

**Saint Joseph's University**

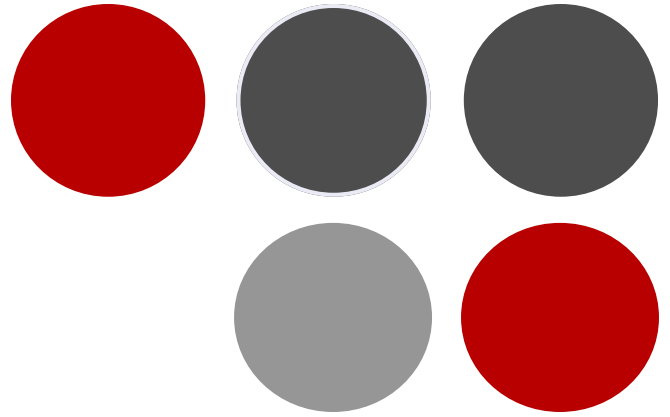
**American Marketing Association**

# Get Into the Game!

**Chapter Plan 2010 - 2011**

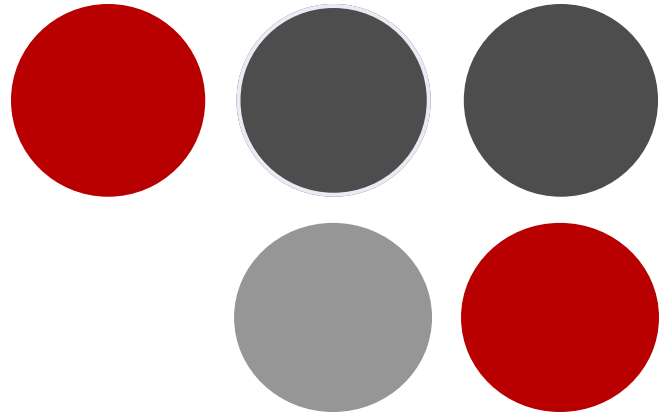


Saint Joseph's University  
5600 City Line Avenue  
Philadelphia, PA 19131



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# Chapter Overview

## EXECUTIVE SUMMARY

The Saint Joseph's University (SJU) chapter of the American Marketing Association continues to be the largest academic organization on campus. While it has gained this title due to its size, it is a true testament of its quality. Without the reputation for strong professional development, effective communications and its regard for the community, the organization would not be as well established on campus.

The SJU chapter strives to be recognized as a superior organization on campus but also the top American Marketing Association National Collegiate chapter. This plan will be used as the outline for our success.

## MISSION

To provide each member with a valuable link between the study of marketing and the professional world of business through a variety of activities, speakers, group-interactions and individual success.

## TARGET MARKETS

**PRIMARY:** Marketing Majors and Minors

**SECONDARY:** Students studying in the Haub School of Business

**TERTIARY:** English and Communication majors

## SAINT JOSEPH'S UNIVERSITY

### LOCATION

Philadelphia, PA

### FOUNDED

1851

### ENROLLMENT

4,550 Undergrad.

2,780 Graduate

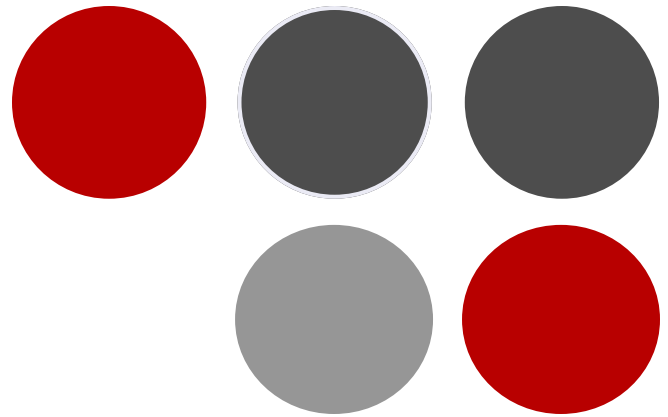
### ACTIVITIES

20 Varsity Sports

30 Intramural Clubs

Over 100 Student  
Organizations

# SWOT Analysis



## STRENGTHS

- Highly motivated Executive Board with various personal networks and resources.
- Reputation for leadership and professional development.
- Approximate 1:8 executive to associate ratio.
- Engaging social media attracts high following.
- Strong existing relationships with other business organizations across campus.

## WEAKNESSES

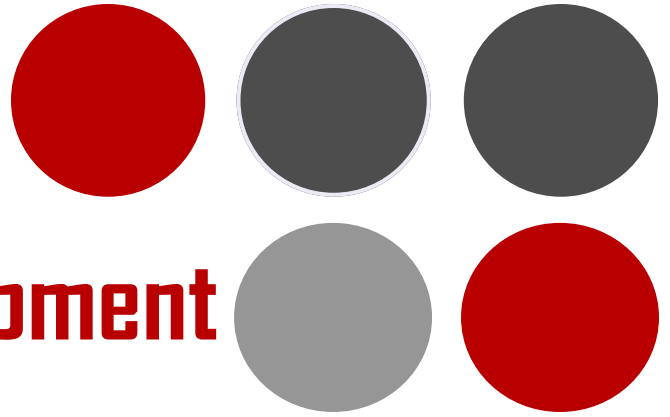
- High annual board turnover leading to an adjustment period.
- Lack of involvement in competitions from general members.
- Lack of financial stability due to high conference cost in the Spring.

## OPPORTUNITIES

- Proximity to Philadelphia, PA and New York City, NY allowing for more better quality speakers and on-site visits.
- Economic climate is forcing students to diversify their resumes.
- This year will mark the largest freshman class to enter Saint Joseph's University.

## THREATS

- Economic climate is tightening student's budgets lessening their willingness to pay dues.
- Competing majors can take marketing students.
- Competing student organizations meet at the same time and days of the week.



# Professional Development

## GENERAL MEETINGS

**GOAL:** Offer at least 4 meetings each semester with an average attendance of 30 members and 10 nonmembers.

**STRATEGIES:** Highlight different facets of marketing that our members may consider pursuing. Meetings will be held the same day of the week, time and location each month to maintain consistency.

## CO-SPONSORED EVENTS

**GOAL:** Cut cost and increase awareness to nonmembers of various majors. Plan a minimum of two co-sponsored events each semester.

**STRATEGIES:** Contact the Career Development Center and all business-related organizations along with any others that may be interested in a specific guest speaker or topic.

## PROFESSIONAL DEVELOPMENT WORKSHOPS

**GOAL:** Offer a minimum of 6 workshops over the year with attendance by 15 members and 5 nonmembers.

**STRATEGIES:** Prepare members to find and land their dream jobs by teaching them how to write résumés that stand out, master interviews, and exhibit the proper etiquette in the workplace.

## REGIONAL CONFERENCES

**GOAL:** Have at least 4 members attend one conference each semester.

**STRATEGIES:** Strengthen SJU AMA's relations with fellow chapters while gaining knowledge on cutting edge marketing techniques that can be shared with our chapter following the conference.

## COMPETITIONS

**GOAL:** Participate in 75% of the competitions.

**STRATEGIES:** Offer Competition Committee members hands-on opportunities to showcase marketing abilities and work as a team.

## MARKETING WEEK

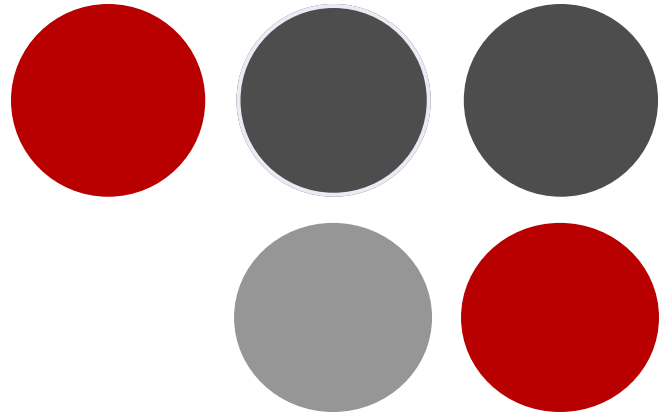
**GOAL:** Offer five events that attract members and nonmembers alike.

**STRATEGIES:** Provide varied events encompassing community service, professional development and networking with professionals to highlight what our organization is all about.

## CHALLENGE:

Create successful events factoring in our chapters financial limitations in addition to our members busy schedules while maintaining our chapters mission.

Utilize strategies such as varying meeting times and days of the week in order to find a more effective balance, ultimately leading to an increase in member attendance.



# Community Service

## **NATIONALLY: ORGAN DONATION**

**GOAL 1:** Execute two Organ Donation Events each semester recruiting 40 donors per event.

**GOAL 2:** Generate buzz around 2 videos per semester on organ donation. Gain 250 views and 10 comments for each video.

**GOAL 3:** Participate in 14 of the 18 AMA Saves Lives Competitions.

**STRATEGIES:** Increase awareness of the need for organ donation through events and social media. Require strong committee involvement to increase their social media and communication skills.

## **LOCALLY: ANTI-VIOLENCE IN PHILADELPHIA**

**GOAL 1:** Create and market a viral marketing campaign gaining 1,000 views each semester.

**GOAL 2:** Host a Symposium with 200 attendee's in the Fall, 50 of the attendee's being members.

**GOAL 3:** Offer marketing insights to Philadelphia's youth at a summer camp, with a minimum of one member attending each day for three weeks.

**STRATEGIES:** In partnership with the Saint Joseph's University Sociology Department, raise awareness of the current climate within Philadelphia to the people of Philadelphia and the surrounding areas. Show the lack of progress we as a city have made over the past ten years. Emphasize the need for decreased violence and better cooperation with the Police. Lead Philadelphia's youth by example.

## **GENERAL COMMUNITY SERVICE**

**GOAL:** Volunteer at two cause-related Walks or Runs over the course of the next year, with 40 member participants overall.

**STRATEGIES:** Offer free services to those participating and planning events, while gaining the opportunity to observe from behind the scenes the way non-profits increase participation, communicate their message and execute large scale events.

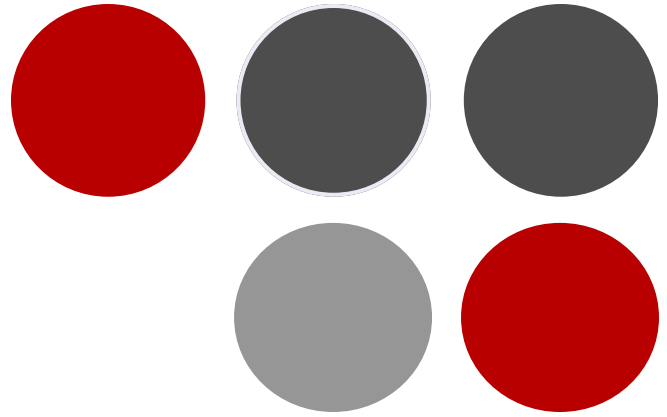
## **CHALLENGE:**

Our chapter aims to maintain a strong focus on community service. Our goal is to incorporate the executive committee and general members marketing skills to better serve our community.

This year our chapter has decided to focus our community service efforts on two specific philanthropic causes:

(1) Nationally,  
AMA Saves Lives

(2) Locally,  
Anti-Violence in  
Philadelphia



# Fundraising

## CONSULTING

**GOAL:** Plan and execute one major paid marketing consulting project for the year, totaling \$5,000.

**STRATEGIES:** Offer marketing services to a nonprofit organization.

## STUDENT LIFE GRANT

**GOAL:** Obtain \$3,400 from Student Life Grant.

**STRATEGIES:** Utilize guidelines outlined on 2009-2010 Grant Application to achieve grant goal of providing a leading academic organization on campus.

## SPONSORS

**GOAL:** Cover the registration cost for the International Collegiate Conference for 9 members totaling an estimated \$1,800.

**STRATEGIES:** Represent students of the marketing department at various events. Aide in advertising and communications as needed.

## SALES RELATED FUNDRAISERS

**GOAL:** Increase revenue by \$6,000 through sales related events.

**STRATEGIES:** Utilize advertising and communication skills to sell finals care packages, pint glasses, flowers and other similar products to family members and friends around campus.

## ONLINE AUCTION

**GOAL:** Raise \$1,000 through the auction of various desirable products.

**STRATEGIES:** Target alumni by means of email and social media to raise awareness of website hosting the auction. Auction items include: tickets and autographed merchandise from the Philadelphia Eagles, 76ers, Flyers, etc/

## MARKET RESEARCH SURVEYS

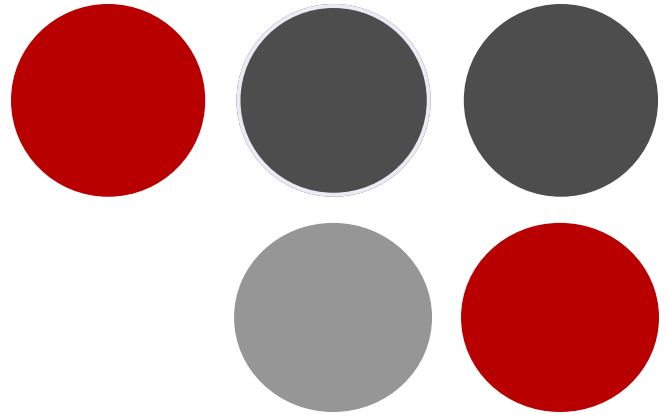
**GOAL:** Complete 250 surveys each semester, totaling \$800.

**STRATEGIES:** Member's of the Fundraising committee will gain valuable insights on creating effective survey's while completing survey's produced by leading market research firms.

## CHALLENGE:

Gearing up for nationals, we aim to raise approximately \$9,000 to send eight executive members plus one general member to the International Collegiate Conference in 2011.

Last year we had a tough time financially in the Spring so this year we plan to focus the majority of our efforts in the fall.



# Members

## RECRUITMENT

**GOAL:** Recruit 20 new members in the Fall and 10 new members in the Spring, while retaining pre-existing members.

**STRATEGIES:** Maintain a strong freshman and underclassmen focus by having information booths set up on move-in day, the first day of class and during the activities fair. In addition, the Vice-President of Membership will speak to all marketing classes sharing information on upcoming events.

## INFORMATION SESSIONS

**GOAL:** Provide one information session per semester with attendance from members and nonmembers of various majors.

**STRATEGIES:** Select a time at the beginning of the semester before other organizations begin meeting so that members and non-members can learn about the benefits of membership and upcoming events. Attendees will be able to ask questions and offer insights into the types of events they hope to see in the future.

## MEMBER INSIGHTS

**GOAL:** Collect meaningful data on members such as major, graduation year, membership expiration date, attendance and participation.

**STRATEGIES:** Require a short survey to be completed upon renewing membership with questions that will help us improve our communications and effectiveness. (i.e. membership expiration, etc.)

## SOCIAL GATHERINGS

**GOAL:** Hold 2-3 informal social gatherings each semester with an average attendance of 20 members to each event.

**STRATEGIES:** To create another setting that fosters lasting and meaningful relationships amongst our members.

## MEMBERSHIP APPRECIATION

**GOAL:** Encourage continued attendance and participation.

**STRATEGIES:** Reward top members who regularly attend as well as actively participate in meetings with gifts of thanks at the end of each semester. The overall top member will accompany the executive board to the Annual Collegiate Conference into the Spring.

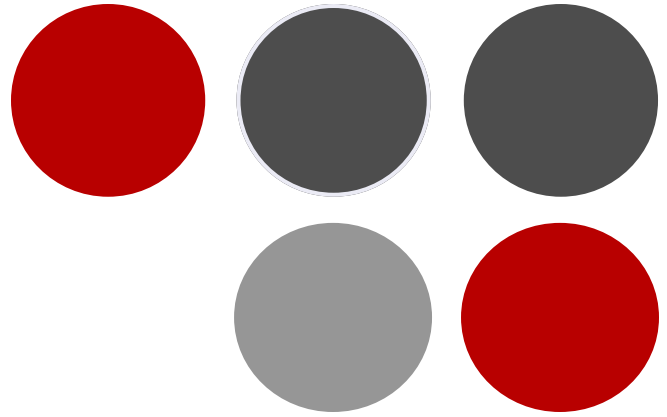
## CHALLENGE:

Create an environment where students see value in becoming paying members throughout their college years— even as freshmen and post-graduation.

## GOALS:

Increase total membership by 10%.

Balance the proportion of Underclassmen and Upperclassmen.



# Communication

## **INTERNAL COMMUNICATIONS:**

### **ELECTRONIC UPDATES**

**GOAL:** Inform members of important meeting information biweekly.

**STRATEGIES:** We do not wish to overwhelm any members inbox, so our emails will compile highlights of upcoming events including speaking topics, short descriptions of new internships that have been brought to our attention, as well as any note-worthy marketing topics that have been in the news.

## **EXTERNAL COMMUNICATIONS:**

### **WEBSITE**

**GOAL 1:** Establish a user-friendly website where information can be easily found.

**GOAL 2:** Receive recognition for our website at the Annual Conference.

**STRATEGIES:** Provide written information about our events as well as any necessary forms. Update on a regular basis to ensure all of the latest information is available.

### **SOCIAL MEDIA**

**GOAL 1:** Engage followers 4-5 times each week on Facebook, LinkedIn and Twitter.

**GOAL 2:** Increase following engagement by 15% over the course of each semester.

**STRATEGIES:** Maintain large following by posting information about the job market, internships, note-worthy marketing campaigns, and chapter happenings. Encourage followers to provide their thoughts on our postings.

### **ADVERTISING MEDIUMS**

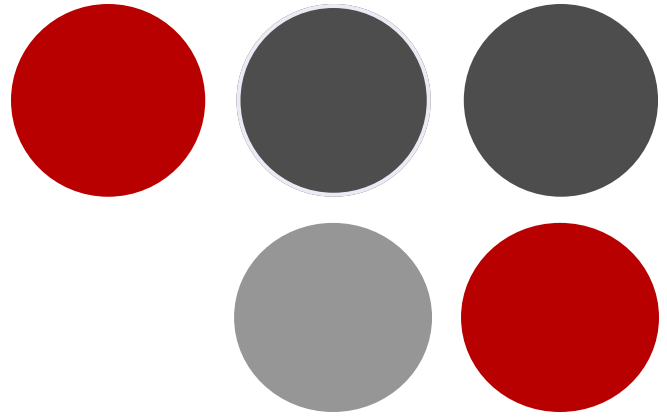
**GOAL 1:** Stand out amongst the noise around campus.

**GOAL 2:** Utilize traditional and nontraditional methods to ensure important information reaches our target markets leading up to events.

**STRATEGIES:** Use flyers across the campus, balloon drops within the business school and cafeteria, on-screen advertisements throughout the business school, social media postings and YouTube videos online. The combination of methods will differentiate us from other organizations across campus and help us rise above the noise.

## **CHALLENGE:**

Ensure members and nonmembers within the Saint Joseph's community are aware of all events and meetings, and share the value of their attendance.



# Chapter Operations

## ORGANIZATIONAL STRUCTURE

**GOAL:** Maintain the successful leadership structure of our chapter.

**STRATEGIES:** To maintain our leadership hierarchy, the incoming elected officials will begin shadowing executive board members one full month before assuming their positions.

## EXECUTIVE POSITIONS

**GOAL:** Create a position representing important areas of our chapter.

**STRATEGIES:** Appoint one President and one Vice President of each of the following: Advertising, Communications (internal and external), Community Service, Competitions, Event Planning (professional development), Finance, Fundraising, and Membership. Allow for each Vice President to elect a committee to aide in the execution of their positions responsibilities.

## COMMITTEES

**GOAL:** Implement a committee to work under each Vice-President with the exception of Finance. Plan for committees to meet one to two times each month with a minimum of five participants in each committee.

**STRATEGIES:** Improve participation and encourage further involvement by members by providing them with real world experience on close-knit teams.

## EXECUTIVE BOARD

**GOAL:** Offer 22 meetings over the course of the year, maintaining at least 85% attendance per meeting.

**STRATEGIES:** Delegate chapter operations across the executive board to achieve a smooth flowing organization that allows for the development of marketing and business skills necessary for members to succeed in a professional environment. This will require assessing our performance in comparison to our objectives and making any necessary adjustments regularly.

## EXECUTIVE BOARD EVALUATIONS

**GOAL:** Offer constructive feedback at least once per semester to each member of the board.

**STRATEGIES:** To ensure our executive board is performing to the highest standard, each member will fill out an evaluation survey on each member of the board. The results will be given to the President who will meet with each member to review responses and discuss future strategies.

## CHALLENGE

Create a proactive environment where executive board members can efficiently conduct planning session while receiving constructive feedback on performance.

# Calendar of Events

## FALL SEMESTER

### JUNE- JULY

CS: Volunteer at Ignatius Collegiate Connection Camp for 3 Weeks  
CS: Film (3) three anti-violence viral videos

### AUGUST

CS: Bike Towards the Cure Silent Auction  
M: Move-In Day Recruitment Events  
CS: Move-In & Save A Life Event

### SEPTEMBER

EBM: Four Scheduled  
M: Student Activities Fair  
M: Meet & Greet  
GM: Kick-Off with Drink Philly on Social Media  
PR: Fall Career Fair  
CS: Volunteer at ING Rock 'n' Roll Philadelphia ½ Marathon  
F: Flower Bulb Sale

### OCTOBER

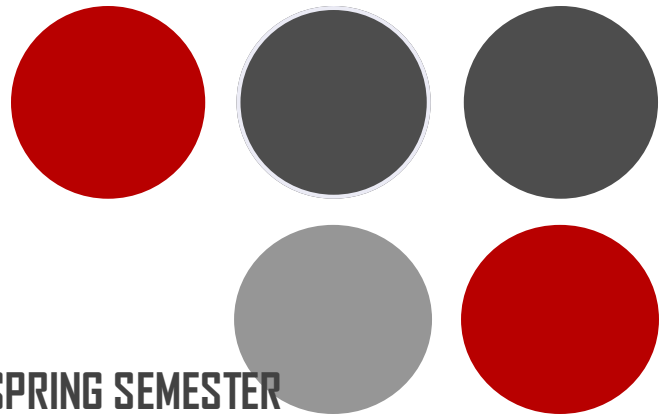
-Marketing Week-  
MONDAY: Brands Brainstorming Workshop  
TUESDAY: Campus Philly Speaking  
WEDNESDAY: Dinner with an Entrepreneur  
THURSDAY: Marketer of the Year Award: Jerry Lee and Interviewing From the Employer Perspective Workshop  
FRIDAY: Site Visit to NBC and Participation on the 10 Show  
GM: Business Clubs America  
EBM: Three Scheduled  
M: Case Competition Team Information Session  
CS: Volunteer at "Walk to End Domestic Violence"  
CS: Generate 1 AMA Saves Lives Video  
CS: Promote AMA Saves Lives Video  
CS: Submit (2) AMA Saves Lives Competitions  
PD: Submit Website Competition  
F: Flower Bulb Sale and Market Research Survey's

### NOVEMBER

EBM: Three Scheduled  
GM: Northwestern Mutual Sales 101  
PD: Submit Marketing Week Competition  
PD: Marketing Class Registration Q&A  
PD: "Make Me Want It: The World of Entertainment Marketing" at Hofstra University  
N: Fall Networking Night  
M: Executive Board Position Overview & Interviews  
CS: Philabundance Food Drive

### DECEMBER

EBM: One Scheduled  
GM: Just Ask a Woman on Branding  
S: Mardi Gras themed End of Semester Celebration  
CS: Generate 1 AMA Saves Lives Video  
CS: Promote AMA Saves Lives Video  
CS: Submit (4) AMA Saves Lives Competitions  
PD: Submit Nintendo Case Competition  
F: Finals Baskets Sale and Distribution



## SPRING SEMESTER

### JANUARY

EBM: Two Scheduled  
GM: One Scheduled  
CS: RecycleMania Project  
PD: Submit Hugh G. Wales Advisor Competition  
F: Market Research Surveyx

### FEBRUARY

EBM: Three Scheduled  
GM: One Scheduled  
PD: Quinnipiac University Regional Conference  
PD: Submit the Annual Report  
N: Marketing Networking Night  
CS: Generate 1 AMA Saves Lives Video  
CS: Promote AMA Saves Lives Video  
CS: Submit AMA Saves Lives Competition  
F: Sweet Hearts Fundraiser

### MARCH

EBM: Three Scheduled  
GM: One Scheduled  
PD: 33<sup>rd</sup> AMA International Conference  
PR: Spring Career Fair  
CS: Relay for Life  
CS: Generate 1 AMA Saves Lives Video  
CS: Promote AMA Saves Lives Video  
CS: Submit (4) AMA Saves Lives Competitions  
F: Saint Patrick's Day Pint Glass Sale

### APRIL

EBM: Three Scheduled  
GM: One Scheduled  
PD: "First Day" Etiquette  
N/S= Golf Outing  
CS: Generate 1 AMA Saves Lives Video  
CS: Promote AMA Saves Lives Video  
F: Finals Baskets Sale and Distribution

### MAY

S: End of the Year Social  
CS: Volunteer at "Walk for Peace: Walk for Lost Dreams"  
CS: Submit (4) AMA Saves Lives Competitions

**EBM= Executive Board Meeting**

**CS= Community Service**

**GM= General Meeting**

**SE= Social Event**

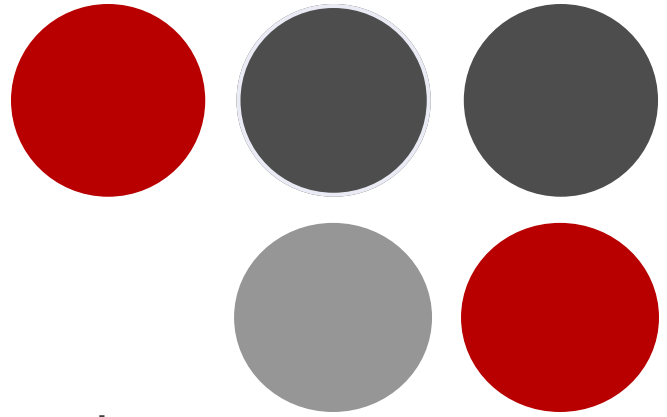
**F= Fundraising**

**M= Membership Recruitment**

**PD= Professional Development**

**PR= Professional Recruitment**

**N= Networking**



# Budget 2010 - 2011

**BEGINNING BALANCE:** **\$300**

**EXPECTED REVENUES:**

Consulting	\$5,000
Membership Dues	\$1,300
Market Research Surveys	\$800
Online Auction	\$1,000
Sales Fundraisers	\$4,800
Care Package Fundraiser	\$4,000
Flower Fundraiser	\$400
Pint Glasses Fundraiser	\$400
Sponsorships	\$1,800
Student Life Grant	\$3,400

**TOTAL EXPECTED REVENUES:** **\$18,100**

**TOTAL AVAILABLE:** **\$18,400**

**EXPECTED EXPENSES:**

International Collegiate Conference	\$9,200
Flights	\$3,800
Hotel Reservations	\$3,600
Registration Fees	\$1,800
Marketing Week	\$600
Decorations	\$50
Food and Beverages	\$500
Marketer of the Year Award	\$50
Meetings	\$950
Food and Beverages	\$800
Gifts for Guest Speakers	\$90
Member Awards	\$60

**TOTAL EXPECTED EXPENSES:** **\$10,750**

**ENDING BALANCE:** **\$7,650**