

CHAPTER PLAN



Missouri State University | 2019–2020



GROWING TOGETHER

LETTER FROM THE PRESIDENT



The American Marketing Association at Missouri State University has experienced a renaissance over the past three years. Having gone from a group of six members to more than twenty-five, we have reached the critical mass necessary to fulfill our potential as a leading student organization on campus. Thanks to the hard work and dedication of countless members, we have prepared a year for the record books at Missouri State.

However, our work is never finished.



We plan to embody the collegiate theme of *growing together* in every event we organize, every meeting we host, and every challenge we dream to tackle head on in the year to come. My role as President is that of a facilitator, one who encourages the pursuit of passion projects and the reaching of personal goals for our members. Having seen the electricity of our organization thus far, I believe 2019–2020 will be our greatest year yet.

Thank you,

Evan Blue—President
American Marketing Association
Missouri State University



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CHAPTER OVERVIEW

MISSION STATEMENT

At the American Marketing Association, we strive to provide a premier educational experience to our members. Between professional development, philanthropy, and business community engagement, we create an environment where members can succeed.

CHAPTER GOALS

- Grow our organization to 50 members by the Spring of 2020
- Create strategic partnerships with three university entities: Student Activities Council, the MSU Athletics Department, and our sister campus in Dalian, China
- Successfully launch our marketing agency, Inferno Interactive, and complete deliverables by the end of school year
- Lay the groundwork for an AMA satellite chapter at our sister campus in Dalian, China
- Design and launch a fully-fledged website that serves as a resource for members and a tool for fundraising
- Increase retained earnings by \$700 to a total of \$2100

INTERNAL ANALYSIS

STRENGTHS

- Highly motivated executive board
- Only student run marketing agency at Missouri State University
- Excellent relationships with the College of Business and local businesses
- Members view the organization as a tool for upward mobility



WEAKNESSES

- Lower than desired attendance at the Hope on Wheels Car Show
- No collaboration with our sister campus in Dalian, China
- Lack of engagement with the University outside of the College of Business
- Less than ideal preparation for events due to scheduling conflicts



PROFESSIONAL DEVELOPMENT

The AMA at Missouri State University provides tremendous value to students with our supplemental curriculum not covered by traditional business classes. Through running our own marketing agency, highly produced workshops, and national networking events, we prepare our members to seek meaningful employment after graduation and a fulfilling experience while in college.

GOAL

We plan to host ten professional development events that create significant value for members. These events are exclusive to the AMA and require a full membership in order to participate.

STRATEGIES



Inferno Interactive

This year, we are launching our own marketing agency, *Inferno Interactive*. It creates value for our members by teaching marketing skills, building participants' resumes and portfolios, and providing real world experience. Services include social media marketing, creative design, SEO, market research, and website optimization. During our trial run last year, we provided services to *Little Caesars Pizza* and *Girls on the Run of Southwest Missouri*, a local charity. Available positions include account manager, project manager, creative director, and copywriter.

International Collegiate Conference

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. At the 2019 conference, AMA Missouri State won its first national award in five years for Best Recruitment Video. We also received an award for Exceptional Chapter Planning and an award for Exceptional Membership. Our members also competed in best social impact video, marketing strategy competition, and elevator pitch competition. We are planning on competing in more areas this year including best website and best marketing week.



Bear Tank

This event is similar to the show, *Shark Tank*. Students come prepared and pitch their business/charity concepts to a panel of judges, which have previously included Ken McClure, Mayor of Springfield. This year, we are planning to co-host the event with the Student Activities Council in order to expand our reach across the University. By joining forces and combining resources, we hope that Bear Tank can become a campus staple.

Workshops

This year we are hosting a series of highly produced workshops focused on business skills relevant to the marketing world. Some of these workshops include *Business Soft Skills*, *Building Your Own Website*, *Sourcing and Succeeding at Internships*, and *Creating the Perfect LinkedIn Profile*.

Etiquette Dinner

As an organization, we plan to attend the Missouri State University College of Business Etiquette Dinner. Members will have the opportunity to network with professionals from around Springfield and practice professional behavior.

COMMUNITY & SOCIAL IMPACT

GOAL

The AMA at Missouri State has a sterling reputation as an organization dedicated to benefiting *Convoy of Hope*, a locally run charity which has a global reach. Through a combination of volunteering, fundraising, and providing marketing services, we hope to strengthen our partner organizations and have a meaningful impact on the community of Springfield.

STRATEGIES



Hope on Wheels Car Show

Since 2010, we have been dedicated to serving Convoy of Hope, who focuses on issues including disaster relief and food security. Each year, we partner with the Missouri State Automotive Club to organize a benefit car show with all proceeds going to the Convoy. In previous years, we have had more than 120 entries and raised more than \$2,300 in a single day. Our objective for the 10-year anniversary show in 2020 is 150 entries and a \$2,900 contribution to Convoy of Hope.



Missouri State University Athletics Department

In order to boost attendance at our car show and the separately organized spring football game, the AMA is pursuing a joint venture with the Missouri State Athletics Department to organize the 10th Annual *Hope on Wheels* Car Show and Spring Football Game. By combining marketing resources, we hope to make our fundraiser a must-attend event for students and community members alike. With the addition of the football game only 300 feet away from the car show, attendance and subsequent fundraising should experience a significant increase.



Hands on Hope

This year, we are volunteering with *Convoy of Hope* at their international distribution center to bag and ship supplies to victims of Hurricane Dorian. By bringing our members to their volunteer nights, we plan to play an increasing role in their volunteer operations, and increase their capacity to respond to other natural disasters.

FUNDRAISING

Each year we undertake significant fundraising activities to cover expenses associated with Car Show overhead, marketing agency operations, and the International Collegiate Conference. We are constantly looking for new and innovative fundraising strategies that will set the AMA apart from other student organizations.

GOAL

We plan to collectively raise \$4,500 over the course of the 2019-2020 academic year. By reducing non value added activities, we plan to increase our retained earnings so the 2020–2021 school year can begin with the most resources possible.

Sponsorships

Each year, we solicit sponsorships from local businesses to fund organization operations. We have prepared a sponsorship packet for members to use as a resource for securing funding. One objective for the year is to create a centralized database of local businesses who have donated in the past as opposed to the current system of relying on members' standing relationships with business owners. In exchange for donating, businesses receive promotion at our meetings and on our social media. Likewise, they can become featured sponsors of our Hope on Wheels car show.

Inferno Interactive

Inferno Interactive is only accepting pro-bono work for the fall of 2019 as members learn the ins and outs of running a fully-fledged marketing agency. For the spring of 2020, we plan to take *Inferno Interactive* from its current state to the organization to a revenue positive agency that can provide funding to cover the International Collegiate Conference.

Member Dues

AMA Missouri State increased the chapter dues by \$5 to \$25 total. Relative to other chapters across the nation, this is still a relatively low amount. However, multiplied by our rapidly growing membership, it will produce a revenue stream of nearly \$750.



MEMBERSHIP

AMA Missouri State University prides itself on being one of the most academically and culturally diverse organizations on campus. 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 anyone attending college.

GOAL

- Increase active members by 20 to a total of 50 by the end of 2020
- Lay the groundwork for a satellite chapter at our sister campus in Dalian, China
- Increase member attendance at events to 80% of active members

STRATEGIES

AMA Dalian

Missouri State University is a truly global academic organization. Although we have a sister campus in Dalian, China, they are rarely, if ever, engaged by student organizations based in Springfield. In this we see a tremendous opportunity for growth, one in which we can strengthen ties between the two campuses and cultures over a shared passion for marketing. In the 2019–2020 school year we plan to accomplish four goals: finding a student in Dalian willing to spearhead on the ground operations in China, recruiting a faculty advisor in China to ensure continuity of contact, establish a procedure for sharing resources, and developing a chapter plan with the Dalian point of contact that will help their satellite chapter reach its full potential.

Recruitment Analytics

As part of an ongoing effort to measure our effectiveness in all areas, the 2019–2020 executive board appointed a Vice President of Data Analytics. Their responsibilities include measuring retention and engagement between meetings, finding motives for joining the AMA, compiling demographic information, and measuring social media engagement. By knowing this information, we are in much greater control of how our organization recruits and retains members. Likewise, it helps us provide the most desirable events that attract students from all backgrounds.

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 résumés. Knowing this information allowed us to create two separate recruitment strategies and subsequent marketing material.

Marketing Week

We plan to participate in both marketing weeks to engage current members and recruit new students to our organization. Events include socials, volunteer nights, and give-aways intended to reach the largest audience possible.

Member Incentives

As members of the AMA, students have access to exclusive resources including internship opportunities, leadership positions in Inferno Interactive, and first-class workshops like *How to Build Your Own Website*. Likewise, they also gain access to the vast resources provided by the national offices in Chicago. The level of involvement of each member is closely tracked and used in determining eligibility to attend the International Collegiate Conference in New Orleans.

COMMUNICATION

Effective communication is critical to the ongoing success of AMA Missouri State. We have improved our communication strategies year after year to the established and frequently used platforms that they are today. However, our work is never finished.

GOAL

INTERNAL:

- Increase member engagement on the Slack messaging platform and develop more channels to keep AMA communication organized by topic
- Preserve past communication as a resource for future executive board members to run the chapter more effectively

EXTERNAL:

- Increase awareness of the AMA on campus and reach a larger share of our target market via social media
- Create and launch a fully functioning website where students can be directed to more information about the organization

STRATEGIES

INTERNAL

Slack

At the beginning of the 2019 school year, we transitioned from Groupme to Slack. Slack is a much more feature-heavy platform that enables us to distribute meeting content, including presentations and internships, much more efficiently. Students are able to join the platform by simply scanning a QR code that is displayed at meetings, during classroom presentations, and on promotional materials.

Google Drive

We currently utilize Google Drive as a central database for all AMA materials. We plan to segment access privileges so members can only access material pertinent to them and preserve the security of our information.

Monthly Newsletter

We plan to launch a fully functional website that will serve as a resource for current members, potential recruits, and businesses interested in sponsorships alike. *Squarespace* is the highest rated platform based on our weighted criteria analysis. To drive traffic to the website, we are also creating a sharable blog series which will increase our ranking in *Google* search results for student organizations at Missouri State University.

EXTERNAL

Social Media

The AMA at Missouri State currently maintains a social media presence on three platforms: *Twitter*, *Facebook* and *Instagram*. We have traditionally focused our efforts on *Twitter*, but engagement data provided by our VP of Analytics is directing us to focus more energy on Instagram. We also plan to launch a *Snapchat* where members can post videos and pictures of events to a shared story which will increase recruitment.

Campus Advertisement

Our physical advertising has traditionally been limited within the College of Business. However, after exploring the procedures for posting materials in residence halls and the student union, we plan to expand our reach campus wide.

CHAPTER OPERATIONS

As an organization, we place the upmost emphasis on being able to operate efficiently and effectively. We also acknowledge the importance of teamwork and accountability 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 and create the most well produced events at Missouri State University.

GOAL

- 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
- Create and regularly update a calendar of events and associated deliverables

STRATEGIES

Create 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.

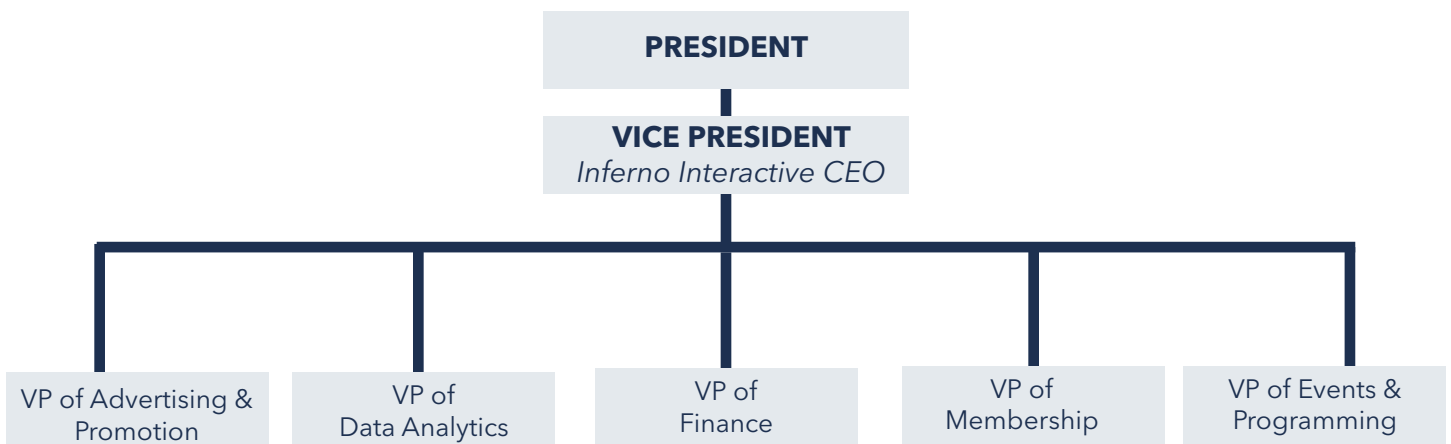
Google Calendar

At the beginning of the year, the AMA Executive board created an in-depth calendar of events and their associated deliverables. Doing so allowed us to spread events more evenly so there are fewer periods of extreme stress for members. By making this calendar publicly available to all members, no one is caught off guard by a due date. Similarly, slack times are incorporated into the planning process to allow for greater flexibility in day to day operations.

General and Executive Meetings

Create and collaborate on highly detailed agendas that serve as a tool for efficiently and effectively running meetings. By incorporating the calendar, members are always up to date on upcoming events and are prepared to make arrangements in order to attend.

EXECUTIVE BOARD STRUCTURE



CALENDAR OF EVENTS

AUGUST

- Executive Board Kick-Off Meeting
- New Student Festival
- Classroom Presentations
- Tabling in the College of Business

SEPTEMBER

- Fill Inferno Interactive Agency Positions
- College of Business Career Fair
- Discovery Meetings with Inferno Clients
- Business Soft Skills Workshop

OCTOBER

- Marketing Week
- Hands of Hope
- Website Building Workshop
- Website Launch
- College of Business Etiquette Dinner

NOVEMBER

- Club T-Shirt Order
- Agency Tour
- Internship Sourcing Workshop
- Fundraising Day
- Bear Tank Competition Planning

DECEMBER

- Execute Deliverables for Inferno Interactive
- Covert Marketing Guest Speaker
- End of Semester Social

JANUARY

- Car Show Planning Day
- Welcome Back Social
- Classroom Presentations
- Bear Tank
- Fundraising Day
- Competition Planning Day

FEBRUARY

- Valentine's Day Fundraiser
- Dress for Success Shopping Social
- College of Business Career Fair
- Marketing Week

MARCH

- Competition Practice Day
- Cover Letter Workshop
- International Collegiate Conference
- Spring Break

APRIL

- 10th Annual Hope on Wheels Car Show
- Fundraising Day
- Design Thinking Virtual Conference
- Marketing Agency Guest Speaker

MAY

- Year in Review Analysis Workshop
- End of Year Retreat
- Elections
- Executive Board Training

BUDGET

RETAINED EARNINGS (SPRING 2019) **\$1,400**

REVENUE

Membership Dues	\$750
SOFAC Sponsorship	\$2,100
College of Business Scholarship	\$2,500
Local Sponsorships	\$4,500
Inferno Interactive	\$400

TOTAL REVENUE **\$10,250**

EXPENSES

Supplies	\$200
Merchandise	\$100
Website Development	\$120
International Collegiate Conference	
Registration	\$2,700
Hotel	\$3,855
Transportation	\$1,482
Hope on Wheels Car Show	\$1,000

TOTAL EXPENSES **\$9,457**

RETAINED EARNINGS (SPRING 2020) **\$2,193**