

# CHAPTER PLAN

Missouri State University

2022-2023



# LETTER FROM THE PRESIDENT



It has been a true honor having the privilege to lead such an amazing organization. Seeing the growth in our chapter since Covid 19 has been everything. We've not only grown in the area of recruitment, but in the value we add for our members.

Although we've faced many obstacles coming out of a pandemic our Exec Board held it all together. Our chapter wouldn't be where it is now without them. During this past year our chapter obtained the most members it's ever had, held creative professional development opportunities, and created a safe place for our members to grow and connect with one another. I believe that's what it's all about. As we continue to grow our chapter we plan to utilize the resources we've gained from ICC, our College of Business, & partnerships with MO State Organizations, for the betterment of our members.



As President, my job is to facilitate an environment in which our members find value and are able to grow. My goal for the year is to utilize the current momentum we have to bond together our fAMaIly, school, and community like never before! We will continue to educate, empower, and elevate our advisor, executive board, and general members.

Thank you,

Terrell Dawson Jr - 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 30 active members to 60 active members by the end of the Spring 2023 semester.
- Develop strategic partnerships with the Student Organizations and the MSU Marketing department.
- Successfully sustain our marketing agency, Inferno Interactive, and complete deliverables by semester's end.
- Raise \$11,675, outside of University funds, to cover chapter costs, travel to NOLA, and to increase our retained earnings from \$460 to \$816
- Continue our professional development opportunity offerings at 2-3 events a month by offering guest speakers, workshops, certifications, and Regional Conference opportunities.
- Increase Instagram followers by 55 % and Facebook followers by 40% before Spring 2023.
- Create a safe space for every student to find community and gain skills that will help in their future careers.

## INTERNAL ANALYSIS

### Strengths

- 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.
- Creating an open community for all.

### Opportunities

- COVID-19 has placed a huge importance on digital marketing and becoming familiar with online tools.
- Able to host all in person meetings this year
- Many student organizations are looking to partner this year. Creates opportunities for more events.
- Our College of Business enrollment rate is increasing so there are more marketing students.

### Weaknesses

- Lack of engagement with the University outside of the College of Business.
- Less than ideal preparation for events due to scheduling conflicts.
- Sponsorships

### Threats

- Lack of awareness on campus
  - Makes recruitment difficult
  - Makes member retention difficult
- Conflicting meeting times with other on campus organizations
- Late meeting time



# PROFESSIONAL DEVELOPMENT

## CHAPTER GOALS

- Offer 2-3 professional development opportunities each month.
- Member attendance of at least 50%.
- 85% positive feedback on surveys.

## STRATEGIES

### **Inferno Interactive**

As a form of professional development and community engagement, MSU 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. Already, Inferno Interactive has found its Fall & Spring Semester clients and begun deliverables. (See more in Community & Social Impact).

### **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. Opportunities already established for this year include website design, development of email signatures, and LinkedIn. AMA Members have also volunteered to run 1 to 2 Sales & Marketing Workshops for the children of Life360 who will be taking products through the production, marketing, and sales stages to gain both knowledge and their own profits.



### **Conferences**

Each spring, we attend the AMA Collegiate Conference where we participate in workshops, listen to guest speakers, and compete against other chapters from around the nation. In 2022 MSU AMA hopes to send 15 students to AMA ICC, have 80% of attendees participate in competitions, and require our attendees to observe at least 2 breakout sessions each. This year, we also have the opportunity to attend regional conferences virtually.

### **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 the importance of professional development, confidence boosting, management in sales, and more.



# COMMUNITY & SOCIAL IMPACT

We recognize how important it is to give back to your community to help make it a better place. With a mixture of volunteering, marketing services, and partnerships, we hope to engage the community and MSU students in ways that are able to show our professional skills and recruit for our organization.

## CHAPTER GOALS

- Host the Hope on Wheels Car Show.
- Host BearTank with 20 applicants and 5 participants competing for prizes of up to \$1,000.
- Find 1-2 clients for Inferno Interactive and execute deliverables.
- Host Drive-in Movie for students on campus.

## STRATEGIES

### Hope on Wheels Car Show

Every year, we host our Hope on Wheels Car Show, which raises money for Convoy of Hope. Convoy of Hope is a nonprofit organization that provides humanitarian and disaster relief to many countries around the world. In previous years, we have hosted over 100 cars from all across our region. Due to the effects of COVID-19, we had to postpone our 10th Annual Hope on Wheels Car Show until 2023. Our car show is a fantastic way for our organization to become well-known on MSU's campus while providing an opportunity to give back to the community. Our goal for the Hope on Wheels Car Show is for MSU's AMA to become more established within our community by giving back.



### 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 considering partnering with Entrepreneurship Club, an MSU business fraternity, to provide a greater experience for competitors. Considering the huge success of last year's BearTank including 14 applicants and over \$1,000 in prizes, this year MSU AMA is aiming to have 20 applicants and 5 participants come and compete for cash prizes of up to \$1,000! This event is planned to take place next December 2, 2022!

## **Volunteering**

Volunteering in the community is an important value to members of MSU AMA. In Springfield, Missouri, there is a vast number of nonprofits and food pantries that provide our students the ability to give back. This year, we plan to place a major emphasis on providing our members many volunteering opportunities with MSU AMA. Throughout the course of the year, we also offer members the ability to volunteer at our own events, like our annual Hope on Wheels Car Show. We may also provide promotional support to nonprofits to help raise awareness in a way that utilizes the marketing skills of MSU AMA. This way we make a beneficial community impact, as well as a bonding experience for members.

## **Inferno Interactive**

As a form of professional development and community engagement, the MSU AMA founded Inferno Interactive, a student-run marketing agency led by members. Inferno Interactive has taken on clients based in Springfield, as well as around the state. Inferno Interactive helps in the creation & implementation of a businesses' marketing plan in exchange for the valuable experience. MSU AMA's goal was to secure one to two companies that fit within our culture and align with our strengths. So far this year, we have taken on a Rolla based wedding venue called The Village as a client and helped transform their marketing strategy. We want to create a system of helping the members of our community whilst developing marketing, advertising, and sales skills.

# FUNDRAISING

Each year we undertake significant fundraising activities to cover expenses associated with the 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.

## CHAPTER GOALS

- Raise \$11,675, outside of University funds, to cover chapter costs, travel to NOLA, and to increase our retained earnings from \$460 to \$816

## STRATEGIES

### **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 \$7,500 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 for their support, are offered free advertising during drive-in events, student engagement opportunities, club shirts, and social media.

### **Drive- In Events**

This year, our most exciting events are our drive-in movies. Though our first drive-in of the year is a free opportunity, we could not resist the cooperative opportunity to drum up attendance for later showings. In other drive-in events, we plan to ask for donations to AMA as well as sell concessions to increase revenue. In addition, we are allowing other student organizations to pay for preview time slots. 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 \$200 for the organization.

### **Member Dues**

This year membership dues for MSU AMA are \$21 per person. Through advertising on social media, recruitment week, and flyers, we are hopeful to attain at least 60 members which would result in \$1260 in dues.

# MEMBERSHIP

Membership recruitment and retention have become major concerns over the past two years. Since we have developed a larger number of students compared to recent years, we have shifted our membership focus to quality over quantity for this year. At the beginning of August of 2022, MSU AMA had 25 members that were registered with our chapter and still a part of the University. As of writing this, we have 30 registered members, and strive to not only continue to provide value and enhance the skills of students, but to increase our member count as well. While not quite measurable, student motivation has most definitely increased within the past year (especially after ICC 2021) and the market size of the MSU COB is quite large with approximately 5,200 students from which we could recruit while using that motivation as a tool.

## CHAPTER GOALS

- Increase awareness of our organization throughout the university, especially in the COB.
- Utilize this awareness to increase active memberships from 30 to 60.
- Sustain a retention rate of 70% of non-graduating members.

## STRATEGIES

### Group Collaboration

Collaborate with other groups at Missouri State by Co-hosting BearTank with the Entrepreneurship Club, an organization in the College of Business; and by creating partnerships when selling advertisements to MSU organizations during drive-in movie events. This will not only allow for new recruitment opportunities but will help to thin individual efforts from our members, a retention strategy in itself.

### Classroom Presentations

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 and presentations.

### Segmented Recruitment Strategy

From our initial data analysis, we have 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 resume. This information allows us to create two separate recruitment strategies and subsequent marketing material.

**DEI:** MSU AMA 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 display ourselves on campus as an inclusive organization that teaches students how to market themselves in the professional world, a skillset that is desirable to every major and background. MSU AMA will be marketed to all students of all backgrounds & majors with a major focus being placed on inspiring women & minorities in business to overcome structural inequalities often found in marketing. The VP of Membership has set a goal of creating an inclusive and inviting environment for all people and has set goals regarding diversity in the organization.

### Marketing Week

This year we are excited to participate in both marketing week events to engage current members and recruit new students to our organization. Events include socials, volunteer nights, and professional development opportunities intended to increase participation and outreach

### Membership Incentives & Retention

Members have access to exclusive resources including internship opportunities, leadership positions in Inferno Interactive, first-class workshops, and a variety of certification opportunities and walkthroughs. 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 rewards.

### Socials

Host frequent social events as a retention effort including fall activities, a drive-in movie, bowling, ice cream and dinners.



# COMMUNICATION

Efficient and effective communication is critical to the ongoing success of MSU AMA, and to increase membership in our chapter. We put effort to improve our communication strategies each year to stay current and connect with our fAMAlly.

## CHAPTER GOALS

### Internal

- Increase member usage and retainment of Microsoft Teams 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, Facebook, and LinkedIn to attract prospective members. We are striving to increase our Instagram following by 50% and LinkedIn following by 75% this year.
- Advertise AMA around campus.

## STRATEGIES

### INTERNAL

#### Microsoft Teams

Microsoft teams is used as our primary internal communication platform as it is industry relevant. Students are able to join once they pay chapter and national dues. For the convenience of our members, we have decided to create a professional development to help build skills and regularity to Microsoft Teams.

#### Google Drive

As of the Fall 2022 semester, 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.

### EXTERNAL

#### Social Media

Instagram, Facebook, and LinkedIn are our primary forms of social media. This year, we are placing a major focus on social media and have set a goal to post two page posts and three story posts a week.

#### Campus Advertisement

We previously advertised primarily in the College of Business building. To increase membership, we often get in contact with Missouri State COB social media pages to help promote our organization. We also plan to partner with student organizations on social and community engagement events, we're offered new ways of advertising as well as new events to advertise through.

# 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 and our executive team and create significantly well produced events at Missouri State University.

## CHAPTER 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

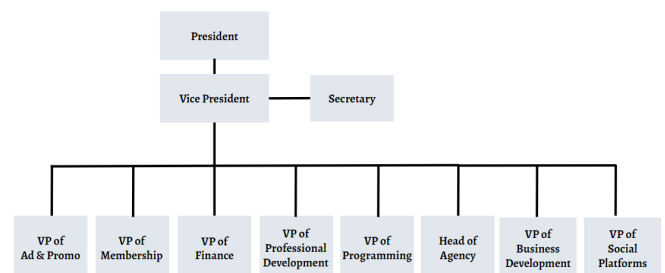
By creating cross-functional groups who move from project to project, there is always a team of motivated individuals with their own strengths to bring to the table. Likewise, by adopting a more collaborative atmosphere at meetings, students can share all of their insights without fear of judgment. This 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

Prior to the 2020-2021 school year MSU AMA had increased the size of our executive board and restructured positions in a way that allowed for an easy flow of tasks. By changing titles, types of positions, and structure, we had made it much more simple to determine which responsibility falls under which executive member. As of this year, filling positions has been difficult due to low numbers & lack of motivation. Though thanks to our collaboration goals, extra

work has been easily absorbed by current positions. Our goal is to fill all of the open positions by the first half of the semester.

# CALENDAR OF EVENTS

## AUGUST

- Executive Board Planning Meetings
- Kickoff meeting
- New Student Festival
- Classroom Presentations of Recruitment video

## SEPTEMBER

- College of Business Student Organization Tabling event
- College of Business Career Fair
- New member info & registration meeting
- Social Event - Digital Escape the Room Event
- Professional Development: The Importance of Self Improvement & Professional Development
- Social event - yard games
- Chapter Plan submission

## OCTOBER

- Marketing Week
- Professional Photo Opportunity
- Professional Development: Website Design Workshop
- Halloween Drive-In Movie
- Secure Fall Client for Inferno interactive
- Website competition
- UWW Regional Conference
- Johns Hopkins University Regional Conference
- Digital Marketing Virtual Conference
- Outstanding Marketing Week competition

## NOVEMBER

- Club T-Shirt Order
- Professional Development: Resume Basics
- Social Event
- Write up deliverables for inferno interactive
- Faculty Advisor Award Submission
- Eau Claire Regional Conference

## JANUARY

- Welcome Back Social
- Classroom Presentations
- Fundraising Day
- Competition Planning Day
- Begin executing Inferno Interactive deliverables for Spring Client
- Professional Development: "Advertising for Small Businesses"

## FEBRUARY

- Dress for Success Shopping Social
- Professional Development: Guest Speaker TBD
- Competition signup and preparation
- Annual Report Submission
- Competition signup and preparation
- T-Shirt competition
- Best Recruitment Video competition submission
- Drive-In Movie

## MARCH

- Competition Practice Day
- Professional Development: Guest Speaker
- Social event
- Spring Break
- AMA International Collegiate Conference
- Spring College of Business Career Fair

## APRIL

- Professional Development: Lesson or Certification
- Marketing Week
- Car Show

## DECEMBER

- Professional Development: The Importance of Managing in Sale
- End of year social
- End of year survey
- Deliverables for Inferno Interactive's Fall client
- Scholarship applications
- Sales Mentors for Life360 Student Entrepreneurship Event
- Bear Tank Student Pitch Competition

## MAY

- Professional Development: Guest Speaker
- Elections
- Executive Board Training
- End of semester survey

## BUDGET

### OPENING BALANCE

\$460.27

#### REVENUE

SOFAC Sponsorship	\$	1,447.86
College of Business Scholarship	\$	2,500.00
Local Sponsorships	\$	7,500.00
Inferno Interactive	\$	375.00
Membership Dues	\$	630.00
Drive-In Movie	\$	300.00
BearTank	\$	1,000.00
Car Show	\$	2,500.00

### TOTAL REVENUE

\$16,252.86

#### EXPENSES

Merchandise / Supplies	\$	580.00
Equipment / Website	\$	393.99
Misc expenses	\$	181.11
International Collegiate Conference		
Registration	\$	3,000.00
Hotel	\$	5,140.00
Transportation	\$	2,350.00
Parking	\$	750.00
Car Show	\$	2,330.00



BearTank

\$ 1,230.00

**TOTAL EXPENSES** \$15,955.10

**REMAINING BALANCE** \$816.16