

2015-2016

University of Iowa

American Marketing Association

# Annual Report



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# Executive Summary

Dear Members of the Review Board,

This has been an exciting year for the University of Iowa American Marketing Association (UIAMA)! Over the past year, the chapter has been focused around a transparent operating philosophy and building engagement among members. This year, the chapter has made record-breaking strides to increase membership and retention over the 2015-2016 academic year, and these efforts have paid off. Specifically, the chapter focused on eight key objectives to guide operations, decisions, and functions throughout the year.

## Key Objectives Set for 2015-2016

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 Tippie 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.

In this document, our chapter will provide the executive board and members of the American Marketing Association: University of Iowa Chapter, as well as the national American Marketing Association collegiate review board, with a detailed and measured report of chapter activities throughout the 2015-2016 academic school year. This report includes results from goals set in the chapter plan, budgeting, communication plans, action steps, among other topics that are listed in the table of contents section of this document.

As you will see from the highlighted results following each strategic goal, we are proud to announce that **we have currently met 83% of our proposed goals and are on target to meet 95% of them by the end of the academic year.** Major accomplishments that our chapter has made and those that have helped propel our organization within the top tier of student-run activities at the University of Iowa are highlighted below.

### Increase in Membership

Over the academic year, our chapter has created a 66% increase in paid membership and a 20% increase in membership involvement in chapter functions.

### 1st Place Digital Marketing Competition

Our chapter took home 1st place and a \$800 cash prize for the Acurite Digital Marketing Competition at the University of Whitewater-Wisconsin Regional Conference in October.

### Hawk-tober Festival: New Annual Tradition

A new tradition has begun for our chapter after this year's philanthropic fall festival raised over \$600 for the National Alliance for Mental Health.

### First Collegiate Case Competition

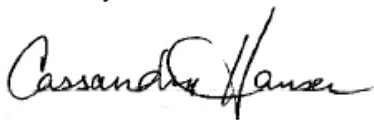
This year marks the first year that our chapter submitted a written case for the AMA Collegiate Case Competition—a project that involved a collaborative effort amongst 15 of freshman, junior, and senior members.

### Sustainable Relationship with Alliant Energy

This year, our chapter will host the 4th Annual Tippie Case Competition sponsored by Alliant Energy. Our collaboration with Alliant Energy has led to a continual relationship with the company and has resulted in a 33% increase in sponsorship funding for the competition.

Our members are proud to be a part of the American Marketing Association and because of that, we are continually committed to improving their experiences within our chapter. We hope to continue to illustrate the excellence that the UIAMA chapter embodies every year.

Sincerely,



Cassandra Hansen  
President, University of Iowa American Marketing Association



# 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.

### *Fall 2015 Executive Board*

#### 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

### *Spring 2016 Executive Board*

#### President

Cassandra Hansen

#### Executive Vice President

Eduardo Silva

#### Vice President of Professional Development

Blake Robinson

#### Vice President of Event Planning & Fundraising

Christen Bock

#### Vice President of Finance & Membership

John Bachtle

#### Vice President of Public Relations

Alexandra Marquardt

#### Emeritus Board Member

Emii Le



# 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

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

Strategies:

- Developed position description, roles, and responsibilities to be presented to members and candidates at the beginning of the Fall 2015 semester.
- Elected a Vice President of Professional Development at the annual UIAMA chapter elections.
- Created a professional development schedule for the academic year that considers major event timing and includes workshops, guest speakers, and activities.
- Executed workshops, guest speakers, and case building activities during weekly general meetings.
- Provided opportunities for members to make professional connections and build a network of employers, colleagues, and chapter alumni.
- Collected regular feedback from members about the satisfaction and effectiveness of professional development activities throughout the academic year.

### Results: VP of Professional Development

The Vice President of Professional Development position was successfully implemented and will be a continuing crucial position within the organization.

## Chapter Committees

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:

- Developed committee description, roles, and responsibilities to be presented to members.
- Promoted committees to members during weekly general meetings, social media outreach, and email.
- Created 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.

### Results: Chapter Committees

Committees were an overwhelming success, with 30 members volunteering in the following 4 committees: Alumni (7), Creative (7), Event Planning and Socials (10), Fundraising (6).

## Collegiate Certificate Programs

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

Strategies:

- Promoted certificate programs and opportunities during general weekly meetings and other communication channels throughout the academic year.
- Sought participation based on personal member interests and committee involvement.
- Encouraged member participation by expecting executive member participation and leading of certificate programs.

### Results: Collegiate Certificate Programs

Members showed little interest in the certificate program in the Fall 2015 semester, as other academic certificates at the University of Iowa required more attention. The certificate programs will be advertised in the Spring 2016 semester and executed based on member interest.

## Resume Book

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

Strategies:

- Held a resume workshop during weekly general meetings to facilitate improvement on member resumes.
- Promoted resume book collection and benefits to members throughout meetings and internal communication channels.
- Required executive member participation.
- Allowed easy access to upload resumes to a collection through an online portal.

### Results: Resume Book

Resume collection will continue throughout the Spring 2016 semester. To date, a total of 27 resumes have been collected through a Google Drive shared drop box.

## Speakers

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:

- Sought professional speakers based on member interests and related career fields including analytics, marketing research, sales, event planning, consulting.
- Targeted professional contacts that have internship and job opportunities for members.
- Utilized alumni and professional network to acquire guest speakers.

### Results: Speakers

A total of 2 speakers joined weekly general meetings in the Fall 2015 semester and 7 speakers will join the Spring 2016 general meetings.

*Fall 2015*

1. Sep 16: Pomerantz Career Center (Effective Resumes)
2. Oct 14: Ryan Lindsay, Converge Consulting (Google Analytics and SEO)

*Spring 2016*

1. Feb 16: Pomerantz Career Center (LinkedIn)
2. Feb 23: George Daniels (Marketing Case)
3. Mar 1: David Collins (Personal Marketing Strategies)
4. Mar 22: Dolan Guhin, Ipsos (Marketing Research)
5. Apr 5: Schneider Logistics (Sales)
6. Apr 12: Sherwin Williams (Internships)
7. Apr 19: Speaker Determined by Member Vote

## Workshops

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:

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

### Results: Workshops

A total of 2 workshops were executed during weekly general meetings in the Fall 2015 semester and 4 workshops will be presented during Spring 2016 general meetings based on relevance and feedback.

*Fall 2015*

1. Sep 16: Pomerantz Career Center (Effective Resumes)
2. Sep 23: Professional LinkedIn Photo Shoot and Elevator Pitches

*Spring 2016*

1. Feb 16: Pomerantz Career Center (LinkedIn)
2. Mar 1: David Collins (Personal Marketing Strategies)
3. Mar 8: Marketing Case Workshop
4. Mar 19: Professional Trip and Interview Preparation

## Experience

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

Strategies:

- Joined forces with local businesses and entrepreneurs to develop marketing plans for new products and campaigns.
- Organized 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.

### Results: Experience

*Whitewater Regional AMA Conference*

See Regional Conference Participation >>

*International Collegiate Case Competition*

See National Conference Participation >>

*Real-World Case*

In the Spring 2016 semester, members will develop and present marketing strategies for a real-world case for a local entrepreneur, George Daniels.

*Tippie Case Competition*

See Tippie Case Competition >>

## Job and Internships

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

Strategies:

- Executed regular posts of job and internship experiences through social media outreach.
- Reached out to chapter alumni for job and internship experiences at their current places of work, as well as information on how to apply for these positions.
- Leveraged sponsorships with opportunities to promote sponsors' open positions.
- Promoted the University of Iowa career fairs as well as organizing and promoting career fairs for select student business organizations.

### Results: Jobs and Internships

Over 20 job and internship opportunities to date were promoted to members through guest speakers, private social media groups, and email. This was a 1,000% increase in opportunities promoted since last year.

## 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:

- Created an alumni relations strategic 5-year plan to be implemented at the beginning of the academic year.
- Developed 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.
- Utilized 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.
- Created an alumni networking event in the Spring semester to initiate relations and foster connections between members, alumni, and professionals.
- Collaborated with university administration to foster alumni and professional connections.
- Maintained active social media pages with all members providing job opportunities, event opportunities, socials, and professional trips.

### Results: Networking and Alumni Relations

An alumni strategic plan was completed and presented to members, the college dean, the faculty advisor, and alumni engagement staff at the college. Alumni engagement staff at the university provided advice to build our alumni network through LinkedIn. A committee comprised of 7 members was created in the Fall 2015 semester that is planning an alumni mixer event for April 2016. Lastly, a mixer with two other student organizations is planned for March 1.

## 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:

- Organized 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).
- Targeted businesses of special interest to members.
- Utilized alumni and professional network to acquire business participation.
- Promoted trips in weekly general meetings and internal communication channels.

### Results: Professional Trips

2 professional trips were executed in the fall semester: 1 major trip to Chicago where 20 members met with 5 marketing agencies and 1 professional trip within Iowa City where 5 members met with 3 local marketing companies. 1 professional trip to Minneapolis will be executed in March 2016, where 20 members will meet with 4-5 top marketing agencies in the city.

## AMA Iowa Digital Mentorship

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

Strategies:

- Utilized the AMA Iowa regional chapter Digital Mentorship Program to connect members to business professionals.
- Promoted mentorship program in weekly general meetings and internal communication channels.

### Results: AMA Digital Mentorship

Digital mentorship will be utilized in the semester to connect 5 members with professionals.

## Marketing Week

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:

- Hosted a series of marketing-related events throughout a week in October with an average attendance of 15 member attendance at each.
- Kicked off the week by participating in the University of Iowa homecoming parade.



- Provided an experiential learning activity focused on a marketing topic, open to the Tippie College of Business community that connects back to chapter promotions.
- Hosted a mini professional trip to 3-4 marketing agencies in the Iowa City area during one day of the week's festivities.
- Brought in one guest speaker to a weekly general meeting for an in-depth discussion on Google Analytics and SEO marketing.
- Participated in the University of Iowa Whitewater-Wisconsin Regional Conference as the week concludes.

### Results: Marketing Week

All activities planned were executed during the week of October 12-16, which in turn increased membership.

## 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:

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

### Results: Tippie Case Competition

Qualifying from the real-world case problem from George Daniels, a team of 5 members will participate in the chapter's flagship Tippie Case Competition on April 8-9, where they will develop a sustainable marketing strategy for Alliant Energy and compete for a \$1,250 prize. The corporate sponsor is providing \$2,000 in funding and has become a long-term partner with the chapter. 10 AMA chapters from around the Midwest have been targeted as participants through all planned channels and the goal is to convert 4-5 chapters into confirmed registrants.

## Regional Conference Participation

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

### Strategies:

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

### Results: Regional Conference Participation

Twenty-one members traveled to Whitewater, Wisconsin for the regional AMA conference in October to meet with top employers and hear keynotes from industry leaders. Five members participated in the conference's sales competition, two teams participated in the AcuRite Digital Marketing Challenge, and one team took home first place and \$800 in that digital marketing competition.

## National Conference Participation

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

### Strategies:

- Promoted event and benefits to members during general weekly meetings and internal communication strategies.
- Split competition participants into small teams.
- Hosted regular brainstorming workshops and scheduled work sessions for the competition teams.
- Provided sponsorship for travel and other expenses incurred as an incentive for participation.
- Targeted members that show an interest in career networking, gaining real-life experience, and have participated in previous regional conferences.

### Results: National Conference Participation

For the first time in the chapter's history, a case was submitted for the Collegiate Case Competition. During this process, a team of 15 members conducted primary and secondary marketing research to develop a strategic marketing case and new target audience for Hershey's Ice Breakers Cool Blasts. On March 17-19, 3-5 students will travel to New Orleans to participate in the national conference activities (another chapter first).



# 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:

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

### Results: Philanthropy Events

The chapter developed and executed a now annual philanthropic event during the fall semester called Hawk-tober Festival, where over \$600 was raised for the National Alliance for Mental Illness (NAMI). The all day outdoor event invited the Iowa City community to participate in family-friendly fall activities to raise funds and increase awareness of the organization. The organization is currently in the process of planning a spring philanthropic event.

## 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.

### Results: Be the Match

The chapter will host a tabling session within the College of Business in April to volunteer as members recruiting participants for the bone marrow registry.

## 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:

- Selected dates for group participation throughout the academic year.
- Coordinated carpools and socials around Tippie Build socials as incentives to participate.
- Promoted chapter involvement using social media outreach in order to raise awareness for the college's program.

### Results: Tippie Build

Scheduled Tippie Build outings were canceled by the university due to weather conflicts in the fall 2015 semester. The chapter instead volunteered 6 members at the university's student garden during a one day event. A Tippie Build will be rescheduled in April 2016.

## Veterans Association Marketing

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.

### Results: Veterans Association Marketing

A relationship with the Veterans Association could not be established in the fall semester. Instead, the chapter will participate in a mini case competition, provided by a local entrepreneur, in order increase professional development activities within the organization while engaging with the local community.

## Elementary Mentorship Program

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.

### Results: Elementary Mentorship Program

The newly created event planning committee will assist in the development of this program throughout the spring semester, with the goal of creating a long-term program with at least 3 interactions per semester.

## Sustainable Initiatives

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

Strategies:

- Consulted with the Net Impact organization to address needs and implement strategies.
- Exchanged marketing assistance for the organization for sustainable consulting work.
- Utilized newly created event planning committee to implement these practices in all events, meeting, and activities.
- Created and produce all chapter promotional materials with sustainable frame of mind.
- Promoted sustainable standards to all members within all chapter functions.

### Results: Sustainable Initiatives

The Net Impact chapter will provide best practices for compostable materials at the Tippie Case Competition in April, with the goal of diverting waste from over 50 participants. Chapter functions now only use compostable materials when serving food items. Chapter t-shirts used organic options for materials and have a policy for reusing t-shirts in order to eliminate waste. Members participated in 2 sustainable events on campus: the Net Impact Sustainability Summit and a meet and greet with the former senior global director of Beer & Better World for Anheuser-Busch InBev, Bert Share.

# 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.**

## 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:

- Designed and ordered 100-150 leather padfolios with an embossed Tippie College of Business logo.
- Edited design to incorporate the general University of Iowa logo on padfolios for the Spring semester.
- Allowed students to charge their university bill for payment as an incentive for sales.
- Created teams of members to make sales during specified times.
- Promoted sales through targeted social media and direct marketing strategies.
- Sold padfolios at multiple targeted locations within the Tippie College of Business and within time frames leading up to the university's career fairs.
- Sold padfolios at a booth during each university career fair to boost sales.

### Results: Padfolio Sales

The chapter completely sold out of padfolios before the conclusion of the fall career fair, bringing in over \$1,000 profit for the chapter in less than a week. For the spring semester, the chapter has ordered 150 padfolios comprised of two types in order to reach a multi-segmented target audience: Tippie College of Business padfolios and University of Iowa padfolios. The padfolios will bring in a 120% profit margin and we expect to sell all 150 padfolios by the end of the spring career fair. Padfolio sales have been promoted through the university career fair itself, direct marketing efforts at the Pomerantz Career Center, and by word-of-mouth.

## General Fundraising Activities

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:

- Utilized 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.

- Leveraged Tippie College of Business and University of Iowa activities to coordinate fundraising activities with high traffic results.

### Results: General Fundraising Activities

The chapter will execute small fundraising activities throughout the spring semester, such as an Easter egg hunt and job shadowing at a local frozen yogurt shop.

## Academic Planner Distribution

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

Strategies:

- Created teams for distribution at various locations and events throughout campus.
- Leveraged incoming student traffic and engagement events at the university to distribute the planners.
- Contacted several university locations to place multiple planners for easy distribution.
- Reached out to all university fraternities and sororities to distribute planners to their members.
- Included planners for distribution at every UIAMA recruiting function.

### Results: Academic Planner Distribution

The chapter executed the distribution of all 7,500 academic planners within the first two weeks of the fall semester, resulting in a \$600 payment towards the chapter.

## Buffalo Wild Wings

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

Strategies:

- Contacted Buffalo Wild Wings management to arrange a percent of profit fundraiser.
- Promoted fundraiser to members, the University of Iowa community and throughout Iowa City to provide traffic into the business for a specified day and time.

### Results: Buffalo Wild Wings

The fundraiser took place on September 30, 2015 and brought in \$60 in funds for the chapter.

# Membership

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

## Membership

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

Strategies:

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

### Results: Membership

The chapter successfully executed all membership recruiting functions resulting in an approximately 140% increase in attendance to the fall 2015 informational meeting and a 71% increase in membership (from 65 members in June 2015 to 111 members in October 2015). Many members graduated in the fall 2015 semester, resulting in a beginning membership of 83 members for the spring 2016 semester. Similar recruiting efforts (but on a smaller scale) were executed in the first few weeks of the spring semester, resulting in 25 new membership applications that are currently being processed (a 30% increase). **Finally, the overall rate of paid membership for the 2015-2016 academic year to date is approximately a 66% increase.**

## Membership Dues

Goal: Obtain final status membership from 75 members in the fall semester and 65 members in the spring semester.

Strategies:

- Executed 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.
- Allowed members to pay dues through their university bill as an added incentive.

### Results: Membership Dues

The chapter surpassed our goals and obtained membership from 111 members in the fall semester and 108 members in the spring semester, with even more members still being recruited.

## Membership Database

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:

- Compiled information from previously used acquisition tactics in recruiting.
- Combined collected information with provided roster.
- Allowed access to update contact information throughout each general meeting.
- Utilized the VP of Finance and Membership position to maintain the database's completeness and accuracy.

### Results: Membership Database

An electronic database has been successfully compiled in our Google Drive documents including all relevant information listed above.



## Involvement

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

### Strategies:

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

### Results: Involvement

All strategies above have been consistently executed and have resulted in an increase in member attendance at general meetings (a roughly 20% increase) and dramatic increase volunteers for chapter functions.

## Position Shadowing

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:

- Provided 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.

### Results: Position Shadowing

Members are now encouraged to attend weekly executive meetings in order to increase transparency and allow position shadowing opportunities.

# Communications

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

Multi-channel marketing is 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

### Results: Social Media Channels

Social media interaction has surpassed a 25% increase within the academic year and the chapter's private Facebook group has become a main hub for chapter updates, job and internship opportunities, feedback, and general member-to-member communication.

## 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
- AMA posters located in Pappajohn Business Building hallways, university common areas, and campus hot spots

### Results: Mass Advertisements

The chapter maintains the utilization of communication strategies listed above, and has increased efforts to ensure the inclusion of chapter information in all undergraduate recruiting materials, alumni newsletters, press releases, pamphlets, etc.

## 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:

- Directed emails to members using MailChimp and the university's American Marketing Association – University of Iowa ListServ application.
- Sent meeting reminders, general meeting recaps, executive meeting minutes, project updates, and various opportunities (i.e. internships).

### Results: Direct Marketing

Over 50 released email campaigns have resulted in a 167 subscriber database for weekly communications and have maintained consistent open rates of at least 30% per campaign. Using member feedback and email campaign statistics, our chapter has decided to continue weekly Mailchimp email efforts, but to ensure that all chapter communications through multiple channels.

# 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:

- Reserved appropriate rooms, supplies, food, and contact members about each meeting.
- Scheduled weekly activity or workshops according to events and interests.
- Recorded minutes to be sent out in recap emails to all members.

### Results: General Meetings

13 general meetings were executed (with one cancellation due to weather) over the fall semester and 2 general meetings have been executed to date during the spring semester. The chapter used member feedback and competitive schedule practices to make the decision to change weekly meeting times for the spring semester to fall on Tuesdays at 8:00pm, a less conflicting time. A total of 14 weekly meeting recaps have been released via Mailchimp email campaigns to date.

## 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:

- Coordinated schedules to select a satisfactory meeting time each week.
- Created executive and general meeting agendas/ weekly meeting agendas.
- Discussed weekly general meeting goals/long-term goals.
- Recorded minutes to be sent to all members, and tasks to be assigned to executive members.

### Results: Executive Meetings

8 executive meetings were executed in the summer term and another 18 meetings have been executed to date with a majority of executive members in attendance for each. Executive meeting minutes were emailed weekly to members for the summer and fall terms, but because open rates were so low, the chapter made the decision to discontinue executive meeting minutes and increase the availability for members to attend those meetings.

## 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:

- Assigned attendance to the President and one other executive to all meeting times.
- Participated in leadership competency training and development activities.

### Results: Leadership Competency Meetings

Executives have attended 5 leadership meetings to date, lead by university staff. At each meeting, executives workshopped and utilized training to develop leadership skills and best practices within student organizations while networking with executives from other student organizations on campus.

## Committee Meetings

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

Strategies:

- Coordinated schedules to a satisfactory meeting time.
- Assigned executive members to lead meetings and create meeting agendas.

### Results: Committee Meetings

Committees made the decision to conduct committee meetings outside of general meeting times. As a result committees met for a total of 5 meetings throughout the fall semester, each led by an executive member.

## Socials

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

Strategies:

- Organized biweekly formal and impromptu socials for members to meet at restaurants and recreational locations.
- Promoted social events through internal social media outlets and email campaigns.
- Provided situations for members to get to know executives on a personal level.
- Offered study group sessions near midterm and final exam times.

### Results: Socials

The chapter executed 9 social events, ranging from dinner meetings to attendance to professional hockey game, which has strengthened member relations and retention within the organization. Furthermore, 3 study groups met over the course of the fall semester.

## 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:

- Created professional surveys using Qualtrics to request feedback on chapter functions and overall satisfaction.
- Analyzed data to measure strengths and weaknesses within the chapter.
- Evaluated and communicate results, as well as action plans, to the executive board and general members.

### Results: Member Feedback

The chapter developed pre-, mid-, and end-semester review surveys for members, as well as 4 informational surveys, in order to provide anonymous feedback about chapter operations and areas for improvement. Approximately 50% of members chose to complete the surveys, which were analyzed by executives. Feedback was used to incorporate specific workshop topics into general meetings, make decisions on locations for professional trips and socials, and general guidelines for improving the organization.

## 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:

- Utilized Google Drive to compile all documents that each executive member can access and reference.
- Compiled an archive of PowerPoints, membership lists, photos, promotional items, contact lists, and more within the drive.

### Results: Document Management

Executives managed all chapter documents and calendar events through Google Drive services and organized files by topic for ease of future executive board use.

## Task Management

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

Strategies:

- Utilized Trello to create boards of tasks that can be assigned to executive members.
- Maintained deadlines, updates, and tasks on a weekly basis.

### Results: Task Management

Chapter executives made the decision to discontinue the utilization of Trello for task management due to lack of effectiveness. Instead, executives follow up with tasks and deadlines that are outlined in better prepared and efficiently laid out meeting agendas on a weekly basis.

## Chapter Plan

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

Strategies:

- Used SMART (specific, measurable, attainable, relevant, and timely) goals and executive strategic goals to develop chapter plan.
- Ensured the chapter plan is public to all members to keep the chapter accountable.

### Results: Chapter Plan

The 2015-2016 chapter plan was successfully submitted on October 7, 2015 and incorporated newly agreed upon SMART goals. The plan was delivered to all members throughout the semester in order to promote transparency and to hold executives accountable.

## Annual Report

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

Strategies:

- Used the chapter plan as a measure of evaluation of chapter goals.
- Collaborated with faculty advisor and executive members to ensure and evaluate achieved goals and strategies.

### Results: Annual Report

The chapter has currently met 35 of 42 (or about 83%) originally set goals outlined in the 2015-2016 chapter plan. The majority of the 7 goals that have not yet been met are on target to be met by the end of the academic year. Several goals were not met due to redirection of chapter operations and decisions (example: task management, certificate programs). In contrast, several goals far exceeded chapter expectations, such as membership increases and conference participation.



# Budget

(2015-2016 Academic Year)

## Revenue

### *Membership*

Chapter Dues (77 fall 2015 and 30 spring 2016 at \$43/member)	\$4,601.00
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### *Fundraising*

<del>Corporate Sponsors (6 sponsors)*</del>	<del>-\$3,000.00*</del>
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Padfolio Sales (250 padfolios)	\$2,835.05
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General Fundraisers (\$600 for planner distribution, \$60 for BWV, \$600 in general fundraising events)	\$1,260.00
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### *Event Funding (and UI Funding)*

Philanthropy Funding (2 funds per event)	\$2,000.00
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Professional Trip Funding (1 per semester)	\$800.00
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Tippie Case Competition Funding	\$2,000.00
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Tippie Case Competition Registration (5 teams)	\$250.00
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<b>Total Revenue</b>	<b>\$13,746.05</b>
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## Expenses

Recruitment Events	\$472.97
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Socials and Meetings	\$800.00
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Philanthropy Events (2 events)	\$3,000.00
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Tippie Case Competition	\$2,950.00
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Professional Trip (1 per semester)	\$3,400.00
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<b>Total Expenses</b>	<b>\$10,622.97</b>
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<b>Net Income</b>	<b>\$3,123.08</b>
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*\*Funding from corporate sponsors was removed from the 2015-2015 academic year budget because these sponsorships were not pursued.*