"The best way to predict the future is to create it."
Peter Drucker
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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), First Place Radford University Global Innovation Tournament (2009-10).

Efficiency: Our meetings are administered by the Co-Presidents, with supervision by the Faculty Advisors. Executive and general meetings allow for VP’s and Members to each give input to the organization. By allowing input from more members, we are able to expand our outputs, as well as get the general members involved in the organizations inner workings. The meetings follow a pre-determined agenda in order to create a more efficient and professional environment, and to make sure that all important topics are covered.

Interrelationships: Our executive members are involved various other campus organizations, and use these relationships to help expand awareness and influence of our organization. By maintaining relationships with these other organizations, we have increased opportunities to collaborate on various projects.

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 for 2010-2011 year is to provide quality networking and professional development opportunities for our members. We also plan on working with local companies to help promote their business through promotional activities. The focus on these types of activities is aimed at developing good real-world type experience for our members, and can help them in the search for jobs and internships. By providing real-world experience, we hope to increase membership numbers and increase involvement of general members.

Membership: We strive to encourage marketing majors, minors and others interested in marketing to join AMA. By providing interesting and interactive material we encourage members to participate in our bi-monthly meetings. By having a diverse background within the Executive Board, we are better able to focus our efforts on maintaining a diverse membership of students in the College of Business and Economics, as well as other colleges.
Weaknesses:

**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 plan on using an “early-bird” strategy in our fundraising, doing a good deal of it early in the year, rather than waiting. This strategy can help us by allowing us to build a strong foundation of funds for our future endeavors. We will also strive to provide IMC related services to local companies in order to raise money.

**Membership Involvement:** We found that membership numbers and involvement have been a struggle for the organization in recent years. We have not only struggled with maintaining consistent attendance and participation of our current members, but also with recruiting new members. As a way of tackling these issues, we offer members hands on activities, interesting speakers, and activities in the local community. By doing so, we hope to tackle both of these problems and reignite interest in our activities.

**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. 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. The ratio of organizations compared to the size of the student population further increases competition, with a large number of organizations across all disciplines being offered to comparatively small student population.

**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.

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**Section B**

**Professional Development**

**Goal:** To prepare members for a wide array of marketing career fields through involvement of competitions, networking opportunities, resume and portfolio workshops, and developing marketing strategies for local events.
Objective: Allow members to engage in AMA sponsored competitions through participation and active involvement to further their understanding of marketing while gaining real world experience.

Strategies:

- Participate in the AMASavesLives competition in order to create awareness for the importance of organ donation not only at Radford University, but also in the surrounding community through word-of-mouth, events, social media communication, and our chapter's website.
- Actively participate in other AMA sponsored competitions that are of interest to our chapter's members to gain real world marketing experience and promote creativity and a competitive environment.

Objective: To allow members the opportunity to hear professional speakers and engage in networking opportunities.

Strategies:

- Invite a wide array of professionals who have already well established careers in the field of marketing come to campus to discuss different career positions with an emphasis on day-to-day routines and responsibilities, how they got to their current positions, and what makes a successful marketer.
- Allow students ample time for networking opportunities with these marketing professionals who are local to Radford University in order to discover what the area has to offer.

Objective: Allow members the opportunity to hear and gain valuable knowledge on resume and portfolio development in order to be competitive in the future job market.

Strategies:

- Invite the director of Radford University Career Services to one of our general meetings in order to discuss online resources for students to help build an impressive and strong resume and portfolio.
- Inform students about internship opportunities locally and throughout Virginia and also discuss techniques on how to ace an interview.

Objective: Allow chapter members the opportunity to develop and execute successful marketing strategies and tactics through the marketing and promotion of local events.

Strategies:

- Help a local county agricultural fair raise awareness, interest, and attendance through developing new creative marketing strategies.
Section C
Community Service

**Goal:** To be involved with as many organizations and causes as possible with as many members as possible. To go above and beyond to help those in our community while expanding our knowledge base on marketing and networking.

**Objective:** To become involved with the local public elementary schools to assist with tutoring or simply to just spend time with those children whose parents cannot afford after school care.

**Strategies:**

- Contact the Radford/Pulaski Elementary School Director with our ideas and intentions.
- Elaborate more with members on schedules of availability and further ideas on ways to help children.

**Objective:** To assist local businesses in advertising their company to those students at Radford University.

**Strategies:**

- Contact local businesses that would want us to get the word out about their business.
- Come up with a method of advertising for these companies in a way that would assist our members with real world marketing experience.

**Objective:** Create opportunities for members and non-members to help out in other random community service events that we plan on being a part of: SPCA, canned-food drive, a walk for a cause, cancer awareness, blood drives, etc.

**Strategies:**

- Contact the individual in charge of these organizations or ideas to be able to communicate our intentions and make our willingness to help out known.
- Reserve times at the Hurlbert Center to set up interest tables to collect donations for specific causes.
• Pass out flyers and send E-mails to members and non-members about what we plan on doing and how they can help.

Section D  
Fundraising

**Goal:** To host fundraising activities that will benefit the organization financially so that we may support the activities and programs in hopes that as a whole, the organization will function more efficiently.

**Objective:** Minimize individual cost to attend the International Collegiate Conference by raising $1,000 in funds during the 2010-2011 academic year; and also have money for events and programs that we want to host.

**Strategies:**

- Host a raffle for prizes donated by local businesses, restaurants, and sports teams.  
  Estimated $200 profit
- Host a raffle specifically targeted to the audience at Radford University basketball games.  
  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
- Host a game tournament for members in the community at a local restaurant Sharkey’s.  
  Estimated $100 profit

Section E  
Membership

**Goal:**  
*Increase AMA membership not only through the College of Business and Economics, but throughout other colleges at Radford University as well.*  
*Get more members involved so that they feel a sense of responsibility and value hopefully to result in a larger attendance at general meetings.*

**Objective:**  
*Continue to increase active membership throughout the entire year, not just at the beginning.*
Strategies:

- Provide an interest meeting each semester so that students who could not join at the beginning of the semester or were unsure about the club are able to join at a later date.
- During general meetings, make it clear to members that we want them to feel that they are a part of AMA and that giving the executive members advice can help us reach greater excellence as a whole.
- Provide flyers that are not plain and simple but more exciting so that it catches the prospects eyes. These flyers will include information regarding what our club is about as well as when and where the meetings will be held.
- Participate in Radford Universities club fair to provide students information about our club.
- Participate in Radford Universities career fair (for College of Business and Economics students only) to try to reach out to the business students and tell them what AMA is all about.

Objective: Increase attendance as well as make the members more active and feel that they are a part of an organization to provide more enjoyment for them.

Strategies:

- Provide socials at the end of each semester to let members get to know each other so that they feel more comfortable and get to know everyone a little bit better.
- Provide more interesting speakers for the members so that they do not hear the same thing at every meeting.
- Send out emails to members in advance to let them know what is coming up.
- Provide incentives for members so that they are more likely to come to meetings.
- Heavily emphasize to members that AMA is a wide known organization and has many benefits to joining.

Section F
Internal and External Communication

Goal: To keep members and faculty fully aware of meeting and projects.

Objective: To advertise and promote events, meetings, speakers and fundraising projects to all members and faculty.

Strategies:

- Create an e-mailing list for those students who signed up at club fair and keep them updated on meetings/events.
Section G
Chapter Operations

Goals:

- To facilitate the operations of Radford University's AMA chapter in a structured and professional manner.
- Encourage teamwork and innovation to achieve chapter excellence.
- Gain experience by assisting the university and community with marketing/promotion.

Objectives:

- Organize and record AMA member attendance and participation.
- Present executive members with precise documentations of meetings, upcoming events, and future projects.

Strategies:

- Utilize excel spreadsheets to manage members dues, attendance, and duration of membership.
- Use intuition and creativeness in group discussions and meetings to generate productive ideas.
- Provide organized agenda’s to members to remain focused and punctual.

Section H
Calendar of Events

Calendar of Events (Tentative Schedule)

September 2010:

- 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 8th to provide information to prospective members.
Highlander Chapter of the American Marketing Association

- Marketing representative from Roanoke Times presented a speech to members on September 22, 2010
- Executive Members met on the 15th and 29th of September to discuss how to improve our chapter plan and strategies.

October 2010:

- General Body Meeting scheduled for the 6th and 20th.
- Executive Meetings are scheduled for the 13th and 27th.
- Speaker TBA

November 2010:

- General Body Meetings scheduled for the 3rd and 17th.
- Executive Meeting is scheduled for the 10th.
- Speaker TBA

December 2010:

- General Body Meeting scheduled for the 1st.
- Executive Meeting scheduled for 8th.
- Final Exam Week 13th-16th
- Speaker TBA

January 2011:

- General Body Meeting scheduled for the 19th.
- Executive Meeting scheduled for the 26th.
- Speaker TBA

February 2011:

- General Body Meetings scheduled for 2nd and 16th.
- Executive Meetings scheduled for the 9th and 23rd.
- Speaker TBA

March 2011:

- General Body Meetings scheduled for the 2nd and 23rd.
- Executive Meetings scheduled for the 16th and 30th.
- Speaker TBA

April 2011:

- General Body Meetings scheduled for the 6th and 20th.
• Executive Meetings scheduled for the 13th and 27th.
• Hold elections for the remaining officers for Fall 2011.
• End of the year social TBA.

Section I
Budget

<table>
<thead>
<tr>
<th>OPERATING REVENUE</th>
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<tbody>
<tr>
<td>Beginning Budget</td>
<td>$2,759</td>
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<tr>
<th>OPERATING EXPENSES</th>
<th>Fall’10</th>
<th>Spring’11</th>
<th>Annual</th>
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<tbody>
<tr>
<td>Basketball raffle</td>
<td>$100</td>
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<td>$100</td>
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<td>Local Business Raffle</td>
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<td>Game Tournament</td>
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<td>$200</td>
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<td>Doughnut sale</td>
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<td><strong>Total Fundraising Expenses</strong></td>
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<td><strong>$230</strong></td>
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<td>Event Expenses</td>
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<td><strong>$3,520</strong></td>
<td><strong>$5,020</strong></td>
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<td><strong>Total Expenses 2010-2011 AY</strong></td>
<td><strong>$2,150</strong></td>
<td><strong>$3,900</strong></td>
<td><strong>$6,050</strong></td>
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INCOME

| Fundraising          | $1,000  | $650   | $1,650 |
| Membership Dues      | $1,800  | $1,800 | $3,600 |
| Sponsorship from COBE| $500    | $0     | $500   |
| Sponsorship from Campus Activity Board | $500 | $0 | $500 |
| **Total Income 2010-2011 AY** | **$3,800** | **$2,450** | **$6,250** |