



# **AMERICAN MARKETING ASSOCIATION**

**“BUILD YOUR OWN BRAND”**

## **GRAND VALLEY STATE UNIVERSITY SEIDMAN COLLEGE OF BUSINESS CHAPTER PLAN**

**2011\*2012**

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## CHAPTER OVERVIEW

### Grand Valley State University AMA Mission Statement

To connect marketing students and students interested in marketing themselves to professional networking opportunities and to provide members with professional development, leadership building opportunities, and real world marketing experiences.

### AMA Executive Board

The Executive Board is comprised of eight highly motivated individuals, all of whom play an essential role in establishing goals, planning meetings, organizing activities and fundraisers, and setting the annual budget. Our chapter's main goal is to become the elite professional student organization at Grand Valley State University by helping members realize all the benefits and opportunities we have to offer.

### Target Market

We truly believe that the AMA can help students of all majors; however, it is important to focus our efforts on individuals who are most likely to become a member of Grand Valley State University AMA. Because the success of our organization revolves around member involvement, we want to attract students that will be able to align the goals of our chapter with their own professional goals. A good target market selection creates an optimum environment for all parties.

Primary Market: Marketing majors  
Secondary Market: Business majors and marketing minors  
Tertiary Market: Communication majors, Psychology majors

## SWOT ANALYSIS

### Strengths

- Highly motivated Executive Board members
- Advisors guide, support, and work with the Executive board to achieve goals
- Clear mission statement, which guide member decisions
- Planned events and socials that are fun and improve member morale
- Strategically planned informational meetings held to expand student knowledge on AMA benefits
- Increasingly effective social networking
- Close ties with the professional regional chapter, WMAMA
- Professional atmosphere, but encourages students to have fun
- Inspiring theme to guide both our meetings and the actions of our members

### Weaknesses

- Not well known, and thus, not recognized as an elite professional organization
- Lack sources of funding; financially unstable
- Members are not committed
- Encouraging members to get involved and stay committed is difficult
- Lack sufficient advertising; limited placement; clutter
- Conflicting schedules with other student organizations that our target market are interested
- Members show low commitment in the case study
- Social Networking is not optimized to the level to should be
- Lack communication of value to members; lack motivation techniques

### Opportunities

- Develop a new identity in the student's minds; improved identity
- Establish new and reliable resources for funding
- Develop new processes to increase member involvement and commitment
- Be a direct channel between members and professionals by distributing a Resume CD
- Broaden our organizations connections
- Provide members with more employment opportunities/internships
- Better use AMA [www.marketingpower.com](http://www.marketingpower.com) resources
- Increase the quality and the amount of fundraisers
- Improve member knowledge on relevant professional activities on campus and in the community
- Improve paid member percentage at meeting while improving their understanding of the dues
- Promote our theme to members in order to clarify AMA goals and objectives

## Threats

- Other professional business organizations
- Increasing number of student organization on campus may entice student away from the AMA
- Conflicting schedules with target market classes
- Conflicting schedules with other student organizations that our target market are interested in
- Financial instability of most college students, thus, they may be unable to afford membership dues
- Campus policies and restrictions may inadvertently hinder our ability to increase marketing effectiveness

## PROFESSIONAL DEVELOPMENT CASE COMPETITION

### Goals:

- Create a dedicate team of members who will be guided by VP of Case Study
- Double the number of members involved with the case study and maintain their commitment
- Develop a high quality case study report that will compete at the National Conference

### Strategies:

- Set realistic goals and deadlines each week as to stay focused on our mission
- Delegate work to our dedicated team of members appropriately
- Inspire free-flow of creative ideas to stimulate discussion
- Develop a high quality case study report that will compete at the National Conference
- Promote the benefits of the case study to our members, which are real-world experience, learning, and networking with other students
- Make it to New Orleans to see the case competition

## COMPANY TOURS

### Goals:

- Tour at least three different companies to provide members with networking opportunities.
- Have at least six Executive Board members and five general meeting members attend company tours.
- Provide members and students with real-world, hands-on experience by giving them a glimpse of what working at local companies looks like.

### Strategies:

- Contact business in the surrounding area that are of interest to members
- Provide a resume CD to each business that we tour with our members and Executive board.
- Follow up with each company that we tour with a thank you card; and keep in contact with each company to provide networking and potential opportunities for the members within said companies.

## CAREER FAIR PREPARATION

### Goals:

- To fully prepare members for the Career Fair.
- Stress the benefits and opportunities that the Career Fair has to offer members and students

### Strategies:

- Host workshops regarding resumes, cover letters, and interview skills to increase member's knowledge and experience.
- Take full advantage of Career Services' amenities.

## PROFESSIONAL SPEAKERS

### Goals:

- Engage professionals to share their knowledge, experiences and expertise of business and marketing.
- Provide strategically planned informational meetings for members by integrating Career Services and business professionals to share their knowledge and experiences.
- Increase networking between the speakers and the members
- Challenge each speaker to provide key points at the end of each meeting for the students to take away and use immediately to impact their professional skills.

### Strategies:

- Seek out professional speakers who fulfill a variety of topics that our members are interested in by utilizing our advisors, professors, personal contacts, and member resources.

- Providing the speakers with a Resume CD, containing both Executive Board and general member resumes.
- Give members a chance to talk to each professional at the end of the each meeting by equipping each member with business cards, helping them with their resumes, and to practice interacting with said professionals.
- Provide speakers with guidelines of what to cover to ensure that each meeting is interactive and geared towards helping each member build their own brand.

## **WEST MICHIGAN AMERICAN MARKETING ASSOCIATION**

### Goals:

- Increase Executive Board attendance at the monthly meetings, with at least one Executive Board member attending each.
- Increase general member awareness of the WMAMA.
- Increase attendance at monthly meetings.

### Strategies:

- Determine which member(s) will be attending the WMAMA in advance.
- Make it a point to mention the WMAMA and information about their events to our members at each of our general meetings.
- Offer points to general members for attending the monthly meetings.

## **CAREER SERVICES**

### Goals:

- Develop a strong and lasting relationship with Career Services so we can best serve our members by presenting them with current and relevant job and internship opportunities.
- To narrow the information gap between Careers Services and general members.

### Strategies:

- Announce current and relevant job and internship opportunities at every meeting.
- Present general members with printed information sheets about all current opportunities.
- Ask members what companies or industries interest them and then attempt to reach out to those companies and industries so we can provide them to general members.
- Encourage members to interact with Career Services.

## **COMMUNITY SERVICE**

Our goal is to better ourselves, our community, and our school through various volunteer activities. To gain support from the community with our presence at community service events and to market ourselves to other students while partaking in on campus events.

## **FAMILY WEEKEND**

### Goals:

- Set an example for our members by getting involved early in the semester
- Foster and strengthen the unity of the Executive board
- Nurture the growth of our organization, while giving back to our University

### Strategies:

- Stress importance of Executive board participation
- Discuss with our members and encourage participation in the future
- Meet new potential members
- Support our University in welcoming families to enjoy and discover our campus

## **DANCE MARATHON**

### Goals:

- Have at least 10 members participate in the eight hours of dancing for charity

### Strategies:

- Give incentive to members for dancing
- Expressing the benefits including door prizes and food at meetings

## **RELAY FOR LIFE**

### Goals:

- Raise a minimum of \$1,500 to ensure campsite at Relay for Life
- Reach out to family, friends, and local business to attain donations.

- Stress the importance of participating in such a cause.

Strategies:

- Provide incentive to be part of team
- Focus a minimum of our fundraising effort to raising money for Relay for Life
- Recruit a team at meetings via personal verbal invitation from the Executive board
- Partner up with other organization, such as Ad Club and PRSSA
- Stress importance of Executive board participation

**BLOOD DRIVE**

Goals:

- Gain back our role in annual GVSU Blood Drive
- Have 100% participation by Executive board
- Increase blood drive participation via marketing
- Gain awareness of both the Blood Drive and Grand Valley State University AMA

Strategies:

- Form collaboration with the hosts of the event
- Market the event to our members and other students on campus

**MAKE A DIFFERENCE DAY**

Goals:

- Have 100% participation by Executive board
- Have 30% member participation
- Gain involvement from at least one other organization

Strategies:

- Offer incentives to AMA members for participation
- Recruit members at meetings
- Promote the benefits it will bring to the community and to our campus
- Market the event to other organizations

**FUNDRAISING**

Our mission is to generate sufficient funds to support chapter activities, including enough monies to fund the national competition for the year of 2011-2012.

**PLANNERS**

Goals:

- Distribute planners to students in our target market
- If we must, distribute planners to students that are not in our target market
- Distribute 6,000 planners to students before they find another means of scheduling their semester

Strategies:

- Devise an efficient distribution plan
- Hand Planners out at major events on campus, including but not limited to Campus Life Night, Business Undergrad Student Orientation, and the first home football game.
- Provide information about Grand Valley State University AMA when distributing the planners
- Partner with the campus information desk to distribute quickly and effectively to our target markets.

**BD'S MONGOLIAN BARBEQUE**

Goals:

- Raise \$200 and have at least 50% of members involved.

Strategies:

- Kick off the fundraising event by having the Executive board volunteer to grill on the first night.
- Reserve every Thursday night during the month of October for Grand Valley AMA and accumulate 10% of every member's bill throughout the month.

**PEPPINO'S DAIRY QUEEN:**

Goals:

- Raise \$400 combined

Strategies:

- Organize fundraisers during popular hours.

- Promote to the general members & Executive board about the fundraiser.

## **MEMBERSHIP**

Our mission is to provide a fun and educational environment where students can learn about Marketing and networking and build relationships with other marketing students and professionals in the field. We also want all of the members to take advantage of all the benefits the Grand Valley State University AMA has to offer.

### **RECRUITMENT AND RETENTION**

#### Goals:

- Retain all members from the previous year who haven't graduated.
- Convert all attending members and all members on STUEY into paid members.
- Increase new membership by 50%.

#### Strategies:

- Inform all students in our target market about Grand Valley State University AMA and the benefits we have to offer.
- To follow through with students who are interested in becoming more involved.

### **MEMBERSHIP PARTICIPATION**

#### Goals:

- Encourage every paid member to volunteer and actively contribute to socials, fundraisers, and other events.
- Increase the number of members who regularly work on the case study by 50%.
- Enforce the point system for members who are not participating.

#### Strategies:

- Make the AMA events we sponsor fun and enjoyable for the members volunteering.
- Stress the benefits to members of volunteering and gaining real-world experiences.
- Encourage the volunteering members to put these real world experiences on their resume.
- Reward points to the members who are active in the chapter.
- Recognize the members who are participating at the meetings.
- Make sure that every member is informed about each event we are hosting.
- As Executive board members, we must continuously encourage and motivate members to participate and get the most out Grand Valley State University AMA.

### **MENTORSHIP PROGRAM**

#### Goals:

- Allow members to receive constructive advice from business professionals about their own professional development.
- To make each member feel like a valued member of our AMA team.
- To help retain students who are hesitant about joining the AMA.

#### Strategies:

- Give each member the opportunity to choose a mentor, which we will provide.
- Each mentor will seek opportunities to ensure our members feel welcome and comfortable.
- Mentors will have constant contact with members, both at school and during meetings.
- Mentors will encourage our members to participate in activities that will enhance not only their professional development, but also their college experience.

### **AWARDS PROGRAM**

#### Goals:

- Award the members with points based on participation in AMA activities
- Increase membership participation through an awards program.

#### Strategies:

- Take attendance during meetings and keep an accurate sign-in sheet
- Inform the members of how many points each activity is worth
- Encourage members to attend activities outside of the regular meetings
- Talk to the members who are not receiving enough points
- Reinforce this policy this entire school year

- Award the members who earned the most points each semester

## **MEMBERSHIP APPRECIATION**

### Goals:

- Provide members with a fun incentive to attend the meetings regularly.
- Find ways to show appreciation of the members who attend our meetings and who are actively involved with the organization.
- Have fun!

### Strategies:

- Provide prizes to active members during the meetings.
- Inform the members about the membership appreciation.
- Brainstorm ideas for appropriate awards.

## **COMMUNICATIONS**

Our mission is to spread the word about the AMA to all business students at GVSU. To make sure that everyone is regularly informed about our benefits, meetings, and events.

## **SPEAKING IN CLASSROOMS**

### Goals:

- To inform potential members who do not know about the AMA.
- To recruit students to join.
- To remind students of AMA meetings and activities in order to increase attendance

### Strategies:

- Speak to business classes (particularly marketing classes) before the first meeting
- Pass out the flier with the dates of the meetings.
- Sell the benefits of joining the AMA.
- Answer any possible questions students may have.

## **AD GRAPHICS**

### Goals:

- Make both members and potential members more aware of meetings and events.
- Demonstrate the creativity and professionalism of Grand Valley State University AMA through high quality and interesting graphics.
- Consistently utilize the vinyl poster at general meetings and events.

### Strategies:

- Hang flyers and posters up around campus at least one week prior to our meetings and/or events.
- Make a poster board for informational nights such as Campus Life Night.
- Give each member color photos of each Executive board member along with relevant contact information.

## **WEBSITE**

### Goals:

- Inform both members and potentials members of background information, dates of meetings and events, and other information regarding AMA in one centralized place.
- Make the information easy and accessible for everyone.
- Keep the information new and fresh by updating it at least once per week.

### Strategies:

- Members interested in an advertising position on the Executive board will help make changes and updates to the website, guided by the VP of Advertising.
- The website will be closely monitored by the VP of Advertising, who will find new and innovative ways to provide our visitors with interesting and relevant information.
- Attain resumes from each member of Grand Valley State University AMA
- Include all members' resumes on the website for potential employers to see.

## **SOCIAL MEDIA**

### Goals:

- Utilize Facebook and Twitter to contact members and/or potential members of AMA.

- To inform the members about our meetings and events.
- To educate members on useful information about “Building Your Own Brand.”
- Increase presence on social media in order to improve communication to members
- Increase member activity on Grand Valley AMA Facebook and Twitter pages
- Recruit AMA members to update our Social Media with relevant articles and news.

Strategies:

- Request members to join our social media pages
- Regularly update the Facebook status and increase page activity; minimum twice per week
- Regularly tweet about past, present, and future events that GVSU American Marketing Association is involved with
- To personally recognize members via Facebook.
- Reward members who have the most posts and/or activity on our Facebook page.

**CAMPUS LIFE NIGHT**

Goals:

- To identify possible future members.
- To inform GVSU students about the AMA.
- To complete the planner fundraiser.
- Connect with other student organizations on campus

Strategies:

- Improve the AMA poster in order to attract students to our information
- Greet students as they pass by our table and inform them of AMA benefits
- Actively recruit members to join/sign up for the e-mail list.
- Distribute planners, which have AMA information inside, to students at Campus Life Night

**SEIDMAN UNDERGRADUATE ADVISORY BOARD**

Goals:

- To identify possible future members
- To inform GVSU Seidman students about the AMA

Strategies:

- Improve the AMA poster in order to attract students to our information
- Create relationships with the students who come to our table
- Inform students about AMA benefits
- Actively recruit members to join/sign up for the e-mail list

**TEXT MESSAGE REMINDERS**

Goals:

- Text general members the day of meetings or events.
- To collect general member numbers

Strategies:

- Divide phone numbers up among E-Board members.
- Provide a sign-up sheet at meetings and events to obtain phone numbers
- Devise a plan of when and what information to text to members

**CHAPTER OPERATIONS**

**EXECUTIVE BOARD MEETINGS**

Goals:

- Conduct a minimum of 2 official board meetings each month, held on the Thursdays that we do not have general meetings.
- Conduct brief meetings with the board members after general member meetings have concluded on Thursdays.
- Assign realistic and attainable goals regarding meetings, socials, fundraisers, and member recruitment.
- Delegate tasks appropriately to Executive positions in order to remain an effective organization.
- Ensure Executive board meetings contribute to the success of our meetings and our chapter mission

Strategies:

- Predetermine a set meeting time and location that will remain consistent throughout the year.
- Executive board members will give constructive advice about meetings, socials, fundraisers, member recruitment, and events of the like.
- Executive board members will strive for continuous improvement of our chapter.
- Executive board members will seek opportunities to not only inform, but also to demonstrate AMA benefits to members and students.

## **GENERAL MEMBER MEETINGS**

### Goals:

- Conduct 12 general member meetings annually; twice a month; on Thursdays at 6pm.
- Have ten speaker meetings total. The other two will include one or more of the following: Alumni Panel, Professional Regional Chapter Panel, Marketing Department, and/or Career Services.
- Offer internship opportunities at each of the twelve meetings
- Have an average of 51 members attending each meeting, which averages 10 more per meeting than the previous year.
- Establish a theme this year, which will guide everything we do at Grand Valley State University AMA.
- Continuously apply our theme to general meetings, socials, fundraisers, and professional development activities.

### Strategies:

- Inform students and members about meeting dates by providing them with a calendar of events and Executive board contact information
- Find and network with speakers that satisfy a variety of hot topics regarding marketing and business in the real-world in order to sustain member interest.

## **CHAPTER PLAN**

### Goals:

- Have a meeting at the beginning of the fall semester to help Executive board members in setting goals that will be used in the Chapter Plan
- Use the Chapter Plan as a guideline for evaluating success throughout the year

### Strategies:

- Divide the Chapter Plan into individual sections based on each Executive Board member's position and duties
- Use the Chapter plan as a guideline in setting goals specific to their position
- Provide all of the executive board members with a finalized copy of the Chapter Plan. Along with reiterating the importance of reaching our goals we set and evaluating the success when reaching those goals.

## **ANNUAL REPORT**

### Goals:

- Achieve 90% of the goals set in the Chapter Plan

### Strategies:

- Refer to the Chapter Plan on a continual basis throughout the year and at Executive board meetings
- Use the resources provided to our organization, to help achieve goals, as well as discovering new goals.
- Reinforce the importance of reaching our goals and finding ways of achieving them.

## **BOARD TRAINING**

### Goals:

- Developing a method of training for future board members that will help transition the responsibilities from a being a general member to becoming an executive board member.

### Strategies:

- Create committees for general members that express interest in a particular executive board members position and duties.
- Have all executive board members compile a resource guide together for their position, which will include documents, contacts and suggestions for the future board member of their position.
- Constantly seek opportunities to develop potential future Executive board members skills and abilities through various events and activities, including the case study.

## CALENDAR OF EVENTS

- September 22 - Welcome and Meet the professors
- October 6 - Resume Round Table-Lori Staggs along with other career service staff
- October 11 - Fall Career Fair
- October 13 - BD's Mongolian Grill Fundraiser
- October 15 - Dance Marathon Service Activity
- October 20 - Social Media and Social Networking with Michael Yoder
- October 22 - Make a Difference Service Activity
- November 3 - Panel Discussion with professionals from the Grand Rapids area
- November 17 - Restaurant Marketing with Freddy Shier
- December 1 - AMA Holiday Party
- December 12 - AMA Study Tables
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- January 19 - Branding with Genesis
- January 19 - Peppino's Fundraiser
- January 26 - Bowling Night Social Activity
- February 2 - Alumni Round-Table with GVSU AMA alumni or with West Michigan AMA
- February 14 - Dairy Queen Fundraiser
- February 16 - Sports marketing meeting with the Detroit Tigers
- March 1 - AMA Executive Board Elections
- March 15 - Networking Night
- April 5 - Awards and goodbyes
- April 6 - Relay for Life Service Activity
- April 9 - AMA Study Tables

## FIRM TOUR SCHEDULE

- October 14 - First firm tour: Alexander Marketing
- November 18 - Second firm tour: DDM Marketing
- February 10 - Mind Scape at Hanon-McKendry
- March 23 - Imagination Factory

**ANNUAL BUDGET 2011\*2012**

**Beginning Balance** **1223**

Revenues

GVSU Student Life	
Honoraria	150
Food	900
Printing	50
Fundraising	
University Directories	3000
Bottle Drives	150
Resaurant Fundrasing	600
Membership	
Chapter Dues	1375
National Dues	2585
T-shirt/Business Cards	200
Marketing Department	1300
Seidman Funding	2,000

**Total Revenues** **12310**

Expenses

General Meetings	
Food	900
T-shirts/Business Cards	375
Honoraria	150
Membership	
National Dues	2585
Communications	
Website	60
Printing	50
Renional Confrence at Ferris	
Travel Expenses	300
National Collegiate Confrence in New Orleans	7000

**Total Expenses** **11420**

**Ending Balance** **2113**