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Overview

Executive Summary

These are exciting times for the University of Iowa American Marketing Association (UIAMA)! This year, the chapter is receiving the highest level of membership, involvement, and collaboration with university administration and regional AMA chapter it has ever seen. These factors make it more important than ever to ensure the chapter is able to provide value to its growing population of next-generation leaders in marketing. In order to effectively create and deliver value to it’s members, the chapter requires careful planning of initiatives—new and old—throughout the academic year.

The purpose of this document is to provide the executive board of the American Marketing Association: University of Iowa Chapter, with a detailed plan for the 2015-2016 academic school year. This strategic plan includes project plans, budgeting, communication plans, action steps, among other topics that are listed in the table of contents section of this document.

Key Objectives

1. Increase real-world marketing experience for members that allow them to apply classroom teachings directly.
2. Offer professional development opportunities that prepare members for their careers.
3. Increase member involvement in meetings, events, activities, and in seeking out leadership roles.
4. Increase member retention by providing added value and measure satisfaction through regular feedback.
5. Provide opportunities that facilitate job placement, including networking events, professional trips, and more.
6. Increase University of Iowa and Tippe College of Business community involvement in all events and functions.
7. Create a network of alumni and professionals members can utilize in job searches and building personal networks.
8. Maintain chapter excellence within the college and within the national organization as it has held for over 25 years.

Situational Analysis

Competition

The UIAMA’s competition includes other entities which request current member or alumni participation. This includes classes, jobs and internships, other student organizations, academic groups, fraternities, the University of Iowa Alumni Association, and the national American Marketing Association membership programs. Chapter feedback surveys have revealed that many current members belong to at least one other organization or program within the University of Iowa. Because it is very likely that our members and alumni are being contacted by multiple organizations, it is important that the UIAMA creates distinct values and benefits for those members and alumni within our chapter.
Stakeholders

Current Members - Members of the University of Iowa American Marketing association are constituents that drive chapter functions, goals and accomplishments. The chapter’s roster currently includes 77 members representing a diverse range of class years and majors within the University of Iowa.

Chapter Executive Board - The executive board leads the organization and serves members, alumni, and the Tippie College of Business community. The board includes 6 executive positions and 2 emeritus board members representing the entire University of Iowa community.

Chapter Alumni - Limited alumni information has revealed that the chapter was founded in 1990, that members participate in the organization for an average of 2 years, and that each year has an estimated average of 70 members. From this we have concluded that this group includes an estimated 875 alumni and they range from ages 22 to 47. Our alumni include a diverse range of business majors, demographics, psychographics, behavioral habits, and geographics to whom we serve.

Tippie College of Business - The college is the biggest supporter of the University of Iowa American Marketing Association and drives all chapter functions. It is comprised of six academic departments, 5,150 students, 102 permanent faculty members, and 46,000 living alumni—all of which the UIAMA strives to represent.

University of Iowa Community - The chapter has responsibility to represent its alma mater and advance its image. The community includes those who are students, faculty, staff, and those who are not.

SWOT Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>• A fresh executive board and influx of new and enthusiastic members</td>
<td>• Alumni relations has not been maintained over the 25 years of chapter existence</td>
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<tr>
<td>• The creation of the Vice President for Professional Development brings added opportunities and values for members</td>
<td>• Members usually participate for 1-2 years and then graduate</td>
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<td>• Emeritus board members provide years of experience and advice</td>
<td>• Chapter functions require high costs that aren't covered with membership dues</td>
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<td>• Helpful and active faculty advisor, university administration and alumni</td>
<td>• Semester executive board member turnover is high, causing abrupt transition periods</td>
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<td>• Has a history of excellence among the Tippie College of Business</td>
<td>• Membership involvement is difficult to maintain throughout each semester</td>
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<tr>
<td>• Diverse group of individuals of all ages, majors, and backgrounds</td>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
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<tbody>
<tr>
<td>• Administration within the university are now available for resources to network and build alumni relations</td>
<td>• Scheduling conflicts with member obligations including classes, jobs, and other programs</td>
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<td>• The Tippie College of Business admission numbers have increased</td>
<td>• There are 25 other student organizations at the Tippie College of Business and over 450 organizations on campus overall</td>
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<tr>
<td>• Increased collaboration with undergraduate program administration</td>
<td>• Many other case competitions like the Tippie Case Competition held by other Tippie student orgs and AMA chapters</td>
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<td>• Recruiters on campus are looking for new students</td>
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About Our Chapter

Target Market

- **Primary:** Undergraduate Marketing majors within the Tippie College of Business
- **Secondary:** Undergraduate Business majors within the Tippie College of Business
- **Tertiary:** Undergraduate majors of all types within the University of Iowa, including communications, graphic design, journalism, and more.

Mission

The American Marketing Association, University of Iowa chapter, is a student organization in the Henry B. Tippie College of Business that strives to develop professionalism, philanthropy, networking, and personal branding in its members.

Vision

Through professional development, networking opportunities, philanthropic events, and the development of personal branding skills, AMA hopes to provide its members with a competitive advantage unlike that of any other organization on campus, and equip members with the right interview skills and professional experience to successfully land the career and lifestyle of their choice.

Executive Board

The executive board’s objective for the semester is to bring opportunities for professional advancement to members. These opportunities will align with the feedback received from potential members at the first informational session of the academic year, which took place on September 2, 2015. The board also oversees chapter goals and objectives, guidance for members committees, and supports facilitation of all chapter events and activities.

The board is currently comprised of 6 executive positions and 2 emeritus board members.

President
Cassandra Hansen

Executive Vice President
Alexandra Wyrick

Vice President of Professional Development
Blake Robinson

Vice President of Event Planning & Fundraising
Dolan Guhin

Vice President of Finance & Membership
Poh Yee Lai

Vice President of Public Relations
Cristina Ranslem

Emeritus Board Members
Emii Le
Lena Niemann
Chapter Operations

**General Meetings**

Goal: Organize a minimum of 14 general meetings each semester for all members on Wednesdays at 7:45pm in the Tippie College of Business.

Strategies:
- Reserve appropriate rooms, supplies, food, and contact members about each meeting.
- Schedule weekly activity or workshops according to events and interests.
- Record minutes to be sent out in recap emails to all members.

**Executive Board Meetings**

Goal: Organize a minimum of 8 executive meetings in the summer and 14 meetings each semester for all 8 executive members on agreed upon dates and times.

Strategies:
- Coordinate schedules to select a satisfactory meeting time each week.
- Create executive meeting agendas and weekly meeting agendas.
- Discuss weekly general meeting goals and long-term goals.
- Record minutes to be sent to all members, and tasks to be assigned to executive members.

**Leadership Competency Meetings**

Goal: Ensure attendance by at least 2 executive members to 5 of the Tippie College of Business Leadership Competency Meetings throughout each semester.

Strategies:
- Assign attendance to the President and one other executive to all meeting times.
- Participate in leadership competency training and development activities.

**Committee Meetings**

Goal: Facilitate 2 meetings each semester for committees to gather and discuss feedback on committee processes and updates.

Strategies:
- Coordinate schedules to a satisfactory meeting time.
- Assign executive members to lead meetings and create meeting agendas.

**Socials**

Goal: Provide opportunities for members and executives to socialize outside of general meeting activities to foster relationship building and team cohesion.

Strategies:
- Organize biweekly formal and impromptu socials for members to meet at restaurants and recreational locations.
- Promote social events through internal social media outlets and email campaigns.
- Provide situations for members to get to know executives on a personal level.
- Offer study group sessions near midterm and final exam times.

**Member Feedback**

Goal: Obtain member feedback on fulfilling the chapter’s mission, events, workshops, activities, and overall satisfaction in order to maintain chapter excellence on a bi-semester basis.

Strategies:
- Create professional surveys using Qualtrics to request feedback on chapter functions and overall satisfaction.
- Analyze data to measure strengths and weaknesses within the chapter.
- Evaluate and communicate results, as well as action plans, to the executive board and general members.
Chapter Operations

Document Management
Goal: Provide a central location for all chapter documents, meeting PowerPoints, lists, signups, and spreadsheets that is easily accessible to all executive members.

Strategies:
• Utilize Google Drive to compile all documents that each executive member can access and reference.
• Compile an archive of PowerPoints, membership lists, photos, promotional items, contact lists, and more within the drive.

Chapter Plan
Goal: Develop an agreeable chapter plan outlining initiatives and goals for the academic year.

Strategies:
• Use SMART (specific, measurable, attainable, relevant, and timely) goals and executive strategic goals to develop chapter plan.
• Ensure the chapter plan is public to all members to keep the chapter accountable.

Task Management
Goal: Develop a system to keep track of overall and assigned tasks for executive members.

Strategies:
• Utilize Trello to create boards of tasks that can be assigned to executive members.
• Maintain deadlines, updates, and tasks on a weekly basis.

Annual Report
Goal: Achieve 95% of all chapter plan goals that were previously set.

Strategies:
• Use the chapter plan as a measure of evaluation of chapter goals.
• Collaborate with faculty advisor and executive members to ensure and evaluate achieved goals and strategies.
Professional Development

Overall Goal: To provide members with unique and tangible skill sets and knowledge that can be applied to networking, job acquisition, job performance, event/project planning, and self-understanding.

VP of Professional Development (NEW)

Goal: Create and implement an executive position that promotes professional development opportunities to members.

Strategies:
• Develop position description, roles, and responsibilities to be presented to members and candidates.
• Elect a Vice President of Professional Development at the annual UIAMA chapter elections.
• Create a professional development schedule for the academic year that considers major event timing and includes workshops, guest speakers, and activities.
• Execute workshops, guest speakers, and case building activities during weekly general meetings.
• Provide opportunities for members to make professional connections and build a network of employers, colleagues, and chapter alumni.
• Collect regular feedback from members about the satisfaction and effectiveness of professional development activities throughout the academic year.

Chapter Committees (NEW)

Goal: Provide opportunities for at least 20 members to gain real-life experience in four areas of chapter functions, playing a significant impact on the direction of the organization, including alumni relations, marketing and advertising, event planning, and fundraising.

Strategies:
• Develop committee description, roles, and responsibilities to be presented to members.
• Promote committees to members during weekly general meetings, social media outreach, and email contact.
• Create committee teams of at least 5 members per committee to be implemented over the Fall semester.
• Assign executive member leaders for each committee as a point of contact and for reporting purposes.

Collegiate Certificate Programs (NEW)

Goal: Register 10 members to complete AMA Collegiate Certificate Programs including career development, marketing research, sales, and role-playing and relationship certificate programs.

Strategies:
• Promote certificate programs and opportunities during general weekly meetings and other communication channels throughout the academic year.
• Seek participation based on personal member interests and committee involvement.
• Encourage member participation by expecting executive member participation and leading of certificate programs.

Resume Book (NEW)

Goal: Collect at least 50 member resumes to be deliver to the AMA Iowa regional professional chapter to be distributed amongst professionals and potential employers.

Strategies:
• Hold a resume workshop during weekly general meetings to facilitate improvement on member resumes.
• Promote resume book collection and benefits to members throughout meetings and internal communication channels.
• Require executive member participation in resume book.
• Allow easy access to upload resumes to a collection through an online portal.

Speakers (UPDATED)

Goal: Bring in a minimum of 4 guest speakers to general meetings with experience in unique fields of business to reflect on experiences and give advice as to how to get involved in said field, with an average of 30 member attendance.

Strategies:
• Seek professional speakers based on member interests and related career fields including analytics, marketing research, sales, event planning, consulting, etc.
• Target professional contacts that have internship and job opportunities for members.
• Utilize alumni and professional network to acquire guest speakers.
Workshops (NEW)

Goal: Prepare members for all aspects of the job acquisition process and assist in development of skills for marketing related careers during weekly general meetings with a minimum of 6 workshops and an average of 30 member attendance.

Strategies:
• Develop a schedule of workshops on the following topics: resume building, LinkedIn profiles, social media presence, elevator pitches, interview preparations, etc.
• Incorporate workshop topics based on member interests and preferences, as well as timelines to seasonal hiring trends and University of Iowa career fairs and events.
• Provide professional photos to post on LinkedIn and other appropriate social media outlets.
• Hold meetings and discussions addressing how to distinguish oneself, how to play on one’s strengths, and how to find a job-person fit.

Experience

Goal: Improve problem-solving skills and critical thinking among members, as well as provide opportunities to practice them in real-world settings.

Strategies:
• Join forces with local businesses and other student organizations to develop marketing plans for new products and campaigns.
• Organize and prepare groups of members to compete in the University of Iowa case competitions, the Tippie Case Competition, the regional University of Iowa Whitewater-Wisconsin case competition, and the international collegiate case competition.

Job and Internships (UPDATED)

Goal: Create a greater number of job and internship experiences and placement resulting from chapter functions and opportunities.

Strategies:
• Execute regular posts of job and internship experiences through social media outreach.
• Reach out to chapter alumni for current job and internship experiences at their current places of work, as well as information on how to apply for these positions.
• Leverage sponsorships with opportunities to promote sponsors’ open positions.
• Promote the University of Iowa career fairs as well as organizing and promoting career fairs for select student business organizations.

Networking and Alumni Relations

Goal: Increase networking skills as well as establish relationships between current AMA members, past AMA members, employers, and other student organizations.

Strategies:
• Create an alumni relations strategic 5-year plan to be implemented at the beginning of the academic year.
• Develop an alumni relations committee dedicated to reaching out to past AMA members and creating a LinkedIn database of over 875 alumni over 25 years of the chapter’s existence.
• Utilize the alumni relations committee to maintain these relationships and help establish a mentoring program between past and current members interested in the same fields of business.
• Create an alumni networking event in the Spring semester to initiate relations and foster connections between members, alumni, and professionals.
• Collaborate with university administration to foster alumni and professional connections.
• Maintain active social media pages with all members providing job opportunities, event opportunities, socials, and professional trips.
• Organize events with another student organizations, and assist in the marketing of a project or event that they are developing.

Professional Trips

Goal: Increase member understanding of how marketing concepts are actually applied in a business or real-world setting through a minimum of 3 trips to 4-5 agencies each with a minimum of 15 member attendance at each.

Strategies:
• Organize one major professional trip per semester and one smaller-scale trip each year within the Midwest to visit a diverse group of businesses (i.e. marketing research firms, sports marketing firms, sales offices, etc).
• Participate in the annual AMA Iowa Des Moines Agency Crawl in November to connect with local chapters and professionals.
• Target businesses of special interest to members.
• Utilize businesses of special interest to members.
• Promote trips in weekly general meetings and internal communication channels.
Professional Development

AMA Iowa Digital Mentorship (NEW)

Goal: Create at a minimum of 5 member and professional digital mentorship relationships to facilitate personal and professional development.

Strategies:
• Utilize the AMA Iowa regional chapter Digital Mentorship Program to connect members to business professionals.
• Promote mentorship program in weekly general meetings and internal communication channels.

Marketing Week (NEW)

Goal: Leverage marketing week promotions to build member and community involvement in marketing and chapter functions and place in the Outstanding Marketing Week Competition.

Strategies:
• Host a series of marketing-related events throughout a week in October with an average attendance of 15 member attendance at each.
• Kick off the week by participating in the University of Iowa homecoming parade.
• Provide an experiential learning activity focused on a marketing topic, open to the Tippie College of Business community that connects back to chapter promotions.
• Host a mini professional trip to 3-4 marketing agencies in the Iowa City area during one day of the week’s festivities.
• Bring in one guest speaker to a weekly general meeting for an in-depth discussion on Google Analytics and SEO marketing.
• Participate in the University of Iowa Whitewater-Wisconsin Regional Conference as the week concludes.

Tippie Case Competition (UPDATED)

Goals: Host the 4th Annual Tippie Case Competition, expand team participation from at least 4 other regional AMA chapters, acquire a 5 member team attendance to the event, and increase prize money to $1,500.

Strategies:
• Increase university participation by a multi-channel targeted B2B marketing strategy that begins with a letter of interest in save-the-date promotion by October.
• Utilize connections with the college’s dean, administration, and faculty advisor to increase university outreach.
• Utilize assistance from the dean and faculty advisor to acquire a corporate sponsor to create a case focusing on sustainable products/services in marketing.
• Acquire sponsorships from the Office of Sustainability, a corporate sponsor, and other university offices.
• Promote event and case to the regional professional chapter to increase university participation.
• Promote event to members and the general Tippie College of Business community to obtain teams for participation.

Regional Conference Participation (UPDATED)

Goal: Send at least 20 members to the University of Whitewater-Wisconsin Regional Conference in October and participate in at least two competitions.

Strategies:
• Promote event and benefits to members during general weekly meetings and internal communication strategies.
• Provide sponsorship for travel as an incentive for participation.
• Target members that show an interest in career networking, gaining real-life experience, and have participated in previous regional conferences.

National Conference Participation (NEW)

Goal: Send at least 20 members to the International Collegiate Conference with a minimum of 15 person participation in the Icebreakers case competition.

Strategies:
• Promote event and benefits to members during general weekly meetings and internal communication strategies.
• Break competition participants into small teams.
• Host regular brainstorming workshops for the case and scheduled work sessions for the competition teams.
• Provide sponsorship for travel and other expenses incurred as an incentive for participation.
• Target members that show an interest in career networking, gaining real-life experience, and have participated in previous regional conferences.
Community and Social Impact

Overall Goal: To develop and participate in activities that offer benefit to the University of Iowa and Iowa City community through various volunteering and charitable events, and provide philanthropic and personal developmental experiences for members.

Philanthropy Events

Goal: Develop two philanthropic events (one each semester) to raise $2,000 in funds for a local charitable organization.

Strategies:
• Choose charitable organizations based on member interest.
• Organize a Fall Festival to include the entire Iowa City community in order to raise funds for at least one organization.
• Organize a Spring semester philanthropic event utilizing the newly created event planning and fundraising committees.
• Utilize network of alumni, faculty, and professionals to coordinate sponsorships and facilitation.
• Promote events through multi-channel marketing strategies.

Be the Match

Goal: Assist the Be the Match organization in recruiting a minimum of 15 participants for the bone marrow registry.

Strategies:
• Create a list of member volunteers to table registrations within the university campus.
• Promote registrations through multi-channel marketing strategies.

Tippie Build

Goal: Participate in at least one Tippie Build session with a minimum of 10 member attendance to give back to the local community by assisting in the construction of homes for a charitable purpose.

Strategies:
• Select dates for group participation throughout the academic year.

Veterans Association Marketing (NEW)

Goal: Consult with and develop pro bono social media marketing strategies for the University of Iowa Veterans Association with a minimum of 3 member participation.

Strategies:
• Create teams of interest through general weekly meetings and encourage participation through communication of added benefit and experience.
• Consult with the Veterans Association to determine social media needs.
• Develop and implement strategies for the organization’s use.

Elementary Mentorship Program (NEW)

Goal: Develop a mentorship program that pairs chapter members with Iowa City elementary students in need to foster personal growth.

Strategies:
• Meet with a small sub-committee to develop program goals and strategies.
• Contact local elementary schools to seek participation.
• Build a team of members to participate in at least 3 interactions per semester with elementary students.

Sustainable Initiatives (NEW)

Goal: Collaborate with the university’s Net Impact student organization to maintain best practices in sustainability throughout all chapter events and functions.

Strategies:
• Consult with the Net Impact organization to address needs and implement strategies.
• Exchange marketing assistance for the organization for sustainable consulting work.
• Utilize newly created event planning committee to implement these practices in all events, meeting, and activities.
• Create and produce all chapter promotional materials with sustainable frame of mind.
• Promote sustainable standards to all members within all chapter functions.
Membership

Overall Goal: To maintain chapter excellence and reputation by increasing membership, member retention, and satisfaction.

Membership (UPDATED)

Goal: Increase potential members at first informational meeting in the Fall by 100% and convert 75% of those to complete membership status.

Strategies:
- Develop promotional rack cards to hand out to potential members providing information and benefits.
- Increase participation in university and Tippie College of Business recruiting activities.
- Present a pitch to 35 targeted undergraduate marketing and pre-business classes (with a range of 30-300 students each) within the Tippie College of Business.
- Develop a seamless electronic form using Qualtrics to collect a database of interested students at each recruiting opportunity.
- Deliver targeted email communications to all interested contacts to increase attendance to the first informational meeting.
- Provide food and promotional items as incentive to increase informational meeting attendance.
- Promote all recruiting activities and informational meeting through a multi-channel strategy including flyers, college monitor slides, and social media.
- Focus the first informational meeting on an overview of planned events and activities as well as added value for members provided through AMA.

Membership Dues

Goal: Obtain final status membership from 75 members in the Fall semester and 65 members in the Spring semester.

Strategies:
- Execute strategies listed above to obtain potential members.
- Set a clear deadline for membership dues in order to participate in key chapter activities such as the regional and national conferences.
- Allow members to pay dues through their university bill as an added incentive.

Membership Database (NEW)

Goal: Create a complete electronic database of current members including information on major, current status, primary and alternative contact information, AMA ID number, interest in career, and graduation date.

Strategies:
- Compile information from previously used acquisition tactics in recruiting.
- Combine collected information with provided roster.
- Allow access to update contact information throughout each general meeting.
- Utilize the VP of Finance and Membership position to maintain the database’s completeness and accuracy.

Involvement (UPDATED)

Goal: Increase member involvement and attendance at an average of 30 members per function through new initiatives in weekly functions, event, and activities.

Strategies:
- Request weekly feedback for interests and suggestions for activities to include into chapter plans through strategic surveys and personal communication.
- Include professional development workshops, speakers, and incentives in each weekly general meeting to encourage attendance and participation.
- Create a conversational, inclusive atmosphere that encourages all members to participate during meetings.
- Provide personal contact information for each executive to encourage members to provide regular feedback and open communication.
- Connect all executive members and members through social media outlets as a way to foster open communication and relationship building.
- Provide biweekly email campaigns including information on agendas for upcoming meetings and recaps on meetings for those who couldn't attend.
- Post consistent reminders of meetings through all social media outlets.

Position Shadowing (NEW)

Goal: Allow members to learn from current executive positions and be involved in top-level decisions in efforts to increase member involvement, satisfaction, and retention.

Strategies:
- Provide a time slot for members to attend and observe weekly executive meetings.
- Allow members to choose an executive position of interest and shadow that executive to prepare for their own leadership positions in the future.
Fundraising

Overall Goal: To increase member value and benefits such as participation in regional and national conferences, added professional development opportunities, and various chapter activities by raising funds from local businesses and chapter fundraising events.

Sponsorships (NEW)

Goal: Create sponsorship packages and materials, and acquire a minimum of $3,000 from local businesses and organizations.

Strategies:
• Develop a targeted sponsorship brochure to be given to potential sponsors to express conversion from monetary contribution to member value.
• Create a tiered sponsor package program that provides unique incentives (such as guest speaker opportunities, job postings, and inclusion in chapter advertisements) and requirements for each tier.
• Acquire assistance in development of packages and connections from the college’s dean, administration, faculty advisor, alumni, and other student organization leaders.
• Utilize newly created fundraising committee to acquire sponsorship contacts.
• Contact targeted local businesses to create or enhance relationships with the chapter (including those that recruit from the chapter and those who have supported the chapter in the past).

Padfolio Sales

Goal: Sell 100 professional padfolios each semester for a $2,800 profit to University of Iowa students previous to the university career fairs.

Strategies:
• Design and order 100 leather padfolios with an embossed Tippie College of Business logo.
• Edit design to incorporate the general University of Iowa logo on padfolios for the Spring semester.
• Allow students to charge their university bill for payment as an incentive for sales.
• Create teams of members to make sales during specified times.
• Promote sales through targeted social media strategies.

General Fundraising Activities (UPDATED)

Goal: Create and implement various fundraising activities and events throughout the academic year to raise a minimum of $1,200 in funds for chapter functions.

Strategies:
• Utilize newly created fundraising committee to develop events and activities for the chapter to raise funds on and off campus.
• Repeat successful fundraising activities such as the “1 For the One You Love, 1 to Spread the Love” Valentine’s Day fundraiser.
• Leverage Tippie College of Business and University of Iowa activities to coordinate fundraising activities with high traffic results.

Academic Planner Distribution (NEW)

Goal: Distribute 7,500 free academic planners to the University of Iowa community from AroundCampus to obtain a $600 payment.

Strategies:
• Create teams for distribution at various locations and events throughout campus.
• Leverage incoming student traffic and engagement events at the university to distribute the planners.
• Contact several university locations to place multiple planners for easy distribution.
• Reach out to all university fraternities and sororities to distribute planners to their members.
• Include planners for distribution at every UIAMA recruiting function.

Buffalo Wild Wings (NEW)

Goal: Raise $100 to fund chapter general meeting incentives and supplies through a basic fundraising event held on the University of Iowa campus.

Strategies:
• Contact Buffalo Wild Wings management to arrange a percent of profit fundraiser.
• Promote fundraiser to members, the University of Iowa community and throughout Iowa City to provide traffic into the business for a specified day and time.
Communications

Overall Goal: To maintain internal and external relations and to provide clear and consistent messages about our chapter.

Multi-channel marketing will be used to communicate with current and prospective members, as well as the University of Iowa community, to announce AMA events, upcoming projects, fundraising initiatives, etc.

Channels are separated into (3) categories: social media, direct marketing, and mass-advertisements. The different channels are shown below:

Social Media Channels

Goal: Increase social media interaction by 25%.

Strategies:
• Multiple posts per week about marketing trends, university events, chapter events, meeting reminder, and more using:
  • Main Website
  • Facebook Page
  • Facebook Private Group
  • Twitter
  • LinkedIn Group
  • Instagram
  • SnapChat
  • OrgSync

Direct Marketing

Goal: Create an open and direct line of communication between executives and members about chapter updates and functions, and main a open rate of at least 60%.

Strategies:
• Direct emails to members using MailChimp and the university’s American Marketing Association – University of Iowa ListServ application.
• Send meeting reminders, general meeting recaps, executive meeting minutes, project updates, and various opportunities (i.e. internships).

Mass Advertisements

Goal: Reach the mass audience of members, Tippie College of Business students, faculty, and University of Iowa Community with chapter promotions.

Strategies:
• Pappajohn Business Building ITC computer and kiosks screens
• AMA posters located in Pappajohn Business Building hallways, university common areas, and campus hot spots
Calendar of Events

2015

June
16, 23, 30: Executive Board Meetings

July
2: Strategic Meeting with Dean Gardial
7, 14, 21, 28: Executive Board Meetings

August
4, 11, 18, 27: Executive Board Meetings
9: Community Garden Social
21: BizHawks Living Learning Community
22: PickOne! Expo
23: Brunch Social
24-31: Daily Class Pitches Begin
25: UI Student Org Fair
28: Leadership Competency Meeting
31: Tippe Fest: Major Sessions

September
1: Tippe Fest: Build the Iowa Brand Activity
2: Tippe Fest: Student Org Fair & Cupcakes
2, 10, 15, 20, 27: Executive Board Meetings
3: Tippe Fest: International Insider Knowledge
3: First Informational Meeting
6: Wilson’s Orchard Social
9: First General Meeting
   (Ice Breakers & Collegiate Case Brainstorming)
11: Dean’s Reception
15-24: Padfolios Sales Begin
16: General Meeting (Resume Workshop)
23: General Meeting (LinkedIn Photos & Elevator Pitch Workshop)
24: UI Career Fair
25: Leadership Competency Meeting
26: Hockey Game Social
30: BWW Fundraiser & Committees Formation

October
1, 8, 22, 29: Executive Board Meeting
7: General Meeting (Homecoming Decoration & Committees Activity)
9: Homecoming Parade
12-16: Marketing Week Begins
12: Mini Professional Trip
13: Experiential Learning Activity
14: General Meeting (Ryan Lindsay, Google Analytics)
15: UWW Regional Conference Social
16: UWW Regional Conference
21: General Meeting (Philanthropy Prep)
23: Leadership Competency Meeting
25: Fall Philanthropy Festival
28: General Meeting

November
4: General Meeting
5, 19, 26: Executive Board Meetings
11: General Meeting
12-13: Professional Trip
18: General Meeting
19: Des Moines Agency Crawl

December
2: General Meeting
3: Executive Board Meetings
4: Leadership Competency Meeting
9: Executive Board Elections
10: Changing of the Boards

2016

January
20: First General Meeting
16, 21, 28: Executive Board Meetings
27: General Meeting

February
3, 10, 17, 24: General Meetings
4, 11, 18, 25: Executive Board Meetings
15: Padfolio Sales Begin
24: UI Career Fair
TBD: Tippie Build

March
2, 9, 16, 23, 30: General Meetings
3, 10, 24: Executive Board Meetings
4: On Iowa! Student Org Pitch
17-19: International Collegiate Conference
31-April 1: Professional Trip
TBD: Be the Match Tabling

April
6, 13, 20, 27: General Meetings
7, 14, 21, 28: Executive Board Meetings
8-9: Tippie Case Competition
TBD: Alumni Relations Networking Event
TBD: Spring Philanthropy Event

May
4: Executive Board Elections
5: Changing of the Boards
# Budget

## Revenue

### Membership

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Dues (77 members at $43/member)</td>
<td>$3,311.00</td>
</tr>
</tbody>
</table>

### Fundraising

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Sponsors (6 sponsors)</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Padfolio Sales (100 padfolios)</td>
<td>$2,835.05</td>
</tr>
<tr>
<td>General Fundraisers (2 per semester, 4 total)</td>
<td>$1,200.00</td>
</tr>
</tbody>
</table>

**Event Funding (and UI Funding)**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philanthropy Funding (2 funds per event)</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Professional Trip Funding (1 per semester)</td>
<td>$800.00</td>
</tr>
<tr>
<td>Tippie Case Competition Funding</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Tippie Case Competition Registration (5 teams)</td>
<td>$500.00</td>
</tr>
</tbody>
</table>

**Total Revenue**                                                                                      $15,146.05

## Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruitment Events</td>
<td>$472.97</td>
</tr>
<tr>
<td>Socials and Meetings</td>
<td>$800.00</td>
</tr>
<tr>
<td>Philanthropy Events (2 events)</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Tippie Case Competition</td>
<td>$2,950.00</td>
</tr>
<tr>
<td>Professional Trip (1 per semester)</td>
<td>$3,400.00</td>
</tr>
</tbody>
</table>

**Total Expenses**                                                                                     $10,622.97

**Net Income**                                                                                         $4,523.08