional Development as a means to better concentrate on enhancing our members' professional skills, boosting resumes, and preparing members to enter the workforce ahead of their competition.

Guest Speakers: This year we plan to invite guest speakers who are closely tied to the business community and who can influence our skills as Marketing and Business majors. Topics have been discussed by and decided on by the MSU AMA members and guest speakers to provide relevant speaker and skill development meetings. These topics include negotiating salary, confidence boosting, entrepreneurship, and digital certifications. Potential guest speakers include:

Mark Sewell (Mark Sewell LLC)

- Confidence Boosting Mini-Seminar

Spencer Graham (GP Athletics)

- Entrepreneurship
- Reach Rates and Application of Promotional Products

Colin Campbell (iHeartRadio)

- "How to Handle Clientele"
- Paths to Success

Brian Ash (iHeartRadio)

- 3 biggest SEO problems and what to do to fix or prevent them

Kesha Alexander (Dinner Co.)

- The Route to Success

- Application of Strategy

Workshops: As a new feature of our AMA chapter, we are including workshops, led either by the VP of Professional Development or by an outside professional, to help build our leadership, marketing, and employment opportunities. Potential workshops include:

Conflict Resolution

Resume basics

Interview etiquette

Understanding Customer Needs and Online Behaviours

Learn How to Create and Optimize Google Display Ads Campaign

Negotiate Your Salary

Certifications: We will be including our first certification as a group in the area of Inbound Marketing in order to continue our members down the path of education and to help them reach their highest potential.

Inbound Certification

Conferences

Each spring, we attend the AMA Collegiate Conference in New Orleans where we participate in workshops, listen to guest speakers, and compete against other chapters from around the nation. In 2021 MSU AMA hopes to send 8 to 10 students to AMA ICC, have 80% of attendees participate in competitions, and require our attendees observe at least 2 breakout sessions each. This year, we also have the opportunity to attend regional conferences virtually. This is an exciting opportunity that arose from COVID-19 and MSU AMA plans to take advantage of it by attending at least one regional conference.

Inferno Interactive

As a form of professional development and community engagement, the Missouri State chapter of AMA established Inferno Interactive, a student-run marketing agency that is led by MSU AMA members. Through Inferno Interactive, members will be able to learn how to create and implement a marketing plan, experience digital marketing, gain leadership experience, and effectively communicate with clients. (See more in community engagement)

Community & social impact

Goal: With a lack of events for the community and MSU students due to COVID-19, we are placing a major focus on engaging the community and student body in every way that we safely can. Through a combination of volunteering, partnerships, and marketing services, we hope to engage the community and MSU students in ways that are able to display our professional skills and recruit for our organization.

Drive-in Movie Events: MSU AMA hopes to provide at least 2 free admission drive-in movie events for the students of MSU. There have been several 2020 freshmen events canceled due to Covid-19. Drive-in movies are a great way for the AMA to become a well-known organization on campus and provide a stress relieving, safe option for student entertainment. Our primary goal for drive-in events is to use our marketing skills to build awareness of MSU AMA, have attendance of 20 to 50 vehicles, and make connections with other MSU organizations. To recoup our costs MSU AMA plans to sell donated concessions and offer inexpensive preview slots to other MSU organizations & local businesses. The selling of the preview slots will allow other organizations to display their recruitment strategies, help MSU AMA to partner and connect with these organizations, and help to increase drive-in attendance.

BearTank: BearTank is a student-run pitch competition, based off of the hit T.V. show *SharkTank*. In BearTank, students are able to pitch their business ideas to a panel of judges to win cash prizes, Small Business Development Center resources, and potential legal help to patent & establish their idea. This year, MSU AMA is partnering with Enactus, a student entrepreneurship organization, to provide a greater experience for competitors. MSU AMA has the opportunity to market with an MSU AMA-produced trailer starring the President of Missouri State University, Clif Smart. This trailer will be shared on Clif's social media, all accessible MSU social media, and displayed at the Halloween Drive-In movie. Last year's BearTank was canceled due to a lack of participation. Through our collaboration with Enactus, this year MSU AMA is aiming to have 5-10 participants come and compete for cash prizes that are at least five times more valuable than the \$100 first prize offered in previous years.

Hope on Wheels Car show: For the 10th annual Hope on Wheels car show, we continue to provide support for Convoy of Hope, a nonprofit focused on issues such as disaster relief and food security. The Hope on Wheels car show offers competitors a variety of competition categories and prizes. It also offers onlookers interactive activities, raffles, and food trucks. The entire car show is organized by MSU AMA and helps our organization to connect with local businesses and sponsors, apply our

marketing skills, and create awareness of MSU AMA; not to mention, our impact on the local community through our donation to Convoy of Hope.

The 9th annual car show hosted approximately 80 vehicles which allowed MSU AMA to donate \$1,600 to Convoy of Hope. For the 10th annual car show, we hope to have attendance of 90 competitors and raise \$1,800 to donate to Convoy of Hope. Given the Covid-19 guidelines, the attendance of the event will be monitored to ensure that we are following local and University procedures.

Volunteering: Volunteerism for the community is something extremely important to the members of MSU AMA. Springfield, Missouri has an array of nonprofits and food pantries that provide students the ability to give back to their community. In past years, our volunteer options have been few and far between. This year, we plan to place a major focus on offering our members many opportunities to come volunteer with MSU AMA. At least once a month we plan to offer members the ability to come volunteer as a group. We may also provide promotional support to nonprofits to help raise awareness in a way that utilizes our marketing skills. In this way we create a positive community impact and bond with our club members as well.

Inferno Interactive: As a form of professional development and community engagement, the MSU AMA established Inferno Interactive, a student-run marketing agency led by members. During the 2020-2021 school year Inferno Interactive is going to be taking on clients based in the Springfield and surrounding area and creating & implementing marketing plans in exchange for the experience that comes from it. We want to create a system of helping the members of our community while gaining all the intangibles that come with it. Our goal is to secure one or two companies that fit within our culture and align with our strengths.

Fundraising

Overall Goal: Each year we undertake significant fundraising activities to cover expenses associated with the Hope on Wheels Car Show, marketing agency operations, student engagement events, and the International Collegiate Conference. We are constantly searching for unique and innovative strategies to set the AMA apart from other student organizations. This year our goal is to raise \$5000, outside of University funds, to cover costs and increase our retained earnings from \$1,300 to \$2,200. We will accomplish this goal through a series of sponsorships, membership dues, and drive-in movie fundraisers that are set to take place throughout the school year.

SPONSORSHIPS

Over the years, we have been able to attain a variety of sponsorships from people and businesses in the Springfield area. This year, we plan to set a goal of \$4000 through these sponsorships. This will allow us to put together our drive-in movie fundraisers, bring in speakers, work through professional development certifications, and attend the International Collegiate Conference. Most of the companies offering sponsorships are based out of the Springfield area and in return are offered free advertising during drive-in events, the 10th Annual Hope on Wheels Car Show, club shirts, and social media.

DRIVE IN MOVIE

This year, our most exciting fundraising events are our drive-in movies. We plan to ask for donations to AMA as well as sell concessions to increase our revenue. In addition, to raise money for AMA, we are allowing other student organizations to pay for time slots. These time slots will act as the previews for our movie event. If possible, we plan to use movies in the public domain. This would increase our revenue tremendously as we would not have to pay for licensing rights. Through drive-in movie events we hope to raise \$400 for the organization

MEMBER DUES

This year we plan to make the dues \$21 per person because the AMA has lowered theirs to \$29 which makes dues an even \$50 for all members. Through advertising on social media, recruitment week, and flyers, we are hopeful to attain at least 30 members which would result in over \$600 in dues.

Membership

AMA Missouri State University prides itself on being an academically and culturally diverse organization. With members from different countries, majors, and backgrounds, we have a tremendous breadth of experiences to draw on for planning events and running our marketing agency. We market ourselves on campus as an organization that teaches students how to market themselves in the professional world, a skillset that is desirable to every major and background. With the COVID-19 pandemic arriving shortly after the 2020 International Collegiate Conference, membership recruitment and retention have become major concerns and objectives this year. With the safety of our community at the forefront of our plan for this academic year, caution will be taken when planning and executing social events. At the end of August of 2020, MSU AMA had 16 members that were registered nationally and still a part of the University. Even with COVID-19 limiting our options for recruiting opportunities, we have set an ambitious goal of increasing our current active membership from 16 to 30.

Goals

- Increase awareness of our organization throughout the university, especially in the College of Business
- Increase active memberships from 16 to 30

Strategies

- Collaborate with other groups at Missouri State by Co-hosting BearTank with Enactus, a student entrepreneurship organization in the college of business, and by creating partnerships when selling advertisements to MSU organizations during drive-in movie events.
- Host frequent socially-distanced social events including outdoor yard games and fall activities, the drive-in movie events, and virtual events.
- Visit marketing classrooms and present information about our organization. If we are not able to do this in person, we plan to send our recruitment video and meeting information to professors to place in their slides & presentations.

- **Segmented Recruitment Strategy**

From our initial data analysis, we found that different age groups have tremendously different motives for joining the AMA. Freshmen are often looking for social circles to engage with on campus while Juniors are seeking professional associations to boost their resumes. Knowing this information will allow us to create two separate recruitment strategies and subsequent marketing material.

- **Marketing Week**

This year, we are excited to participate in both marketing weeks to engage current members and recruit new students to our organization. Events include socials, volunteer nights, professional development opportunities, and give-aways intended to reach a large audience through social media.

- **Membership Incentives**

As members of the AMA, students have access to exclusive resources including internship opportunities, leadership positions in Inferno Interactive, first-class workshops like “How to Negotiate your Salary” and “Digital Marketing in the Modern World”, and a variety of certification opportunities and walkthroughs such as “Inbound Marketing”. Likewise, they also gain access to the vast resources provided by the national offices in Chicago including the online webinars, the AMA daily, and conferences. The level of involvement of each member is closely tracked and rewarded through eligibility to attend the International Collegiate Conference in New Orleans, certifications, and recognition & rewards at socials.

Communication

Efficient and effective communication is critical to the ongoing success of MSU AMA, especially in the light of the current COVID-19 pandemic. We have improved our communication strategies each year to stay current and connect with our fAMAlly.

Goals

Internal:

Increase member usage and retainment of the Slack communication app to organize members into committees.

Keep different channels concise for effective communication.

External:

Grow strategic relationships with other organizations on campus.

Increase interaction on Instagram, Twitter, and Facebook to attract prospective members. We also are striving to increase our following by 40% for the year on Instagram, as it is the most commonly used social media app by our members.

Update the website to reflect the current school year and provide members with more information about the organization.

Strategies

Internal:

Slack

Slack is used as our primary internal communication platform as it is industry relevant. Students are able to join the Slack channel by scanning a QR code or clicking a quick URL link. This year we have decided to create a walk-through presentation to assist members with registration, sign-up, and setting up notifications.

Google Drive

For the Fall 2020 semester, MSU AMA conducted a revamp of our Google Drive to create space and organization. Each chair position has access only to their folder and are responsible for keeping it organized. The President, Vice President, and faculty advisor are able to access the entire Google Drive. We hope this results in a much more organized Google Drive and prevents the loss of past forms, flyers, and documents.

Zoom

As Covid-19 restrictions continue, we are allowing members the choice of in-person or online Zoom meetings. This is the first year we have utilized online meetings and are pleased with our ability to offer the ease and convenience of them.

External:

Social Media

Instagram is our primary form of social media, as less and less of our members use Facebook and Twitter. This year, we are placing major focus on social media and have set a goal to post 1-2 times a week and at each major event.

Campus Advertisement

We previously advertised primarily in the College of Business building. To increase membership, we will start advertising throughout the entire campus and are working on getting advertisements on to the campus TVs. We are also excited to start partnering with student organizations on social and community engagement events.

Chapter Operations

The MSU AMA places the utmost emphasis on being able to operate efficiently and effectively. We acknowledge the importance of teamwork, accountability, and recognition for without it we would not be able to function at our highest potential. Through effective operations management, we plan to decrease the stress burden of AMA on members & our executive team and create significantly well produced events at Missouri State University.

Goals

- Adopt a more lateral organization structure that is more supportive of teamwork
- Increase the amount of time that goes into planning and successfully executing events
- Delegation of tasks and activities to prevent a large workload on any one member during a short period of time.

Strategies

Cross—Functional Teams

By creating cross-functional groups who move from project to project, there is always a team of motivated individuals with their own strengths to bring to the table. Likewise, by adopting a more collaborative atmosphere at meetings, students can share all of their insights without fear of judgment. This creates a shared sense of ownership of goals and makes the organization run more efficiently as a whole.

General and Executive Meetings

Create and collaborate on highly detailed agendas that serve as a tool for efficiently and effectively running meetings. Executive meetings will take place just before general meetings and will serve to plan events and meeting structure for the following weeks.

End of Semester Survey

The anonymous end of semester survey will allow members, the executive team, and guests to reflect on and review their experience with MSU AMA. The survey will ask for scale ratings on each major event. This includes socials, speakers, certifications, and workshops. Other questions will work to reflect the feelings and attitudes of members toward the organization, its structure, and its offerings. It will also highly encourage suggestions and ideas for the upcoming semester that the executive board will review at the start of semester meeting.

New Executive Board Structure

For the 2020-2021 school year MSU AMA has increased the size of our executive board and restructured positions in a way that allows for an easy flow of tasks. By changing titles, types of positions, and structure, we have made it much more simple to determine which responsibility falls under which executive member.

Executive Board Structure

Budget

Calendar of Events

CALENDAR OF EVENTS

JULY

- Executive Board Kick–Off Meeting

AUGUST

- Kickoff meeting
- Beginning of year student engagement & recruitment drive-in movie
- New Student Festival
- Classroom Presentations of Recruitment video
 - College of Business Mask Distribution Fundraiser

SEPTEMBER

- College of Business Career Fair
- New member info & registration meeting
- Beginning of year social event - Outdoor Game Night
 - Professional Development: conflict resolution
 - Professional development: negotiating your salary
 - Yard games social event

OCTOBER

- Marketing Week
 - Professional photo opportunity
- Volunteering at Hands of Hope
- **Professional Development:**
 - Halloween drive-in movie
 - Secure clients for Inferno interactive
 - Chapter Plan submission
 - Website competition
 - UWW Regional Conference

NOVEMBER

- Club T-Shirt Order
 - Outstanding Marketing Week competition
 - BearTank student pitch competition
- **professional development:**
- social event
 - Write up marketing and deliverables for inferno interactive

DECEMBER

- **professional development**
 - End of year social
 - End of year survey
 - Approval of marketing plan & deliverables for inferno interactive

- Scholarship applications

JANUARY

- Car Show Planning Day
- Welcome Back Social
- Classroom Presentations
- Fundraising Day
- Competition Planning Day
 - Begin executing inferno interactive marketing plan and deliverables
 - Professional devl opportunity

FEBRUARY

- Dress for Success Shopping Social
- College of Business Career Fair
- Marketing Week
- Professional development
- Competition signup and preparation

MARCH

- Competition signup and preparation
- Competition Practice Day
- professional development
- Social event
- Spring Break
- T-Shirt competition
- Best Recruitment Video competition

APRIL

- 10th Annual Hope on Wheels Car Show
- professional development
- AMA International Collegiate Conference

MAY

- Professional development
- End of Year Retreat
- Elections
- Executive Board Training
- End of semester survey