



# HUSKY AMA

LEADING THE PACK. CHASING SUCCESS

AMERICAN MARKETING ASSOCIATION OF  
**ST. CLOUD STATE UNIVERSITY**  
HERBERGER BUSINESS SCHOOL

CHAPTER PLAN **2016-2017**

St. Cloud State University  
**American Marketing Association**  
Chapter Plan 2016-2017

We would like to welcome you to the AMA Chapter at St. Cloud State University. Our organization, also known as Husky AMA, intends to raise the bar by establishing an environment of constant innovation and advancement. As we continue to carry out our values we will enable our members to successfully position themselves in the business world by applying marketing principles through Community Service, Professional Development, and Leadership.

We are proud to declare, highlight, and enhance our Chapter's aspirations for the upcoming year.

Best Regards,  
Husky AMA's Executive Board



**HUSKY AMA**  
LEADING THE PACK. CHASING SUCCESS

<b>Co-Presidents</b>	Addison Thein and Hanna Veitz
<b>VP of Professional Development</b>	Montgomery Jacks
<b>VP of Community Service</b>	Ashlyn Watkins
<b>VP of Fundraising</b>	Alexander Waters
<b>VP of Membership</b>	Allison Winger
<b>VP of Communications</b>	Johnnathan Son
<b>VP of Finance</b>	Zachary Schoonmaker
<b>Director of Graphic Design</b>	Andrew Jacobson



# TABLE OF CONTENTS

<b>04</b>	Chapter Goals & SWOT Analysis
<b>06</b>	Professional Development
<b>07</b>	Community Service
<b>08</b>	Fundraising
<b>09</b>	Membership
<b>10</b>	Communications
<b>11</b>	Operations
<b>12</b>	Calendar
<b>13</b>	Budget



# CHAPTER GOALS & SWOT ANALYSIS

## MISSION STATEMENT:

"To enable our members to successfully position themselves in the business world by applying marketing principles through Community Service, Professional Development, and Leadership."

## CHAPTER GOALS:

- Further develop communication networks by fostering relationships with the local St. Cloud community and alumni
- Prosper membership retention and growth utilizing innovative and adaptive approaches
- Incorporate interactive guest speakers during weekly meetings
- Integrate career services and relations within campus to expand professional networks

## TARGET MARKET:

**Primary** - Marketing and Management majors  
**Secondary** - Mass communications and other business majors

## CHASING SUCCESS

With increasing competition in the business world, Husky AMA aims to give our members the skills needed to be successful in their professional careers after graduation. We believe we have the ability to play an important role in forming the next generation of business leaders through professional development, networking, and serving the community.

## STRENGTHS:

- Ability to incorporate the Marketing Department, Professors, and the Career Services Center on campus
- Integration of leadership opportunities that have led to professional development and career placements
- Insightful and experienced advisor who is skilled and knowledgeable within all aspects of marketing
- Determined and enthusiastic executive board with unique attributes and diverse talents
- Continuous learning develop during weekly meetings
- Ability to confide and collaborate with other business organization on campus

## WEAKNESSES:

- Recruitment and retention of members
- Undetailed transitions into executive board positions annually
- Allocating appropriate time to form and execute workshops
- Majority of members nearing graduation
- Lack of funds to support aspired networking events and business trips
- Collaboration with other AMA chapters
- Schedule conflicts due to student work obligations

## OPPORTUNITIES:

- Collaboration with other AMA chapters in the Minnesota/ Wisconsin area and MN AMA
- Outreach to the campus community through multiple platforms the college has provided
- Utilize social media platforms to enhance network abilities among professionals

## THREATS:

- Loss of membership due to competing business organizations
- Lack of student involvement in extracurricular activities
- Loss of dedicated members due to graduation
- Student time commitment to internship and job opportunities

# PROFESSIONAL DEVELOPMENT

## INITIATING REAL WORLD EXPERIENCES

**Goal:** Provide members with opportunities to acquire relationships with business professionals.

**Strategy:** Incorporate guest speakers that offer interactive and relevant presentations. Integrate workshops to enable members to better position themselves for interviews, internships, and careers.

**Metrics:**

- Provide 9 speakers per semester.
- Organize 4 career building workshops per semester

## COLLABORATIONS

**Goal:** Create a collaborative environment with other organizations to provide beneficial relationships

**Strategy:** Work directly with the Business Student Executive Council (BSEC) and other AMA chapters to increase networks and excitement

**Metrics:**

- Invite other organizations to one speaker per semester
- Contact another AMA chapter to formulate ideas on how to grow and retain members

## INTERNATIONAL COLLEGIATE CONFERENCE

**Goal:** Allow members to expand their professional networks by attending an International Conference

**Strategy:** Create excitement and encourage members to partake in opportunities to network with other chapters around the country. Work directly with the VP of Fundraising to provide members with financial means to attend. Obtain corporate sponsorships to cover travel and conference fees.

**Metrics:**

- Have 8-10 members attend the International Collegiate Conference in New Orleans
- Invite 2-3 active general members to attend



The winners of our workshop, "Market a Product."

# COMMUNITY SERVICE

## MARKETING CAMPAIGNS:

**Goal:** Execute campaigns that benefit the city of St. Cloud while allowing members to use marketing principles in real-life situations.

**Strategy:** Work directly with Central Minnesota Habitat for Humanity Restore communications department. Create, develop, and execute marketing strategies by utilizing multiple social media platforms.

**Metrics:**

- Have members work one shift a month at the Restore
- Select 4 members to work on social media posts weekly

## COMMUNITY SERVICE COMMITTEE:

**Goal:** Create a committee to work directly with the VP of Community Service to increase overall involvement in service events.

**Strategy:** Assign an event coordinator for each event throughout the year. This individual will be responsible for marketing, recruitment, organization, and execution of each given event.

**Metrics:**

- Gather a committee of 2-3 motivated members
- Meet once a week to plan and overview past events

## CITY OF ST. CLOUD:

**Goal:** Volunteer within the St. Cloud Community to create a lasting impact.

**Strategy:** Participate in events directly benefiting the community while encouraging member involvement. Provide students with networking and professional development opportunities throughout the community while impacting future generations.

**Metrics:**

- Take part in one event a month that benefits the city of St. Cloud
- Establish a relationship with the Central Minnesota Habitat for humanity
- Participate in seasonal city events including Pumpkinfest
- Participate in Trick-O-Canning to collect canned goods and donate to the Salvation Army
- Encourage participation of 6 or more members per event

## ADDITIONAL SERVICE ACTIVITIES:

**Adopt-A-Highway:** Coordinate a team of 8 or more volunteers for one clean up event per semester

**Polar Plunge:** Form a team of 8 or more members to raise awareness for the Special Olympics

**Relay for life:** Create a team of 6 or more members to raise money for Cancer research



# FUNDRAISING

**Overall Goal:** Raise \$7,000 within the academic year

**Overall Strategy:** Obtain funds through sponsorships and fundraising events to support the organization. Encourage student participation using incentives.

## CORPORATE SPONSORSHIPS:

**Goal:** Acquire sponsorships from local companies to increase funds.

**Strategy:** Leverage past connections by reaching out to small and large corporations through personal meetings and cold calling. Develop a sponsorship request form to be distributed to companies we contact.

### Metrics:

- Raise \$2,500 through five or more corporate sponsorships
- Utilize funds to help members attend the International Collegiate Conference

## EVENTS:

**Goal:** Raise funds for Husky AMA through innovative and interactive new fundraising events.

**Strategy:** Inspire and encourage member involvement through incentives. Increase relevancy using marketing strategies and tactics to promote the Ugly Sweater Bowling event in the fall and continued involvement in restaurant promotions throughout the spring.

### Metrics:

- Have a total of 6 members working concession events each semester to raise \$1,500
- Have an attendance of 30 members at Ugly Sweater Bowling to raise \$300
- Use crowdfunding sites to raise \$200
- Earn \$500 promoting restaurants bringing them higher volume in return for commission
- Apply for grants from SCSU executive and student segments to raise \$2,000



Husky AMA members working concessions at the Women's Hockey Game

# MEMBERSHIP

## RECRUITMENT:

**Goal:** Increase membership of underclassmen, upperclassmen and international students through recruitment strategies.

**Strategy:** Perform class presentations in upper and lower business core classes to create awareness of our organization and add sustainable growth. Be in attendance two of the biggest recruitment events on campus: Mainstreet and Sidestreet.

### Metrics:

- Have 20 registered members for fall semester
- Increase total membership by 25 members
- Complete all class talks by October 25th

## RETENTION:

**Goal:** Increase retention rate of current members to sustain Husky AMA for future years.

**Strategy:** Allow members to express interests within the organization by utilizing new member surveys. Provide members with relevant information and leadership development.

### Metrics:

- Remind members of the point system that rewards and recognizes members for active involvement
- Implement membership questionnaire by October 12th, 2016 for fall semester and January 25th, 2017 for spring semester

## SOCIALS:

**Goal:** Plan social events to create organizational synergy.

**Strategy:** Use weekly meetings and social media platforms to promote social events. Create a welcoming environment for both new and active members alike to interact with one another.

### Metrics:

- Offer 2-3 socials each semester
- Have 10 members in attendance at each social event
- Have a total of 15 members attend each banquet



VP of Membership and VP of Communications focusing on recruitment.



# COMMUNICATIONS

## SOCIAL MEDIA:

**Goal:** Promote Husky AMA using existing social media platforms.

**Strategy:** Form a Social Media Committee to manage all platforms. Use content to update members on events and share relevant business information. Engage members utilizing Husky AMA's goals and missions.

### Metrics:

- Create a committee consisting of 6 members and 1 Graphic Designer
- Committee members will post weekly and record measurements
- Increase Likes on Facebook by 20 per month
- Increase followers on Twitter by 25 per month
- Increase Instagram followers by 10 per month

## WEBSITE:

**Goal:** Relaunch and update the website. Strive to provide professional design and implement an informative experience for members, non-members, and those who wish to learn more about Husky AMA.

**Strategy:** Create a clean, simple, modern, and user-friendly design. Ensure information is relevant and up-to-date for the year.

### Metrics:

- Update and create new content on the website weekly
- Post 2 or more blog posts per month

## ALUMNI PANEL:

**Goals:** Provide members with an opportunity to connect with alumni who can inspire and give insider tips to success. Obtain insight and further knowledge about the professional business world.

**Strategy:** Establish connections with alumni and offer members an interactive way to connect with them. Host an alumni panel to provide members with advice on the professional world.

### Metric:

- Update the alumni database
- Relaunch Husky AMA LinkedIn page
- Increase LinkedIn by 50 members by the end of the year
- Have 3-4 individuals participate on the panel

## END OF THE YEAR EVENT:

**Goal:** Promote Husky AMA to the public, gaining new members. Give current members a fun end of the year event to relieve stress from studying for final exams.

**Strategy:** Use social media as the main promotion tool. Create flyers and posters to spread around campus.

### Metrics:

- Promote and record number of new members
- Have 50 or more participants
- Fundraise for next year by selling food and raffles



Samples of our graphics for social media

# OPERATIONS

## CHAPTER OPERATIONS:

**Overall Goal:** Provide members with the tools needed to gain a competitive edge in the business world.

**Overall Strategy:** Continue to bring in interactive speakers and workshops to our general meeting for maximum growth and development outside the classroom.

## BOARD TRANSITIONS:

**Goal:** Successfully transition future executive board members so the organization can continue to grow in the future.

**Strategy:** Keep records of all documentation with important information and dates to pass onto the new board. Host a transition workshop with the future 2016-2017 executive board. Two outside training sessions will be required for each position's successor which will cover materials, SOP, and other tasks within that position.

## ORGANIZATIONAL STRUCTURE CHART/ EXECUTIVE BOARD STRUCTURE:

This year we have adjusted our internal structure to accommodate the roots of our organization. Going back to the basics for our executive board has been a beneficial way to ensure the quality of the organization can be upheld. Last year, we believe we increased the effectiveness of the executive board by moving the Vice-President position into Co-Presidency. This year, we decided to disperse the role of Administration to avoid confusion of responsibilities.

## GENERAL MEETINGS:

**Goal:** Increase quality of speakers at weekly meetings to promote higher retention and engagement from members.

**Strategy:** Provide speakers with suggested topics for better member engagement. Utilize variety in weekly meetings utilizing interactive speakers, workshops, and alumni panels.

## CHAPTER PLAN:

**Goal:** Clearly outline Husky AMA's goals and strategies for the year to be successfully carried out through the Chapter Plan by utilizing planning workshops.

**Strategy:** Review top chapter plans and annual reports. We will continue to utilize Google Drive to organize all important documents and information for board members to access.

# CALENDAR

## August

31: Mainstreet

## September

14: Meet the board/market a product  
 21: Northwestern Mutual  
 22: Adopt-a-highway cleanup  
 27: Career Day  
 28: Ancona  
 28: Toppers fundraiser  
 31: Concessions

## October

1: Concessions  
 2: Concessions  
 5: Workshop- Design a social media post  
 12: MN AMA  
 19: Starkey Hearing Foundation  
 21: Pumpkinfest volunteer event  
 26: Marco  
 31: Trick-O-canning volunteer event

## November

2: Workshop  
 9: Target Center  
 16: DAYTA marketing  
 18: Ugly sweater bowling fundraiser  
 23: **NO MEETING THANKSGIVING**  
 30: Lexica Comm

## December

1: Fall Banquet  
 7: Workshop

## January

11: Workshop  
 18: Speaker  
 25: Speaker  
 27: Internship fair

## February

1: Workshops  
 8: Speaker  
 15: Speaker  
 18: Polar Plunge  
 22: Speaker

## March

1: Workshops  
 15: Speaker  
 16-18: AMA International collegiate conference  
 22: Speaker  
 29: Speaker  
 30: Spring banquet

## April

5: End of year recap and introduction of executive board for 2017-2018  
 7: Relay for life volunteer event  
 12: Annual finals week stress relief event





# BUDGET

<b>MEMBERSHIP</b>		<b>MEMBERSHIP</b>	
National Dues	\$2,397	National Dues	\$2,397
Local Dues	\$1,428	Local Dues	\$200
Banquets	\$1,000	Banquets	\$1,000
<b>FUNDRAISING</b>		<b>COMMUNICATIONS</b>	
Sponsors	\$2,500	Communications Expense	\$100
Events	\$500	<b>COMMUNITY SERVICE</b>	
Concessions	\$3,000	Event Expense	\$100
		<b>PROFESSIONAL DEVELOPMENT</b>	
		National Conference (NOLA)	\$4,000
		<b>OPERATIONS</b>	
		Printing	\$100
<b>TOTAL EXPECTED REVENUES</b>	<b>\$10,825</b>	<b>TOTAL EXPECTED EXPENSES</b>	<b>\$7,897</b>
		Net Gain/Loss	\$2,928
		Beginning Balance	\$3,756
		<b>ENDING BALANCE</b>	<b>\$6,684</b>

