

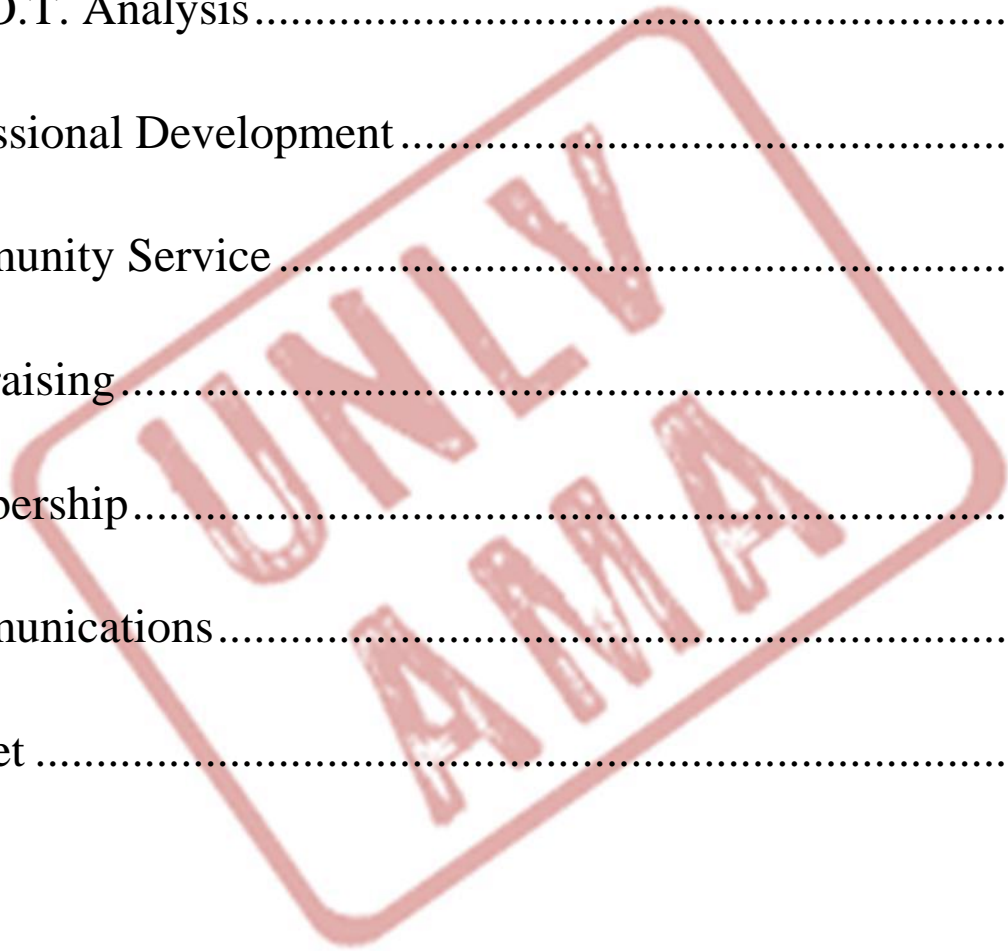
# 2011 - 2012 Chapter Plan



**AMERICAN  
MARKETING  
ASSOCIATION**  
University of Nevada Las Vegas

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## Chapter Overview

### **Mission Statement**

The University of Nevada Las Vegas Collegiate Chapter of the American Marketing Association is dedicated to provide students of all majors the opportunity to network and interact with professionals, as well as incorporate practical application of business and marketing principles to assist members with their professional development.

### **UNLV AMA Executive Board**

The UNLV chapter of the American Marketing Association has an Executive Board consisting of 7 members devoted to continuing our chapter's legacy of success. The Executive Board works as a team to determine the chapter's goals and develop a plan to help execute the events, meetings, and opportunities that help develop our members from outstanding college students to career professionals.

### **Goals**

#### ***Long Term***

- To provide our members with professional development activities to best prepare them to become the next generation of marketing leaders.
- To enhance the education of our members by providing hands-on marketing experiences that compliment UNLV's classroom activities.
- To provide members with the skill set needed to become success business professionals.
- To instill in our members the importance in giving back to the community in which they work and live.

#### ***Short Term***

- To provide a wide range of professional development activities that increases engagement of our membership in these activities and events.
- To raise adequate funds to cover traveling expenses to the 34th Annual AMA International Collegiate Conference for at least 12 members.
- To compete in all AMA Collegiate competitions.
- To win 1st place on one of the AMASAVESLIVES competitions during the 2011-2012 school year.
- To win 1st place in the Website Competition at the 34<sup>th</sup> Annual AMA International Collegiate Conference.
- To win 1st place in the International Case Competition at the 34<sup>th</sup> Annual AMA International Collegiate Conference.
- To place in the top 1% in the AMA International Collegiate Chapter of the Year at the 34th Annual AMA International Collegiate Conference.
- To perform a variety of community service activities to get our membership more involved in giving back to the community.
- To launch our new and improved UNLV AMA consulting business.

## **S.W.O.T.**

### ***Strengths***

- Highly motivated Board of Directors with a variety of professional and personal networks and resources
- Chapter history of success in the competitions offered by the American Marketing Association's Collegiate Division.
- Supportive Faculty and College Administration.
- Strong relationship and support from the Local Las Vegas Professional Chapter.
- UNLV AMA remains an "Official CSUN Recognized" student organization, providing us with access to university resources.
- Strong online presence that allows UNLV AMA to communicate electronically with students, faculty, and the general public. It is a valuable recruiting and public relation tool.
- Strong focus on professional development
- Some board members with experience participating in the competitions provided by the American Marketing Association's Collegiate Division.

### ***Weaknesses***

- High annual UNLV AMA Board and membership turnover, resulting in little board experience
- Small start up budget for the Fall 2011 semester
- Limited data from previous chapter years
- Low level of involvement and motivation by some members
- Lack of awareness and communication
- Few “hands-on” projects available to all members
- Being a commuter school leads to scheduling problems

### ***Opportunities***

- Being located in a large metropolitan area with a number of large businesses that already have established relationships with UNLV and UNLV AMA’s Board Members is an advantage
- UNLV AMA remains the only student organization for marketing, providing us with exclusive university resources
- Las Vegas provides substantial opportunities for careers in marketing
- High demand for marketing interns and employees in Las Vegas
- Limited competition on campus (no other marketing-focused student organization)

### ***Threats***

- As the University enrollments shrink due to state budget cuts the number of potential recruits is reduced.
- Large percentage of working students (75%), creating limited availability for engagement.
- It is often difficult for students to travel to and find parking on campus, reducing their likelihood of attending UNLV AMA sponsored events.
- The University and College of Business has experienced significant cuts reducing available resources and resulting in lower levels of morale among students, faculty and administrators.
- Competition from other COB and communications oriented student organizations.

## **Professional Development**

### **A Focus on Competition**

The UNLV AMA is committed to providing its members with high value professional development activities to best prepare its members to become the next generation of marketing leaders. To accomplish this, our chapter provides a wide range of professional development activities and attempts to engage in community service and fundraising activities that are professional development oriented. However, following the College of Business’ motto, “Prepare to Compete!” our chapter’s cornerstone of professional development is a focus on participation in a variety of competitions offered by the American Marketing Association’s Collegiate Division and other organizations.

### ***Objectives***

To provide our members with professional development activities that best prepare them for careers in marketing.  
To assist our members with career planning, job search, post-graduate preparation, and networking with professionals in their chosen career field.

### ***Strategy***

By providing UNLV AMA members with valuable professional development opportunities to practice the skills that they will use in their careers.

### ***Metrics***

To measure our success in professional development, we will be using number of professional activities provided, participation, success in competitions, and revenues generated.

### **Professional Guest Speakers**

***Objective:*** Find and select influential professionals that will interest our members and provide them with useful

insight into the marketing industry. We plan to draw attendance of at least 25 students to each of the meetings with guest speakers. Our plan is to bring at least 8 guest speakers over the 2011-2012 academic year.

### **Professional Field Trips**

**Objective:** Provide at least 20 members with the opportunity to tour at least one prominent marketing firm or influential company each semester. These tours will consist of an exclusive “inside look” at the firm’s operations and a chance to network with the various professionals in each company. Currently, the following companies have been confirmed:

- Fall 2011 Semester: R&R Partners and MGM Resorts International Social Media Department.
- Spring 2012 Semester: Zappos, Inc.

### **Career Services**

We will offer various presentations and activities designed to further advance members’ career endeavors. We will prepare them to thrive in the dynamic marketing field by providing valuable career related information and coordinating several constructive experiences each semester.

#### ***Career Day Workshop***

Objective: Attendance of 20 for resume building and interviewing led by AMA professional members

#### ***LinkedIn Workshop***

Objective: Attendance of 20 for an in-depth look at how to best utilize this tool for job search and networking.

#### ***Mentorship Day***

Objective: Attendance of 15 Members to network and shadow professionals at work .

#### ***Job/Internship Opportunities***

Objective: Provide 30 internship opportunities for our members.

#### ***PowerPoint Seminar***

Objective: Attendance of 20 at our seminar pertaining to the best way to prepare and execute PowerPoint presentations.

#### ***Etiquette Dinner***

We are co-sponsors of this event designed to educate students on dining and networking in professional, business settings.

Objective: Attendance of 20 UNLV AMA members at this activity.

### **Regional Conference**

The UNLV AMA is proud to partner with CSULB AMA and SDSU AMA to plan, market and host the Third Western Regional AMA Collegiate Conference. This is an opportunity for our members to get involved in the planning and execution of a regional event.

Objective: Attendance of 100 AMA members from around the west coast to participate in the travel to the 3rd Annual AMA Western Regional Conference in Long Beach California.

### **Consulting Business**

While the UNLV AMA has provided a variety of marketing activities for the local market for the past 3 years, this year we are launching the new and improved UNLV AMA Consulting Enterprise. Our UNLV CIBER has recently decided to stop participating in this business creating an opening for our chapter to fill this void. Our activities include: website design, marketing plans, market research, street team work, booth presentations, etc. Businesses from around the valley will be able to pay for UNLV AMA’s consultation, and members of AMA will be able to utilize their marketing skills in real-life situations.

Objective: At least four consulting jobs with total revenues of at least \$1,000.

### **Professional Networking Events**

These events are designed to offer UNLV AMA members opportunities to network with other professionals in the

marketing industry. Networking events will be an excellent chance for students to meet people from the companies they may work with in the future.

### ***Las Vegas AMA Professional Chapter Luncheons and Social Events***

The Las Vegas AMA Professional Chapter sponsors two (2) students per month to attend their monthly professional luncheon. Students will benefit from listening to informative speakers and learn about the newest marketing trends in various topics.

Objective: To have an average of 5 UNLV AMA members attend the Las Vegas AMA Professional Chapter events.

### **Skills in Action**

Objective: To offer multiple opportunities for our members to develop their marketing skills by helping market an AMA or UNLV initiative.

### ***The Contender Challenge***

Objective: Students will compete in a four-day long business competition against other organizations within the College of Business

### ***AMASAVESLIVES***

We are forming a team of UNLV AMS members interested in Social media to develop a marketing plan for the AMASAVESLIVES initiative. This group is tasked with creative videos, planning events, creating promotional material and raising awareness for AMASAVESLIVES.

Objective: Win at least one AMASAVESLIVES competition.

### **34<sup>th</sup> Annual International Collegiate Conference**

The International Collegiate Conference will offer students the chance to use their skills to compete against the best in various competitions. This conference provides a great opportunity for students to prove their broad range of academics and experiences in something other than a school project.

**Objective:** Place 1st in the following competitions:

- AMA International Case Competition
- Website Competition T-Shirt Competition
- Northwestern Mutual Sales Competition
- SABRE Business Simulation Competition
- AMASAVESLIVES Competition

## **Community Service**

To instill in our members the importance in giving back to the community in which they work and live the UNLV AMA provides a variety of activities that emphasize the professional development aspect of our community service activities. UNLV and the College of Business has been hit with an additional 25% in budget cuts this year resulting in a reduction of services and resources. While we have traditionally focused on a local charity each year for our community service, this year we have decided to adopt the UNLV COB as our primary community service project. We realize this is rather unusual, but we firmly believe that is the single best use of our community service efforts.

### ***Goals***

To utilize the marketing skills of UNLV AMA's members to provide service to UNLV and other local non-profit organizations.

### ***Strategy***

To encourage AMA members to volunteer their time and efforts to assist with activities that will benefit the community and the UNLV campus.

### ***Metrics***

To measure our success in community service, we will be using number of community service activities completed, participation, and revenues generated.

### ***Marketing Department Database***

THE UNLV AMA will develop a database for the Department of Marketing that includes students, faculty, local businesses (employers), legislators, and alumni. Once in place we expect other departments to follow suit.

Objective: To complete the database with at least 1,000 contacts and to begin to use it as a communication tool for the department and chapter.

### ***UNLV Business College***

Objective: Student will work as a team to develop a marketing plan to encourage students in the UNLV Business College to complete the course evaluation forms at the end of the semester. We aim to raise the number of completed evaluation by 50%.

### ***UNLV Festival of Communities***

Objective: Attendance of at least 20 members to participate in AMA's Booth

Strategy: Festival of Communities is the official closing program for UnityFest, a celebration of the various cultural traditions that make up the UNLV community and beyond. AMA will participate in the festival by providing sponsored food and carnival-style games to all attendees.

### ***UNLV AMA consulting***

As mentioned earlier, the UNLV AMA will step in to provide consulting activities previously done by our CIBER. Our activities include: website design, marketing plans, market research, street team work, booth presentations, etc. This is a service to local businesses by the UNLV COB.

Objective: to complete at least four consulting jobs with total revenues of at least \$1,000.

### ***Other local community service activities***

#### ***2011 Making Strides Against Breast Cancer of Las Vegas, NV***

Market this activity to the UNLV community.

Objective: Attendance of at least 15 UNLV community members to participate in the 2011 Making Strides Against Breast Cancer Walk.

#### ***Magical Forest at Opportunity Village***

Market this activity to the UNLV community.

Objective: Attendance of at least 15 UNLV community members to participate in the 2011 Magical Forest at Opportunity Village.

#### ***Making Holiday Magic***

Market this activity to the UNLV community.

Objective: Acquire at least 100 canned food and 150 clothing donations.

## **Fundraising**

### ***Objectives***

To raise at least \$7000 to finance UNLV AMA's events and expenses (travel, conference registrations, etc.) and increase sponsorship funding by at least \$1000 from the previous year.

### ***Strategy***

To organize fundraising activities and events that will interest the UNLV Student Body, Faculty, and the local residents of Las Vegas.

### ***Metrics***

To measure our success in fundraising, we will be using number of fundraising activities provided, and revenues generated.

### ***Corporate Sponsorships***

We will develop a relationship with a company as a chapter sponsor. We plan to generate at least \$500 in sponsorships for the 2011-2012 academic year.

#### ***UNLV College of Business Sponsorship***

We will reach out to the College of Business to acquire at least \$5000 to fund travel expenses to the 34<sup>th</sup> Annual International Collegiate Conference in New Orleans.

#### ***UNLV CSUN Grant***

We plan to obtain \$500 per semester (\$1000 total) from the student government body by complying with UNLV Organizational guidelines.

#### ***Skills Update Seminar***

Marketing alumni and other interested publics will be able to attend a seminar on recent, up-to-date marketing skills. We plan to have a net profit of at \$500.

### **Membership**

Our plan for membership building is captured by the process of recruit, engage, retain.

#### ***Goals***

Recruit - Increase new members by 25 members for the Fall.

Engage - To get 75% of our members to attend at least 3 events this fall

Retain – Retain 90% of those students that are still in school.

*Strategy* – To develop a relationship marketing approach to our membership b focusing on engaging the membership once they have become paid members rather focusing exclusively on recruiting new students.

*Metrics* - To measure our success in membership, we will be using number of new members, retention rates of current members, and member involvement.

#### **Recruit**

Increase new members by 25 members for the Fall.

#### ***Lower Class Standing***

By involving freshman and sophomores more in AMA, it will increase their awareness of networking benefits for their personal and professional development. Also, the lower classman can be groomed early on to graduate into AMA mentors or board members for the future.

#### ***Upper Class Standing***

Involving Junior and seniors in the AMA program will increase AMA's on-campus knowledge of networking opportunities with various departments as well as networks they will builds as they graduate into the workforce.

#### **Strategies**

##### ***Classroom Presentations***

In cooperation with UNLV Faculty, all AMA Board members will give short presentations throughout the academic year, describing the benefits and opportunities that the AMA has to offer during classes.

##### ***Cross-Marketing***

Integrate AMA with other non-competing UNLV groups on campus and stock their booths with AMA pamphlets and contact sheets. Diversifying our presence in campus events allow us to reach out to a larger audience and take advantage of UNLV's marketing to the entire student body.

##### ***“Brand Yourself”***

This membership recruitment campaign will further our promotion efforts with the use of flyers, presentations, social media, and word of mouth advertising. This campaign will emphasize the exclusive benefits and opportunities offered by AMA not only for business majors, but the importance of branding for all majors. By adopting the new

UNLV AMA slogan, “Brand Yourself,” it is not only easy to remember, but creates a clear and distinct message about the organization.

### ***Open Door Policy***

AMA Member meetings will be open to all students that may have interest in joining the organization. These students will fill out a few questions on a profile card and be kept track of, so membership can follow-up with these prospects.

### **Engage**

To get 75% of our members to attend at least 3 events this fall

Engagement is all about creating highly value activities. AMA will implement unique events for 2011-2012 academic year with guest speakers and involvement with local businesses. This will be for AMA members, as well as including some non-member events to increase interest in AMA’s offerings.

### **Strategy**

#### ***Increase communication***

Create more awareness regarding the benefits and opportunities provided by UNLV AMA and stimulate interest with up-to-date communications, like Face book, YouTube, and Twitter

#### ***Create a Network System***

Allocate new members to an existing member or executive board member to be their “network” buddy and essentially have new members feel comfortable emailing, texting, and sitting next to that mentor at member meetings. AMA members can also decide on meeting places before events and coordinate everyone going to events as a group.

### **Retain**

Retain 90% of those students that are still in school.

### **Strategy**

#### ***How are we doing?***

Implement an anonymous survey in a general board member meeting and email that’s asks what about AMA they enjoy and what areas AMA can improve on to keep them engaged and retained.

#### ***Research (Future)***

Distribute a simple survey to current members with check-list choices, as well as open-ended suggestions of what type of programs they would like to see AMA host. After we collect data, we can generate reports, which will be sent out to members, and then we can focus our efforts with the new information.

## **Communication**

To execute effective communication to all AMA members, business professionals, the UNLV campus and interested prospects, using different channels of communication. Electronic media will be used heavily as a form of contact using present day technology as an advantage. Information about events will be provided by the AMA board members requiring them to constantly respond to feedback.

### ***Objectives***

To communicate with our membership at least 3 times per week using a variety of electronic and traditional media.

### ***Strategy***

To use a multi-channel approach to reaching our membership including , but not limited to: telephone, bulletin boards, fliers, surface mail, email, Twitter, LinkedIn, Facebook, podcasts, website, in class presentations, and others.

### ***Metrics***

To measure our success in communications we will be using number of attendees at events, communications sent out, and currency of bulletin boards.

## **Internal Communication**

### ***Survey of Communication***

Members of the UNLV AMA chapter will be surveyed on their contact preference and schedule availability. The members will be asked in the survey, “How can we reach you?” asking about what forms of communication are favored.

### ***Emails, Phone & Text Messaging***

Members will be contacted by email, phone and text. This will also be used as a form of external communication. We plan to send out at least 3 messages each week or as the situation dictates.

### ***Our trophy Case, Bulletin boards, fliers, and in- classroom announcements***

We will provide members and non members with a variety of communications via our bulletin boards, fliers, and in class announcements. We find that these traditional communication vehicles are still effective. We plan to communicate all of our open-door events in this way.

## **Internal-External Communication**

### ***Website***

The UNLV Website will be maintained and updated regularly in order to be an effective external communication. Links, business resources (“How to build a Resume”, “How to Make a Business Card”, etc.), important dates, and external website links will be available on the site for public view. Downloadable applications and background information about the chapter will be available on the site. Awareness of the website will be executed by the use of promotional flyers, and posting the URL address on the chapter’s social networking sites.

### ***Twitter***

This will be updated regularly through “tweets” (updates and status). Tweets will be posted as needed to inform members with reminders, upcoming events, or need-to-know facts concerning UNLV AMA. Those interested can “follow” UNLV AMA to receive updates.

### ***Facebook***

UNLV AMA’s Facebook group account will be utilized to network with AMA members, professional business, and student organizations. Members will be encouraged to post comments and concerns for the board to address. Updates will be signified in the “Recent News” section indicating important upcoming dates. The group page will be accessible to the general public and those within UNLV AMA’s online network.

### ***LinkedIn***

The LinkedIn profile will be used to keep in contact with business professionals affiliated with the American Marketing Association. It will also inform UNLV AMA’s board members of available jobs and internships to share with members. The account will be utilized as a survey tool that will link the students to business professionals.

### ***Bi-Monthly Newsletter***

A bi-monthly newsletter will be developed and distributed via print-out and email to AMA members, UNLV faculty, AMA Las Vegas Chapter. The newsletter will provide photos, an overview of past and future events and a calendar for the collegiate and professional chapter. Email will be used to distribute the newsletter; it will also be available for download on the chapter’s website.

## **Operations**

The goal in our operations plan this year is focus on four major activities: Planning, coordinating, controlling and transitioning.

### ***Objectives***

To ensure that our executive board members and committee directors have preparation time and planning tools to successfully executive our chapter goals and activities.

To operate the UNLV AMA in a professional organized manner. Our goal is professionally execute each event.

### ***Strategy***

To spend more front end time planning each event to make sure that it done in a professional manner.

### ***Metrics***

To measure our success in operations we will be using number of attendees at events, planning meetings, and amount of information available for next year's officers.

### **Operations Activities**

#### ***Planning retreats***

THE UNLV AMA will conduct a planning retreat at the beginning of each semester.

#### ***Executive Board meetings***

We will conduct 6 executive board meetings each semester.

#### ***File-Storage Database***

A database website will be used to store all files and records of the UNLV AMA chapter in order to maintain organization and back up files should a board member withdraw their position. Important documents such as membership rosters, AMA constitution, previous chapter plans and reports, and flyers will be stored.

#### ***President mentoring***

This year we are asking past presidents to be a resource for our current executive board by being accessible for consultation and mentoring activities.

## **Calendar of Events**

### **September**

- Involvement Fair – September 13-14<sup>th</sup>
- General Meeting – September 14<sup>th</sup>
- General Meeting – September 27<sup>th</sup>

### **October**

- Breast Cancer Walk – October 1st
- General Meeting – October 4<sup>th</sup>
- Las Vegas AMA Luncheon – October 6<sup>th</sup>
- The Contender Challenge – October 10-14<sup>th</sup>
- R&R Partners Tour - October 14<sup>th</sup>
- General Meeting – October 18<sup>th</sup>
- Job Shadow Day – October 21<sup>st</sup>
- CSULB Regional Conference – October 29<sup>th</sup>

### **November**

- General Meeting – November 1<sup>st</sup>
- College of Business – November 9<sup>th</sup>
- General Meeting – November 16<sup>th</sup>

## Budget

<b>Expected Revenue</b>		
Local Membership Dues	\$200	
Corporate Sponsorships	\$500	
UNLV College of Business Sponsorship	\$5,000	
UNLV CSUN Grant	\$1,000	
Consulting Business	\$500	
Skills Update Seminar	\$500	
<b>TOTAL REVENUES</b>		<b>\$7,700</b>
<b>Expected Expenses</b>		
Promotional Tools (flyers, brochures, business cards etc.)	\$200	
Collegiate Conference	\$5,000	
Etiquette Dinner:	\$300	
Resume Workshop	\$100	
Club Shirts:	\$200	
Member Mixers/Socials:	\$300	
Refreshments at General Meetings	\$200	
<b>TOTAL EXPENSES</b>		<b>\$6,300</b>
<b>EXPECTED PROFIT</b>		<b>\$1,400</b>