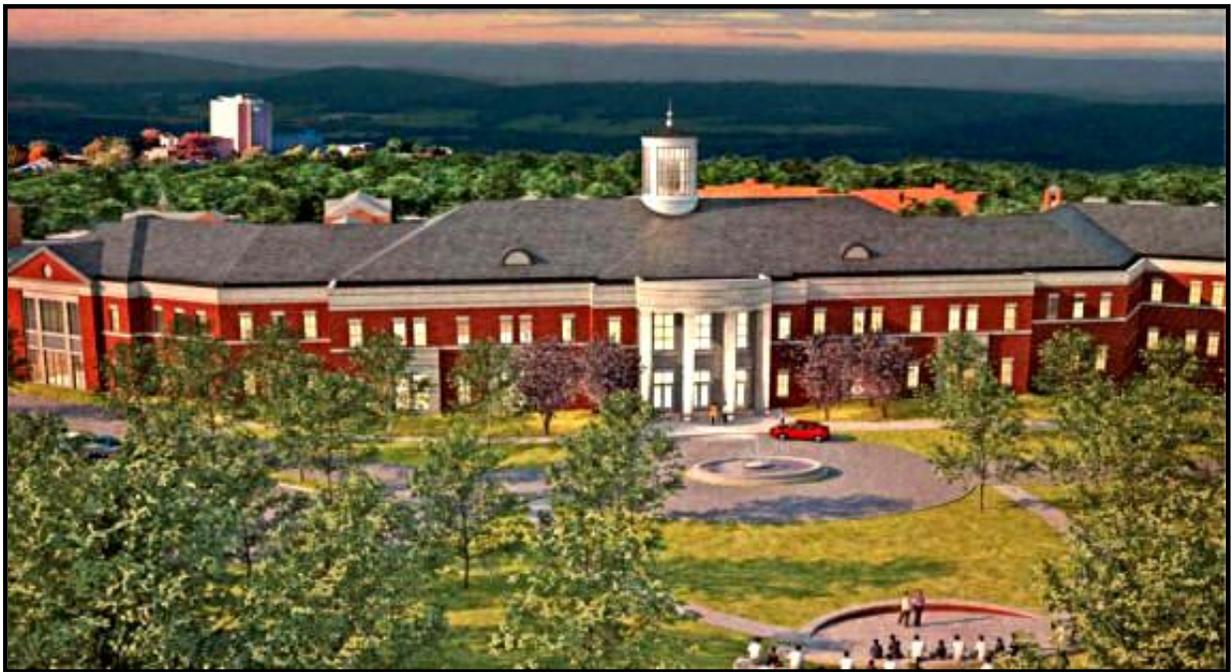


# RU RADFORD UNIVERSITY®

CHAPTER REPORT  
2009-2010





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## **SECTION A**

### **Summary**

The 2009-2010 academic year has been an exceptional year for the Radford University chapter of AMA. Having established itself as the most respected marketing organization on campus, our executive board has worked hard to maintain our status as a valuable asset to the College of Business and Economics. By focusing on our strengths and encouraging student involvement we have impacted our members in a positive way by helping to position them for a successful career following their graduation.

Our focus on what we do well has also shed light on things that can be improved upon, and one of our goals is to prepare the incoming executives in the best manner possible to turn these weaknesses into strengths. The major issue facing our chapter is the high turnover of the executive board annually. We have addressed this issue by reminding students at each meeting that we are always looking for help and that many positions will be available on the executive board at the end of the year. Several students have already expressed interest in executive positions and we have even had one student sit in on an executive meeting.

As stated in our chapter plan, one of the strengths we pride ourselves on is the interrelationships between our members, executive, advisors, and speakers. By striking a balance between activity based general meetings and special guest speakers, we have exposed our chapter members to a variety of situations and schools of thought that graduates may face. We used speakers in particular to foster open communication among members and we brought a wide array of voices to speak to our organization. Speakers included Catherine Langford and Sean Raines, marketing managers, from United Pet Group, Inc., Bob Barnes, financial advisor from Scott & Stringfellow, marketing consultants Paula Wilder and Carol Weber from WilderWeber Leadership Group, and Aaron Herrington from the interactive marketing firm Modea. As an organization that allows members of all disciplines in the University, this wide variety of speakers allowed even non-marketing students to get a preview of the marketing profession, and marketing students a deeper insight into what they have been learning.

We also included many activities both in and outside of general meetings. Some of these activities included a Party City promotion, University Tanning promotion, Linux blankets sewing, and we are currently working on what we believe will be our most successful project, a coupon book for local business. We also submitted a proposal for the Kohler water project, and participated in and won the Radford University portion of the Stanford Global Innovation Tournament. We used these hands-on activities as opportunities for our members to get involved both on campus and in the community, and they provided valuable real world experience that can only be obtained outside of the classroom.

As the school year wraps up we are proud of the value and opportunities we have been able to offer the members of our chapter. Looking toward the future, we will build on our



success and elect motivated members dedicated to striving for excellence. By combining the excitement of students eager to make a difference and the guidance and expertise of our faculty advisors, the Radford University chapter of AMA will continue to provide a valuable and professional learning experience for any student interested in engaging themselves in marketing.

## **SECTION B**

### **Professional Development**

For the fall 2009 and spring 2010 semesters, Radford University AMA members were exposed to a variety of interesting, helpful, and educational networking and development opportunities. One of the key chapter improvements this year was the creation of committees to report to each Vice President. This allowed more members to not become more involved with the organization, but also gave each committee member more responsibility and accountability for each project. Each general body meeting was used as an opportunity to either discuss or plan events and projects underway, or featured a guest speaker that presented a unique variety of seminars to the members. Our kickoff speakers for the fall 2009 semester were Sean Raines and Catherine Langford from United Pet Group in Blacksburg, Virginia. United Pet Group is a global marketer and manufacturer of pet supplies. They each spoke about their journey towards their current job positions, their responsibilities within the company, and they gave examples of work they have done through their job. Another speaker for the fall 2009 semester included Aaron Herrington, the owner of Modea, a digital services agency in Blacksburg, Virginia. He talked about his company, their clients, the different job positions they offer, how their company began, and how it is continually evolving. For our last meeting of the semester we held a resume, internship, and networking workshop.

One event we are particularly proud of for the fall semester is our participation in the Stanford Global Innovation Tournament (GIT). This national tournament invites colleges from across the country to solve a unique problem, under a time constraint, and compete against each other for the best solution and presentation (in the form of an original video). This year's topic was to promote consumer saving. Our AMA chapter won for the best submission at Radford University and competed at Stanford University for the best submission in the country.

In the spring of 2010 for our first meeting we hosted Bob Barnes, a financial advisor for Scott and Stringfellow located in Blacksburg, Virginia. He came and spoke to the club about the importance of money and how to get young colleges students on the right financial path after graduation. Another event we participated in was the submission of a proposal for the Water Conservation Collegiate Event Marketing Competition, sponsored by Kohler. The event required us to come up with a creative way to save water in our local community and design two events to rally the community around our cause.



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For our last professional development activity we partnered with another on-campus organization, which allowed the presentation to be open to the entire campus. We hosted Senior Partners Carol Weber and Paula Wilder from WiderWeber Leadership Group. They gave a presentation entitled "How to Market Yourself as a Brand." They provided advice on the importance of an MBA, your resume, networking, and interviewing skills. This presentation was a great success and had very high attendance.

### SECTION C

#### Community Service

Throughout the 2009-2010 year the AMA Chapter at Radford University has assisted with a non-profit organization. As stated in the Chapter plan, we wanted to become more active in the community by volunteering with non-profit organizations and making the community a cleaner environment. We also met our goal of improving the number of members who helped us with the projects.

Throughout the Fall and Spring Semester we achieved part of that goal. We assisted in making blankets for Project Linus. Accomplishments of this project include making blankets that would be given to sick, traumatized, or abused children in the New River Valley area. Our chapter received a gracious thank you note for those blankets that have been used so far.

One of the chapter goals was to improve the number of members who helps us with each project. Although we only had a few members the day of blanket making, we were able to complete the project with the use of the executive board. The executive board took any fabric home that was not completed during the meeting. This academic year we accomplished most of our goals by effectively giving back to the community some of the warmth that we have received from it, with the use of a warm blanket.

### SECTION D

#### Fundraising

In previous years AMA Radford University chapter has actively pursued many different alleys of fundraising, many typically used by other organizations. This year our focus is much more marketing oriented. Our fundraising events are centered much more around connecting



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local businesses to the 10,000+ student body that bring in a large amount of money that is spent across county lines at large retailers and other restaurants. They do this even though Radford's local businesses are much closer and wanting to connect to this "captive" market. It is in this unique way we planned our year's fundraising events.

The year began with many big plans, but after extensive research we came up with only a few viable ideas. The first major fundraising opportunity we decided to take action on was to hand out fliers and work as a satellite store for a local costume and party supply store. We would offer costumes at good prices to the students, making it especially convenient to the non-driving students. We began planning but the University wouldn't condone the satellite store. So we decided to take the satellite store just off campus, but as soon as we began working out the details, the store owner seemingly lost interest. Unfortunately, while the plan was finally coming into action the client decided it wasn't in his best interest to do work with us. We learned that when working with clients that they aren't always as reliable as they are excited to be on board the program.

Our second fundraiser idea was to speak with local businesses about designing coupons for them and then distributing the coupons on campus, where they were unable to. We decided that the best way to approach pricing for the coupon service was to charge for a percentage of the total sales brought in by coupons. While this seemed like a great idea initially once we had a client we spent the entire negotiations process discussing the %. We finally agreed on 5% of total sales from the coupons. We ended up making only \$20. We later realized that to any business, percentages seem rather scary because they can become huge amounts if the coupon is a huge success. Through this experience we were able to take away the importance of pricing not only the need for it to be appropriate, but for the need to tailor how you go about charging your customers.

Our third fundraiser plan is to create a coupon book full of coupons for the local businesses in Radford as well as those popular destinations of students. The book will be pocket sized. Each page in the book will sell for 30\$. As an incentive to get as many businesses on as possible we extended a special price (25\$) to the local chamber of commerce to ensure a decent number of participants, to cover production and distribution costs. We will distribute 1000+ books on campus directly to students. Estimated profits are 400\$-500\$.

## SECTION E

### Membership

The Radford University collegiate AMA chapter currently has 31 active members on its roster. The current email distribution list contains 124 people which include our current Officers



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and Faculty Advisors. Our goal is to increase AMA club membership throughout the College of Business & Economics along with other colleges here at Radford University.

Our objective is to continue to increase active memberships through fall 2010 and maintain a regular attendance at general meetings. Some of our strategies used to complete this are as follows. We put together an interest meeting with refreshments at the beginning of each semester to gain student's interest in AMA while giving information about AMA. We continuously advertise general meetings with flyers, word-of-mouth, and email members on our email distribution list. We also have officers participate in the University Club Fair in order to promote AMA and spread student interest.

Another objective we have is to increase overall attendance and participation of AMA meetings. Our strategies used to improve our attendance are growing with some of the following in practice. We invite guest speakers and host community projects at general meetings in order to create higher attendance. We have also created committees for each officer to help members feel more involved in projects and activities. We continue to send out emails prior to meetings with details and plans for upcoming meeting. At each meeting we encourage members to ask officers questions after meetings. We like to show members how being involved in AMA can help build their resume and portfolio.

### SECTION F

#### Internal/ External Communications

Communication is vital to the success of the organization. It was important to keep executive members, advisors, the club's general members, and Radford University's students and faculty aware of the organization's accomplishments and weekly updates. At the beginning of the 2009-2010 academic year, the communication goal stated in the chapter plan was to "keep current and prospective members, as well as faculty, informed of all organizational events. Throughout the year, the club successfully executed different strategies to achieve this goal. Without putting forth effort towards communicating internally and externally, this organization would lack participation to achieve its goals and explore new experiences.

In order to promote club meetings and activities, the club used a variety of vehicles to achieve a wide exposure to the target audience. The club sent out emails every other week to remind current members of times, place, and activities taking place at that week's meeting. The club also created fliers bi-weekly to increase awareness for meetings. The fliers contained information about the meeting such as the location, time, and purpose of the meeting. The fliers were posted in academic halls and dormitories as well as some dining areas on campus. Each email sent to current members was also equipped with an attachment of that week's flier.



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The club utilized the RUInvolved tool located on the university's website. This tool allowed university students to gain access to information about all of the organizations located on Radford University campus. Many members became aware that Radford University did in fact have a club for marketing students. AMA's page on RUInvolved has information about the club, contact information, and a link to the club's website.

The club is currently redesigning its website. Members can still access the old website at <http://ama-clb.asp.radford.edu/>. This website still contains updated information such as calendars and contact information, but the club believed in designing a more appealing website to gain popularity with the student body. As the world becomes more and more technologically dependent, the club will continue to keep up with and benefit from those advances.

The club also has a section of the bulletin board located in the College of Business and Economics hall on Radford University's campus. The club keeps this board updated in order to provide members with current information and recruit new members. Each marketing professor is asked to remind marketing students of the club's meeting dates, times, and location. The executive members meet every other week to discuss projects, speakers, and events for the general club meetings. Each executive member is provided with emails and telephone numbers of the other executives and faculty advisors in order to keep communication between the efficient.

Also, the organization's attendance at the club fairs that took place in the Fall and Spring provided a way to communicate with those students who may be in other majors. This form of face to face communication designed to recruit club members was an excellent way to gain awareness and membership for AMA. Overall, the club successfully kept the communication lines open and current. The club will continue to keep members updated and utilize the communication tools such as RUInvolved and the club fairs.

## SECTION G

### Chapter Operations

It was the American Marketing Association's goal to assure students our organization will uphold its commitment to better service the Radford community as a whole. In order to enhance the career goals of the students we held regular meetings in which speakers came in and discussed opportunities to gain a professional experience with organizations nationwide. At the beginning of the semester, we elected officers that were delegated responsibilities to run smoother operations in the club. These officers held meetings twice a month for students and twice for the executive members where minutes were kept to keep track of upcoming events such as community service projects, speakers and other events which would eventually lead to the National Conference in New Orleans.



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Each of the officers conducted the meetings to help students realize their potential to succeed in our down economy. A spreadsheet was compiled to arrange members by graduation date, name, and dues; this also included contact information in order to reach them for meeting reminders.



**TABLE**

**Radford University American Marketing Association**

*Financial Summary*

<b>OPERATING REVENUE</b>		
<b>Beginning Balance</b>		<b>\$2354</b>
<b>OPERATING EXPENSES</b>		
<b>Fundraising Expenses</b>		
	Printing fees free	0
<b>Chapter Operations Expenses</b>		
	Dues paid to National AMA	\$1125
	Refreshments for meetings/gifts for speakers	\$130
<b>Total Expenses</b>		<b>\$1255</b>
<b>INCOME (from operations)</b>		
<b>Fundraising Revenues</b>		\$40
<b>Membership Dues</b>		\$1500
<b>TOTAL INCOME</b>		<b>\$1540</b>
<b>ENDING BALANCE</b>		<b>\$2639</b>