

Chapter plan 2015-2016



CLARION
UNIVERSITY™



Clarion University of Pennsylvania
College of Business Administration
and Information Sciences

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A.) Mission Statement

The mission statement of the Clarion University American Marketing Association is to provide its members with valuable opportunities in marketing and related fields, to build relationships through networking with business professionals, and provide the tools for success through workshops and other activities.

B.) Chapter Strengths and Weaknesses

Strengths	Weaknesses
<ul style="list-style-type: none"> • Members are highly involved 	<ul style="list-style-type: none"> • Most members are involved in other organizations, resulting in coinciding schedules.
<ul style="list-style-type: none"> • Providing resume building opportunities 	<ul style="list-style-type: none"> • Small Marketing department at university
<ul style="list-style-type: none"> • High level of involvement throughout the university and the surrounding community 	<ul style="list-style-type: none"> • Weak membership return towards the end of spring semester
<ul style="list-style-type: none"> • Fundraising capabilities 	

C.) Goals, Objectives, Strategies, and Activities

Goals & Objectives

- *Provide all members with networking opportunities*
- *Bring business leaders in the marketing field to speak at club meetings*
- *Provide members with resume building opportunities through workshops and presentations*
- *Encourage members to become more involved in the university community*
- *Promote community involvement by working with local organizations*
- *Increase membership by 25%*
- *Raise \$5,000 through various fundraising events*

1.) Professional Development

Overall Goal

- To organize on campus events and programs to enhance the academic and professional development of Clarion University business students
- Provide members with an opportunity to advance their education and network with professionals, and potential employers.

Overall Strategy

- Create workshops and guest speaker events based on trends students have shown interest in.
- Work closely with university's PR and Student Senate to help promote our events

New York City Trip

Membership participation- 20 members

Goal: To gain real work experience in the marketing industry as well as the ability to network with professionals.

Strategy: Plan company visits to at least 2 marketing firms in New York City that include tours, Q&A sessions, company overview and strategies.



Figure 1: A beautiful view of New York City from the office of LeadDog Marketing Group, one of the firms Clarion AMA visited in the Fall of 2014

Resume Writing Workshop

Membership participation- 15 members

Goal: To help students strengthen their resume for future employment.

Strategy: Partner with Clarion University Career Services to assist students in building, revising, and finalizing their resume.

Business Etiquette Workshop

Membership participation- 15 members

Goal: to help students understand professional business etiquette and how to act in a business environment. Required for students attending the New York City trip.

Strategy: Work with Clarion University Career Services to do a presentation regarding professional dress, actions, and other professional advice for students going to New York City.

LinkedIn Workshop

Membership participation- 15 members

Goal: help students create, strengthen, and build their LinkedIn profile.

Strategy: Partner with Clarion University Career Services to provide a workshop on how to create your profile, important information to include, and how to network with professionals on LinkedIn.

Regional Conference

Membership participation – 4 members

Goal: To gain knowledge by attending a regional marketing conference and network with other business students and professionals.

Strategy: To search for regional conferences available on ama.org and select a competition that bests fits our schedule.

Speaker Series

Membership participation- 15 members

Goal: Host 4 guest speakers throughout the year to share their professional experience, advice, job opportunities, and relevant marketing topics within their industry.

Strategy: Use many connections that current students, professors, and previous speakers have developed and approach local business owners about possible opportunities.

Pittsburgh/Philadelphia Trip

Membership participation- 10 members

Goal: To gain real work experience in the marketing industry as well as the ability to network with professionals

Strategy: To visit at least one marketing firm that includes company tours, Q & A sessions, company overview and strategies.

AMA International Collegiate Conference

Membership participation- 6 members

Goal: To gain knowledge, network with students and professionals, as well as compete in multiple events.

Strategy: Fundraise to lower personal costs, arrange accommodations, and plan which members will compete in each event.

AMA Collegiate Case Competition

Membership participation- 6 members

Goal: Place in the top 10 and qualify to present at the AMA International Conference

Strategy: Prepare case information with team, create weekly deadlines to track progress, meet every other week as a team to correspond progress, request several different advisors to check the end case for readability and completeness.

2.) Community and Social Impact

The Clarion University chapter of AMA hold community and social impact in high regards. We attempt to be one of the most active groups on our campus and plan accordingly to each event.

Trash Pick-Up Day

Goal: 5+ members will participate in trash pick-up to help make the town look presentable before our annual "Autumn Leaf Festival."

Strategy: Unite with other organizations to participate in this event.





Figure 2: Some of our members being a part of the community by spending a couple hours of their weekend cleaning up after one of the area's largest festival; the annual Autumn Leaf Festival

Thanksgiving Food Drive

Goal: Have all members donate at least 2 canned goods to family in need/Use marketing skills to raise awareness.

Strategy: Host competition within club. Award the member with the most canned goods a prize.

Relay for Life

Goal: 20+ members will participate; raise \$200 for Relay.

Strategy: Coordinate fundraising events and donation drives.

CU Day of Service

Goal: Have 10+ members work alongside other organizations to spend a day volunteering and getting to know the members of our community.

Strategy: Encourage members to attend annual CU Day of Service to volunteer with several events throughout the community.

Dress for Success Clothing Drive

Goal: Have each member of AMA donate one new or gently used piece of business clothing.

Strategy: Collect 30+ clothing articles to donate to Dress for Success.

Come Together Clarion

Goal: 10+ members will participate in annual "Come Together Clarion"

Strategy: Have members come early to assemble the festival. Volunteer operating festival attractions.

3.) Fundraising

Goal: To profit \$1,200 towards AMA to expand upon marketing and make it more known.

Strategies: Building on our marketing skills to improve upon them and to spread awareness of marketing. We are doing this by hosting fundraising events and expanding on the concept of marketing.

Pizza Pub (Fall)

Taking orders for pizzas that we will make a \$2 profit off of.

Yankee Candles (Fall)

During this event, AMA will earn 40% of the profits.

Applebee's Dine and Donate(Fall/Spring)

The proceeds, which is 15%, will go to AMA

Daffin's Candy (Spring)

Through setting up a table in a common traffic area, we will sell this candy making an undetermined profit percentage at this time.

4.) Membership

Clarion University's AMA values membership and understands its importance.

Goals

- To obtain at least 25 % new dedicated members fall semester
- To obtain at least 5 % new dedicated members spring semester
- Focus more on engagement spring semester

Strategies

- Request that the professors of the business administration inform their students of our activities and importance of the Marketing club
- Utilize our social media to inform people about our member meeting
- Promote the events our club participates in to grasp the student's attention
- Pass out fliers to students around campus
- Keep our bulletin board up to date in our business building
- Set up a table during activities day held on campus

We stress that attending each meeting is important and take attendance as the members enter the room. We strongly encourage our members to engage in as many activities that they are able to participate in!

5.) Internal/External Communications

Goals

- Attain at least a 25% increase of follows and likes on various social media site
- Keep members informed through means of email and social media
- Communicate more actively with former members

Strategies

- Actively advertise social sites to members and at activities
- Create database of member contact information
- Have a readily visible calendar to all members
- Follow alumni on media sites and record contact information as well

Since Clarion is a rather small campus in comparison to other Universities in Pennsylvania, we heavily rely on word of mouth to promote our organization. We stress to our current and returning members to invite friends and spread the word about Clarion American Marketing Association. This strategy has worked rather well and has brought stability to the growth of our club.

We also advertise all over our campus. We do this by posting flyers and posters in nearly all University buildings. We welcome anyone from any major of study to join our organization, and since our campus is relatively small, it doesn't take much effort to advertise in nearly every building of our university. These ads normal consist of what we have planned for upcoming meetings and what our organization is about. In addition to these physical advertisements throughout our campus, we also promote heavily through our social media site; including instagram, Facebook, and Twitter. These include photos and posts about our community service events. By using social media, we improve our reach to possible members while showing our activity in the community.

In addition to the promotions stated above, we heavily stress the recreational and enjoyable events we put on for our members and university. Some of these include barbeque events, pizza parties, and even sport watching gatherings (particularly for the Steelers). By having people attend our events we normally witness increased membership as well. And normally, at least at our chapter, once we entice someone to join our club they typically stay.



Figure 3: The introductory meeting of the Fall 2015 semester. We offered pizza, refreshments and sweets to welcome students back to school

6.) Chapter Operations

Goals

- Maintain leadership through each semester
- Raise interest in members to fulfill leadership positions
- Create leader benefits

Strategies

- Create distinct roles and responsibilities, understood through written agreements
- Plan leadership specific events and activities

Leadership is something that we value greatly. To maintain reliable and sophisticated leaders in our chapter, we create distinct positions that have very clear responsibilities. We select, from those interested, the individuals we believe to fit each position. We plan to create leadership exclusive events and activities to increase the motivation for our members to fulfill a leadership during the time in our organization.



Figure 4: The members of our e-board for the 2015-2016 year

D.) Calendar of Events

September:

- ✦ Welcome back pizza party / meet & greet
- ✦ Community service cleanup day
- ✦ Corporate recruiter presentation from PLS Logistics

October:

- ✦ LinkedIn workshop
- ✦ Fall fundraiser (Yankee Candle)
- ✦ Marketing week

November:

- ✦ NYC marketing firm touring trip
- ✦ Business etiquette presentation

February:

- ✦ Guest speaker from PSECU Credit Union.
- ✦ Resume workshop

March:

- ✦ AMA Annual international Collegiate Conference

April:

- ✚ Trip to Pittsburgh Pennsylvania to tour an industry in the marketing field

May:

- ✚ End of year BBQ

E.) Budget**Balances**

Beginning Balance for Self Support Account	\$1,256.26
Beginning Balance for University Support Account	\$1,104.00
Total beginning balance	\$2,360.26

Revenues

Membership	
-Dues (\$3 chapter, \$47 national, 30 members)	\$1,500.00
Fundraising	
-Pizza Pub Fundraiser	\$50
-Yankee Candle Fundraiser	\$1,000
-Applebee's Fundraiser	\$50
-Daffin's Candy Fundraiser	\$100
Travel	
-New York City Trip (\$230, 12 attendees)	\$2,760.00
Total Revenues	\$5,460.00

Expenses

Events	
-Marketing Week (Includes T-Shirt giveaway, tie-dye event)	\$700
-Promotions/materials	\$150
-Meeting costs (\$150 for refreshments, \$50 for speakers)	\$200
Membership	
-National Dues	\$1,410.00
Travel	
-Transportation/accommodations	\$2,760.00
Total Expenses	\$5,220.00

Projected Net Profit	\$240.00
Projected Ending Balance	\$2,600.26