

2015-2016 Chapter Plan Verification Form

College/University: Clarion University of Pennsylvania

The chapter plan accounts for 10% (10/100 points) of the total points allocated for the annual awards program judging criteria. The remaining points are allotted for the annual report submitted in the spring.

The chapter plan is intended to focus members' attention and effort on the chapter's mission and strategy for the year. The chapter plan is designed to assist in chapter management by making sure that leadership and members place their focus and energy on the chapter's goals and the strategies needed for achieving these goals. A significant key to accomplishment is clearly defining your strengths and weaknesses, including how the chapter plans to overcome or take advantage of them. Keep in mind that the annual report is judged according to **the achievement of objectives as intended in the chapter plan**. For further details, consult *Preparing the Chapter Plan Report Guidelines and Preparing the Annual Report Guidelines*.

Chapter Verification

We verify that this is an official collegiate chapter of the American Marketing Association and that all our members are members of AMA Support Center (AMA National). We have read this chapter plan and verify that it accurately depicts the chapter's strengths and weaknesses, goals, strategies and plans for the stated planning period.

Printed name of President: Cody Atherton

Date: 10/06/15

Signature of President:



Printed name of Advisor: Chinintorn Nakhata

Date: 10/06/15

Signature of Advisor:



Submission Information

- Submit one copy of your chapter plan and one copy of the verification form via the Chapter Reporting Portal **by October 7, 2015, at NOON Central Standard Time (CST)**.
- The PDF file of the chapter plan and verification form must be saved with the following file name sequence: Full School Name_2015_2016 Chapter Plan (Example: *University of Northern Colorado, 2015_2016 Chapter Plan.PDF* and *University of Northern Colorado, 2015_2016 Chapter Plan Verification Form. PDF*).
- This Deadline is for all chapters, whether or not the chapter is competing for awards.
- Faxed or emailed copies of plans or verification reports **will not** be accepted.
- Both the chapter plan and the Verification form should be submitted as PDF files. **The chapter plan must not be any larger in size than 10 MB.**
- Chapter plans **received after October 7, 2015, at NOON, CST**, will not be submitted into the competition.
- Visit <https://www.ama.org/collegiate> for information on the Chapter Reporting Portal upload procedures

For questions, please call 312.542.9077