



Chapter Plan 2020-2021

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Table of Contents

A M A P A C E
N Y C



1

2

3

Chapter Overview
Professional Development
Community & Social Impact
pg 1-3

4

5

6

Fundraising
Membership
Internal & External
Communications
pg 3-6

7

Chapter Operations
pg 6,7

8

9

Budget
Calendar
pg 8,9

Chapter Overview

1



Mission Statement:

The collegiate chapter of the American Marketing Association at Pace University NYC strives to include students of all majors and backgrounds to broaden their knowledge in the marketing world. The organization serves to develop networking opportunities for fellow marketing and business students, to expand their professional career skills, and to prepare them for a competitive career hunt in the field of marketing. The chapter aims to provide its members with skill-oriented workshops, competitions, and personal branding opportunities in order for them to thrive in the marketing world.

Strengths:

- New and improved executive board organizational structure, to which we have split into three executive branches: AMA Executive, AMA National, and AMA Creative.
- Highly motivated and organized executive board that spans different majors, career paths, and skill sets.
- Ability to provide hands-on professional development knowledge through Adobe Creative Cloud and personal branding workshops.
- Strong collaboration with university departments such as Lubin School of Business, Student Development and Campus Activities, and Career Services.
- Won the Outstanding Traditional Program award for our 9/11 Remembrance Event from the previous academic year, in collaboration with the Christian Fellowship Club and the Student Veteran Association.
- Emphasis on summer orientations and recruitment events at the start of the semester to encourage first-year students to join our organization.

Weakness:

- Lack of executive board experience, as only 4 of the board members are returning from the previous academic year.
- Conflict with lecture classes occurring during the general meeting time, which impacts member involvement in organization events.
- Lack of connection with other AMA collegiate chapters that can offer insight and a peer-to-peer network.
- Lack of contact and connection with AMA collegiate alumni.

Opportunities:

- Newly developed relationship with the AMA New York professional chapter brings further opportunities to cultivate new relationships.
- High member retention from the previous year will enable us to have actively involved general members.
- Ability to gain sponsorship opportunities for our organization through the External Creative Director role.
- Ability to plan and execute more fundraising and social impact events through the Fundraising Director position.
- Ability to plan and execute a Regional Conference for the first time through the Conference Director position.
- Increase in collaboration with other campus organizations that offer different events and skill sets for our members.
- 4 new executive board members and 4 returning executive board members have competition experience from the AMA 2020 ICC.

Threats:

- AMA membership fees increase the cost for students on campus in comparison to other organizations.
- Heavy competition with other campus organizations for available large meeting spaces due to COVID-19 concerns.
- Uncertainty surrounding the resurgence of COVID-19 that may limit the amount of activities or events we can accomplish.
- Most of the students are online for the fall semester, making it difficult to increase membership retention in virtual meetings.

Target Markets:

- Primary:** University underclassmen and transfer students who are majoring or minoring in Advertising and Integrated Marketing Communications in the Lubin School of Business.
- Secondary:** University undergraduate and graduate students who are in the Lubin School of Business, approximately 35% of all undergraduate students at Pace University.
- Tertiary:** General population of university students who have an interest in marketing and advertising.

Professional Development

2



- Overall Goal:** Invest in the education of our members in order for them to achieve their desired career path in the marketing field.
- Overall Strategy:** Expand the capabilities and professional network of our members through employer spotlights, company visits, skill-building workshops, and personal branding opportunities.

1

Networking:

Marketing Week:

Goal: Have 20 AMA members attend each virtual Marketing Week event.

Strategy: This year's Marketing Week gives members insight into networking with employers, Pace University faculty, and personal brand building.

Monday: Host a social media fundraiser with Binky Patrol, an organization that sends blankets to foster care facilities. The AMA chapter will donate a set monetary amount to Binky Patrol and match donations with every user who shares a baby photo on their Instagram story with the #AMAMarketingWeek hashtag.

Tuesday: Host a virtual Employer Spotlight, featuring the T-Howard Foundation, an organization that aims to increase diversity in the media industry and offers internship placements for undergraduate students.

Wednesday: Host a virtual Employer Spotlight, featuring the New York Mets, to highlight career paths in sports management.

Thursday: Host a Meet and Greet with the new Dean of the Lubin School of Business, Dean Singleton, and give members the ability to network with faculty.

Friday: Host an Instagram takeover, featuring registered dietitian Amanada Nighbert to discuss personal branding

Professional Speakers:

Goal: Expand the professional network of the members through virtual Employer Spotlights and have at least 15 AMA members attend.

Strategy: Utilize the online meeting software Zoom to host at least two professional speakers from the marketing, film, sales, publishing, and entertainment industries.

Company Visits:

Goal: Have at least 10 executive board members and AMA members attend at least one virtual company visit each semester.

Strategy: Feature companies in the marketing and media fields to connect with employers and provide potential internship and full-time job opportunities.

Competition:

The AMA International Collegiate Conference:

Goal: Bring 10 members to the conference and compete in at least 4 competitions. Improve standing in the 2020 Chapter Plan and Annual Report from the previous year's score.

Strategy: Encourage general members to build career skills through participation in competitions such as the Chapter Plan, Annual Report, Perfect Pitch, Marketplace Simulation, Marketing Strategy, Chapter Exhibit, SABRE Business Simulation, Marketing Week, T-Shirt Competition, Student Marketer of the Year Award, and the Website Competition. Push career benefits for students as well as AMA at Pace members.

Career and Competition Preparation:

Goal: Host at least four events in the spring semester, including employer spotlights, resume checks, and workshops for the academic year.

Strategy: Resume check with Career Services in spring semester and prepare for AMA competition through recaps and preparation during the general meeting time.

AMA at Pace NYC Regional Conference:

Goal: Host the premier AMA at Pace University Regional Conference at New York City in the spring semester. Feature 10-15 employers as well as AMA alumni to speak on a panel. Have at least 20 students from primary and secondary target markets, and at least 15 students from the third target market.

Strategy: Host event from 6-9pm that connects all target markets to successful professionals, other collegiate chapters. Maintain good relations with alumni and employers. Promote the event widely through Instagram, LinkedIn, email blasts, Twitter, and traditional flyers. Have at least two different workshops for students to participate.

Personal Brand Series:

Goal: Build the personal brand of the members through a 'Personal Brand' series, featuring headshots, virtual workshops, and professional speakers. Have at least 15 AMA members attend each virtual event.

Strategy: Define and develop individual vision statements, based on the members' specific skill set and unique characteristics.

Monday: Teach AMA members how to take high-quality LinkedIn headshots in their dorm.

Tuesday: Host a LinkedIn workshop, with a specific focus on remote internship and job opportunities.

Wednesday: Host a panel with students from Lubin School of Business to discuss tips for remote learning.

Thursday: Collaborate with Career Services via Zoom to get resumes checked and approved for AMA members.

Friday: Host an Instagram takeover featuring content creator Jenna Davis to highlight how she built her brand on TikTok.

Annual Gala:

Goal: Have at least 10 Gold Status members attend. Highlight the achievements of AMA members within the chapter as well as ICC competitions. Connect members with peers and faculty.

Strategy: Host exclusive dinner to celebrate being an AMA Gold Status members. Present decorative AMA pins to all members, as well as AMA stoles for the graduating members.

Community & Social Impact

3



Overall Goal: Develop a series of Community and Social Impact events for AMA members. Strive to have at least 10 members participate in events and raise at least \$300.

Overall Strategy: Engage members to participate in philanthropic efforts through partnerships with virtual social impact events and a 'Cause Week.'

Binky Patrol Event

Goal: Raise \$50 to donate to the Binky Patrol with the AMA general and executive board members.

Strategy: The Binky Patrol provides comfort to children going through hard situations at a young age. The AMA collegiate chapter will advertise a donation link on our social media pages in order to raise funds, and all proceeds will be sent to the Binky Patrol.

Halloween Fundraiser

Goal: Have at least 10 students submit pictures of their Halloween costumes to the AMA Instagram page.

Strategy: AMA members market their costumes through a week-long costume contest by sending pictures of Halloween costumes. On Instagram, a live poll will be utilized, in which each member sends in a picture and a certain amount of money will be donated to charity of the winner's choice.

New York Cares

Goal: Have at least 15 AMA members attend volunteering events facilitated by New York Cares in the Spring semester.

Strategy: Create a community and Social Impact committee that will serve as an outlet for students interested in volunteering. Each student will be able to create a New York Cares account to keep track of volunteering experiences and hours that can be used for resume building.

Cause Week:

Goal: Encourage students to engage in raising \$300 and awareness to such as NAMI, The Purple Heart Foundation and Campaign Zero.

Strategy: Distribute money raised during this week will be distributed among the entities listed above to support these causes. Utilize AMA social media pages such as Tiktok, Twitter and Instagram to serve as platforms to advertise the causes and links to donation platforms. Partner up with Active Minds, The Student Veterans Association, Pace Against Sexual Assault, and the Black Student Union to help advertise those events and/donation links.

Chemo Angels

Goal: Have at least 10 AMA members send cards to a person undergoing chemotherapy in the Spring semester.

Strategy: Support the Chemo Angels program by giving students the opportunity to participate in this virtual event. Participants will send cards to a person undergoing chemotherapy.

Brain Exercise Initiative

Goal: Become an official chapter with the Brain Exercise Initiative. Have at least five AMA members volunteer to work with elderly seniors in the Brain Exercise Initiative in the Spring semester.

Strategy: The Brain Exercise Initiative helps prevent memory loss through brain exercises. AMA members will have the opportunity to volunteer remotely.

Fundraising

4



Overall Goal: Generate an increase in our revenue fund of approximately \$3,100 through hosting innovative events such as the viral video challenge,

Overall Strategy: Host at least two fundraising events that encourage virtual involvement from all target markets.

Viral Video Challenge

Goal: Raise \$100 through a Viral Video Challenge in order to raise funds for the AMA at Pace University NYC chapter.

Strategy: Members will help the executive board raise funds for the organization through a Viral Video Challenge. The executive board will raise at least \$100 by offering to do virtual 'dares,' as requested by the members, in exchange for a monetary donation.

Corporate Sponsorships:

Goal: Connect with New York based businesses around the Pace University Campus to develop a list of clients, primarily in the spring semester. Raise at least \$1,000 for the AMA at Pace University NYC chapter.

Strategy: Provide quality marketing materials for clients. Utilize a variety of agreement documents to be presented to clients to ensure legality.

3

Scholarships

Goal: Increase our revenue fund through the yearly Lubin Grant scholarship from the Lubin School of Business.

Strategy: Apply for the Lubin Grant offered by the Dean's office in the Lubin School of Business. Use the grant for travel expenses for our general members to attend AMA ICC in New Orleans.

Membership

5



Overall Goal: Recruit and retain at least 10 new members overall from all target markets for the current academic year.

Overall Strategy: Provide a sense of community to students across all career paths, majors, interests, and disciplines. Attract the secondary target market, undergraduate and graduate students in the Lubin School of Business, by promoting general meeting events, a mentorship system, and AMA membership tiers.

Recruitment:

Membership Tiers:

Goal: Encourage students to become actively involved in the organization through membership tiers. Have membership tiers of "Platinum," "Gold," and "Standard" for all AMA recognized members. Have 20% of AMA members achieve "Gold" status and 20% of AMA members achieve "Platinum" status by the end of the spring semester.

Strategy: Through the membership tiers, have members follow a point system for participation in AMA events and volunteerism.

Platinum members have 35 hours of AMA participation in events. Students can run for executive board positions, and have reserved seating at professional speaker events. Members must also have a total amount of five community service hours by the end of the academic year. Once members rise to Platinum status, they gain a special package of AMA at Pace University merchandise.

Gold members have 20 hours of AMA participation in events. Students are able to run for an executive board position. Members must also have a total amount of two community service hours by the end of the academic year. Once members rise to Gold status, they gain a special package of AMA at Pace University merchandise.

Standard members are AMA recognized members and have four hours completed.



Recruitment Events:

Goal: Have 20 students sign up to our mailing list from all target markets during recruitment events.

Strategy: Work with the Director of Social Media to utilize social media platforms for recruitment to first-year students. Recruit students through Instagram giveaways of AMA merchandise and promote the benefits of the organization during the virtual Student Activities Fair at the beginning of the school year.

Classroom Visits:

Goal: Introduce the AMA to first-year students during their UNV 101 "First Year Seminar" classes.

Strategy: Highlight the benefits of joining AMA through a series of short videos, detailing the opportunities that the organization offers, as well as the positions of the executive board members. Showcase videos of "What AMA Means to Me" to the first-year students.

General Meetings:

Goal: Have 15 AMA members attend each virtual meeting and ensure weekly member retention.

Strategy: Involve AMA members in career preparation events and a "Personal Brand" weekly series. Promote the benefits of an AMA membership early in the semester as well as the ICC 2021 competition. Virtually host professional speakers and further academic development of our members to increase member retention.

AMA Collegiate Membership Benefits:

Goal: Boost the benefits of an AMA collegiate memberships early in the semester to all interested students.

Strategy: Promote the AMA National Scholarships and the Parker Dewey Micro-Internships that AMA Recognized members can apply for. Highlight the exclusive access to marketing content that AMA Recognized members gain with the collegiate membership. Showcase the professional benefits of the AMA 2021 ICC competition to all members early in the semester.

Kickoff Event:

Goal: Connect with the primary and secondary target markets during the first month of school and encourage at least 10 first-year students to join our collegiate chapter.

Strategy: Create a virtual "Kickoff" event to entice undergraduate students to join our chapter. Promote testimonials from general and executive board members on our social media accounts to convince students why they should join AMA.

Collaboration with University Organizations:

Goal: Collaborate with university organizations to increase member retention and recruit new members to the organization. Target students in the Lubin School of Business and the Dyson College of Arts and Sciences.

Strategy: Partner with the student organization Uplift to create Care Packages for "Friendsgiving."

Membership Retention:

Executive Board Bonding:

Goal: Strengthen relationships between the executive board members through one socially-distanced event in the spring semester.

Strategy: Coordinate a photoshoot for LinkedIn headshots and AMA social media promotion that fit at least 10 of the executive board members' schedules.

Academic Advisement:

Goal: Support the academic development of all members by hosting academic advisors for the Lubin School of Business each semester.

Strategy: Collaborate with Career Services and the Lubin School of Business advisors to ensure that members are on track for course selection. Have academic advisors approve course selection and remove holds in order for members to register for next semester's classes.

Summer Orientations:

Goal: Ensure that the AMA organization is promoted during virtual Summer Orientation events, hosted by Student Development and Campus Activities.

Strategy: Promote a "Why Should I Join AMA?" summer campaign on Instagram for the incoming freshman, utilizing testimonials from AMA Recognized members. Directly promote the collegiate chapter on Lubin School of Business Instagram and the Student Development and Campus Activities Instagram.

Mentorship System:

Goal: Foster personal relationships between general members and the executive board members through a mentorship system early on in the semester.

Strategy: Formulate the 'Buddy System' in which each executive board member is paired with two to three general members in a randomized format. Connect the general members to the professional contacts of the executive board members to strengthen their network.

AMA Email Newsletters:

Goal: Ensure that members stay updated and interested in upcoming events, scholarship opportunities, or possible internships through a weekly newsletter.

Strategy: Use MailChimp to create a cohesive and readable format for weekly newsletters. Add the email of every student who comes to our general meetings and tabling events to our masterlist using a student ID card reader. Send a follow-up email to incoming students about our organization and the information for the first general meeting.

Creation of Committees:

Goal: Involve the general members in the organization through the creation of specific committees.

Strategy: Promote active involvement in the organization through a Social Media Committee for Tiktok, Twitter, and Instagram. Have members be directly involved in the AMA 2021 ICC competition through Thursday Competition meetings, with specific focus on the Chapter Exhibit, the Recruitment Video, and the T-Shirt Competition.

Internal & External Communications

6



Overall Goal: Increase promotion of the AMA at Pace NYC chapter to its members and other students in the Lubin School of Business and at Pace University.

Overall Strategy: Optimize social media channels and the email newsletter to ensure easy communication between members of the organization, the Pace community, and local businesses.

Internal Communications:

Promotion on SetterSync:

Goal: Promote the AMA chapter and engage with students, faculty, and staff on the university's student organization page.

Strategy: Post flyers about general meetings, organizational outings, employer spotlights, and other AMA events. Update the SetterSync calendar with events hosted by the organization.

Email Newsletters:

Goal: Increase the open rate by 25% and the engagement rate by 15% by the end of the spring semester.

Strategy: Reform the email newsletter to look and read like a newspaper to create a more user friendly first and last impression. Design the newsletter to follow the modern aesthetic of the website and the flyers. Update the contact list by filtering out graduated students and duplicate contacts.

5

Print Advertisements:

Goal: Increase event promotion, attendance, and membership through the use of print advertisements to be shown around campus.

Strategy: Design horizontal general meeting flyers with timeless visuals of New York City including staple neighborhoods, landmarks, and subway lines. Install an overall theme to capture the essence of the diverse city through chic and modern layouts. Post flyers on bulletin boards around campus to promote the organization early in the fall semester to prospective members.

Social Media Channels:

Goal: Develop educational content across individual social media platforms. Increase Instagram and TikTok following 25% by the end of Fall Semester.

Strategy: Utilize popular social media platforms such as Instagram, Twitter, LinkedIn, and TikTok for promotional posts, reminders and member spotlights. Utilize those platforms to gain students' opinions and input. Post on Instagram and Twitter twice a week for reminders and interactive bingos, games, and polls. Have a bi-weekly post on the LinkedIn Profile.

External Communications:

AMA Alumni Relations:

Goal: Build stronger connections with AMA Alumni to increase Alumni networking databases.

Strategy: Create an AMA Alumni Form for alumni to fill out contact information to add to the database. Send educational newsletters monthly featuring exclusive events, accomplishments, and awards. Invite Alumni to hold Employer Spotlights and participate in Alumni Panels.

Executive Board Communications:

Goal: Establish a direct source of communication for all executive board members to be connected.

Strategy: Maintain a shared digital organizational folder through the use of Google Drive to hold agendas, flyers, and other important documents. Employ each executive board member to be responsible for their specified folder in its organizational function. Utilize the messaging application GroupMe to provide effective communication between all Executive Board members.

AMA at Pace NYC Chapter Website:

Goal: Redesign the website to give a fresh new look that complements our new brand and aesthetic. Increase the number of unique visitors by 25%..

Strategy: Utilize Adobe to create an outline and rough draft of the new design. Adopt the same chic and modern design used for the flyers on the website. Generate informational content about the organization, upcoming events, potential internship and job opportunities, and how to become an AMA National recognized member. Post media content to the photo gallery from professional and social events hosted by the organization.

University Relationships:

Goal: Connect with staff and faculty, collegiate chapters in the New York City area, and other universities across the AMA Organization to develop strong network organizations.

Strategy: Attend other university AMA events to have a strong communication system between AMA collegiate chapters and to expand the networking databases. Maintain professionalism when communicating between staff and faculty.

Chapter Operations

7



Overall Goal: Generate improvements on the communication and organization between all Executive Board members to ensure a collaborative environment. Successfully execute events and activities in a favorable manner for the AMA collegiate chapter at Pace University.

Overall Strategy: Sustain active communication between all Executive Board members and departments to ensure the accomplishments of all set goals.

Executive Board Structure:

Goal: Redesign a new executive board structure to ensure an equal division of work.

Strategy: Install an Executive Department with a Chief Executive Officer, Chief Operations Officer, Chief of Records, and a Chief Financial Officer to oversee all on campus operations and guide the vision and direction of the organization. Implement a National Department with a Chief Communications Officer, Competitions Director, Conference Director, and Fundraising Director to organize all contacts, fundraisers, competitions, and conferences within the organization. Develop a Creative Department with a Chief Creative Officer, External Creative Officer, Internal Creative Officer, Social Media Director, and Assistant Creative Director to create and design all marketing materials for the organization.

Executive Board Meetings:

Goal: Have all executive board members attend bi-weekly summer meetings to plan out the year. Have all executive board members attend Tuesday general meetings. Have each department attend specified meeting dates.

Strategy: Attend bi-weekly summer meetings to organize and plan out the year. Remind all Executive Board members about upcoming meetings and events through the GroupMe. Develop an agenda for members to follow throughout the meeting with a focus on new business developments and the previous week's homework.

6

Chapter Plan:

Goal: Create realistic and challenging goals to achieve throughout the year.

Strategy: Have every member of the National Department work on individual sections. Work with members of the executive board to ensure the goals and strategies are reasonable and achievable.

Annual Report:

Goal: Accomplish 75% the goals established in the Chapter Plan and overcome any obstacles the departments may face throughout the year.

Strategy: Analyze executive board evaluations at the end of the year to provide proof of growth between departments. Provide feedback forms after activities and events to collect detailed information about strengths and weaknesses from each department throughout the year.



Executive Board Transition:

Goal: Confirm that each executive board member understands the responsibilities of the position within the AMA chapter. Ensure that within the three departments, each position is filled by the end of the year.

Strategy: Host a Transition Night at the end of the academic year where the old and new executive board members work together to transition in the incoming members. Require all executive board members sign the Constitution and Contract that outlines all the responsibilities and rules each member must adhere to. Utilize and update the digital transitional binder to guide new executive board members through their duties. Hold a meeting for members to take the Clifton Strengths Assignment in the fall semester.

Executive Board Evaluations:

Goal: Generate anonymous evaluation forms for all executive board members to complete monthly to hold each member accountable.

Strategy: Schedule an Executive Board meeting for all members to fill out an evaluation form to check-in on performance of all tasks. Construct the form by department, offering sections about strengths, improvements, and compatibility within the organization.

Budget

8



Beginning Balance:	\$7,490.00
Income:	
BAC Funding*:	\$26,000.00
Corporate Sponsorships:	\$1,000.00
Fundraising Events:	\$100.00
Lubin Grant:	\$2,000.00
Memberships:	\$2,250.00
	\$38,840.00
Expenses:	
Competition for 10 People:	\$8,000.00
Competition Expenses:	\$185.00
Advertising:	\$3,500.00
Gift Cards & Prizes:	\$375.00
Catering:	\$1,150.00
Decoration & Supplies:	\$800.00
	\$14,010.00
Ending Balance:	\$24,830.00

*Budget Allocation Council Funding from Pace University NYC

8

Calendar

9



September:

- 09/01** - Amazon Event, in collaboration with Amazon Prime Student
- 09/23** - Kick-Off Event
- 09/29** - 1st General Meeting: Get to Know E-board

October:

- 10/05 - 10/09** - Marketing Week
 - Day 1: Social Media Campaign, Binky Patrol
 - Day 2: T. Howard Foundation Employer Spotlight
 - Day 3: New York Mets Employer Spotlight
 - Day 4: Lubin School of Business: New Dean Meet and Greet
 - Day 5: Amanda Nighbert Instagram Takeover
- 10/13** - General Meeting: Debriefing Marketing Week and Competitions Intro
- 10/15** - First Competition Meeting
- 10/20** - General Meeting: Adobe Workshop
- 10/27** - General Meeting: Halloween Party

November:

- 11/03** - General Meeting: Employer Spotlight
- 11/10** - Adobe Workshop
- 11/14** - Remote Volunteering
- 11/16 - 11/20** - 5 Days of Personal Branding
 - Day 1: How to do Headshots in Your Dorm
 - Day 2: LinkedIn Workshop
 - Day 3: Presentation on Professional Development
 - Day 4: Resume Check with Career Services
 - Day 5: Instagram Takeover from Jenna Davis
- 11/24** - General Meeting: "Friendsgiving" Party (Partner with UpLift)

December:

- 12/05** - Fall Semester Ends
- 12/08** - Winter Themed Movie Night
- 12/15** - #AMAFAM is Coming to Town: Market Your Digital Gingerbread House

January Intersession

February:

- 02/02** - General Meeting: Announcing Executive Board Elections and Scholarship Promos
- 02/09** - General Meeting: Adobe Workshop (Digital Valentine)
- 02/16** - General Meeting: Resume Check with Career Services
- 02/23** - Employer Spotlight

March:

- 03/09** - Pre-Spring Break Party
- 03/16** - Adobe Workshop
- 03/28** - Executive Department Elections

April:

- 04/06** - General Meeting: NOLA Send-Off
- 04/08 - 04/10** - AMA ICC 2021
- 04/13** - General Meeting: NOLA Re-cap
- 04/20** - Adobe Workshop

May:

- 05/01** - Member Appreciation Gala
- 05/04** - Last General Meeting: New Executive Board Introduction

Recurring Meetings:

- General Meetings - Every Tuesday
- Competition Meetings - Every Thursday

Dean of the Lubin School of Business

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9