



“Join us now... or work for us later!”

RADFORD
UNIVERSITY'S
AMERICAN MARKETING ASSOCIATION
CHAPTER PLAN

2009-2010
COLLEGE OF BUSINESS AND
ECONOMICS

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Section A

Strengths and Weaknesses of the Chapter

Strengths:

National Recognition: Since AMA's revitalization in 2004 the RU chapter of AMA has won multiple awards at the International Collegiate Conference to include: Outstanding New or Revitalized Chapter Award (2003-04), Outstanding Professional Development Award (2003-04), Outstanding Membership Award (2003-04), Outstanding Website (2004-05), Dr. O. Karl Mann Website Award (2005-06), Outstanding Communication (2005-06), Outstanding Website Award Runners-Up (2006-07), Outstanding Chapter Planning (2006-07), Outstanding Membership Activities (2007-08), Third Place Dr. O. Karl Mann Website Award (2007-08).

Efficiency: Meetings are run by the co-presidents with the support of the faculty advisors. Each executive member has the opportunity to speak freely and express his or her opinion on a subject. With this system, we have made a significant amount of output with each allotted meeting time. Meetings are held at the same time and place in order to maximize member attendance. The meetings are planned and run efficiently following an agenda for each meeting to make sure that the meetings are structured and essential topics are not forgotten. Minutes are taken for each meeting then posted online at the RU AMA website for any member that might have missed.

Interrelationships: The organization makes sure that other clubs and organizations are aware of the speakers and topics at our meetings to maximize attendance for speakers and other professional development events by placing fliers throughout campus. Executive board members are involved in other clubs and organizations and are always looking to work together and use resources and connections. AMA will work with ROC-TV to submit a video for Stanford's Global Innovation Tournament on November 11th.

Communication: RU AMA members are kept up-to-date with emails before our meetings and AMA-sponsored events. Additionally, flyers are placed in strategic locations around campus and postings are updated on the calendar of events posted on the club web site. Professors in the marketing department are sure to relay the message to their classes. RUInvolved is a site designed to provide a way for all clubs to communicate within their organization and other organizations on campus. RUInvolved is kept up to date on the Radford University website with a list of members, information about the club, and events.

Focus: The RU AMA executive board's focus this year is to provide our members with the opportunity to work on projects in order to develop their marketing and professional skills. We plan to seek projects throughout the year in order to enhance members' professional development. We will be working with local companies to help promote their business through promotional activities. It is also important to provide members with a tool kit for discovering internships and jobs.

Membership: During the last academic year, we significantly increased our membership. We strive to encourage marketing majors, minors and others interested in marketing to join AMA. We

are determined to have large turnouts at general meetings. Providing interesting and interactive material will encourage members to participate in bi-monthly meetings.

Weaknesses:

Competition: Competition is a weakness for every organization but also has the positive benefit of forcing the club to find points of differentiation. As with most colleges, Radford University offers the opportunity to join Greek fraternities and sororities, as well as a plethora of different clubs and organizations. Competition is enhanced due to the lack of time and money that our students possess (many of our students work to help pay for their education) which tends to make our students choose one or a small number of groups to join. This presents a challenge for the RU AMA chapter. To circumvent this problem, we keep our membership dues low (\$60 per year of which \$45 are national dues) and emphasize the professional benefits and networking opportunities of joining AMA. We also effectively use word of mouth to increase membership.

Membership Involvement: While there are certainly continual issues in growing the membership base, a greater challenge has been finding ways to keep members involved and engaged in the organization's activities. We have struggled with maintaining consistent attendance and participation of our current members. As a way of tackling this issue, we offer members hands on activities, interesting speakers, and activities in the local community.

Developing and Implementing Ideas: The RU Chapter of the AMA is continually faced with the challenge of developing and implementing new fundraising and community event ideas due to the size of the community as well as the competition from other clubs and organizations. Radford University is located in a small town with a population of approximately 16,000, almost 10,000 of which are university students. We strive to come up with new and creative ideas as well as expand our base outside the city of Radford to surrounding cities/counties in order to spark peoples' attention.

Funding: While we continue to receive some funding from the Dean of the College of Business and Economics and the Campus Programming Board, financial changes and restrictions at the University level have reduced the level of funding provided by both groups. As we will not be able to rely on these resources in the same way as in previous years, we must implement more efforts targeted to fundraising in order to produce the necessary funds to be used to help support attendance at the International Collegiate Conference. We will strive to provide IMC related services to local companies in order to raise money.

Section B

Professional Development

Goal: To prepare members for their future careers through professional seminars, workshops and events.

Objective: To assist members in developing a network of business professionals and gaining knowledge of a variety of careers available after graduation.

Strategies:

- Host general body meetings featuring business professionals speaking about their career and steps taken to obtain that career.
- Host general body meetings featuring business recruiters speaking about what they look for in an employee concerning interviewing, resumes, work experience and professional etiquette.
- Sponsoring or co-sponsoring events for the College of Business and Economics and Radford University as a whole for members to network with peers and professors of the college.

Objective: To assist members in developing knowledge of successful business careers through involvement and workshops.

Strategies:

- Host a workshop featuring Radford University Career Services for members to work on their resumes.
- Host a general body meeting featuring business professionals and campus professors helping members with professional etiquette and interviewing skills.
- Introduce committees to assist each Vice President with their responsibilities and encourage member involvement.
- Use newly introduced surveys to measure the effectiveness of each Professional Development event and schedule future events according to each member's response.

Section C

Community Service

Goal: To become more active in the community by volunteering with non-profit organizations and making the community a cleaner environment. Also, we want to improve on the number of members who help us with each objective/project.

Objective: To adopt a road through the city of Radford's program "Adopt a Spot." As a chapter we will clean up the litter on Rock Road East twice per semester in order to reduce

the amount of public funds needed for litter pick up, preserve our natural resources and enhance the beauty of the community.

Strategies

- Register club for this program through city engineer.
- Make members aware of when and where clean-up will be at general body meetings and through email.
- Get as many members to participate as possible so that clean up will be sufficient.

Objective: To work with the local public elementary schools to try and help with after school programs and with the children who are less fortunate and cannot afford after school activities.

Strategies

- Contact the school's director of after school programs.
- Plan an event/activity that would be suitable for both us and the children by holding a general meeting and getting ideas from members.

Section D Fundraising

Goal: To conduct fundraising activities to provide money to support the activities of the organization and to allow the club to operate efficiently.

Objective: Minimize individual cost to attend the International Collegiate Conference by raising \$1,000 in funds during the 2009-10 academic year.

Strategies:

- Sell marketing services to local companies. We will create coupons, distribute coupons, host promotional activities throughout the year.
 - Estimated \$500 profit
- Host a raffle for prizes donated by local businesses, restaurants, and sports teams.
 - Estimated \$200 profit
- Sell Little Caesars pizza on campus to the faculty and students. Charge \$1 per slice in order to reach a \$3 profit per pizza sold.
 - Estimated \$80 profit
- Sell hot chocolate to students before early morning classes on cold days.
 - Estimated \$60 profit
- Sell doughnuts and coffee to faculty members of Radford University before early morning classes.
 - Estimated \$50 profit

Section E

Membership

Goal: To increase club membership throughout the College of Business and Economics and other colleges at Radford University. To maintain a steady attendance at general meetings.

Objective: Continue to increase our active membership through Spring 2010. To maintain a steady attendance at general meetings.

Strategies:

- Host an interest meeting at the beginning of each semester in order for students to eat food, socialize and find out more information about the AMA.
- Our board members will utilize word-of-mouth communication to increase interest in AMA.
- Use fliers and posters around the whole campus to let students know about Radford's chapter of the American Marketing Association.
- Participate in the University's Club Fair to promote the club and gather a list of interested students and contact information

Objective: Increase attendance and participation of members of Radford's AMA chapter.

Strategies:

- Conduct socials at the beginning and end of each semester to encourage members in getting to know each other in a relaxed setting.
- Find new and unique ways during meetings to get members talking to each other rather than listening to the executive board.
- Send out emails describing upcoming events and meetings.
- Have refreshments at full body meetings to increase the number of members attending and participating.
- Reintroduce the point system to help members become active in club-sponsored events and activities.
- Allow members to view the club as an opportunity to personally build their resume and portfolios.

Section F

Internal and External Communication

Goal: To keep current and prospective members, as well as faculty, informed of all organizational events.

Objective: Ensure that members and the university community obtain useful information regarding meetings, speakers, community service programs, events and fundraising projects.

Strategies:

- Develop the RUInvolved page to keep members in touch with the club.
- Create an extensive email list of members and prospective members through Club Fair, interest meetings, general body meetings and from the faculty of the marketing department.
- Invite members and prospective members to interest meetings and upcoming events through a strategically timed email.
- Post upcoming events to the online calendar on the chapter website and RUInvolved website
- Keep the bulletin board current with information about meetings and events.
- Have executive contact information easily accessible on the website and club bulletin board.
- Hang fliers in hallways and classrooms in buildings across Radford University campus to inform the University community of upcoming events and meetings.
- Schedule consistent bi-monthly general body meetings.
- Have faculty and staff of the marketing department make announcements about interest meetings and upcoming events

Section G

Chapter Operations

Goal: To maintain an efficient and organized operation for Radford University's AMA chapter.

Objective: Keep an accurate and up to date database of AMA membership applications for new and old members, and the points they receive for various contributions to the chapter.

Strategies:

- Develop and maintain a spreadsheet that includes all member contact information and graduation dates, and duration of membership.

- Develop and maintain a spreadsheet that records the numbers of meetings attended; as well as points earned for community service attendance, fundraising, recruitment, projects and other professional events for each individual member.

Objective: Maintain a system that is organized and effective to operate the chapter.

Strategies:

- Ensure all executive members recognize the duties and expectations of their positions.
- Hold bi-monthly executive meetings to discuss upcoming events and ideas so that all general body meetings can run smoothly.
- Maintain the co-presidency model to ensure all tasks are properly delegated to everyone.
- Attendance will be taken at every general body meeting to keep track of those members who contribute to the chapter.
- Minutes of each general and executive meeting are taken with great detail and are posted on the RU AMA website to communicate to those members who were not able to attend and for the RU community as a whole.
- Newly elected officers will shadow the responsibilities and tasks of the position and receive and kept notebook for reference.

Section H Calendar of Events

Radford University 2009-2010

September 2009

- University club leadership meeting was attended by the Co-Presidents.
- Club registration was completed to meet university organization requirements.
- Held Fall 2009 kick-off meeting on September 9th to provide information to prospective members.
- Executive board met on the 16th and 30th where the executive members came up with fundraising ideas as well as community service projects.
- United Pet Co. visited our general body meeting on September 23rd. They described their duties and responsibilities when it comes to working with the marketing department at United Pet Co.

October 2009

- Director of Business Development from the Blacksburg advertising agency, Modea, came to speak on October 7th about interactive website marketing and what it's like to run an advertising agency in Southwest Virginia.

- General body meeting on October 14th was held in the computer lab in order to design coupons for local companies.
- General body meeting took place on the 21st.
- Executive board meeting held on the 28th. Planning for fundraising, community service, and professional development took place.
- Fundraising- Halloween store promotion, Tanning Promotion, Fatz Café Menu Distribution, Coupon book.

November 2009

- General body meetings on November 4th and 11th to discuss and work on Stanford's Global Innovation Tournament.
- General body meeting November 18th to hold a career help seminar for members providing valuable information on career searching.
- Fundraising- sell concessions at a home Rugby game

December 2009

- Final general body meeting of fall semester on December 9th- social
- Executive Board meeting held on the 2nd to discuss Spring events

January 2010

- First executive meeting on the 20th
- First general body meeting on the 27th – will be a spring interest meeting to recruit new members as well as prospective executive members for Fall 2010
- Executive board will promote AMA to introductory marketing classes to increase membership and involvement

February 2010

- Executive meetings on the 3rd and 17th
- General body meetings on the 10th and 24th

March 2010

- Executive meetings on the 3rd and 24th
- General interest meeting on the 17th and 31st
- Election of new officers to shadow current officer's responsibilities and duties
- Tentative plans to attend annual AMA International Collegiate Conference in New Orleans, LA

April 2010

- Executive meetings on the 7th and 21st
- General body meeting on the 14th
- Hold elections of remaining new officers for Fall 2009
- End of the year social scheduled for April 28th

Section I Budget

Radford University American Marketing Chapter Budget for 2009-2010 Academic Year

		Annual Budget	Semester Fall	Semester Spring
OPERATING REVENUE				
Beginning Budget		\$2354		
OPERATING EXPENSES				
Fundraising Expenses		\$480	\$250	\$230
	Basketball raffle	\$100	\$100	\$0
	Pizza sale	\$200	\$0	\$200
	Hot chocolate sale	\$30	\$0	\$30
	Doughnut sale	\$150	\$150	\$0
Event Expenses		\$300	\$200	\$100
	Refreshments for Meetings/Socials	\$300	\$200	\$100
Chapter Operations		\$4540	\$1260	\$3280
	AMA National Dues	\$2520	\$1260	\$1260
	Annual Report mailing materials	\$20	\$0	\$20
	National Conference Support	\$2000	\$0	\$2000
Total Expenses 2006-07 AY		\$5320	\$1710	\$3610
INCOME				
Fundraising		\$1370	\$1000	\$370
Membership Dues		\$3600	\$1800	\$1800
Sponsorship from COBE		\$500	\$0	\$500
Sponsorship from Campus Activity Board		\$500	\$0	\$500
Total Income 2008-09 AY		\$5970	\$2800	\$3170
Profit/ Loss		\$650		