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Mission Statement

Purpose of Existence
The purpose of the American Marketing Association at Florida International University Chapter is to create a professional environment in which its members can grow and mature while educating them on the universal, practical concepts of marketing. This environment will promote leadership, professionalism, business etiquette, and a sense of real world understanding of marketing and its aspects.

Principle Roles
- Provide members with hands-on marketing experience through our agency, Roaring Concepts
- Enhance student knowledge of marketing tools through specialized workshops
- Present members with opportunities to learn about the industry from marketing professionals
- Encourage recruiters to identify potential interns and/or full time students within our chapter

Strengths
- Hosting the annual AMA Florida Regional Conference
- AMA Overtime was well received last year; technical workshops will improve the program
- Roaring Concepts has strengthened awareness of AMA on campus
- Strong and growing presence on social media

Weaknesses
- Lack of mentorship program for new members
- Sponsorship push needs to grow to make up a greater portion of funding than the College of Business currently provides
- Chapter websites do not follow optimal mobile-friendly rules
- A significant portion of our members have no intention of becoming active members since they are simply interested in adding AMA to their resumes

Overall Goals
- Earn Platinum Chapter of the Year at the AMA International Collegiate Conference (ICC)
- Achieve Roaring Concepts participation of over 110 AMA members through more than 12 for-profit projects and eight (8) nonprofit projects
- Sustain 50% active membership while increasing total membership by 5% and retention by 2% from the previous year
- Host at least 32 professional development events to enhance our members’ marketing know-how
- Fundraise more than $21,000 throughout the academic year
- Reach 90% of our target audience of members each week through our communications strategy
- Subsidize the cost for 28 members to attend the ICC in March 2016
OBJECTIVE: Deliver events that will allow our chapter to continue to supply the workforce with well-prepared professional individuals. Our goal is to host a minimum of 32 (14% increase since the previous year) professional development events or activities throughout the academic year. These events will increase the value of our members by educating them about marketing techniques, universal business practices, while providing them with hands-on experience about essential marketing tools.

Professional Speakers

Goal: Host a minimum of 12 professionals to provide our members with insight into various marketing tools and advice that is not readily available in the classroom. Have an attendance of at least 60 members, a 20% increase from the previous year.

Strategy:
- Utilize our AMA network and social networking services such as LinkedIn to reach out to professionals in the Miami area
- Higher attendance will be met by ensuring that our speakers cover exciting marketing topics such as Digital Strategy and Search Engine Optimization (SEO)

AMA Overtime Workshops

Goals: Host a minimum of 12 workshops geared to expand our members’ knowledge by introducing them to technical skills such as Qualtrics. This represents an increase of 50% from the previous year.

Strategy:
- Explore our alumni and professional networks to find qualified professionals that can lead certain workshops
- Reserve FIU’s computer labs that contain computers that have the necessary software for creative and analytical workshops. E.g.: Adobe Photoshop, Adobe Premier Pro, Excel, etc.
- Collaborate with DEI (student organization) and Career Management Services to co-host resume building and interview prep workshops

Alumni Panel

Goal: Host an alumni panel each semester to provide graduating seniors and non-graduating seniors with advice on what they should do after the semester ends.

Strategy:
- Contact recent graduates as well as past AMA members that have full time positions in large companies such as, Samsung, Disney, Y&R or that have founded their own companies

Committees

Goal: Grow the Digital Media Committee (DMC) and the Fundraising Events Committee. Growth to be measured by content creation and engagement for the DMC and the number of sponsorship/event dollars raised by the Fundraising Events Committee.

Strategy:
- Interview candidates at the beginning of each semester, creating a sense of importance for potential committee members on the work they will do
- Post original content at least three (3) times a week (50% increase from last year) on our AMA FIU Blog, “HearMeRoarFIU”, which is run by the members of the DMC
- Have the Fundraising Events Committee take a more active role within the chapter, by working along with the Director of Special Events to create engaging events for members and those outside AMA FIU, where fundraising is the main focus

Annual AMA Florida Regional Conference

Goal: Host a successful “Dreamers of the Day” regional conference that focuses on marketing challenges faced by startups and early growth companies. The event will include a career expo, a marketing strategy and social media competition, two breakout sessions, a keynote speaker, and a networking session. Expected attendance to be 150 students including those from other Florida universities and out-of-state AMA chapters.

Strategy:
- Develop the conference plan in the summer and execute a marketing campaign for the event starting mid-September
- Utilize LinkedIn, the AMA South Florida professional chapter, and external sources to find speakers, recruiters, and judges for the event
- Use Constant Contact and a dedicated page on AMAFIU.com to share details with our members and other AMA chapters
Roaring Concepts (Marketing Agency within AMAFIU)

Goal: Work on 12 projects (20% increase) and allow over 80 students (33% increase) to participate in these projects. Narrow the focus to include: Social media campaigns, website development, market research, on-campus promotions, and competitive intelligence.

Strategy:
- Hold two “Creative Review” sessions for each project, where AMA alumni professionals sit down with RC teams and go over the current state of affairs with their projects. This will allow for greater quality projects to be executed and greater learning experiences for members participating in these projects.
- Coordinate AMA Overtime workshops to occur at the right time when project team members need to know a particular skill (e.g. Excel, Photoshop).
- Require all teams to present their work to their peers at the end of each semester.

Marketing Week

Goal: Host a week of marketing activities and events (October 19th-23rd) that will bring in external involvement from the rest of FIU and the local community as a whole, to increase awareness of what marketing truly is and the American Marketing Association. Marketing Week will tie in with the theme of our Regional Conference, “Dreamers of the Day”, which highlights the marketing challenges faced by startup companies.

Strategy:
- Release and share a promotional short documentary on our in-house marketing agency, Roaring Concepts to the FIU community, the Miami startup community, and to other AMA Collegiate Chapters.
- Hold a speaker event where a seasoned member of the startup community can present the marketing challenges he/she has faced in the creation of their business. This event would be open to the entire university community.

Corporate Tours

Goal: Have at least 10 members tour two local companies to learn about their marketing operations.

Strategy:
- Reach out to AMA alumni and local companies to coordinate all logistics.

AMA Collegiate Competitions

Goal: Enter and place in all competitive events: SABRE Business Simulation, Marketing Strategy, T-shirt, Website, Outstanding Marketing Week, Chapter Exhibit, AMA Sales, Outbound Sales, Perfect Pitch, Best Videos, and the Ice Breakers Case.

Strategy:
- Develop a schedule for all deadlines and regularly discuss updates during executive board meetings.
- SABRE: Start training early and include one previous ICC participant in the new team for consulting purposes.
- Marketing Strategy: Choose two members and schedule bi-weekly practice sessions beginning in the spring semester.
- T-shirt: Have members submit their t-shirt designs via social media, where the executive board will vote on the best design that captures the theme of the International Collegiate Conference.
- Website: Benchmark web practices from the winning chapters of British Columbia Institute of Technology, Aurora University, and Temple University.
- Marketing Week: Form a team and have them plan a week of activities that go above and beyond what was accomplished last year.
- Chapter Exhibit: Create a team to start planning our exhibit earlier in the spring semester.
- AMA Sales: Work with the FIU Sales Society to recruit two students for the competition.
- Outbound Sales: Share this opportunity with our members and train them as needed.
- Perfect Pitch: Encourage AMA ICC participants to become involved in this event.
- Best Videos: See Community and Social Impact.
- Ice Breakers Cool Blasts Case: Engage a team of 20 chapter members to work on the AMA Collegiate-Sponsored case from Hershey’s, Ice Breakers Cool Blasts, and prepare a fully, well-thought-out and planned marketing case after much data gathering and analysis, all to ultimately qualify for the finals held at AMA ICC in March.

Last Wednesdays of the Month

Goal: Host six (6) general meetings where members are included in networking/competitive events to strengthen member cohesion. Expected attendance of 60+ members.

Strategy:
- Schedule fun and interactive activities that encourage members to meet each other.
OBJECTIVE: AMA at FIU strives to provide volunteer aid to its local community by utilizing marketing tools and skills to promote awareness of important causes and organizations, while conducting effective marketing campaigns that further help improve said causes and organizations and ultimately help improve the local community as a whole.

Roaring Concepts
Goal: 30+ students will participate; Offer our agency services to eight (14% more than last year) small businesses and philanthropic organizations.
Strategy:
• Social media marketing, website development, market research, competitive intelligence, and on-campus promotions are the marketing strategies that we will be providing, free of charge, to nonprofit organizations as well as local small businesses with limited funds
• Reach out to local nonprofits that are interested in acquiring the attention of college students

AMA Leadership Through Benchmarking
Goal: To provide consulting to brand new, as well as existing AMA Chapters on how to grow their membership base and provide quality professional development.
Strategy:
• By keeping an active relationship with other AMA presidents, the president and president-elect can identify and learn about chapters that are in need of assistance
• Hold calls/video chat meetings with other AMA presidents to share our best practices that when followed, can help them overcome barriers to growth
• At the end of each semester, meet with AMA presidents again to fully gauge the effectiveness of the strategies we helped implement in their chapters

Social Impact Video Competition
Goal: Shoot, edit, and upload two videos that are themed on an important social cause that requires more awareness and attention. One video will focus a higher overall quality, while the second video will be executed as a "viral smartphone" video to assist in rapid awareness creation.
Strategy:
• Find an important social cause, ideally located near the FIU community, and identify how awareness for this cause can grow; this cause may be converted into an RC project
• Create a new team for each video and include the filmmakers that won the best overall video competition at the 2014-2015 AMA ICC
• Elements of execution will include humor, memorable short moments, and the overall message that the social cause is working on creating awareness for
• Seek assistance from other student organizations on campus to promote the social impact videos, thus allowing for greater awareness of the social causes

College of Business Optimization
Goal: Chapter members will provide our marketing skills to other business organizations on campus.
Strategy:
• Assist other business organizations in executing their marketing campaigns, developing social media content, and designing logos

Relay For Life
Goal: Hold a fun, original event during Relay For Life to fundraise $500.
Strategy:
• By bringing in a large member base and partnering up with other business organizations, coordinate massive attendance to our Relay For Life event that will in effect, help us raise funds for the cause
**Recaudacion de Fondos**

**OBJECTIVE:** The AMA at FIU will strive to add value to chapter members through workshops, professional speakers, our regional conference and a presence at the Collegiate Conference. The fundraising goal of $21,000 will be met through sponsorships, marketing agency services, and workshops in order to fund all of these activities.

**Roaring Concepts**
**Goal:** Earn $8,000 from South Florida clients by providing them with marketing services (e.g. website development, market research, on-campus promotions).

**Strategy:**
- Contact businesses in the Miami area and welcome member referrals
- Work with RC teams to carry out marketing campaigns and measure value by determining the current, future, and actual state of a company’s marketing position

**Sponsorships**
**Goal:** Raise $4,000 by offering sponsors different opportunities to promote their organizations.

**Strategy:**
- Target potential sponsors within a 10 mile radius of FIU
- Provide different packages that include perks such as email promotions, on-campus events, social media awareness, and more

**College of Business Funding**
**Goal:** Acquire $4,000 in funding from the FIU College of Business.

**Strategy:**
- Meet proposal deadlines and deliver pitch to the FIU Business department in charge of approving funding requests

**AMA Overtime Workshops**
**Goal:** Earn $360 by selling tickets to AMA Overtime workshops that have limited seating.

**Strategy:**
- Promote workshops in AMA general meetings with digital flyers and the link to each Eventbrite page. Price tickets at $5 for members and $10 - $15 for non-members

**Regional Conference**
**Goal:** Achieve ticket sales of $3,750 and a profit margin of 30% from hosting the annual AMA Florida Regional Conference.

**Strategy:**
- Promote regional conference to our members and other AMA chapters through our Constant Contact platform
- Encourage AMA FIU members to participate by sharing a video invite and by providing regular email updates

**Chapter Fee**
**Goal:** Raise $1,950 through annual chapter fees. Fees are $13 and provide operating revenue for our chapter. They also include a t-shirt.

**Strategy:**
- Purchase t-shirts halfway through each semester to order in large quantities and receive price discounts
- Track chapter fees payments through our new membership database

**T-shirt Sales**
**Goal:** Achieve excess previous semester t-shirt sales of more than $200 throughout the year and over $100 in new t-shirts.

**Strategy:**
- Sell excess t-shirt inventory for reduced prices of $8; new inventory for $15 (not applicable for new members since they automatically receive a new shirt when joining)
- Sell t-shirts on our website and at general meetings
OBJECTIVE: Create strong branding exposure for the AMA at FIU, while maintaining membership retention a high priority.

Recruitment

Goal: Maintain active membership at 50%, increase retention by 2% from the previous year (43%), and increase total membership by 5% from the previous year (287).

Strategy:
• Increase the number of project and committee positions available each semester
• Engage potential members through classroom presentations during the first (2) weeks of the semester
• Participate in FIU events open to all students such as Freshman Convocation and the FIU College of Business Bizlife event

AMA Mentorship Program

Goal: Introduce a mentorship program to about 30 AMA members. Use this program to increase/sustain active membership.

Strategy:
• Eboard members will serve as mentors, matched through a survey questionnaire
• Ensure that monthly one-on-one sessions are carried out and that Eboard members personally invite AMA members to socials and AMA Overtime workshops

Member Feedback

Goal: Conduct a survey each semester to obtain feedback from our members.

Strategy:
• Distribute a short Qualtrics survey halfway through each semester
• Quantify results and analyze data to identify opportunities for improvement

Collaboration with Student Organizations

Goal: Host at least one event each semester along with another business student organization.

Strategy:
• Coordinate a competitive event with the College of Business-Student Organizations liaison

AMAzing Member Spotlight

Goal: Feature AMA members and the qualities that make up their personal brand.

Strategy:
• Create an online questionnaire that interested members will complete if they want to be featured
• Execute weekly on all of our social media

Grab someone AMAzing

Goal: Achieve attendance of 200 students at the first general meeting of each semester.

Strategy:
• Encourage returning members to bring their friends (potential members) by entering them into a raffle for a chance to win one of several prizes
• Announce the incentive during recruitment campaigns, social media posts, and emails leading up to the first general meeting

Membership Database

Goal: Improve and update the database to easily identify essential information including demographics, membership end dates, and more.

Strategy:
• Create a new database with added logic and conditional formatting functions
OBJECTIVE: To continue providing our members with valuable chapter information, marketing news, and career opportunities by reaching 90% of our target market of members on a weekly basis.

INTERNAL COMMUNICATION

Mobile Marketing
Goal: Implement mobile SEO practices that ensure an optimized, user-friendly version of the AMAFIU.com and HEARMEROARFIU.com sites in order to increase traffic.
Strategy:
• Promote our websites as a source of internal information at our general meetings
• Use Google Analytics to track mobile traffic
• Meet Google’s Mobile-Friendly Test

WhatsApp
Goal: Use WhatsApp to facilitate effective communication outside of weekly meetings amongst Executive Board members, as well as committee and RC team members.
Strategy:
• Have every Executive Board member and every RC project team member interact within their corresponding group chats by participating in active topics of discussion

Constant Contact
Goal: Adopt Constant Contact as an email platform and reach a 25% open rate in the fall, and a 40% open rate in the spring.
Strategy:
• Work with Constant Contact to develop a mobile-friendly email template and experiment with content to achieve increased open rates in the spring
• Email all members weekly with relevant information

EXTERNAL COMMUNICATION

HEARMEROARFIU.COM Blog
Goal: Increase monthly blog views to at least 2,500 views per month. Engage our audience and members with relevant, industry information.
Strategy:
• Increase number of student-perspective blogs and recruit contributors to blog about their experiences in the business industry
• Post career opportunities at least once a week and blog about FIU, AMA events, industry advice weekly

Social Media Marketing
Goal: Increase social media awareness by 25% for all major social media platforms: Facebook, Twitter, and Instagram. Additionally, increase social media awareness by 15-20% for all supporting social media platforms: LinkedIn, YouTube, Vine, & Pinterest.
Strategy:
• Post a minimum of 3-5 times a week on all social media platforms
• Devise and schedule a strategic media plan revolving around specific “content buckets” that:
  - Promote organization’s schedule of events
  - Share relevant and engaging marketing information
  - Share inspirational member-oriented information
• Use Stats and Crowdfire, to translate Twitter and Instagram insights and analytics into social media initiatives that drive engagement
• Use Facebook Insights and Klout, to monitor and optimize Facebook post reach and engagement

AMAFIU.COM Website
Goal: Increase site traffic and increase web presence by 30%.
Strategy:
• Keep the calendar of events current in order to allow members to stay up-to-date with events, socials, and meetings

OrgSync
Goal: Utilize our chapter profile page as a means to promote our events and encourage attendance at our general meetings.
Strategy:
• Update our chapter page on this network to include location and time of our weekly meetings and to invite FIU students to events we are hosting

FIU Campus-Wide Digital Signage
Goal: Display AMA promotional flyers on all campus digital screens at least one week in advance of the actual events.
Strategy:
• Follow meeting calendars and collaborate closely with the creative department to send flyers to the appropriate digital signage departments around campus
**OBJECTIVE:** Create a cohesive environment where AMA members can strengthen their leadership skills.

**Executive Board Meetings**
**Goal:** Conduct at least 34 AMA executive board meetings on Tuesdays at 7:30 PM that will allow us to prepare for upcoming events. Start in July 2015 and end in April 2015.
**Strategy:**
- Update Google Drive folder and share all meeting agendas and minutes with the team

**General Meetings & AMA Overtime**
**Goal:** Schedule weekly general meetings for Wednesday evenings beginning at around 7 or 8 PM and weekly AMA Overtime workshops for Thursday evenings.
**Strategy:**
- Work with the College of Business or FIU Graham Center to book rooms
- Expect an attendance of 150+ students at the first two general meetings; Afterwards, expect 60+ members at each general meeting
- Start AMA Overtime the week after the first general meeting and expect 20 - 30 members to attend each week

**Chapter Plan/Annual Report**
**Goal:** Become recognized as the 2015-2016 Platinum Chapter of the Year
**Strategy:**
- Review metrics every semester to ensure that all chapter goals will be met

**Executive Board Evaluations**
**Goal:** Conduct evaluations of each executive board member midway through each semester.
**Strategy:**
- President and President-Elect/Vice President will evaluate each executive board member to identify opportunities for improvement for both sides
- A feedback form with input by each executive board member will provide the topics for discussion

**Roaring Concepts (RC) Marketing Agency**
**Goal:** Members respond positively to being a part of an RC team. Incorporate all projects including those for Community and Social Impact as RC projects (Note: Professional Development RC is different from Community and Social Impact RC). Success measured by sustained revenues of $8,000, satisfied clients, and member participation of more than 110.
**Strategy:**
- Update the standard guidelines book and seek more projects even if they are unpaid

**Executive Board Member Transitions**
**Goal:** Identify the executive board members that will not be returning (e.g. full-time offers, graduation) and have them train temporary interns that will take over their positions.
**Strategy:**
- Introduce interns (through interviews) midway through each semester for each position that would need to be filled
July
23 | Executive board meeting

August
11, 18, 25 | Executive Board meeting
23 | Freshman Convocation
24 | First day of the fall semester
24-28, 31 | Classroom presentations

September
1-4 | Classroom presentations
1, 8, 15, 22, 29 | Executive Board meeting
2, 9, 16, 23, 30 | General meeting
3 | Welcome to Bizlife
10, 17 | AMA Overtime
9, 23 | AMA Social

October
6, 13, 20, 27 | Executive Board meeting
7 | Chapter Plan due
7, 14, 21, 28 | General meeting
8, 15, 22 | AMA Overtime
14, 24 | AMA Social
15-16 | UWW Regional Conference
17 | E-board Retreat
19-23 | Marketing Week
29 | Company tour

November
3, 10, 17, 24 | Executive Board meeting
4 | Website competition & fundraising event
4, 18 | General meeting/Thanksgiving potluck
5, 19 | AMA Overtime
11 | Marketing Week submission due
12 | AMA Social
13 | AMAFIU Regional Conference
26-27 | Thanksgiving break

December
1, 8, 15 | Executive Board meeting
2 | General meeting/Appreciation event
9 | Case submission due

January
5, 12, 19, 26 | Executive Board meeting
9 | Eboard Retreat
11 | First day of the spring semester
20 | AMA Social
20, 27 | General meeting
26 | AMA Student Marketer of the Year due
28 | AMA Overtime

February
2, 9, 16, 23 | Executive Board meeting
3 | AMA Sales Student of the Year
3, 10, 17, 24 | General meeting
4, 11, 18 | AMA Overtime
10 | EBSCO & Scholarship entries due
11, 26 | AMA Social
17 | Annual report due & fundraising event
24 | Video competition entries due
25 | Company tour

March
1, 8, 22, 29 | Executive Board meeting
2, 9, 23, 30 | General meeting
3, 10, 24 | AMA Overtime
9, 25 | AMA Social
14-19 | Spring Break
17-19 | AMA ICC

April
5, 12, 19, 26 | Executive Board meeting
6, 13, 20 | General meeting
7, 14 | AMA Overtime
13 | AMA Social
29 | End of the Year Banquet
The following financial statement is an estimated view of our budget for the 2015-2016 academic year. We plan for minimal deviations from these figures.

**OPENING BALANCE:** $8,400

**REVENUES**

**FUNDRAISING**
- Roaring Concepts: $8,000
- Corporate Sponsorships: $4,000
- College of Business Funding: $4,000
- T-shirt Sales: $300

**MEMBERSHIP**
- National fees*: $7,050
- Chapter fees*: $1,950

**PROFESSIONAL DEVELOPMENT**
- Regional Conference: $3,750
- Workshops: $360

**COMMUNITY AND SOCIAL IMPACT**
- Donations: $500

**TOTAL REVENUES** $29,910

**EXPENSE**

**COLLEGIATE CONFERENCE**
- Subsidized trip for 28 members (avg. $500 per person): $14,000
- Competition expenses: $600

**ADMINISTRATIVE**
- National fees: $7,050
- Supplies/Speakers gifts: $400
- Case competition: $125

**EVENTS**
- Regional Conference: $2,625
- End of the year banquet: $700
- Community service donations: $500
- On-campus socials: $500

**PROMOTIONS**
- Clothing apparel: $1,335
- Online media: $350
- Printing: $150
- RC campaigns: $150

**TOTAL EXPENSES** $28,485

**NET INCOME** $1,426

**ENDING BALANCE** $9,826

* Membership fees based on 150 new/renewed memberships collected by our chapter.
Fall President: Franco Aquino
Spring President: Jonas Erthal
Faculty Advisor: Tim Birrittella

AMA AT FIU AWARDS HISTORY
2014-2015 Gold Collegiate Chapter
2013-2014 Gold Collegiate Chapter
2012-2013 Silver Collegiate Chapter
2011-2012 Gold Collegiate Chapter
2010-2011 Platinum Collegiate Chapter of the Year
2009-2010 Superior Chapter
2008-2009 Distinguished Chapter
2007-2008 Distinguished Chapter
2006-2007 Distinguished Chapter
2005-2006 Collegiate Chapter of the Year
2004-2005 Outstanding Southern Chapter
2003-2004 Top Southern Chapter
2002-2003 Outstanding Southern Chapter
2001-2002 Chapter Revitalized
Outstanding Membership
Outstanding Chapter Operation