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Chapter Overview

Letter from The President:

The University of Wisconsin-Eau Claire American Marketing Association (UWEC-AMA) mission is to provide members with continual knowledge, motivation, and the leadership skills necessary to ensure success in a competitive global business environment. In 2019-2020, our hard work has paid off with a very successful academic year to date. Our organization has made extensive efforts to revamp our existing programs as well as bringing new initiatives to our AMA Collegiate Chapter with a focus on promoting and encouraging our members to build their professional and personal brand.

Our theme this year has been Build Your Brand. This continues to be accomplished by focusing on providing opportunities for all members to develop their professional brands in a way that is personalized and unique to every individual. Build Your Brand has guided us to accomplish the following:

- We will have provided members with more than 120 opportunities to take ownership of their personal and professional development, while equipping them with the tools need to be successful both individually and as part of the UWEC-AMA.
- We utilized our in-house marketing agency – Affordable Integrated Marketing Solutions (AIMS) – to provide members with unique opportunities to work with businesses and community organizations.
- We hosted more speakers and more knowledge workshops than at any other time in our chapter history on a variety of topics to provide our members with the skills and knowledge to develop their personal and professional brands.
- We will have connected UWEC-AMA students and community members and partners by using our marketing skills to promote learning experiences and development through participation in more than 20 thoughtfully organized service experiences.

Some highlights this year include the hosting our first annual Cinema for the Cure; partnering with the Business Association of Multicultural Students; hosting our 7\textsuperscript{th} Annual Regional Conference; and helping young UWEC-AMA members get involved in leadership roles – whether as Committee Members, Directors, or Executive Board Members. UWEC-AMA is clearly recognized as the campus organization that provides members with opportunities to grow and learn.

Sincerely,
Madeline Djerf
UWEC-AMA President

Madeline Djerf

Feedback Key:
The long-term success of the UWEC-AMA relies heavily on feedback from our stakeholders. We not only evaluate past work to find opportunities to improve, but we also solicit direct feedback from stakeholders to assure we continue to satisfy their evolving needs. With our feedback key, we have established a formal system for quantifying the value and success of our events and initiatives. The lightbulb symbolizes “lightbulb moments” that occur throughout the process of learning who you are and how your personal and professional brand is developing and evolving. Please note that activities that have not yet taken place have yet to receive feedback. The measurement metrics are as follows:

- **NEW** This event was added after the chapter plan was submitted
- **In Progress** This event is scheduled for later in the semester or is currently being accomplished
- 🔻 This event or initiative fell short of our expectations and/or standards
- 🔸 This event or initiatives met expectations and standards
- ⭐️⭐️⭐️⭐️ This event or initiatives exceeded expectations and provided substantial value
PROFESSIONAL DEVELOPMENT

Summary: Our overall goal is to prepare UWEC AMA members for their future careers through marketing conferences, workshops, professional speakers, corporate visits, competitions, certificate programs, and conducting research for organizations. Our strategy was to provide at least 50 skill development, networking, team building, and branding opportunities. We have provided 76 unique opportunities that are completed or in process so far with another 45 scheduled yet this semester.

UWEC REGIONAL CONFERENCE

Goal: Host our 7th Annual Regional Conference on November 22, 2019: “Build Your Brand”. Have an attendance of 150+ AMA members from at least six different universities and obtain sponsors for 4 on-site competitions.

Results:
Our 7th Annual Regional Conference was the largest in UWEC-AMA history. We had an attendance of 210 AMA members from seven different universities and obtained seven corporate sponsors (Enterprise Holdings, Penske Trucking and Freight, Rice Lake Weighing Systems, Federated Insurance, Marco Technologies, Great Lakes Coca-Cola, Dominion Affordable Housing) that participated in our career corner. Four on-site competitions were held: Mock Interview Competition, Sales Competition, Marketing Strategies Competition, and a Perfect Pitch Competition. Every competition had all of their available slots filled (i.e., 160 competitors). Our conference offered all attendees the opportunity to network with peers and our attending sponsors as well as get professional headshots taken. The conference had a total of eight speakers focusing on our theme “Build Your Brand”. This included two keynote speakers and six different breakout sessions that allowed participants the opportunity to find topics best suited to their particular interests concerning building their own personal brands.

AMA REGIONAL CONFERENCES

Goal: Attend and compete at two regional AMA conferences. Have 30 members attend the UW-Whitewater AMA Regional Conference. Have 35 members attend the Winona State University Regional Conference. Have members compete in all competitions.

Results: UW-Whitewater AMA Regional Conference We had 32 members attend the UW-Whitewater regional conference “Gen Z Brand Experience”. Every member that attended competed in one or more of the provided competitions: Perfect Pitch, Mock Interview, Sales, Design, and/or Digital Marketing Strategy. Two of our teams were finalists in the Marketing Strategy Case Competition with one group taking 3rd place. In the Digital Marketing Strategy Competition our team took 1st place. Prior to attending, we hosted a variety of competition preparation workshops during and outside of general meetings. Members attended presentations by two keynote speakers and then had the opportunity to learn from one of two breakout sessions speakers. For attending, members received chapter points and for competing, members received recognition at the general meeting immediately following the conference.

Winona State University Regional Conference In Progress
We have interest by 40 members in attending Winona State University AMA’s first annual regional conference on April 17th. Winona State has not clarified if there will be competitions available at this time. If there are competitions offered, all UWEC-AMA attending members will compete.

AMA INTERNATIONAL COLLEGIATE CONFERENCE In Progress

Goal: Attend and compete at the AMA International Collegiate Conference with at least 15 members.

Results: We currently have 14 members scheduled to attend the AMA International Collegiate Conference. All UWEC-AMA members attending are scheduled to compete in New Orleans. To ensure our chapter is ready for ICC, all members have been informed of deadlines and guidelines via email and Facebook Group Message since before the fall semester started. ICC was promoted at our Open House and other communications, and VP of Sponsorship. We began promoting this event last May to create general awareness and the VP of Conferences was in constant communication with interested and inquiring chapters throughout the summer up until the event. Directors and Committee members were used extensively to help execute organizational and logistical details involved with putting on this major event. We are proud that our 7th Annual Regional Conference allowed us to offer so many students the opportunity to further develop their professional brands.
Goal: Encourage members to engage in real world marketing experience by completing projects for business clients. Complete a total of 6 paid consulting projects and 4 pro-bono consulting projects. VP of Business Consulting will serve as lead business consultant, recruiter and project manager, while leading a team of Directors that are working on projects based on their individual strengths and passions.

**Results:** We have had 8 members involved in AIMS so far this year with 6 paid (3 complete and 3 currently in process) and 5 unpaid marketing projects. AIMS is already bringing in $3800 to our chapter. As our semester just commenced the first week of February, it is expected that we will find additional paying clients as the semester progresses.

**Gary LeMay Carpet Cleaning Products**

Description: AIMS developed a complete marketing plan for a new startup that sells carpet cleaning products. This marketing plan included background research such as current market segments in Wisconsin’s carpet cleaning market, existing products and competitors, and SWOT analysis. This project also required design of two websites, coming up with a name (branding strategy), and potential positioning strategies. Lastly, the project required profit margin analysis for eCommerce, advertising on social media, and utilization of Google Analytics. $500.00 earned.

**Revolution-X.**

Description: AIMS developed an e-mail marketing campaign to improve response rates from music venues that this band was seeking to schedule shows. A marketing guide was created with a series of mock e-mails customized to specific stakeholder groups. The band manager was trained on how to best utilize the guide. Initial results have been strong with the band having been able to book and complete their first tour of the east coast using the provided techniques. A tour of the southwest is currently in process of being scheduled. $500.00 earned.

**A’lomore**

Description: A’lomore hired AIMS to create a promotional calendar for 2020 as a follow-up to research conducted for this clothing retailer last year. This project included a report on strategies for using a promotional calendar as well as a month by month breakdown of all national holidays as well as regional and local events. Most importantly, AIMS developed specific promotional events for A’lomore to launch over the course of the year. This involved development of promotional materials, media schedules, and tracking metrics for 15 different proposed events beginning with the start of the new year to a holiday campaign for next fall. $1,500 earned.

**UWEC Integrated Marketing Communications**

**In Progress**

Description: AIMS is in the process of completing a project for the University of Wisconsin-Eau Claire IMC. This department is tasked with improving the design of the main UWEC website to attract potential students through usability. This project involves designing and conducting a Usability Test of the current and proposed designs of the UWEC site. The test is currently be given to high school juniors and seniors and will directly impact the future design of the site. $500 pending.

**Mentor Chippewa**

**In Progress**

Description: AIMS is designing 2 websites in varying styles for local nonprofit *Mentor Chippewa* using WordPress. This project also includes buying domain rights for the organization, setting up a manageable Google Business account and designing 3 brochures to help promote involvement for donors, parents and students. $300 pending.

**Tuning Tree**

**In Progress**

Description: AIMS is advising changes to Tuning Tree’s current social media strategy to increase its reach with younger clients. AIMS is also redesigning the website to be more stream-lined to attract clients. AIMS is helping Tuning Tree utilize feedback and testimonials to market the studio via email and the web. $500 pending.

**AIMS PRO-BONO WORK:** Pro-bono work that AIMS completed or has in progress include projects for United Way of Chippewa Valley, El Consorcio, National Eating Disorder Association, Walk MS: Eau Claire, and The Community Table. Note: These projects are discussed and details provided under the Community and Social Impact section of this report.

**AMA CASE COMPETITION**

**Goal:** Reach the case finals, present and win at the AMA International Collegiate Conference.

**Results:** Reached the case finals. Had an active team of 5 members. The team conducted observational research, held 16 depth interviews, ran 3 focus groups, and received 304 respondents to an online survey. The creative slogan was “Love Cotton. The _____ of our Lives.”. The team held meetings twice a week the entire fall semester and worked closely with our advisor throughout the process. Extensive secondary research was conducted in the preliminary stages of our investigation to provide background, context, and
inform research designs for needed primary research. To explore and solidify Generation Z teens perceptions and attitudes regarding cotton, and better understand specific behaviors related to cotton, qualitative and quantitative research was performed. Through this mixed method research approach, key consumer insights were obtained using observational research, in-depth interviews, focus groups, and an online survey. Utilizing appropriate statistical analysis, three sub-segments of the Generation Z teen market were identified based on key attributes such as psychographics, shopping motivations, shopping behaviors, perceptions of cotton, label reading, and social media usage. By fully understanding the Generation Z teen target market, Cotton Incorporated can better tailor its message and improve its effectiveness in reaching its stated objectives. The team is now meeting multiple times a week to prepare an award-winning presentation for ICC.

WORKSHOPS: PROFESSIONAL DEVELOPMENT
Goal: Have members participate in four professional development workshops: The Business Professional, Professional Image, Etiquette and a Networking Banquet.
Have 90% of members complete one of the four workshops; 80% complete two of four; 70% complete three of four; 50% complete all four workshops.

Results:
- The Professional Etiquette program (completed by 50 members) covered topics on: Learning appropriate behavior before, during, and after the meal, mastering the art of conversation, and learning how to act in a business dining situation whether you are the host or the guest.
- The Professional Image program (completed by 50 members) covered topics on: Understanding and fitting into the workplace culture, dressing for the day and preparing for the interview.
- The Business Professional program (completed by 49 members) covered topics on: Discovering the impact personality types has on professional interactions, learning networking and relationship building strategies and exploring career planning and internship opportunities.
- The Networking Banquet (completed by 45 members) puts into practice everything learned in the first three workshops. AMA members networked with business professionals during a stand-up appetizer reception, followed by a dinner where AMA members got to sit and apply what they learned in the first three workshops and as well as talk about the transition from college to work.
- Most UWEC-AMA members (83%) completed at least one of the four workshops, 83% completed two of four, 81% have completed three of four, and 75% have completed all four Professional Development program workshops. The workshops will be run again during spring semester so members will have an additional opportunity to refresh their skills, as well as participate and complete all four workshops.

WORKSHOPS: KNOWLEDGE
Goal: Host 8 knowledge workshops to develop members professionally and personally and obtain an average attendance of 25 members.
Results: Held 8 workshops aimed at different aspects of professional and personal development with 5 more scheduled. Attendance averaged 40 students at each workshop. VP of Communications and their Directors worked with members to gauge interest on topics of interest and from there developed and scheduled workshops that were appropriate. Administration Directors designed graphics to be posted on our social media platforms to promote the workshops. The Executive Board dedicated time during general meetings to promote the workshops.
- Career Conference Preparation Workshop: Attendance: 75; Rating: 5/5
  Description: We held a career conference workshop during our first general meeting. It focused on key topics such as researching employers before the fair, expectations, how to prepare and behave at a career fair, resumes, how to talk with an employer, following up, and thank you notes.
- Sales Competition Workshop: Attendance: 4; Rating: 4.3/5
  Description: Members interested in competing in upcoming sales competitions met to discuss sales scenario basics and role-plays. The smaller group created a more comfortable environment for members to learn from one another and share ideas.
- Marketing Strategy Competition Workshop: Attendance: 8; Rating 5/5
  Description: Members competing in the Marketing Strategy Competition at UWW regional conference met to prepare for the competition and submit the case by the deadline.
- Positives of Being Present: Attendance: 56; Rating: 4.2/5
  Description: We watched a TedTalk presentation on the benefits of remaining in the present moment. We followed the TedTalk with a group discussion where members shared their experiences with being present and other key takeaways.
- Outbound Sales Competition Workshop: Attendance: 55; Rating: 5/5
Experienced sales competitors led workshops held outside of hosted workshops during and outside of meetings. To prepare for sales competitions, we heavily encouraged members to participate in sales initiatives and factors influence personal and professional understanding people and marketers by learning how EDI company, product, or yourself.

**Results:**

Collegiate Sales Competition.

**Goal:** Participate in sales competitions including: Blugold Sales Competitions, UWW Regional Conference, UWEC Regional Conference, Great Northwoods Sales Warm-Up, Sherwin Williams Outbound Sales Competition, AMA Collegiate Sales Competition.

**Results:**

Members competed 28 times in sales competitions. We heavily encouraged members to participate in sales competitions this year. To prepare for sales competitions, we hosted workshops during and outside of meetings. Experienced sales competitors led workshops held outside of meeting times and a sales professor led a workshop during a general meeting. Additionally, members were provided with how-to videos from past successful competitors. There were some competitions (Blugold Sales Competition and Great Northwoods Sales Warmup) that had extremely limited spots, making our members unable to compete. UWEC-AMA members did help run the Great Northwoods Sales Warmup and networked with attending sponsors.

**-Sherwin Williams Outbound Sales Competition:** 17 members participated in the first round and 5 advanced to the second round of the competition.

**-Gartner Sales:** 5 members competed at the UWW regional conference.

**-Federated Sales:** 1 member competed at the UWEC regional conference.

**SALES MIX + MINGLE**

**Description:** To encourage our members to be more involved with the sales profession (UWEC has a very active PSE chapter and a separate 50-member sales team) a Sales Mix + Mingle event was conducted on February 11th to network and learn from industry professionals who are passionate about their careers. Professionals from Sherwin Williams, Uline, Gartner, Hormel, Northwestern Mutual, Reynolds American, Fastenal, Henry Schein, Liberty Mutual Insurance, Tom James, Graybar and Paycom were in attendance. This event was promoted to general members in the BizWire and AMA Weekly, and during general meetings.

**COMPETITIONS: OTHER**

**Goal:** Due to the lack of AMA members with interest in sales this year (in part to the very strong PSE chapter and a separate 50-member sales team) a Sales Mix + Mingle event was conducted on February 11th to network and learn from industry professionals who are passionate about their careers. Professionals from Sherwin Williams, Uline, Gartner, Hormel, Northwestern Mutual, Reynolds American, Fastenal, Henry Schein, Liberty Mutual Insurance, Tom James, Graybar and Paycom were in attendance. This event was promoted to general members in the BizWire and AMA Weekly, and during general meetings.

**Results:** Members competed 64 times (not including sales competitions, case team or internal competitions). Members were provided with how-to videos from past successful competitors. The Executive Board stressed the importance of participation during general meetings and members that traveled to conferences were required to compete.

**-Victor Envelope Perfect Pitch:** 32 members competed in Perfect Pitch at UWW regional conference.

**-Acurite Digital Marketing Strategy:** 2 members competed in Digital Marketing Strategy at UWW regional conference. As a team competition placing first.
- **Sherwin Williams Design Competition**: 2 members competed in the Design competition at UWW regional conference.
- **Henry Schein Mock Interview**: 2 members competed in Mock Interview at UWW regional conference.
- **Colony Brands Market Strategy Case Competition**: 8 members competed in teams of 4 in the Marketing Strategy Case at UWW regional conference. Our teams placed 3rd: Joel Meir, Alex Zahn, Ryan Dainsberg, and Kelsey Stroot; and were recognized as finalists: Addie Borchert, Sophia Wojahn, Kyle Van Beek, and Morgan Konopka.
- **Rice Lake Weighing System Marketing Strategy Competition**: 3 members competed on a team together at UWEC regional conference.
- **Enterprise Mock Interview Competition**: 2 members competed at UWEC regional conference. Katie Cardey placed 3rd.
- **Perfect Pitch**: 13 members competed at UWEC regional conference.

**MARKETING STRATEGIES SHARK TANK INTERNAL COMPETITION** **NEW**

**Goal**: Have all members compete in a shark tank style marketing strategies competition.

**Results**: During our Halloween meeting we split up members into different groups and each group had to pick a miscellaneous item from a bag and turn it into an innovation, product, or service. Teams pitched their idea to then entire chapter and a panel of sharks, and answer questions from the sharks. The best team was voted on. A second shark tank competition will be taking place on April 23rd.

**INTERNAL COMPETITIONS: PRODUCT COMMERCIAL** **NEW**

**Goal**: Host an internal competition at both Open Houses to create the expectation that members will be competing throughout the year.

**Results**: During both Open Houses, members were split up into different groups with an E-Board member on each team. VP of Membership passed out a random product to each group. The 10 groups were tasked with creating a video commercial for the product. Videos were sent in and watched at the following general meeting and voted on for best commercial.

**INTERNAL COMPETITIONS: PRODUCT SLOGAN** **NEW**

**Description**: On February 6th during our first general meeting of spring semester, members broke into groups. VP of Communications passed around a bunch of random products and each group had 10 minutes to create a slogan for the product. Groups presented their unique slogan one by one and a winning slogan was selected by a group of student judges.

**COMPETITIONS: AMA INTERNATIONAL** **In Progress**

**Goal**: Enter the following competitions sponsored by the AMA: Best Social Impact Video, Case, Sherwin Williams Outbound Sales, AMA Sales, Website, Outstanding Marketing Week, SABRE Business Simulation, Perfect Pitch, AMA Student Marketer of the Year, USCA Sales Student of the Year, Marketing Strategy Competition, ICC T-shirt Design Competition.

**Results**: We had a UWEC-AMA record 17 members compete in the Sherwin Williams Outbound Sales Competition. VP of Administration submitted uwecama.org to the Website competition. We submitted for Outstanding Marketing Week and the Cotton Incorporated Case. We submitted our nominations for Student Marketer of the Year and USCA Sales Student of the Year. We entered Best Social Impact Video, and Best Recruitment Video. All members were informed of competition deadlines and guidelines through email and during general meetings. We have also entered the following competitions taking place at the ICC: SABRE Business Simulation, Marketing Strategy, and Perfect Pitch. We also have members participating in Digital Marketing Boot Camp, presenting original research in the student Poster Competition, and presenting on how to be a top chapter.

**HORMEL MARKETING ANALYTICS COMPETITION** **NEW In Progress**

**Goal**: Have a team in the Hormel Marketing Analytics competition.

**Results**: Fifteen members (five teams) participating in the competition. The case will be received February 21st and the submission is due March 20th. If one of our teams makes the finals, they will be presenting their findings and associated strategies to executive board members of Hormel on April 3rd, 2020.

**MARKETING WEEK**

**Goal**: Successfully celebrate Marketing Week.

**Results**: UWEC-AMA celebrated Marketing Week September 30-October 4 by exposing members to real-world marketing in a variety of ways. Members attended the UWW regional conference and had the opportunity to bond as a chapter, network with students from across the country and globe, speak with professionals, compete, and listen to phenomenal speakers from companies including GMR and Milwaukee Bucks. 32 members competed with 10 members placing in their competitions this week. Directors of Administration created a social media campaign to promote marketing week and a graphic posted on social media advertising the link to the AMA Virtual Conference. We consider Marketing Week to be a success because we provided authentic opportunities for our members to grow as marketers and professionals.
PROFESSIONAL TOURS  
In Progress

Goal: Tour a variety of businesses with a focus on different aspects of marketing branding. Schedule tours in several cities such as Eau Claire, Wisconsin, Rice Lake, Wisconsin and Winona, Minnesota throughout the academic year. Arrange a total of nine tours and achieve an average attendance of 10 members.

Results: Due to our extremely busy fall list of AMA activities, two tours have been completed with 5 more scheduled for later in the year.

Rice Lake Weighing Systems  
Attendance: 13; Rating: 5/5  
Description: Students toured the Rice Lake Weighing Systems World Headquarters in Rice Lake, Wisconsin on October 18th. Students found it to be a fascinating facility with a best-in-class marketing department in their backyard.

Jamf  
Attendance: 9; Rating: 5/5  
Description: Students toured Jamf Headquarters in Eau Claire, Wisconsin on December 6th. Our members ended the tour with a question & answer session with Jamf’s head of marketing.

SCHEDULED UPCOMING TOURS:  
- Signart 3/7/2020  
- Ambient Inks 3/7/2020  
- Penske 4/4/2020  
- Periscope 4/13/2020  
- Fastenal 4/17/2020

PROFESSIONAL PORTFOLIO

Goal: Equip members with the tools they need to present themselves professionally, with 100% of members creating a LinkedIn profile and 80% of members submitting their resume.

Results: We have worked hard to ensure that members feel prepared professionally by hosting an interview workshop, a resume workshop, and offering professional headshots at our regional conference. We will achieve our LinkedIn goal on February 27th, where 100% of members will have created a LinkedIn. We have collected resumes from 100% of members and provide resumes to all speakers and qualifying corporate sponsors.

GENERAL MEETINGS

Goal: Hold weekly meetings and obtain an average attendance of 50 students. Utilize a QR code for members to scan in to track attendance.

Results: Held general member meeting each week of fall semester and each week of spring semester to date. Attendance was tracked via QR code check-in. Attendance ranged from 34 to 75 in attendance per meeting (mean = 52). At the end of each meeting, there was time allotted for members to ask questions to the entire group, and to individual members of the Executive Board.

PROFESSIONAL SPEAKERS

Goal: Host and attend professional speakers scheduled by VP of Communications. To create awareness and drive traffic to speakers, Directors of Communications and Administration worked together to create effective promotional campaigns — including a graphic posted to social media, notice in BizWire and AMA Weekly and presenting during general meetings to gain awareness from general members and College of Business students alike.

Results: Members were provided with the opportunity to engage with 17 different speaker events during the fall semester with another four scheduled to date for the spring semester.

- Zach Lehman and Elizabeth Reynolds  
Attendance: 56; Rating: 4.6/5  
Description: How to “build your brand” — Northwestern Mutual

- Chris Lierman and Elke Jones  
Attendance: 32; Rating 5/5  
Description: Marketing to Gen Z – GMR
- Dustin Godsey
  Attendance: 32; Rating 4.4/5
  Description: Experiential Marketing and Rebranding – Milwaukee Bucks
- John DeGraff
  Attendance: 32; Rating: 4.3/5
- Jess Gardner
  Attendance: 55; Rating: 5/5
  Description: Building confidence during phone interviews
- Jenna McGrath
  Attendance: 55; Rating: 5/5
  Description: Innovation as a marketer – General Mills
- Ashley Sukhu
  Attendance: 49; Rating: 4.2/5
  Description: Interviewing tips and tricks – UWEC Career Services
- Rice Lake Weighing Systems Marketing Department Panel
  Attendance: 45; Rating: 5/5
  Description: Seven employees spoke about their roles as marketers and answered questions
- Daniel Puls
  Attendance: 35; Rating: 4.6/5
  Description: Leveraging your UWEC Education in an International Career – 3M
- Taylor Allen, Ashely Laffen and Becky Krekelberg
  Attendance: 210; Rating: 4.9/5
  Description: Building your Brand – Enterprise
- Kevin Schmidt
  Attendance: 210; Rating: 4.8/5
  Description: Building your Brand – Marco
- Haley Sirinek
  Attendance: 45; Rating: 5/5
  Description: How to Build and Sustain a Brand – Rice Lake Weighing Systems
- Taylor Pelissero
  Attendance: 27; Rating: 4.2/5
  Description: Branding in Social Media – Stokes & Herzog
- Charlie Seffinga
  Attendance: 25; Rating 5/5
  Description: Branding in College that Affects Post-Graduation Success – Marco
- Haadia Malik
  Attendance: 20; Rating 4.8/5
  Description: Personal vs. Professional Branding – Peer Educator specializing in EDI
- Annette Opseth
  Attendance: 34; Rating 5/5
  Description: Having an Open Mind to New Ideas in the Workplace – Boise
- Net Impact Panel
  Attendance: 34; Rating 5/5

Description: Four peer educators spoke about what to Expect when Working With/In Different Cultures

Scheduled so far this semester:
- Panel of UWEC Marketing Alumni: 2/13/2020
- Penske: 2/20/2020
- Uline: Nicole Anderson: 2/27/2020
- Jennie-O Turkey: Chris Eide: 3/5/2020

AMA PROFESSIONAL CHAPTER PARTNERSHIP In Progress
Goal: Expand member’s professional network by connecting with the Twin Cities professional AMA chapter.

Results: VP of Communications and Communications Directors have connected with AMA Minnesota Professional Chapter and communicated with them via LinkedIn and email coordinating a conference call between AMA Minnesota and UWEC-AMA. The conference call will take place during our general meeting on April 9th and the conversation will be focused around their careers and how AMA impacts their lives and helps them build their personal brand.

UNDERGRADUATE RESEARCH NEW In Progress
Goal: Work with advisor to generate original research that improves student analytical and presentation skills.

Results: AMA members are working with our advisor and have completed secondary research, survey construction, data collection and are currently finishing data analysis and write-ups. Three projects are under submission to the ICC for presentation in New Orleans and three presentations are being submitted for consideration at the 28th Annual Excellence in Research and Creative Activity conference taking place the week of April 27-May 1, 2020.

MEMBER JOB BOARD NEW
Description: Created an internal job board on our general members Facebook page where members with corporate and alumni connections or internship opportunities can share job posts directly to members. This internal recruitment tool has targeted UWEC-AMA members with selective opportunities. Specific job postings have been directly shared to the Member Job Board with companies like Direct Supply, Reynolds American, Mason Companies, and Converge Radio interested in our UWEC-AMA members.

COFFEE WITH SPONSORS NEW In Progress
Goal: Allow our sponsors to get to know our members in a more casual setting.

Results: The Coffee with Sponsor Networking Event will provide members and Corporate Sponsors the opportunity to network in a business-casual setting. We will also share with our sponsors a recap of what has been accomplished with their help in fall semester and outline our upcoming events and programs for spring share how their support contributes to our chapter operations. Members will also use this
opportunity to learn about careers and internships. This event will take place February 28th.

EQUITY, DIVERSITY AND INCLUSIVITY INITIATIVE NEW In Progress

Goal: Members will be provided with Equity, Diversity and Inclusivity (EDI) training and experiences to become better, more responsible marketers.

Results: Because EDI is such a broad encompassing topic, we have provided a variety of opportunities related to EDI that members were encouraged to participate in. On November 21st, Daniel Puls from 3M spoke on our campus about leveraging the UWEC education for a global career and on December 5th we hosted a Net Impact panel during a general meeting to learn about doing business in other cultures. Additionally, Haadia Malik discussed personal vs. professional branding from an EDI perspective at our regional conference. EDI training on the importance of EDI awareness in a professional environment will be held on April 23rd during our general meeting.

COMMUNITY AND SOCIAL IMPACT

Summary: Our overall goal is to provide a connection between UWEC-AMA students and community members and partners by using our marketing skills to promote learning experiences and development through participation in thoughtfully organized service experiences. Our goal was to provide at least 15 opportunities for members to utilize their marketing skills to benefit our community partners. We have 14 unique opportunities completed or in process so far with another 6 scheduled yet this semester.

CINEMA FOR THE CURE

Goal: Organize and execute the first annual UWEC-AMA Cinema For The Cure. Obtain three sponsors and raise $1000 to donate to the American Cancer Society.

Results: We hosted the first annual Cinema For The Cure on behalf of our late advisor Chuck Tomkovick on October 19th. For this outdoor family-friendly event, we showed the movie Shrek. Our Videography Committee created a video honoring Chuck that we showed prior to the movie and our VP of Administration and Directors created effective promotional graphics. Our VP of Communication ensured this event was published in BizWire and AMA Weekly, and our President and Vice President promoted it to other organization leaders during COBSAC meetings. Additionally, we reserved a table in the Davies Student Center prior to the event to promote it, we chalked campus and wrote on white boards around campus to promote Cinema For The Cure. Unfortunately, unexpected cold weather arrived the night of the showing and we had to host this event indoors. Papa Johns and Pizza Hut provided fresh and warm pizzas and we had a total of 50 people in attendance. This was substantially below our projections and very likely due to the weather impacting attendance. We obtained 9 sponsors for this event including: Papa Johns, Pizza Hut, Erberts and Gerberts, Monks Bar and Grill, Vibe Nutrition, Milwaukee Burger, Anytime Fitness, Highland Fitness and Grizzlies. Although not a success in terms of participants, members did create a well-structured social media campaign, did a good job via our sponsorship team working with local businesses to secure support. With expenses, we raised a total of $160.50 to donate to the American Cancer Society. Our chapter made an additional donation of $1,000. $1,160.50.

GOFUNDME

Goal: Raise a minimum of $500 to donate to the American Cancer Society

Results: GoFundMe was a new tool we utilized this year to reach a larger audience and make it easier for interested donors to donate. After creating a fundraising campaign, we distributed the link across our social media platforms and AMA Weekly and members re-posted it to their personal platforms. We raised $340 through GoFundMe that was donated directly to the American Cancer Society. $340.

MARKETING ANALYTICS PANEL NEW In Progress

Goal: To have 20+ members attend a marketing analytics panel in April to learn more about the profession from a distinguished group of industry professionals. This panel will be hosted on campus April 15th. We anticipate that a large portion of our marketing analytics AMA members will attend as well as some undecided business majors and other members interested in discovering more about the profession.

MARKETING ADVISORY BOARD NEW In Progress

Goal: In April, the marketing faculty will hold a day-long conference with executives from a wide range of industries. Twelve UWEC-AMA members are being invited to participate in this event to share information about our chapter and its activities. Board members will share their insights to our chapter members. A lunch is provided which allows for additional networking opportunities and sharing of information on job and internship opportunities.
**Goal:** Utilize our marketing expertise to help community.
Complete 4 pro-bono projects for local organizations.

**Results:** VP of Business Consulting, (5 Directors, and committee members assisted in the projects. 2 projects are in process and we are currently looking for more projects to complete.

**AIMS: UNITED WAY OF CHIPPEWA VALLEY**

**Description:** United Way is the world’s largest non-profit organization established in 1887 which focuses on funding in areas of Education, Financial Stability, Basic Needs, and Health. In this project, AIMS provided feedback to improve current promotional video and other materials such as posters and pamphlets. To improve their marketing strategy, AIMS offered unique perspectives in email marketing, direct mail marketing, and social media marketing through aspects such as creating a content calendar that allows for consistent, quality posts. Lastly, AIMS utilized the above aspects to improve event attendance and donations for the future promotional cycle.

**AIMS: EL CONSORCIO PROJECT IN PROGRESS**

**Description:** Many Spanish-speaking providers have had the experience of being the only Spanish-speaking provider or one of just a few Spanish-speaking providers at their practice location. This can lead to a sense of isolation and difficulty accessing support specific to working with first, second, third, and subsequent generations of Latinx immigrants. El Consorcio exists to reduce providers’ barriers to culturally informed continuing education, networking, care coordination, linguistic consultation, identifying and addressing service gaps for Latinx clients, and systems-level advocacy. AIMS is developing a membership process and developing a website to facilitate real-time communication and a resource guide for members and the communities they serve.

**AIMS: NATIONAL EATING DISORDER ASSOCIATION NEW IN PROGRESS**

**Goal:** Have AIMS partner with NEDA to help gain awareness for the walk and help them reach their goal of raising $60,000.

**Results:** The NEDA walk is scheduled for February 23rd. AIMS partnered with NEDA to connect with as many students, faculty, staff and community members as possible because 30 million people suffer from a clinically significant eating disorder at some point in their life and eating disorders are widespread across college campuses. We promoted this event on campus, reached out to friends, other org leaders and to faculty and professors. VP of AIMS communicated with NEDA representatives to create a promotional plan.

**AIMS: WALK MS: EAU CLAIRE 2020 NEW IN PROGRESS**

**Description:** Work with Walk MS: Eau Claire to help them promote their annual walk held on May 9th. A committee with create marketing materials and help spread the word. As this walk will be starting on the UWEC campus, we will also write on classroom whiteboards and chalk sidewalks around campus to promote the walk.

**RED CROSS BLOOD DRIVES**

**Goal:** Host two blood drives with the American Red Cross throughout the year and collect 25 pints of donated blood.

**Results:** On November 11th, we hosted our fall semester blood drive where we collected 40 pints of blood. Our Vice President, VP of Events coordinated and communicated with the American Red Cross to ensure that necessary equipment was transported to campus. We promoted this event with graphics on our social media and by tabling in the Davies Student Center 3 days prior to the event. Our members helped work the blood drive and greeted donors at the door and members that volunteered were awarded chapter points. We have a second blood drive scheduled for February 17th.

**TRICK OR CAN FOOD DRIVE**

**Goal:** Collect at least 100 non-perishable food items from members of the Eau Claire community to support a food pantry.

**Results:** This was our first year conducting the Trick or Can food drive. In order to ensure this food drive was successful we had teams of members distribute bags and created promotional materials the weekend before Halloween and went back out to collect the bags on Halloween night, when people are home and already expecting trick or treaters. Each bag contained an informational newsletter outlining our mission and when we would be back to collect. Members that participated were awarded chapter points. In total, we collected 405 non-perishable items and donated them to Trinity Lutheran Church in Eau Claire, Wisconsin, that has a food pantry for struggling community members.

**EAU CLAIRE HIGHWAY CLEANUPS**

**Goal:** Keep a section of highway 37 clean. Host 2 cleanup events averaging 10 members in attendance

**Results:** On November 10th, we hosted our fall semester highway cleanup event with 13 people attending, we had a social at a local restaurant after the cleanup to encourage participation and bonding outside of traditional Thursday night meetings. We have a second cleanup scheduled for Sunday, April 19th.

**AMBASSADOR PROGRAM**

**Goal:** Connect with at least two other AMA collegiate chapters to help them improve their organizations.

**Results:** We utilized LinkedIn and the “AMA Collegiate Chapter Presidents” Facebook page to connect with four different chapters – Winona State University, University of Maryland, University of Tampa, and Florida Atlantic.
University. We are working closely with Winona State University to help them plan their first regional conference and we have been communicating with the chapters in Florida and Maryland about professional development opportunities, annual initiatives and running a successful chapter.

#GIVING TUESDAY NEW

Goal: To participate in the #GivingTuesday campaign competition by developing a social media campaign to spread awareness.

Results: We raised awareness for #GivingTuesday during general meetings. VP of Administration and Administration Directors developed a social media campaign to gain traction for the #GivingTuesday campaign. The AMA’s #GivingTuesday campaign was dedicated to raising funds for two collegiate scholarships: The Diversity Leadership Scholarship and the Social Impact Scholarship. The Diversity Leadership Scholarship recognizes our diverse student membership population who have demonstrated AMAZing leadership as part of their chapter activities or in other venues. The Social Impact Scholarship is awarded to students who have excelled at making a positive impact in their local, regional or larger community. We made a chapter-wide donation and individual members had the opportunity to donate to the cause as well.

HIGH SCHOOL AMBASSADOR PROGRAM

Goal: Connect with three different high schools to serve as speakers in their business classes to prepare students for what to expect in college.

Results: After extensive conversation and deliberation, our Executive Board decided to direct our attention and energy elsewhere (see the Eau Claire Area School District Homeless Children and Youth Fund).

EAU CLAIRE AREA SCHOOL DISTRICT HOMELESS CHILDREN AND YOUTH FUND NEW

Goal: Work with other College of Business organizations to collect school supplies, personal care items and monetary donations

Results: UWEC-AMA along with other College of Business organizations collected and donated over $1,000 worth of supplies and care items, and monetary donations to the Eau Claire Area School District Homeless Youth and Children Fund. VP of Administration and Administration Directors created graphics that were distributed across all UWEC-AMA social platforms. A donation box was kept in the College of Business lobby to encourage donations and to serve as a reminder of the drive. The donation box was brought to general meetings where it was further advertised to members.

STOP HUNGER FOOD DRIVE NEW

Goal: Work in partnership with Blugold Dining services to collect nonperishable food items for the Feed My People Food Bank in Eau Claire, Wisconsin and compete against other student groups to collect the most items.

Results: UWEC-AMA collected over 30.5 pounds of non-perishable food items and won this food drive competition. We were awarded a $200 Blugold Dining voucher, which we used to help pay the catering bill from our regional conference. All food was donated to the Feed My People Food Bank in Eau Claire, Wisconsin.

AMA/BAMS EXECUTIVE MENTORSHIP PROGRAM NEW In Progress

Description: Business Association for Multicultural Students (BAMS) is a new student organization this year at UWEC. In order to help BAMS start their first year successfully, UWEC-AMA Executive Board has been mentoring the BAMS Executive Board. This mentorship is a year-long commitment and is mutually beneficial, as the BAMS Executives are teaching UWEC-AMA Executives about ally-ship, diversity in the workplace, utilizing multiple perspectives, etc. Presidents worked together to create the Executive mentorship teams primarily by role and responsibility. Additionally, Presidents developed contracts for each mentorship team to discuss and send back after the first meeting. The contract included how team members prefer to be communicated with, how frequently the team plans on meeting (weekly, bi-weekly, monthly) and goals that they are hoping to achieve from the mentorship team. A total of 5 mentorship teams were created and each team met at least twice during the fall semester. These teams will continue to meet spring semester, and we have plans to attend each other’s general meetings to see how another College of Business organization operates.

THE COMMUNITY TABLE VOLUNTEER EVENT NEW In Progress

Goal: Commit at least 6 volunteers to serve a meal at The Community Table to members of the local community in need of a meal.

Result: VP of events has been coordinating with The Community Table. Members that volunteer will be awarded chapter points. We are scheduled to volunteer on April 24th.

NET IMPACT COMMUNITY SERVICE EVENT NEW In Progress

Description: Work with Net Impact, a new College of Business organization to help them promote their community service event taking place this spring. VP and Directors of Administration are creating promotional materials to advertise the event. Our Executive Boards are working together to ensure Net Impact feels confident in hosting this event. We are promoting this event during general meetings and on all UWEC-AMA social media. Members will be encouraged to attend this event by being awarded chapter points.
FUNDRAISING

Summary: Our overall goal was to raise at least $11,000 to support opportunities for members to interact with businesses, compete at conferences, and develop their marketing skills, and give back to the community by promoting all fundraisers through all appropriate communications channels. We have raised $18,123.39 so far through our fundraising efforts.

EAU CLAIRE REGIONAL CONFERENCE

Goal: Raise at least $4,000 through corporate sponsorship and attendance fees

Results: We obtained $3,634 in attendance fees and secured $6,050 in corporate sponsorships tied directly to conference support. One of the things we attribute to our conference being so successful was the fact that we began promoting it to other AMA Collegiate chapters and sponsors last May. This conference took place November 22nd. $9,684 earned.

FALL AND SPRING CAREER CONFERENCES

Goal: Co-sponsor two Career Conferences for UWEC students and record at least 800 students and 120 employers at each event.

Results: Helped set up and run the two Career Conferences on campus. Both hosted over 1100 students and 130 employers. Members were encouraged to sign up to help at general meetings and through social media and awarded chapter points for volunteering. Tasks included parking attendants, greeting employers and helping them set up their tables, and registering students among others. Members also utilized their marketing skills developing promotional materials and social media posts to promote the events. $400 earned.

GRANTS

Goal: Obtain a competitive Special Allocation Grant to offset travel expenses for students competing at conferences.

Results: We obtained a $1,000 competitive grant after following all procedures and writing a persuasive grant application. We also obtained a $2,100 grant for three students presenting at ICC. $3,100 earned.

AIMS

Goal: Create teams of students who will be managed by VP of Business Consulting to complete at least four paid projects earning a total of $3,000.

Results: Six paid projects for a variety of clients (please see the Professional Development section of the report for specifics on these projects. $3,800 raised.

GENERAL CORPORATE SPONSORSHIP

Goal: Secure sponsorship support from at least 5 companies for a total of $3,000 to continue to grow our chapter.

Results: We secured multiple sponsorships through: 2 Diamond Level Sponsorships, 1 Gold Level Sponsorship, 1 Silver Level Sponsorship, 1 Bronze Sponsorship and several custom sponsorship amounts. This year we expanded our annual sponsorship package to create more options for companies to support our chapter. To maintain these sponsorships and build relationships between them and our chapter, of VP of Sponsorship has developed several initiatives including a sponsorship newsletter to update sponsors on how we are utilizing the funds they provided us, and scheduling coffee meetings to allow for members and sponsors to interact on a more personal level. Sponsors this year include: Amazon, Festival Foods, Pizza Hut, Papa Johns, Erberts and Gerberts, Monks Bar and Grill, Milwaukee Burger, Anytime Fitness, Highland Fitness, Grizzlys, Rice Lake Weighing Systems, Marco Technologies, Dominion Affordable Housing, Federated Insurance, Enterprise, Great Lakes Coca Cola and Penske Trucking and Freight. Other sponsorships we had throughout the school year include: Vibe Nutrition, Burrachos and Chipotle. $6869 earned (please note: $6050 also included in Eau Claire Regional Conference section. And also note: Vibe, Burrachos and Festival Foods amount included in their own sections).

“What’s BREWIN’ WITH AMA?”

Goal: Sell coffee and donuts biweekly to raise money to promote our chapter.

Results: "What’s Brewin’ with AMA was not continued this year. VP of Finance and Finance Directors did not allow for enough time to secure corporate sponsorship for this initiative and ultimately, the chapter determined that based on past financial performance with this fundraiser the time and effort required could be used much more successfully by emphasizing member sales skills and generating additional sponsorship revenue. $0 raised."
MEMBERSHIP

Summary: We recruited new members with a variety of interests and retained 100% of our fall members. We continued to develop a culture of excellence by encouraging member participation at regularly scheduled meetings, activities and events. This is the 2nd largest membership year in the last 7-year span. While we did not grow membership 25% over the prior year, when taking a look at the last 7 years of UWEC-AMA membership data available, 2019-2020 membership was 12% greater than the yearly average.

OVERALL MEMBERSHIP

Goal: Increase membership to 70 paid members.

Results: Fall Semester: We had 20 returning paid members and 40 new paid members. During Open House, BOB and
general meetings our Executive Board and advisor emphasized the value proposition of an AMA membership to encourage returning and new members to purchase a membership. Our retention from fall semester to spring semester is 100%, but because our spring semester started on February 3rd, total paid membership for this semester is still to be determined.

RECRUITMENT DRIVES

Goal: Host an informational Open House for potential new members to learn about AMA. Obtain 40 new members in the fall semester and 15 new members in the spring semester.

Results: Our VP of Membership led the charge on recruiting members. On September 11th UWEC AMA participated in Blu’s Organization Bash (BOB) where over 100 students signed up to receive the AMA Weekly and the following day we hosted our Fall Open House with 52 people in attendance. This number was lower than expected due to severe weather that occurred that evening. On September 17th, we participated in the College of Business Organization Bash generating an additional 10 leads. In addition to these efforts we chalked all classrooms in the College of Business building and hung promotional fliers in the College of Business building, Davies Student Center and residence halls around campus. Additionally, VP of Membership spoke in several classrooms to promote UWEC-AMA and emphasize that it is for all majors. Through our efforts we ultimately obtained 40 new paying members for fall semester. We attended spring semester’s BOB on February 11th and generated 37 leads.

COLLEGE OF BUSINESS NEW FRESHMEN EVENT

Goal: Co-host a bingo scavenger hunt for 300+ new College of Business Freshmen.

Results: We had 469 College of Business Freshmen attend and 40+ signup to receive AMA Weekly. Our President spoke to a group of 70+ prospective marketing students about UWEC-AMA and the opportunities to get involved in the College of Business. Throughout the event all attending students had the opportunity to hear from the Executive Board about UWEC-AMA.

COLLEGE OF BUSINESS PROSPECTIVE STUDENT LUNCH

Goal: Eat lunch with prospective students and their families, answering any questions they have to help solidify their decision to attend UWEC.

Results: Held two luncheons during fall semester and worked with incoming students and their families to ensure their questions were answered and promoted AMA. Spring semester luncheons have not been determined yet, however we will attend and represent UWEC-AMA. This new initiative is an effort to build relationships early with potential future AMA members.

PROSPECTIVE STUDENT ICE CREAM SOCIAL

Description: UWEC-AMA members partnered with PSE to meet with prospective organization members at an ice cream shop in downtown Eau Claire to answer questions about College of Business organizations, membership, and promoting UWEC-AMA. 1 representative from PSE and 2 representatives from AMA met with 4 prospective members.

NEW MEMBER DINNERS

Goal: Host dinners off-campus to allow members to get to know each other more personally and have 35 people attend each semester.

Results: We hosted our fall semester new member dinner on Friday, September 20th and had 50 people attend. We promoted this event during general meetings, through our various social media, AMA Weekly and BizWire. Our spring semester new member dinner is scheduled for Saturday, February 15th.

SOCIAL EVENTS

Goal: Provide opportunities for members to bond outside of weekly meetings by hosting 5 social events each semester and have at least 25 members in attendance. Events were promoted during general meetings, across our social media platforms and in AMA Weekly and BizWire.

Results: We hosted 8 social events fall semester with an average of just over 25 people attending each event.

- Bowling – 25 attendees, 4.6/5
Members got together for a night of bowling and pizza while also preparing for competitions to take place during our trip to the UW-Whitewater Regional AMA Conference. This was a great way for members to relax and have fun before a hectic day of competitions.

- Packer Viewing Party – 4 attendees, 4.4/5
Members watched the Packer game after a general meeting and ordered pizzas.

- Corn Maze - 27 attendees, 4.3/5
Members got in the fall spirit with corn maze races, a tractor ride and sitting around the campfire.
-Celebratory Dinner at Perkins – 8 attendees, 4.5/5
Members went to Perkins after a successful night playing and supporting our AMA intramural volleyball team.

-Halloween – 55 attendees, 4.7/5
This event was held in the middle of the week to better fit with our member’s schedules. Members dressed in costume and played “Spooky Shark Tank”, working in teams to pitch their ideas to Halloween sharks in this marketing strategy-like competition.

-Fall Dinner – 31 attendees, 4.1/5
Fall Dinner was held at a member’s house and was an open invitation so that all could attend.

-Post Regional Conference Celebration 14 attendees– 5/5
After a full day of hosting our 7th annual regional conference, our members celebrated and relaxed at a local restaurant. Members had the opportunity to bond with one another over the shared accomplishment of successfully running our conference.

-Holiday Party – 38 attendees, 4.5/5
The Holiday Party occurred at the end of fall semester and was a great opportunity for members to celebrate the holidays and all their hard work from the semester. Members dressed up in their ugliest holiday sweaters and participated in a white elephant gift exchange.

Scheduled for this semester: St. Patrick’s Day social, Spring Dinner, Cookout, COBSAC Volley Ball Tournament, and the End of year Celebration.

MEMBER APPRECIATION
Goal: Reward membership participation by creating a Member of the Week award. Create a recognition system that honor’s members’ contributions to the UWEC-AMA via earned chapter points and award members at the end of each semester
Results: Member involvement and contribution was measured by utilizing chapter points. Each week our Executive Board selected a new member that contributed to our chapter’s success to be recognized as Member of the Week. The member of the week was recognized in front of the chapter and awarded a certificate and an appreciation post on our social media. At the last meeting of fall semester, eight members were awarded with Platinum Member status, four Gold, four Silver and four Bronze.

MEMBER SPOTLIGHT NEW In Progress
Goal: Videography Committee will conduct one-on-one interviews with members and create a personalized video to be posted on uwecama.org.
Results: We have 1 member spotlight video currently and the Videography Committee will create a schedule to feature different members. There will be a new member featured every week during spring semester.

AMERICAN MARKETING ASSOCIATION

MEMBER SCHOLARSHIPS In Progress

Goal: Award two different UWEC-AMA scholarships: One for a new member and one for a demonstrated emerging leader.
Results: Due to efforts by our chapter in previous years, we now have a self-sustaining endowed scholarship fund that supports both our AMA member scholarships and provides a $500 award to a faculty member each year. To be eligible, applicants must attend every general meeting, 5 socials and 3 volunteer events. Additionally, an essay is required and will be evaluated by UWEC College of Business faculty. Awards will be given at the end of the academic year. With a pool of talented candidates, we anticipate having to make extremely difficult decisions.

MEMBER INTRAMURALS
Goal: Encourage members to get to know each other outside of meetings in a fun and competitive environment, while promoting UWEC-AMA across campus outside of a College of Business setting.
Results: We had 1 outdoor volleyball team with 12 members on it that played 8 games. Participating members have interacted on a weekly basis, work on a team unique from their Committees or Directorships and had fun. Our videography committee has created several videos highlighting our intramural teams that are included on our website.

MEMBER GAME NIGHTS NEW
Goal: Create an environment where members can connect outside of Thursday night meetings through a variety of fun games.
Results: During fall semester, we hosted a total of 5 game nights we an average of 11 members in attendance. Game nights were an inclusive addition to our membership initiatives. More members could participate in game nights than intramural sports due to varying physical activity levels, and members could bring their friends along and encourage them to join UWEC-AMA. We plan on continuing game nights every week throughout spring semester.

CHAPTER APPAREL NEW In Progress
Goal: VP of Administration and Directors will design and create appealing and comfortable UWEC-AMA apparel for members to purchase. We will have multiple design and style options available for members to vote for their favorite. From there, we will place a group order and members will individually be responsible for the cost of the apparel.
BIZ BALL

Goal: Co-host a semi-formal with other College of Business student organizations to build relationships with other students and professors and have at least 150 attendees. To ensure this event is successful, utilize our Membership Directors to develop promotional materials and communications strategy.

Results: Co-hosted the third annual Biz Ball. We had 150 attendees. Students could network, have casual conversations with professors and socialize in a fun and safe environment. This event was promoted across all UWEC-AMA social media platforms and during general meetings. In addition to event planning, our members were involved in surveying students to determine event characteristics as well as develop marketing materials to promote the event.

SENIOR SENDOFF NEW In Progress

Goal: Recognize our graduating UWEC-AMA seniors during the last general meeting of the semester.

Results: Fall semester we sent off three UWEC-AMA seniors. During the sendoff meeting we present funny pictures, and goofy videos of the graduating members. Members take turns sharing moments, stories, or kind words about the graduating members, and graduates do the same. Spring semester sendoff will be May 14 with at least 11 seniors being celebrated.

MEMBERSHIP BY THE NUMBERS:

### Membership Majors

- **Management**: 2.78%
- **Finance**: 2.78%
- **Sales**: 2.78%
- **Marketing**: 72.22%
- **Other**: 19.44%

Other consists of: 2.78% Actuarial Science, 2.78% Advertising, 2.78% Communication, 2.78% Business Undecided, 2.78% Organizational Communications, 2.78% Business Economics and 2.78% Psychology.

### Members Gender

- **Female**: 61%
- **Male**: 39%
COMMUNICATIONS INTERNAL & EXTERNAL

Summary: We provided effective communication within all levels of the organization and we provided excellent external communications within the community. Channels of communication included several social media platforms, email, newsletters and press releases.

AMA WEEKLY (Internal)

Goal: Generate a weekly email to send to all UWEC-AMA members to inform and update them on current events and upcoming activities and achieve an open rate of 70%

Results: Every Tuesday the AMA Weekly gets sent out to our newsletter contact list. These emails are written by Communications Directors and approved by VP of Communications. We utilized MailChimp to create visually appealing and informative emails and with MailChimp’s built-in analytics tools, we found AMA Weekly had an open rate of 50%. With 809 contacts and 482 subscribers, an open rate of 50% is likely to mean that all current members are opening the emails. Additionally, we maintain the same contact list year over year to ensure that people who have expressed interest in UWEC-AMA are kept in the loop, especially if they have not been able to attend general meetings.

LOW DOWN (Internal)

Goal: Create a weekly newsletter to inform and update members on upcoming events, community service projects, and professional development opportunities

Results: In an initiative to go paperless, we have redeveloped the Low Down to be included as part of AMA Weekly, our social medias, and BizWire. A paperless Low Down reaches all members (rather than just the members in attendance at general meetings), preforms in line with it’s initiatives and helps our chapter serve as mindful change agents, and leaders in the College of Business.

CHAPTER FACEBOOK PAGE (Internal/External)

Goal: Create a 2019-2020 general members page on Facebook and add 100% of members.

Results: Created a 2019-2020 general members page on Facebook. All current members were moved to this page for the 2019-2020 academic year and 100% of members were added. Facebook is promoted as a key place for members to get information and check it regularly. This page was used to help communicate as a group and created a platform for members to easily voice concerns, provide feedback, and share ideas.

SOCIAL MEDIA

Goal: Increase Facebook followers by 50; Increase Instagram followers by 50; Increase AMA LinkedIn page connections by 30.

Results: Facebook followers increased by 20. Instagram followers increased by 33 and LinkedIn page connections increased by 61. UWEC-AMA social media is marketed during promotional events such as BOB, and when we table in the Davies Student Center and regularly in AMA Weekly, BizWire and during general meetings. VP of Administration and Administration Directors work as a team to ensure we are active and engaging across all platforms continuously and that each platform is creatively unique.

VEGTOGRAPHY COMMITTEE (Internal/External)

Goal: Establish a Videography Committee to create material for the UWEC-AMA Chapter and for ICC video competitions.
CHAPTER PLAN & ANNUAL REPORT

SUMMARY

As a chapter, it is imperative that we have well defined procedures and processes in place to ensure that our organizational goals are met. Our chapter operations procedures improve efficiency and effectiveness across all management and organizational functions utilizing strategic planning, member research, leadership training, and informative meetings to allow for smooth officer transitions and continued future chapter success.

CHAPTER OPERATIONS

BLUGOLD CONNECT (Internal & External) NEW

Goal: UWEC-AMA utilizes the online community management system provided by the university called Blugold Connect. Every organization and student group are required to register on Blugold Connect.

Results: Our VP of Communications uses Blugold Connect as an additional way to reach students campus-wide, providing them with information on UWEC-AMA. Blugold Connect is a new platform developed over the summer so our members and the campus population is still learning how to effectively use it.

CAMPUS COMMUNICATIONS (External)

Goal: Communicate UWEC-AMA events and success across campus and within the College of Business.

Results: VP of Communications and Communications Directors provide updates as applicable to campus media and local media. We have utilized white boards, bulletin boards, T.V. monitors and trophy cases to highlight UWEC-AMA. We have also chalked sidewalks on campus. Having these multiple touch-points across campus exposed to students of all majors, faculty, community members, and prospective students on tours help reinforce the UWEC-AMA brand.

PRESS RELEASES (External)

Goal: Utilize BizWire, the UWEC College of Business newsletter, and various local news media to share about UWEC-AMA weekly.

Results: VP of Communications and Directors of Communications created four press releases each month during the academic year and submitted them to BizWire and various local news media outlets as applicable to promote UWEC-AMA activities and involvement such as Cinema For The Cure, blood drives, and our regional conference.

UWEC AMA ALUMNI CONTACT (External)

Goal: Maintain contact with AMA Alumni and gain access to the companies that the alumni currently work; potentially leading to future sponsorships, speakers, company tours, etc. Grow current UWEC-AMA Alumni List of 25 subscribers by 50%.

Results: VP of Communications and Directors work together to send out a monthly email to our AMA Alumni list. We have a contact list with 36 AMA alumni, an increase of 44% from last year. Graduating seniors are now being added to the Alumni list at the end of each semester. The newsletter is promoted on our social media pages. This will be continued throughout spring semester.

MARKETING DEPARTMENT WEBINAR (External)

Goal: Co-host a webinar for the College of Business aimed at answering prospective students/families’ questions about the marketing department and to promote UWEC-AMA as an organization.

Results: We co-hosted this webinar on November 6th. As a brand-new marketing initiative, this webinar was considered highly successful. With plans to continue this next year, UWEC-AMA plans to get even more involved by creating a marketing campaign to advertise the webinar to our target audience.

UWEC AMA SPONSORSHIP NEWSLETTER (External)

Goal: Cultivate long-lasting relationships with our corporate sponsors by sending them email newsletters throughout the semester detailing what our chapter has been up to and how their support has benefitted our chapter and our members.

Results: Our VP of Sponsorship has worked closely with Sponsorship Directors to draft these newsletters. We have sent out one newsletter fall semester and plan on sending out 2 more during the spring semester, with the last one being a year wrap-up sent out in May. In addition to the newsletter, communication with sponsors has included phone calls, text messages and group calls to ensure everyone is on the same page. VP of Sponsorship is also connected with all sponsors on LinkedIn. We are excited about the corporate relationships we have established this year and plan on fostering these relationships so they are fruitful in years to come.

COFFEE & CONVERSATIONS

Goal: Attend Coffee & Conversations, hosted by COBSAC.

Results: COBSAC hosted one Coffee & Conversations event fall semester. 20+ College of Business faculty and the Dean of the College of Business President were there to network with, and share information about UWEC-AMA. President and Vice President attended.

COFFEE & CONVERSATIONS (External)

Goal: Attend UWEC-AMA events and success across campus and within the College of Business.

Results: VP of Communications and Directors of Communications work together to ensure that everyone is on the same page and connected with all sponsors on LinkedIn. We are excited about the corporate relationships we have established this year and plan on fostering these relationships so they are fruitful in years to come.

SUMMARY

As a chapter, it is imperative that we have well defined procedures and processes in place to ensure that our organizational goals are met. Our chapter operations procedures improve efficiency and effectiveness across all management and organizational functions utilizing strategic planning, member research, leadership training, and informative meetings to allow for smooth officer transitions and continued future chapter success.
Goal: Submit each report on time following all guidelines. Complete documents 7 days prior to the submission deadline.

Results: The chapter plan and annual report were both submitted on time and in compliance with AMA guidelines. The chapter President and Vice President prepared both reports in conjunction with the Executive Board and with approval of our Chapter Advisor. While the plan and report were not finished 7 days prior to the submission deadline, we felt proud of our submissions and still got them in on time.

CHAPTER RESEARCH

Goal: Conduct research after each event to obtain membership feedback. Utilize a 5-point scale to track feedback.

Results: Surveyed membership regarding each conducted activity as well as measuring organizational effectiveness and satisfaction at the end of fall semester. A 5-point scale was utilized to streamline member responses and findings have been utilized to improve operations and guide decisions regarding still to be implemented chapter activities.

CHAPTER POINTS

Goal: Incentive program to encourage, promote, and track member participation.

Results: Developed and implemented the chapter points system. Point awards ranged from 1-10 based on the nature of the event as predetermined by the Executive Board. Points were awarded throughout the semester and recorded by VP of Membership. During the last meeting of each semester, awards for Platinum, Gold, Silver, and Bronze members are given out to members.

ADVISOR MEETINGS

Goal: President, Vice President, and VP of Business Consulting maintain communication with our advisor through meeting at least once a week.

Results: Weekly meetings are participated in by the chapter President, Vice-President, and VP of Business Consulting. Other Executive Board members also meet with our advisor on an as needed basis. We were very fortunate to add a co-advisor this year that strictly focused on AIMS who meets weekly with our VP of Business Consulting.

LEADERSHIP MEETINGS

Goal: Hold weekly meetings with all Executive Board Members and Directors to plan upcoming events and work on projects.

Results: VP of Events reserved the same room on campus for fall and spring semesters. Leadership meetings occur each week prior to our general meetings. Each Vice President has multiple directors that each head up an activity under the Vice Presidents purview. Directorships are an important mechanism for our chapter’s success. Directorships provide more opportunities for our membership to gain important leadership skills and demonstrate their abilities. This is generally a good starting position for our new and younger members. Being a successful director is a prerequisite for becoming an executive board member. All directors must go through an extensive interview process with the executive board leadership. By consistently holding our leadership meetings at the same place and time all chapter leaders can schedule appropriately and the result has been much more effective sharing of information.

MENTORSHIP PROGRAM

Goal: Assign the Executive Board new members to meet with to help reach their goals. A pre-survey was distributed during the fall semester Open House and a post survey will be conducted at the end of the year.

Result: Assigned Executive Board members a list of general members to meet with and help new members set appropriate goals. This has been an excellent way for younger members to feel more included, and really hear what is going well, and not so well in the organization.

EXECUTIVE BOARD RETREAT

Goal: Host a day-long retreat for the entire Executive Board over the summer to plan the year and bond as a team.

Results: We hosted a day-long retreat at the President’s home on July 21st and had 100% attendance from the Executive Board. At this meeting, we developed our annual plan, brainstormed speakers and workshops, our “Build Your Brand” theme, and grew as a team.

DIRECTORS RETREATS

Goal: Have two retreats, one each semester, promoting team building and to finalize events for upcoming semester.

Result: We hosted our fall semester Directors Retreat on December 15th and had 17% attendance, likely because it was the weekend before finals. Our spring semester Director’s Retreat will take place on April 25th and will be used to assign responsibilities over the summer, as well as allow the incoming leadership team to bond.

COMMITTEES

Goal: To host committees to help aid the directors and Vice Presidents in the chapter operations, assisting on a specific event, and/or lending expertise towards a chapter paid project.

Results: Committees are instrumental in helping coordinate UWEC-AMA events, gain sponsorships, and improve chapter operations. Committees provide members with opportunities to get more involved in the organization, gain practical work experience, and give them exposed to some of the work directors and Vice Presidents perform.

COLLEGE OF BUSINESS STUDENT ADVISORY COMMITTEE
Goal: Take part in the College of Business Student Advisory Council (COBSAC) meetings to gain marketing opportunities, advocate for UWEC-AMA, and stay informed of institutional changes.

Results: President and Vice President continue to attend bi-weekly COBSAC meetings to network with other organization leaders within the College of Business, communicate concerns, and strategically plan college-wide initiatives and events. These meetings also provided an opportunity to promote our accomplishments and share upcoming activities, as well as co-host and cross-promote events. Through our involvement with COBSAC, UWEC-AMA has collaborated with five other College of Business organizations: Association for Information and Technology Professionals, Blu’$ Gold Financial Management Association, Pi Sigma Epsilon, Business Association of Multicultural Students and Net Impact.

OFFICER TRANSITION
Description: Successfully created a UWEC Executive Board Google Drive in order to facilitate yearly executive board transitions, to store all chapter documents, and to increase transparency, communication and organization between current members of the executive board.

FINANCIAL STATEMENT

<table>
<thead>
<tr>
<th>Revenues</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Starting Balance (as of 8/31/2019)</strong> $9089.09</td>
<td><strong>Total Expenses</strong> $25,233.24</td>
</tr>
<tr>
<td><strong>Membership</strong></td>
<td><strong>Membership</strong></td>
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<tr>
<td>-Total Dues $4,800</td>
<td>-Collegiate Dues $3,000</td>
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<tr>
<td>-Socials $548</td>
<td>-Socials $868.23</td>
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<tr>
<td>-Recruitment $1,222.75</td>
<td><strong>AIMS</strong> $3,800</td>
</tr>
<tr>
<td><strong>Fundraising</strong></td>
<td><strong>Fundraising</strong></td>
</tr>
<tr>
<td>-Chapter Sponsorships $9,885</td>
<td>-Misc. $353.69</td>
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<tr>
<td>-Grants $3,100</td>
<td><strong>Social Impact</strong></td>
</tr>
<tr>
<td>-Other $720.39</td>
<td>-Donations $2,660.50</td>
</tr>
<tr>
<td><strong>UWEC Regional Conference</strong></td>
<td><strong>Travel Support</strong></td>
</tr>
<tr>
<td>-Attendance Fees 3,634</td>
<td>-UWW Regional Conference $1,785</td>
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<td>-Conference Sponsorships $6,050</td>
<td>-ICC (estimated) $10,600</td>
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<tr>
<td><strong>Social Impact</strong></td>
<td>-Winona State Regional Conference (estimated) $1,100</td>
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<tr>
<td>-Funds Raised $1,670.50</td>
<td><strong>Total Revenues</strong> $33,207.89</td>
</tr>
<tr>
<td><strong>Total Revenues</strong> $33,207.89</td>
<td><strong>Total Expenses</strong> $25,233.24</td>
</tr>
<tr>
<td><strong>Ending Balance</strong> $17,063.74</td>
<td></td>
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</tbody>
</table>