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University of Wisconsin - Eau Claire

2016-2017

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## Executive Summary

Please join us, the University of Wisconsin--Eau Claire Chapter, on our 2016-2017 journey towards academic and professional success. Our young, ambitious chapter continues to have a very successful academic year. With an emphasis on member engagement and retention, our chapter has witnessed substantial growth in historically underachieving areas. The University of Wisconsin- Eau Claire's American Marketing Association aims at providing members with continual knowledge, motivation, and the leadership skills necessary to be successful in a competitive, global business environment. Included is a discussion of the many opportunities we provide to assist in the professional and personal development of our members, and expand our members' professional networks.

Key Successes	
Member Retention was obtained utilizing high member engagement with a record number of Open House attendees, Directors, and Executive Members.	Case Team was chosen as a finalist and is presenting their case for eBay at the 2017 American Marketing Association International Collegiate Conference.
Social Media (Twitter, Facebook, Instagram, and weekly emails) was utilized to provide effective communications to members on upcoming events, meeting information, and professional development tips.	Involvement for our membership increased with a variety of workshops and competition simulations being used to generate mock environments to educate and prepare members for regional and national contests.
College of Business Student Advisory Council Involvement allowed AMA to work with other business organizations on campus and to collaborate on ideas, socials, community involvement and current campus events.	Sponsorship and Fundraising efforts have been extended to include work with other community organizations and business to sponsor events, raise funds for community partners, and partner in marketing efforts.

Last year, our chapter simplified the meeting schedule by alternating between meetings with professional speakers and meetings with professional development and relationship building activities. Members have come to affiliate Thursdays with AMA. This year, our chapter has increased the length of meeting times to allow for more project work time. Additionally, we have put an emphasis on internal relationship building through icebreakers and competition simulations. Members have responded by being more active and engaged, whether participating in project committees, planning social events, or taking part in competitions. Another calendar change our chapter has made was implementing bi-weekly executive board meetings and off-week progress reports to ensure there is continual, transparent information and data available to all members, greatly increasing chapter wide communication.

Our theme for the year has evolved during the academic year. Our initial theme was focused broadly on marketing strategy. After receiving member feedback and suggestions, the theme

shifted to “Pursue Your Path” by using marketing strategies. Many of our programs and new initiatives have focused on assisting our members in tackling new challenges and leveraging networking to create their own professional paths. The numerous competitions we have promoted have given our members a chance to undertake new challenges and test their skills against other AMA members, both at our university, and against other chapters. For example, in just the sales area our members have competed in the ADP Blugold Sales Challenge, Whitewater Regional Conference Sales Competition, TEKSystems Sales Competition, Great Northwood's Sales Warm-Up, Schlumberger Sales Challenge, and the forthcoming International Collegiate Sales Competition. Looking forward, our sales members will continue to compete at competitions such as the UT Invitational Sales Competition this February and the National Collegiate Sales Competition hosted by Kennesaw State University this March.

*Grace Singer*  
**President**  
*Megan Koenig*  
**Co-Vice President**  
*Jacob Pederson*  
**Co-Vice President**

Measurement Metrics	
Activity Exceeded Expectations	
Activity Met Expectations	
Activity Fell Below Expectations	
Activity in Progress or Yet to Occur	

## Professional Development

Summary: Our overall goal is to prepare UWEC AMA members for their future career through workshops, marketing conferences, professional speakers, corporate visits, competitions, and certificate programs.

### AFFORDABLE INTEGRATED MARKETING SOLUTIONS (AIMS)



**Goals:** (1) Have 10 individuals actively involved in finding clients and completing projects. (2) Complete a total of 6 paid marketing consulting projects throughout the course of the year. **Results and Summary:** (1) Had 12 active members involved in the AIMS projects so far. (2) Completed 1 marketing projects and have a projection of making \$1,500+, with a plan to not take any additional marketing projects this Spring Semester. As an organization as whole, we have decided to temporarily put AIMS on hold to restructure and rebrand the in-house marketing agency. **Implementation:** Our plan is to create a strong student run business that is our primary tactic for recruitment for undergraduate business professionals. Currently, our goal is to rebrand AIMS to entice all majors with an affinity for marketing. We plan to reintegrate AIMS in the fall of 2017, after our chapter has developed a new IMC plan for our marketing agency. We plan on building long term partnerships with local businesses in addition the short run projects we typically seek.

## Completed Projects

**Gordy's Market:** AIMS recently partnered with this local grocer in Eau Claire county. AIMS has made it a goal to promote for them on campus through print advertising and committing to them as our primary grocer for any AMA events. **Completed : \$190.00**

## Projects in Progress

**Blugold Roast** is the satisfying result of the campus club, College Entrepreneur's Organization (CEO)'s efforts to bring a more wholesome product to Eau Claire students and staff. AMA has partnered with Blugold Roast to promote their newly developed products and business via social media, as well as promote through our own fundraising efforts with "What's Brewin' With AMA" coffee and donut sales.

**Blu\$ Gold Financial Management** has developed and proposed a financial literacy seminar for all students at the University of Wisconsin - Eau Claire to attend before graduation. Internally, they were uncertain of how to promote this and turned to AMA for assistance. AIMS rose to the challenge and has begun creating a marketing plan for them to follow, as well as promising to continue to market for them in the future.

**Infinity Beverage** (1.) Focusing on finding different locations and events to expand their business; different liquor stores, grocery stores, restaurants, hotels and any other possible venues where they could distribute their products (2) Researching Minnesota liquor laws and what the process is to get into different liquor stores in the Twin Cities Area. AIMS is conducting extensive research through the use of Facebook Analytics. Figuring out the target market allows for Infinity Beverages to promote content that is engaging to their audience.

**Lorin Kinsel Furniture** AIMS established a marketing plan for Dennis Kinsel's shelving system business by primarily focusing on gaining customers attention and focusing towards their needs. A photographer was brought in to strengthen the brand of Lorin Kinsel Furniture. Through the assistance of UW – Eau Claire's AIMS, Kinsel won an idea award for his product. Kinsel is planning on reaching out for spots in convention showcases and magazine articles covering his shelving system.

**GDO Law** AIMS is currently working with GDO Law in White Bear Lake, MN to promote a new part of their business called Attorney Title Cure. In order to properly promote their new business AIMS is creating a website for the new area of business, a new logo, the development of promotional products, and designing a post card.



University of Wisconsin  
Eau Claire



### Professional Sales Competitions

**Goals:** (1) Have 8 members actively participate in sales competitions including: Blugold Sales Competition, UW-Whitewater Regional Conference Sales Competition, UWEC Regional Conference Sales Competition and the Great Northwood's Sales Warm-up. (2) Have two members compete in the AMA National Sales Competition.



**Results and Summary:** (1) 7 members have competed in sales competitions with 4 additional members signed up for the UWEC Sales Competition that takes place February 17th, and 1 more at the International Collegiate Conference. This year saw a very successful group, a winner and finalist in the Blugold Sales Competition, a finalist at the Northwoods Sales Warm-Up, a finalist at the Schlumberger Sales Challenge, and a finalist at the International Collegiate Sales Competition. (2) 1 member signed up to compete and 1 member is an alternative in the AMA National Sales Competition. We have also placed 1 member to compete at the National Collegiate Sales Competition at Kennesaw State University in April, and several members are competing at the Eau Claire Regional AMA Conference.



Marketing Conferences



1<sup>st</sup> Place Kohl's Marketing Strategy Team  
(L-R) Megan Koenig, Kaleb Farragh, Lee Peterson, Austin Samsa.

**Goals:** (1) Attend 2 marketing conferences: UW-Whitewater (20 students attending) and Eau Claire Chamber of Commerce Marketing Conference (5 students attending) outside of the International Collegiate Conference. (2) Have members involved in all competitions offered at each regional conference attended.

**Results and Summary:** (1) Attended 1 regional AMA conference: UW-Whitewater (21 students attended) and attended the Eau Claire Chamber of Commerce marketing conference (5 students attended). At least 2 members were involved in every competition offered at the Whitewater conference. We were pleased with our chapter's performance at UW-Whitewater. Our Kohl's Marketing

Strategy team took 1st place at the Whitewater conference. It was an exciting opportunity to interact with the community at the Eau Claire Chamber of Commerce and get some real life information on marketing.

UW-Eau Claire Regional Conference

**Goals:** (1) Host our 4th annual regional conference on February 17, 2017. (2) Have an attendance of 150 AMA members from a minimum of 5 different Universities. (3) Obtain sponsors for a career corner and three different competitions to be held during the conference.

**Results and Summary:** (1) We will be hosting our 4th annual regional conference on February 17, 2017. (2) We will have an attendance of more than 150 students (based on registration numbers) from over 6 universities around the Midwest. (3) 7 companies have committed to participating in the career corner (Impact, Sherwin-Williams, Enterprise, Signature Consultant, Target, Epicor, and Leinenkugel). We are excited to be hosting 4



competitions this year: Impact Cold Call Sales Competition, Enterprise Marketing Strategy, Sherwin-Williams Perfect Pitch, and Signature Consultants Mock Interview. The continued growth and success of our regional conference comes from the development of 2 new positions: Vice President of Sponsorship, and a chair position specifically for the regional conference. Our conference will again be a great success, with an AMA students listening to valued speakers and competing in challenging competitions. Our conference will host 2 keynote speakers from Impact Networking and Royal Credit Union along with 4 additional breakout speakers sharing their take on our theme: "Pursue Your Path." Student feedback from previous years has asked for more personalized stories on professional challenges. As such, our speakers will be weighing in on personal challenges, common professional traps, and how to take on new opportunities in pursuing a career.

### National Case Team



2017 Case Team (L-R) Professor Kranti, Cooper VandeWalle, Haley Rockweiler, Austin Samsa, Dr. Swanson, Dr. Kim.

**Goals:** (1) Establish a team of at least 6 members to enter a final report. (2) Make the Case finals and present at the AMA International Collegiate Conference.

**Results and Summary:** (1) After an initial turnout of 8 case team members, our Case team settled down to 3 dedicated members. (2) Our chapter's Case team was chosen as a finalist, and will present to representatives of ebay at the AMA International Collegiate Conference. We attribute the team's success to meeting twice a week the entire fall semester and guidance from multiple marketing staff from the university's marketing and management department.

### International Conference



**Goal:** (1) Have 16 members attend the International Collegiate Conference.

**Results and Summary:** (1) We currently have 14 members planning on going. Although this is just short of our goal it is the largest group we have brought to the conference in the history of our chapter. As part of the Platinum Chapter Circle, we feel it is our responsibility to bring as many people as possible to the event. In addition, we have accepted the invitation from the AMA International Collegiate Conference to speak during the chapter leadership session on what it takes to be a top chapter.

### Marketing Week



**Goals:** (1) Work with the College of Business to promote speakers throughout the week. (2) Run a competition simulation to educate members on AMA competitions and to help prepare them for Regional and National Conferences with at least 20 students in attendance. (3) Host a Career Development Seminar and have at least 50 students attend.

**Results and Summary:** (1) With collaboration with the College of Business, we advertised marketing week through our College of Business newsletter, Bizwire. This newsletter reaches

over 2,000 individuals. (2) Our chapter hosted a game night in our student union to offer competition simulation, practice and education on the types of competitions offered through AMA Regional and National Conferences (12 members attended). (3) Brought in a UWEC AMA alumni, a current Tom James Company employee, to speak on career development, importance of marketing and how to land your first job (45 students attended). Although we had fair turnout for our speaker, our chapter struggled to gain more participation and attendance to our events. This can be attributed to a late start in advertising these events, other business events going on and the college of business 50th anniversary we helped to host a week before.

### General Meetings/ Professional Speakers



**Goals:** (1) Hold weekly meetings with bi-weekly professional speakers sharing knowledge on a variety of relevant topics. (2) Obtain an average of 55 students attending each meeting.

**Results and Summary:** (1) Held weekly meetings with 3 professional speakers throughout the first semester. The speakers highlighted email marketing, financial planning, how to get most out of a career. We currently have 5 speakers planned for the current semester. (2) We averaged 43 students per meeting.

### Knowledge Workshops



**Goals:** (1) Have an average of 20 people attend and participate in each of our workshops. (2) Host a total of 5 knowledge workshops each focused on a particular marketing skill.

**Results and Summary:** (1) Currently averaged 39 students at professional workshops. (2) We have had two workshops focused on resume development and professional dress. This semester we currently have 3 workshops planned.

### Student Professional Development Program



**Goals:** (1) Encourage members to participate in four professional development workshops: The Business Professional, Professional Image, Etiquette, and a Networking Banquet. (2) Have 90% of members complete one of four workshops; 80% complete two of four; 70% complete three of four; 50% complete all four workshops.

**Results and Summary:** (1) We provided information on how to register for these workshops, as well handed out chapter points to members who attended these events held every semester. (2) 92% of members have completed at least one of the workshops, 68% have completed two of them, and 47% of them have completed all of them. These numbers will only go up as more members sign up and complete these workshops in the spring semester.

### Professional Tours



**Goals:** (1) Arrange a total of three professional business tours. (2) Have an average attendance of 20 members.

**Results and Summary:** (1) Currently talking with 4 companies in the Chippewa Valley area to arrange tours over the upcoming semester. Due to the location of the tours we expect strong attendance.

## AMA National Competitions



**Goal:** (1) Enter the following competitions sponsored by the AMA: Best video for Community and Social Impact competition; Case; Outbound Sales; AMA Sales; Website; Outstanding Marketing Week; SABRE Business Simulation; Perfect Pitch; AMA Student Marketer of the Year; Marketing Strategy Competition; Chapter t-shirt.

**Results and Summary:** (1) We are proud to have our Case team presenting at the International Conference for the second year in a row. We had two members compete in the Outbound Sales competitions. We have 1 member signed up, and 1 member on the waitlist for the sales competition. Two of our members will be competing in Perfect Pitch. We have a team for the Marketing Strategy Competition. We currently have a team designing our t-shirt for the competition. We are currently on the waitlist for the SABRE Business Simulation.

## Community and Social Impact

**Summary:** Our goal is to provide a connection between UWEC – AMA students and community members to promote social responsibility and development through participation in thoughtfully organized service experiences. This year we have reached out to a number of local organizations to coordinate opportunities for members. We promoted these events to our chapter at meetings, in email and through social media.

## AIMS



**Goal:** (1) Complete 3 pro bono projects that utilize our marketing expertise.

**Results and Summary:** (1) Completed 4 pro bono marketing projects, including marketing for other on-campus organizations, providing social media expertise and traditional marketing planning and execution to 5 different organizations and community partners. There are two additional pro bono projects in process. These projects allow our chapter to give back to the community by utilizing the professional skills of our very talented members. Not only do our members benefit from applying their newfound marketing skills, but the community benefits from our pro bono work. Further information on each project can be found in the pro bono AIMS Projects table below.

Completed Pro Bono AIMS Projects	
<b>The American Red Cross:</b> AIMS began to market on the behalf of the American Red Cross, a consistent partner with Eau Claire’s chapter, to promote their services and the importance of donating. AIMS chose to follow the route of social media and print advertising marketing to educate and increase awareness.	<b>The Eau Claire Men’s Rugby Team:</b> this organization came to our chapter with the request for traditional marketing assistance to promote their schedule and team for their fundraising, recruitment, and fan-based events. AIMS developed a print marketing campaign for the team before the end of September to be posted both on and off campus.
<b>UW-Eau Claire 100th Anniversary:</b> To kick off the UW-Eau Claire Centennial Homecoming Weekend AMA helped host the College of Business 50th Anniversary Bash, Friday, Sept. 30th, from 5–8 pm in Schneider Hall. AIMS helped to promote the college of business 50th anniversary and the University's 100th anniversary through social media, emails and volunteered hours.	

## In Process Pro Bono AIMS Projects

**Blugold Roast** is the satisfying result of the campus club, College Entrepreneur's Organization (CEO)'s efforts to bring a more wholesome product to Eau Claire students and staff. AMA partnered with Blugold Roast to promote their newly developed products and business via social media, as well as promote through our own fundraising efforts with "What's Brewin' With AMA" coffee and donut sales.

**Blu'S Gold Financial Management** has developed and proposed a financial literacy seminar for all students at the University of Wisconsin - Eau Claire to attend before graduation. They were unsure of how to promote this and turned to AMA for guidance. AIMS rose to the challenge and has begun creating a marketing plan for them to follow, as well as promising to continue to market for them in the future.

### Red Cross Blood Drive



**Goal:** (1) Host a blood drive with the Red Cross on December 9th on the third floor of the Davies Student Center and donate 21 pints of blood.

**Results and Summary:** (1) On December 9th, we hosted a Blood drive with the American Red Cross on the third floor of Davies and had 30 people scheduled to donate, and through walk-ins we were able to gain a total of 42 donors. In turn, we were able to donate 42 pints of blood saving about 126 patients' lives. During the event, we had 20 members volunteer their time to help with the blood drive. With the high level of success, we have scheduled two blood drives next year.

### Highway Cleanup



**Goal:** (1) Have 12 members participate in our annual highway cleanup along Highway 37 in Eau Claire to help keep our community clean and pretty.

**Results and Summary:** (1) Had 24 members participate in our annual highway cleanup and collected 11 bags of trash from along Highway 37. The work we did together not only helped to beautify our community but provided an extended period for members to build relationships with each other.



### AMA Keep on Chuckin' 5K



**Goals:** (1) Organize the 34th annual AMA 5K in honor of Chuck, a past marketing professor and AMA advisor. (2) Raise \$5,000 to support both the Teaching in Excellence Fund and student scholarship fund in his name.

**Results and Summary:** Due to success of our chapter this year we have already donated \$3,000 to the Chuck Tomkovick Teaching in Excellence Fund and we plan to donate an additional \$2,000 this spring after the event takes place. This year we are also providing two student scholarships in Dr. Tomkovick's name. His widow and children will be presenting the awards to the scholarship winners at the run. Preparations for the run started at the end of the fall semester. The necessary permits have been submitted, running websites are being updated, and sponsorship lists are being formed. This event is scheduled for April 29th, 2017.



### Toys for Tots



**Goal:** (1) Partner with the college of business to run a toy drive before the holiday season. Our goal was to help obtain around \$1,000 worth of donations.

**Results and Summary:** (1) We were all able to collect \$6,000 worth of donations.

### College of Business 50th Anniversary



**Goal:** (1) To recognize AMA's involvement on campus for the entirety of the chapter's existence as well as celebrating past alumni and 50 years of success. To also be recognized as a top business organization on campus. Our goal was to have 10 members volunteer their time to host UWEC's AMA chapters' room.



**Results and Summary:** (1) On September 30th, 2016, UW- Eau Claire College of Business hosted their 50 Year Anniversary bash, AMA was given the opportunity to occupy a room to display past, present and future successes of the UW- Eau Claire AMA chapter. Additionally, we were also recognized as a top business organization on campus. Consistently, we had 15 members at any given point throughout the evening present to educate Alumni and community members on how our chapter has grown, and plans to continue its growth in the years to come. A total of 30 members volunteered for the event.

### Adopt a Long-Term Cause



**Goal:** (1) Adopt a long-term cause to for the chapter to focus on.

**Results and Summary:** (1) We decided as a chapter to move ahead with our long-term goal and help eliminate hunger in Eau Claire. During the upcoming semester we will host 3 food drives with the food to be donated to the Eau Claire Food Shelf. We will have a drive tied into our Regional Conference, and Keep On Chuckin' 5K Fun Run, and a stand-alone drive in the community. We believe these will be great ways to help keep the food shelf full.

### Humane Society



**Goal:** (1) Volunteer at the Humane Society in Eau Claire with 10 members at 5 various dates throughout the year.

**Results and Summary:** (1) Due to development and focus of our new long term cause of helping the Eau Claire Food Shelf, we moved away from our work with the Humane Society.



**Summary:** We sought to raise at least \$20,000 and provide opportunities for members to interact with local businesses and develop their marketing skills while benefiting our chapter financially.

We have already raised \$22,588.62 through our fundraising efforts, including projections for future fundraisers such as our regional conference and annual "Keep on Chuckin'" AMA 5k. We have exceeded our initial goal, and we continue to improve in our fundraising efforts.

## AIMS



**Goal:** (1) Complete 6 paid marketing consulting projects and research projects earning a total of \$2,500.

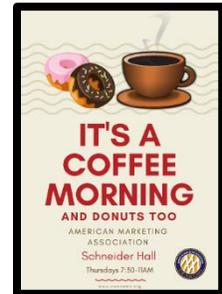
**Results and Summary:** (1) We have completed one project for Gordy's Market for \$190. We already have an additional 3 paid projects contracted for an additional \$1,500. Our AIMS department jumped out to an early start and maintained a high level of intensity the whole semester. We attribute our success to strong leadership from our Vice President and advisor.

## "What's Brewin' with AMA?"



**Goals:** (1) Sell coffee and doughnuts once a week to raise money and promote our chapter. (2) Raise a total of \$500.

**Results and Summary:** (1) Sold coffee and doughnuts every Thursday morning in the Schneider Business Center lobby. (2) Raised a total of \$400 through sales to date. Due to the continued commitment to this fundraiser, students have come to expect our table to be set up on Thursday mornings. Our chapter attributes its success to a strong presence on campus and social media promotions.



## Career Conferences

### *Fall Career Conference*



**Goals:** (1) Sponsor the Fall Career Conference with 800 student attendees and 130 employers. (2) Provide 25 AMA members to assist in the production and promotion of the event to earn a minimum of \$200.

**Results and Summary:** (1) Sponsored the Fall Career Conference on September 24, 2016, with 1,141 student attendees and over 142 employers. (2) Provided 28 AMA members to assist in running the conference and earned the promised \$200.

### Spring Career Conference



**Goals:** (1) Sponsor the Spring Career Conference with 800 student attendees and 120 employers. (2) Provide 30 AMA members to assist in the production and promotion of the event to earn \$200.

**Results and Summary:** (1) Will sponsor the Spring Career Conference on February 15, 2017, with a projected 800-1,000 student attendees and over 122 employers signed up to participate. (2) Will provide 25 AMA members to assist in the conference and earn the promised \$200 on February 15, 2017.

## UWEC Regional Conference



**Goal:** (1) Raise at least \$7,000 through Corporate Sponsorships and attendance fees.

**Results and Summary:** (1) Raised \$7,740.33 through partnerships with sponsoring companies, career corner participants, and pre-registered attendees. The conference takes place February 17, 2017.

## Grants



**Goals:** (1) Obtain a competitive \$7,400 Blugold grant to support travel expenses for competing UWEC-AMA members. (2) Obtain a competitive \$500 College of Business grant to support travel expenses for competing UWEC-AMA members.

**Results and Summary:** (1) Obtained \$18,000 in competitive Blugold grants supporting travel expenses to AMA conferences and competitions. (2) Received the \$500 College of Business grant to provide support for competing AMA members. This support from the university allows our chapter to participate in sponsored AMA events.

## Planner Sales



**Goals:** (1) Develop and create 6,000 student planners that will promote AMA. (2) Distribute all planners around the UWEC campus earning \$800.

**Results and Summary:** (1) Developed and created 6,000 student planners. (2) Distributed all planners and earned \$800. Not only do these planners give our chapter another fundraising opportunity, but it also gives our chapter a competitive edge at recruiting events such as Blugold Organization Bash (B.O.B.), this takeaway keeps AMA in the minds of prospective members.



## AMA Business Apparel



**Goal:** (1) Design and print AMA-related apparel to sell to members raise \$500

**Results and Summary:** (1) Designed and printed AMA-related apparel and made \$450. We were very close to reaching our financial goal for selling t shirts. One reason to our numbers being slightly under could attribute to us advertising the sale

of apparel only at our general meetings. We should have expanded our marketing through every social media outlet, traditional marketing, and additional word of mouth advertising throughout the college of business.



## Membership Drive



**Goal:** (1) Reach potential new members with an emphasis on incoming freshmen.

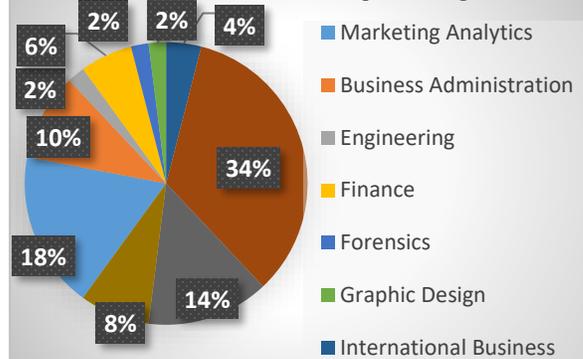
**Results and Summary:** (1) Attended the College of Business Freshman Luncheon and Marketing Majors and Minors Informational Meeting held the first week of fall classes and spoke to over 300 students about AMA. We also attended the College of Business Freshmen Orientation Meeting and introduced AMA to 75 incoming marketing majors and minors.

## Membership Trends



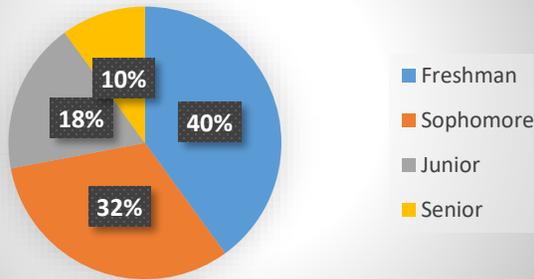
We saw a slight dip in membership over the course of the year. This is due from a substantial number of members graduating last spring and this winter. We also have a large number of students studying abroad this year.

## Membership Major



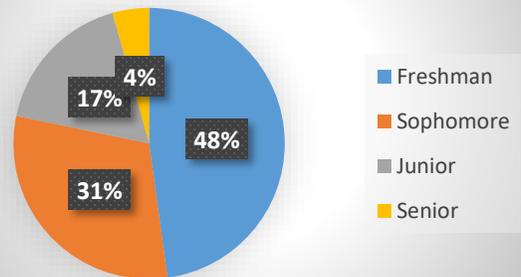
As a marketing organization, we primarily get students who are marketing majors. It is very exciting to see so many other majors finding our group valuable to their college experience.

## Membership Class



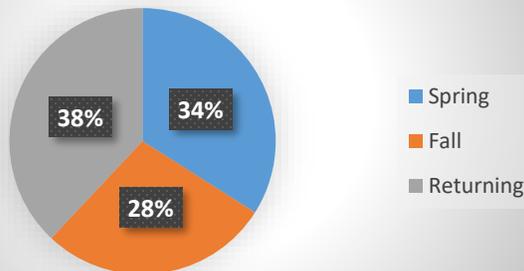
We have a great balance of returning members and new members. This is a great sign of strong recruitment and keeping members involved.

## Directorship Class



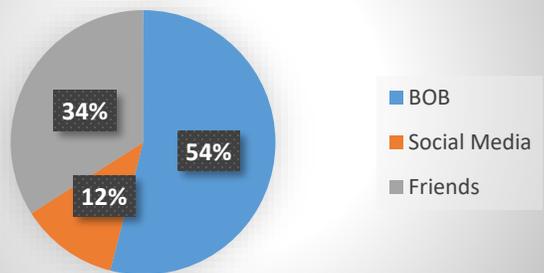
We are very happy to see such a high number of freshman and sophomores getting involved in our organization.

## Membership Recruitment



Even with the light dip in membership we are happy that we have so many freshman and sophomore members ensuring chapter strength for years to come.

## Membership Channels



Blugold Organization Bash is always our number one recruiting tool and this graph reflects that. Our social media recruitment is up from last year which is a very positive sign about a new recruiting strategy.

Additional Recruitment

**Goals:** (1) Host an informational open house with at least 65 people in attendance. (2) Obtain 35 new members in the fall semester and 15 new members in the spring. (3) Retain 90% of our non-graduating members from the previous year. (4) Promote AMA through the college of business.

**Results and Summary:** (1) Both semesters the open houses were in the University’s movie theater in order to accommodate the 85+ people we had in attendance at each event. (2) Of those who attended each open house, 14 stayed on during the fall, and 17 stayed on in spring. (3) 76 % of non-graduating members stayed with AMA this year. (4) The college of business newsletter frequently mentioned our chapter as well as College of Business Student Advisors often encouraged students to check out our chapter.



Socials

**Goals:** (1) Host social events at least twice a month. (2) Have at least 25 members attend each event.

<p><b>Corn Maze - Oct. 7</b> Attendance - 37 Held at a local corn maze. UWEC-AMA members enjoyed a corn maze and camp fire during the night. The event provided another chance early in the year to connect with our members.</p>	<p><b>Mogies Dinner - Nov. 3</b> Attendance - 22 The idea behind the development of this new event came to us as a way to check in halfway through the semester. At this dinner we talked about what we had done well, and what could use improving.</p>
<p><b>Director Retreat - Oct. 22 and 23</b> Attendance - 25 Director’s Retreat is a event held every semester that gives our leadership a chance to celebrate and reward all Directors for hard work and provides the opportunity to do in-depth strategic planning. Last semester, our chapter went to Airmax Trampoline park and spent the night in Minneapolis.</p>	<p><b>Fall Dinner - Nov. 18</b> Attendance - 65 This new event was created as a way to celebrate Thanksgiving before we all got busy with exams. This dinner was held at a member’s house, and was open invite so that all could attend.</p>
<p><b>Winter Party - Dec. 8</b> Attendance - 16 The Winter Party gives members an opportunity to celebrate the holidays and end of the semester with friends. Members were provided free appetizers and reduced prices on meals at a local restaurant.</p>	<p><b>Highway Cleanup Packer Social - Nov 13</b> Attendance - 12 Highway Cleanup is a volunteer initiative where members clean up trash along Highway 37. To award participating members, we gathered at Dooley’s afterwards to watch the Packer game and network with members.</p>
<p><b>Volleyball - Semester Long</b> Attendance - 8 weekly Playing sports is a great way to improve communication, teamwork, have fun. Every session our chapter signs up for a co-ed league and whoever can make it gets to play. It is a fun, casual way to hang out and get some activity in.</p>	

## Membership Appreciation



Railey Haight, Fall  
2016 Member of the  
Semester

**Goals:** (1) Honor members at the end of each semester with a variety of awards such as Most Involved, Life of AMA, Best Professionally Dressed, etc. (2) Honor students with enough chapter points as either Gold Member, Platinum Member, or Member of the Year.

**Results and Summary:** (1) The big push this year to encourage weekly hard work to give out a member of the week award. The award went to someone who went above and beyond their job description to really help out the chapter. (2) Last semester we honored, 3 silver members, 2 gold members, and 3 platinum members, and a member of the semester. These members were given certificates, and University apparel. We also started membership appreciation. A random day in each semester we bring in pizza for all the members and really celebrate their accomplishments.



## Scholarships

**Goals:** (1) Award a new UWEC AMA member with a \$200 scholarship. (2) Award a \$300 scholarship with guidelines for any UWEC AMA member demonstrating strong leadership skills and potential.

**Results and Summary:** (1) These awards are given out at the "Keep on Chuckin'" AMA 5k scheduled for April 29th, 2017. Past winners have been the most involved members that bettered our organization; our chapter believes these cash scholarships further incentivize our members.



## Internal / External Communication

**Summary:** We were able to create effective communications within the organization between the Executive Board, Directors, and general members as well as efficient external communications that promote UWEC – AMA and obtain the support of alumni and regional businesses.

## Social media

**Goals:** (1) Increase our Facebook 'likes' and Twitter followers by 40 likes/followers. (2) Increase Instagram followers by 30 followers (3) Integrate LinkedIn to build a network.

**Results and Summary:** (1) Increased our Facebook 'likes' by 15 and Twitter followers by 63 followers. (2) Increased Instagram followers by 104 followers. (3) We did not ultimately create a UWEC AMA LinkedIn as of now, but it is still in our plan to do before the end of the year.



## AMA BROCHURES

**Goal:** (1) Create UWEC AMA brochures to put in our College of Business Center for Advising, Development, and Enrichment to generate interest in AMA.



**Results and Summary:** (1) Chapter created UWEC-AMA brochures that are handed out at all of our recruitment events, which included time, place, and a description of our organization to briefly inform prospective students to join our chapter.



#### AMA WEEKLY

**Goals:** (1) Generate a weekly email to send to all AMA members to inform and update them on current and upcoming activities (2) Utilize MailChimp services to create more visually appealing and effective emails.

**Results and Summary:** (1) Generated a weekly email and sent it to all AMA members, informing members on current and upcoming activities. (2) MailChimp services were utilized to design visually appealing and effective emails. These emails allowed us to communicate effectively with members, keeping them up to date on current events and activities.

#### LOW DOWNS



**Goals:** (1) Create a bi-weekly newsletter, also known as the Low Down, to inform and update members on upcoming events, community service projects, and professional development opportunities. (2) Include a profile of our professional speakers.

**Results and Summary:** (1) Created a bi-weekly newsletter, also known as the Low Down, to inform and keep members up to date on upcoming events, community service projects, and professional development opportunities. (2) Profiles for our professional speakers were included in the Low Downs.

#### Leadership knowledge transfer



**Goals:** (1) Create a Google Drive account to allow more retention of leadership material. (2) Update and maintain leadership packets for all Executive Board and Director Positions.

**Results and Summary:** (1) Created a Google Drive account to retain leadership materials. (2) Leadership packets for executive board and director positions were updated and maintained focusing on any challenges the individual faced with their respective duties.

#### Press releases



**Goal:** (1) Provide two press releases per month and send them to Bizwire, the College of Business Newsletter and various local news media.

**Results and Summary:** (1) Created two press releases each month during the academic year and sent them to the Bizwire, the College of Business Newsletter.

#### Promotional items



**Results and Summary:** (1) Created posters for our donut and coffee sales that were hung up around campus and on our table during sales.

## AMA Chapter Website



**Goals:** (1) Maintain a mobile version of the uwecama.org website. (2) Expand an “Alumni Spotlight” section. (3) Integrate Google Calendars into the website. (4) Add 25 new historical pictures of our chapter. (4) Place in the top ten in the Wix.com AMA website competition.

**Results and Summary:** (1) Maintained a mobile version of uwecama.org website. (2) Expanded an “Alumni Spotlight” section featuring previous AMA member’s success stories . (3) Integrated Google Calendars into the website. (4) We were unable to add 25 new historical pictures. This can be attributed to our website redesign as most time was spent designing a new website from the ground up instead of adding additional content. (5) Overall, we are very pleased with the look of our website and the consistent updates we post. Looking forward, our chapter will focus on integrating historical information and additional links to the National AMA website and overall functionality.



## Chapter Operations

**Summary:** As a chapter we seek to have well defined procedures and processes to ensure that organizational goals are met. The procedures we present regarding Chapter Operations demonstrate how we clearly define the expectations and goals of the chapter utilizing research with our membership, strategic planning, leadership training, and informative meetings.

## Chapter Points



**Goal:** (1) Develop and build upon the incentive point program to encourage, promote, and track membership participation.

**Results and Summary:** (1) Developed and Implemented the Chapter Points program. We believe that this point system has been a substantial success in terms of member engagement. Giving tangible rewards to our members for participating has been a contributing factor to membership retention of freshman and sophomores.

## Chapter Plan and Annual Report



**Goals:** (1) Create challenging yet realistic goals for the year. (2) Submit each report on time and by the guidelines.

**Results and Summary:** (1) Our goals have been challenging, but we have reached or came close to all set goals. (2) Submitted all reports on time and by the guidelines. Our chapter seeks to continue to be one of the best in the country, and to retain that status, we must continue to challenge ourselves in all aspects of our operations.

## Chapter Research



**Goals:** (1) Conduct a survey after each meeting to obtain membership feedback on organizational effectiveness and satisfaction with activities, and to rate the effectiveness of each workshop and speaker. (2) Hold focus groups of 8-12 students twice per semester to get information on how to improve AMA.

**Results and Summary:** (1) Conducted qualitative surveys at the beginning and end of each semester, and implemented said suggestions to improve AMA operations. (2) Held focus groups on September 22<sup>nd</sup> and December 9<sup>th</sup> in 2016, and one on February 9<sup>th</sup>, 2017. These surveys ensure that our members have a voice to how our chapter runs, and give the executive board opportunities to schedule meaningful activities and implement changes. We will be conducting one additional focus group at the end of spring semester.

**American Marketing Association Survey**

1. Do you enjoy being in this organization?
2. If not please explain what we can do to improve it? If you enjoy this organization please say what you like about it?
3. If there is one thing you would like to see changed about this organization what would it be?
4. Who is your favorite Vice President on the Executive Board?

## College of Business Student Advisory Council



**Goal:** (1) Advocate for the AMA and stay informed of institutional changes that can impact our chapter.

**Results and Summary:** (1) Attended all College of Business Student Advisory Committee meetings and used this as an outlet to inform other organizations of our upcoming events and potential collaboration opportunities. This council gives us an opportunity to not only promote our activities and accomplishments, but also to co-host and cross-promote events.

## Leadership meetings



**Goals:** (1) Hold weekly meetings for the Executive Board members to ensure better communication. (2) Have weekly Directors' meetings to allow time to update all leaders of upcoming activities and events as well as any issues that might arise. (3) Hold weekly meetings between the President and each Vice President individually to ensure tasks are completed on time.

**Results and Summary:** (1) Held weekly meetings with entire Executive Board for department updates. (2) Each Vice President met with his/her Directors weekly for updates and better communication. (3) Weekly individual meetings between the President and each Vice President ensured accountability and increased communication. Top-down communication has historically been a problem, so these additional meetings give our leadership team another channel of communication to ensure a free flow of information.

### Director and Executive Board Training



**Goal:** (1) Provide information for new Directors and future Executive Board members to have a smooth transition period.

**Results and Summary:** (1) Leadership binders were made to improve information exchange for the new Executive Board. In addition to the leadership binders, we have implemented a leadership sendoff letter program. Each position writes a letter to his or her successor that outlines problem areas and opportunities, and how to address them. Because our elections occur at the end of the academic year, it can be a challenge to contact graduated members.

### Directors Retreat



**Goals:** (1) Have two events, one each semester, promoting team building and relationships between the leaders of our chapter. (2) Have a 95% attendance rate between the Executive Board members and Directors.

**Results and Summary:** (1) Held retreat events on October 22nd and will hold a spring retreat April 7th that promotes team building and relationships between Directors and Executive Board members. (2) Had a 90% attendance rate for all eligible members. These retreats allow the leadership team to socialize and foster relationships. A unified leadership team is the only way to ensure chapter success.



 Executive Board Members 



**Grace Singer**  
**President**

Runs operations and keeps the chapter on track to meet its goals



**Megan Koenig**  
**Co- Vice President**

Assists the president and manages all service activities.



**Jake Pederson**  
**Co- Vice President**

Assists the president and manages all service activities.



**Claire Mugge**  
**VP of Administration**

Maintains the website, creates promotional materials. AMA Weekly and social media.



**Michaela Perz** **VP of Business Consulting**

Manages Affordable Integrated Marketing Solutions (AIMS).



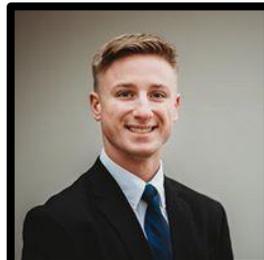
**Callie Larabee**  
**VP of Communication**

Acquires speakers and manages public relations.



**Taylor Allen**  
**VP of Events**

Organizes all social activities and events.



**Paul Willfahrt**  
**VP of Finance**

Manages the finances, and fundraising activities.



**Keith Kubitschek**  
**VP of Sponsorship**

Acquires corporate sponsorship for organization and events



**Lee Peterson**  
**VP of Membership**

Runs membership drives and engagement.



# Budget



Revenues		Expenses	
<b>Membership</b>		<b>Membership</b>	
Dues	\$ 3,500.00	Blugold Organization Bash (2)*	\$ 50.00
T-Shirts	\$ 453.62	T-Shirts	\$ 453.62
Total Membership	\$ 3,953.62	Pre-Meeting Snacks*	\$ 290.00
<b>Fundraising</b>		Photo of the Week*	\$ 100.00
Donuts (2 Semesters)*	\$ 400.00	Open House (2)*	\$ 200.00
Gordy's Brat Sale	\$ 190.00	Member Appreciation Week (2)*	\$ 100.00
GoFundMe*	\$ 250.00	End of Semester Awards (2)*	\$ 190.00
Texas Roadhouse Fundraiser*	\$ 200.00	Total Membership	\$ 1,383.62
UWEC Regional Conference*	\$ 7,750.00	<b>Fundraising</b>	
Spring Career Conference*	\$ 200.00	Donuts (2 Semesters)*	\$ 200.00
Fall Career Conference	\$ 200.00	Gordy's Brat Sale	\$ 114.15
Planner Distribution	\$800.00	Total Funraising	\$ 314.15
Total Fundraising	\$ 9,590.00	<b>Keep on Chuckin' 5k Run</b>	
<b>Keep on Chuckin' 5k Run</b>		<b>Keep on Chuckin' 5k Run</b>	
Corporate Sponsorship*	\$ 3,000.00	Permits*	\$ 235.00
Registration Fees*	\$ 1,500.00	Promotional Supplies*	\$ 150.00
Raffle*	\$ 300.00	Supplies*	\$ 150.00
Total Fun Run	\$ 4,800.00	T-Shirts*	\$ 1,000.00
<b>Social Activities</b>		Total Fun Run	\$ 1,535.00
Corn Maze	\$ 400.00	<b>Social Activities</b>	
Fall Dinner	\$ 600.00	Corn Maze	\$ 845.00
Spring Dinner*	\$ 600.00	Spring Dinner*	\$ 300.00
Director's Retreat (2)*	\$ 1,000.00	Fall Dinner	\$ 300.00
Total Social Activities	\$ 2,600.00	Director's Retreat (2)*	\$ 1,600.00
<b>AIMS</b>		New Member Dinner (2)*	\$ 110.00
Three Paid Research Projects*	\$ 1,500.00	Total Social Activities	\$ 3,155.00
Total AIMS	\$ 1,500.00	<b>Donations</b>	
<b>Collegiate AMA</b>		5k Keep on Chuckin' Donation	\$ 3,000.00
Whitewater Reimbursement	\$ 545.00	Total Donations	\$ 3,000.00
Total Collegiate AMA	\$ 545.00	<b>Collegiate AMA</b>	
<b>Grants</b>		Whitewater Regional Conference	\$ 545.00
Blugold Commitment	\$ 74,000.00	UWEC Regional Conference*	\$ 5,000.00
College of Business Travel Grant	\$ 500.00	National Travels*	\$ 9,600.00
Total Grants	\$ 74,500.00	Total Collegiate AMA	\$ 15,145.00
<b>Totals</b>		<b>Membership Scholarship</b>	
Starting Balance	\$ 9,500.00	Membership*	\$ 200.00
Add: Revenues	\$ 22,988.62	Leadership*	\$ 300.00
Less: Expenses	\$ 24,532.77	Total Scholarship Donation	\$ 500.00
Ending Balances	\$ 7,955.85		

\*Denotes future estimated revenues/expenditures