American Marketing Association

CHAPTER PLAN 2015 - 2016

CALIFORNIA POLYTECHNIC STATE UNIVERSITY
SAN LUIS OBISPO, CALIFORNIA

ORFALEA COLLEGE OF BUSINESS
Welcome to the Central Coast AMA Chapter at California Polytechnic State University, San Luis Obispo. Our dedicated team of young marketing professionals has planned an exciting year focused on professional development, streamlining our guest speaker meetings, and increasing member engagement.

We are proud to present our goals and strategies for the next year in our 2015 - 2016 Chapter Plan.

Best Regards,
Cal Poly AMA's Executive Board
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OVERALL CHAPTER GOALS

MISSION STATEMENT
The California Polytechnic State University, San Luis Obispo, collegiate chapter of the American Marketing Association strives to accomplish four main goals, all with the intention of furthering our members’ marketing education.

- To professionally and socially enrich our members to be better suited to enter the business world
- To establish a network of contacts and friendships among members with similar interests and career ambitions
- To explore innovative and dynamic marketing strategies through networking with industry professionals and apply them in the real world through AMA Corporate Promotions and the marketing course curriculum at Cal Poly
- To create relationships with marketing faculty and capitalize on the resources available at Cal Poly San Luis Obispo

SWOT ANALYSIS

STRENGTHS
- Awarded Associated Students Club of the Year out of over 300 Cal Poly student clubs
- Connections with speakers and sponsors from last school year offer further opportunities for collaboration
- Large email list allows for wide range of marketing outreach to members
- High attendance at general meetings
- High participation in corporate trips
- Strong relationships with our corporate sponsors

WEAKNESSES
- Low membership involvement in social and community service events
- Aside from the club advisor and marketing chair, there has been low level of involvement in the club from marketing faculty
- Perception of membership fees being expensive
- Lack of documentation of board member duties causes growing pains when transitioning new board members
- Misunderstanding about what AMA does as a club

OPPORTUNITIES
- Cal Poly as a whole is constantly expanding its student enrollment numbers each year and may be home to 25,000 students by the year 2022
- Cal Poly has appropriated grant money for AMA activities, offering better resources for the chapter to expand and grow
- Local businesses in San Luis Obispo provide opportunity for sponsorship, collaboration, and career opportunities
- Opportunities to provide marketing services to other Cal Poly clubs
- Opportunities to collaborate with other clubs for large events
- Improve existing relationships with nonprofit organizations

THREATS
- Other business clubs on campus schedule their meetings at the same time which causes increased competition for members and meeting space
- Lengthy review and approval process for paper work submitted to Associated Student, Inc. and Orfalea College of Business hinders execution for on-campus, off-campus, and large events
- Students who work part-time jobs may not be able to attend weekly meetings
GOALS & OBJECTIVES

PROFESSIONAL DEVELOPMENT

Overall Goal: In order to enhance student professionalism, marketing execution, and career networks, Cal Poly AMA will host at least 40 professional development opportunities that connect the classroom to the business world.

Overall Strategy: We will do this by conducting quarterly corporate tours, hosting professional marketers in weekly meetings, conducting several career skills workshops, as well as organizing an exclusive Marketing Career Conference.

Goal: Engage at least 20 students from each grade level.

Strategy: Host events that cater to different academic grade levels. Specifically, both events that can teach underclassmen the tools in order to develop into an effective networker and events that give upperclassmen a chance to polish their skills and have direct interaction with professionals that can provide them a career in marketing.

CORPORATE PROMOTION

Goal: Strive to provide members with the opportunity to work closely with three local business owners per quarter while devising and promoting various strategies to market their businesses. Provide services to the local community while giving members hands on experience at least three times during the year.

Strategy: Have bi-weekly committee meetings to strategize and develop marketing plans. Have three Team Leads that are in charge of relations with local sponsors. They will learn how to plan and execute marketing strategies and maintain business relationships.

MARKETING WEEK

Goal: Host four marketing related events during marketing week that provide our students with additional opportunities to learn about marketing and gain hands-on experience.

Strategy: Determine four events that would benefit students and find corporate and local sponsors who are willing to educate our students on different fields of marketing.

Goal: Host two dedicated networking events while providing opportunities to interact with chapter sponsors and alumni.

Strategy: Organize themed events with sponsor attendance. Have sponsors provide professional development assistance including resume guidelines and networking advice, while giving members overall exposure with recruiters.

WEEKLY SPEAKER SERIES & WORKSHOPS

Goal: Provide at least 15 professional guest speaker experiences and networking opportunities for the members and over nine workshops to be conducted by the Executive Board or corporate sponsors.

Strategy: Reach out to influential Cal Poly marketing alumni, corporations, and agencies while communicating meeting times and dates to Cal Poly students. Provide job shadowing opportunities with some participating speakers.

CASE COMPETITION

Goal: To showcase 12 of the best of Cal Poly's marketing students, give them an opportunity to use their marketing skills, and compete as finalist at the International Collegiate Conference.

Strategy: Begin recruitment in the third meeting and handpick applicants that are creative, experienced, and hardworking. Nominate a team leader to run meetings, set deadlines, and manage the work of the case team.

MCC

Goal: Expose at least 200 students to career opportunities, host three open panels with industry leaders, and display the skills of budding marketers through a pitch competition.

Strategy: Recruit and expand the amount of dedicated members for the MCC committee, craft a marketing strategy to target more students and potential companies, and carry out the annual Marketing Career Conference.
**COMMUNITY & SOCIAL IMPACT**

**Overall Goal:** Develop opportunities for our members to give back to the community and create lasting relationships with philanthropic organizations.

**Overall Strategy:** In the past Cal Poly AMA has never had a strong focus on community service events or events that had a social impact. However, we recognize this as something we can do to improve our chapter and the opportunities we provide our members. Our current board will add the Vice President of Philanthropy position so that we can have a person dedicated to moving this important project forward.

**Goal:** Create and fill an executive board position that is focused on developing relations with local and national philanthropic organizations.

**VP OF PHILANTHROPY**

**Goal:** Create and fill an executive board position that is focused on developing relations with local and national philanthropic organizations.

**Strategy:** Interview candidates and select the top student to lead the community outreach committee as the VP of Philanthropy. Provide goals for new VP of Philanthropy to reach so we can measure our success. Reach out to organizations that have similar philanthropic goals and host at least two community service events a quarter.

**SOCIAL IMPACT COMMITTEE**

**Goal:** Create a committee to organize members to use their marketing skill for charitable organization.

**Strategy:** Reach out to local charities to find community partners. Donate marketing services to give members experience and build professional relationships with our community partners. Work with organizations to set up events that all members can participate in to volunteer in the community.

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**FUNDRAISING**

**Overall Goal:** Fundraise $20,000 dollars through the Marketing Career Conference, apparel sales, corporate tours, fundraising events, and local sponsorships.

**Overall Strategy:** Provide students the opportunity to participate in fundraising activities that will allow students to practice and utilize their marketing skills, help pay for ICC participation, and allow the club to operate successfully.

**local business profit sharing fundraiser**

**Goal:** Conduct at least seven fundraisers with local businesses in the school year to increase Cal Poly AMA presence in the local community and brand itself as an organization that local companies can trust. Allow members the opportunity to practice guerrilla marketing and giving a sales pitches in order to advertise the events.

**Strategy:** Utilize our relationship with local businesses and negotiate with them to share a portion of their profits with our organization. This will allow us to maintain relationships and create new ones. Members will also be encouraged to market the different events through designing collateral, handing out fliers, and presenting to classes and organizations to raise awareness for the events.

**LOCAL AND CORPORATE SPONSORS**

**Goal:** Create a mutually beneficial relationship between sponsors and Cal Poly AMA and receive a total of $1200 from our partners.

**Strategy:** Execute various guerilla marketing tactics through our strong relationship with our local and corporate sponsors. Our Corporate Promotions Committee prospects and signs up local sponsors. In exchange for their donation to our club, the committee invents unique ways to promote the local business to Cal Poly students.
MCC

**Goal:** Host 20 corporate sponsors generating a total of $15,000 at our annual Marketing Career Conference and provide students with the best networking opportunity possible.

**Strategy:** With the help of an MCC committee, contact potential local and corporate sponsors and Cal Poly alumni while highlighting the benefits of Platinum $3000 and Gold $1750 levels of sponsorship. The MCC will give value to sponsors by allowing them premium access to Cal Poly marketing students. It will provide members with exclusive career and networking opportunities. Promotional material will integrate MCC 2015 video and testimonies from previous sponsors.

MEMBERSHIP

**Overall Goal:** Increase and retain our membership numbers, currently 117. Gain at least seven new official members every quarter and do so via a multi-step engagement strategy. Ensure that members feel invested and involved with our organization and provide them with the resources they need to make the most of their involvement.

**Overall Strategy:** Proactively attend club recruiting events and follow up with interested students. Continue to incentivize active participation. Connect members and build club loyalty through bonding experiences like a Marketing Mentor Program and Member Socials.

RECRUITMENT

**Goal:** Publicize membership opportunities and membership benefits to prospective members. Expand outreach past the Orfalea College of Business.

**Strategy:** Have a strong presence for the school’s Week of Welcome. Cal Poly AMA signed up and collected contact information for over 400 interested freshmen. We then sent out welcome emails to all interested students and will continue to send weekly updates to all students who showed up to the first meeting and to any meeting thereafter. Include survey questions with sign in sheets so attendees find meetings more engaging.

MARKETING MENTOR PROGRAM

**Goal:** Establish and promote our new mentorship program. Pair each executive board member and 10 other senior members with two-to-five mentees each.

**Strategy:** Host one official networking event at the start of each quarter with mentors and potential mentees so that they can mingle and match up. Announce potential for program involvement at each meeting.

MEMBER APPRECIATION

**Goal:** Motivate and incentivize members to be involved. By utilizing our established point system, we will be able to keep track of which member involvement involved. Our goal is to close the gap between the highest and lowest point earning member.

**Strategy:** Award members points for participation. On weeks three and seven, we will rank the top 10 members to increase competition. At the end of the quarter we will award the top scoring members gift baskets.

MEMBER SOCIALS

**Goal:** Have members who go to one Cal Poly AMA event return to subsequent events. Increase member loyalty through club bonding experiences and strengthen member investment to our organization while furthering their professional development.

**Strategy:** Host three to four social events a quarter. Events will have enough activity to make new members feel comfortable, but still allow enough time for members to bond with one another. We will focus on collaborative and interactive events to find this balance.
INTERNAL/EXTERNAL COMMUNICATIONS

**Overall Goal:** Increase exposure and response rates on campus through a consistent communication strategy.

**Overall Strategy:** We will utilize multiple channels of communication including social media outreach, our website, print and digital signage marketing, and club apparel to effectively communicate and increase awareness of club affairs.

**WEBSITE**

**Goal:** Refresh our website with a completely new design, pages, and a place that only members can access. It will be user-friendly, informational, and accurate.

**Strategy:** Research successful websites to see what is common practice. Change website platform to WordPress to maximize available features. Maintain all web pages and update as needed. Monitor website traffic and add account feature for AMA members only.

**SOCIAL MEDIA**

**Goal:** Successfully operate social media platforms to increase club involvement and improve branding for Cal Poly AMA.

**Strategy:** Update all social media channels frequently with relevant and ample information. These posts will include information about our weekly meetings, professional and career opportunities, and industry news. Social media channels we will utilize include the following:

- **Instagram:** We hope to reach 800 followers by the end of this year (from the 600 we currently have) and post twice weekly.

- **Facebook:** We would like to gain 100 likes this year (from the 570 likes we currently have) and post strictly important news on this site.

- **Pinterest:** We would like to gain 20 followers (an increase from the 69 followers we have now) and use this site to provide examples of professional development.

- **Linkedin:** We hope to reach 750 followers (from the 620 followers we currently have) by the end of this year and continue to connect with students both interested in and currently involved with our club. We plan to leverage this to increase our alumni network by encouraging alumni as well as soon-to-be alumni to join our LinkedIn page.

**PRINT MARKETING**

**Goal:** Design, print, and distribute collateral to publicize all AMA events. Make sure the collateral is visually appealing, concise, and accurate.

**Strategy:** By working closely with the VP of Marketing and Director of Graphic Design, Cal Poly AMA will produce marketing collateral that not only follows our brand guidelines, but also has well-developed copy, images, and information. All collateral will be distributed in a timely manner to maximize communication and member response.

Samples of our graphics for social media.
**EMAIL COMMUNICATION**

**Goal:** Reach over 75% open-rate of our target market through bi-weekly emails that promote and inform students of our meetings, speakers, professional development, and career opportunities.

**Strategy:** Bi-weekly emails will be sent to our current members and interested peers, alumni, employers, and advisors. One email will be sent prior to the meeting of the week every Sunday at 7:00 p.m. and the other email will be sent on every Wednesday at 7:00 p.m. after the meeting. The times and days are based off of trial data we have analyzed. The first email will update the recipients on essential meeting information and the second email is a recap of the meeting and a career exploration email.

**ALUMNI OUTREACH**

**Goal:** Increase alumni attendance at events and meetings so we have at least five alumni visit on at least five separate events.

**Strategy:** The President will maintain relationships with active alumni and invite alumni through our Facebook page to events and meetings. Through maintained contact and continuous updates, we will keep our alumni relationships stronger than in the past.

**CHAPTER MEETINGS**

**Goal:** Increase quality of speakers presentations at weekly meetings to increase engagement and participation from members.

**Strategy:** Provide speakers with a list of suggested topics and tips for keeping the audience engaged and break up meetings with three workshops and one panel per quarter.

**EXECUTIVE BOARD STRUCTURE**

**Goal:** Provide VPs with more support by adding director roles to work in collaboration with VPs on large events and specialized projects.

**Strategy:** Create director board positions to work on detailed and important aspects of Cal Poly AMA planning including the Marketing Career Conference and Videography and add a VP position to focus on community service.

**CHAPTER PLAN**

**Goal:** Outline and communicate the goals of Cal Poly AMA clearly and strategically and clearly identify necessary plans to ensure success.

**Strategy:** Give the members of the Executive Board plenty of time to compose their goals and strategies for their individual responsibilities. Open channels of communication so that the chapter’s objectives and strategy are clear. Have a thorough editing process with the guidance of our faculty advisor.

**CHAPTER OPERATIONS**

**Overall Goal:** Increase efficiency in which meetings and events are conducted to maximize participant, time, and learning potential.

**Overall Strategy:** Communicate clear agenda for all meetings to potential attendees ahead of time so that they can be prepared to participate effectively and expectations are clear.

**BOARD TRANSITIONS**

**Goal:** Establish a strong Executive Board with clear, consistent professional and personal goals.

**Strategy:** The President and Executive Vice President will host a training with materials and lessons on how to succeed professionally as an AMA leader. Each board member will also have the responsibility of making sure that lessons and information learned during the previous year are passed to the future year.
CALENDAR OF EVENTS

Sept 22 - Welcome Meeting
Sept 29 - Networking Session with Oracle
Oct 2 - AMAzing Race
Oct 6 - Meet the Companies
Oct 29 - Halloween Murder Mystery
Nov 11 - Joint event with Entrepreneurship Club
Nov 12 - Yogurtland Fundraiser
Nov 20 - Crispy Turkey Potluck
Jan 12 - Interview Workshop
Jan 22 - Winter Quarter Social
Feb 12 - Valentine’s Day Celebration
Feb 26 - Marketing Career Conference
March 10 - Professionalism Workshop
March 17 - International Collegiate Conference
March 24 - Line Dancing Fundraiser
April 8 - Spring Field Day
April 28 - Ice Cream Social

Glimpses at Cal Poly AMA’s Weekly Meeting, Marketing Career Conference, Nationals, and one of our social events.
Pro Forma Income Statement for 2015 - 2016

Through joint efforts the Cal Poly AMA Chapter and Orfalea College of Business Marketing Department, we have secured grants funded by California Polytechnic State University dedicated to solely aiding the students’ professional development through AMA. The Orfalea College of Business recognizes the value AMA's activities supplies its students and has decided to increase our grant funding this year in order to provide our members with more opportunities.

BEGINNING BALANCE

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ANNUAL PROJECTED INCOME 2015 - 2016

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ANNUAL OPERATING EXPENSES 2015 - 2016

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Academic Year 2015 - 2016 Ending Budget

Beginning Balance - Operating Expenses + Annual Projected Income = Expected Revenue

$23,640.49 - $51,998 + $32,920 = $4,572.49