

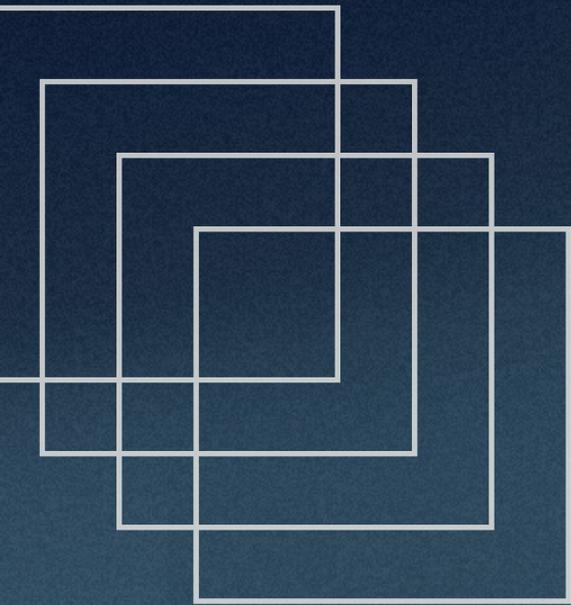
# The Chapter Plan

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2022 - 2023

FEATURING

The American Marketing Association  
Chapter of Pace University



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# 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 provides our members with networking opportunities between all majors, educators, and marketing professionals; a better understanding of the marketing industry; and initiatives to develop specialized skills and job-related knowledge through workshops, conferences, and hands-on experience. Ultimately, our goal is to give our members the ability to be competitive in an ever-changing industry.

## Strengths:

- The Executive Board is extremely diverse within their skillsets as well as their ethnic background. This allows for a more inclusive and welcoming environment for new members to feel safe and accepted.
- With the ability of more in-person events, our chapter can have a better connection within our organization due to the level of communication we are able to reach with in-person meetings, zoom meetings, etc.
- New and returning members have decided to take on a larger role within the organization, and with this comes fresh faces, innovative ideas, and elevating perspectives.

## Opportunities:

- Our chapter of AMA has made the decision to open Dog House Agency, a student-run AD Agency working to provide assistance to small and large businesses with all marketing needs. With the endless opportunities from our student-run agency comes more funding for our organization as well as more individual and group opportunities for our members to prosper in their professional and academic development with these real opportunities.
- Our return to campus allows us to rebrand. We can return with updated plans, social media, and tactics for recruitment and engagement to capture the energy of the new semester
- Winning Organization of the Year at the 2022 Setter Leadership Awards held annually at our school, we have seen an abundance of support from our University and have begun to create a large platform for our organization.

# SWOT Analysis

## Weaknesses:

- There is usually a larger turnout at the beginning of the year and as the semester progresses, numbers tend to depreciate. As we work to keep more members engaged this year, we cannot help but look to the factor of Covid-19 and the big impact on many organizations.
- As we have worked to create new connections with other AMA collegiate chapters at this year's 2022 ICC, we have found that even with these connections we will have to find the funding and the communication in order to make these connections long-lasting
- We find a lack of in-person involvement due to the conflicting hours classes commence.

## Threats:

- With inflation rising throughout the United States, this has unfortunately made a large impact on our organization as we continue to budget our events.
- We have come to find a problem within our student body as we are similar to another club on campus called AD Club. We find that students feel like they must choose one or the other considering both organizations have to do with marketing.
- Due to our campus being highlighted in the heart of New York City, we find that many students tend to not participate in clubs and organizations as much due to the fact that there are a lot of things to do within New York City.

**Target Markets:**

Primary - Undergraduate and Graduate students within Lubin School of Business.  
 Secondary - Undergraduate and Graduate students in the company of Lubin School of Business minors.  
 Tertiary - Gross population of Pace University Students



## Professional Development

- **Overall Goal:** Provide all members with the opportunities and resources to succeed in any professional field through the use of their personal marketing, teamwork, problem-solving and professional skillset to further progress their career goals and aspirations.
- **Overall Strategy:** Expand the potential and professional network of our members through employer spotlights, company visits, skill-building workshops, and personal branding opportunities.

### Marketing Week

- **Goal:** Have a total number of 30 members attend each Marketing Week Event
- **Strategy:** Create fun and engaging events that will draw members in by giving them networking and volunteering opportunities
  - **Social Impact Sunday:** Host a Fundraiser where members can post a picture of themselves as a baby to their instagram story and tag us in order to donate \$5 per picture to a charity of our choice.
  - **Movie Night Monday:** Connect with a local media company to host an Office Tour
  - **TikTok Tuesday:** Bring in the Social Media Manager of Duolingo to talk about their rise to success on the Tiktok social media app
  - **Women-Owned Wednesday:** Create a social media promotion day to advertise small women owned businesses in the downtown NYC area for free on our social media platforms.
  - **Take a Tour Thursday:** Take our General Members on a tour of the Lippe Taylor Offices
  - **Food Pantry Volunteering Friday:** Organize an excursion to the New York Common Pantry to volunteer our time to families in need.
  - **Super Fun Saturday:** Treat our members to a trip to our local Dave and Busters to celebrate their efforts and attendance after an insightful Marketing Week
- **Goal:** Host a minimum of 7 employer spotlights a semester with a 35% attendance rate from our members per event in order to encompass companies and employees and to providing students with valuable information regarding internships, career advice, and full-time employment opportunities.
- **Strategy:** Feature inspiring, diverse, ethical, and exciting companies in both the marketing, business, and media fields that can connect students with potential employers, co-workers, or acquaintances in order to help jump start networking opportunities.

### AMA at Pace NYC Regional Conference

- **Goal:** Create a diverse set of experiences for students of all majors and career paths to expand and engage their professional skill-set while emphasizing the applicability of marketing within all professional fields through a day-long learning experience.
- **Strategy:** Provide insight on various topics related to professionalism, personal branding, and the job search process from experienced individuals through sessions that include a student intern and Pace AMA Alumni panel as well as a Q&A with social media influencer, Victoria Paris. Students will be encouraged to participate in these sessions as well as given the opportunity to apply their skills in mock interviews with recruiters.



### Company Visits/Professional Speakers:

- **Goal:** Host a minimum of 7 employer spotlights a semester with a 35% attendance rate from our members per event in order to encompass companies and employees and to provide students with valuable information regarding internships, career advice, and full-time employment opportunities.
- **Strategy:** Feature inspiring, diverse, ethical, and exciting companies in both the marketing, business, and media fields that can connect students with potential employers, co-workers, or acquaintances in order to help jump start networking opportunities.

### Personal Branding Week

- **Goal:** Teach members the importance of “Marketing Yourself” through a ‘Personal Branding’ event series. This series will feature free headshots, workshops, and professional speakers to serve as foundational pieces in their career hunt. Have at least 30 AMA members attend each daily event, with at least 15 AMA recognized.
- **Strategy:** Define and develop individual vision statements, based on the members’ specific skill sets and unique characteristics. Begin advertising the ‘Personal Branding’ series a few weeks in advance by carrying out social media campaigns and creating flyers to ensure awareness.
  - **Monday:** Host a LinkedIn workshop to aid students in the creation and completion of their LinkedIn account
  - **Tuesday:** Hold an Excel workshop to inform students on the fundamentals of Excel
  - **Wednesday:** Free professional headshots for the students at Pace to utilize in their LinkedIn and job applications.
  - **Thursday:** Collaborate with the Career Center to get resumes checked as well as give students access to Handshake job portal.
  - **Friday:** End Personal Branding Week with our Regional Conference where students can use all of their new skills to network with other students and employers

### Dog House Agency

- **Goal:** Obtain a minimum of 2 client projects. Provide them with marketing needs necessary to help jump-start, prosper or improve their business.
- **Strategy:** Create positions and objectives for General and Executive members to hold within the Agency. Delegate workload in order to ensure efficiency for clientele.

## Community and Social Impact

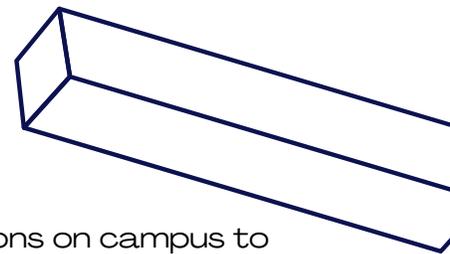
### Campus Community

#### Friendsgiving

- **Goal:** Host a Friendsgiving dinner for students and other organizations on campus to come together and showcase their diverse backgrounds by providing a meal that encompasses their culture. Members will also provide food for those who are staying on campus for Thanksgiving Break.
- **Strategy:** Invite other organizations at Pace to celebrate an inclusive Thanksgiving Meal highlighting the various backgrounds of our students as a thank you to all of our hard-working members.

#### Global Holidays with AMA

- **Goal:** Collaborate with different culture clubs and foreign exchange students on campus to host a multicultural holiday event



- **Strategy:** Reach out to the different culture clubs and have each bring food and activities their culture typically has during holiday times

### Cultural Expo

- **Goal:** Host an expo that showcases diverse cultures to the students on campus with a focus on BIPOC. Allow there to be a space where their voices can be represented and acknowledged.
- **Strategy:** Invite cultural student organizations to participate in the events such as bringing in food, entertainment, and small businesses to display.

### Women's Week

- **Goal:** Host a week-long series of events dedicated to Women on campus and the workforce
- **Strategy:** Invite other student organizations to collaborate with events regarding sexual assault awareness, workplace harassment, etc. Create social media campaigns for students to participate in and advertise all events through print and online posts.

### Mental Health Week Day 1: Mental Health Speaker

- **Goal:** Host an interactive mental health awareness event to inform and help our community.
- **Strategy:** Invite a mental health speaker to come to campus and speak to students about mental health in an interactive way. Connect with the counseling center at Pace to maximize the outcome of the event.

### Mental Health Week Day 3: Yoga/ Meditation Day

- **Goal:** Host a yoga class that will help students relieve stress while learning to quiet their minds through this positive wellness activity
- **Strategy:** Bringing in a local yoga instructor to lead a class that will encourage the movement of mind and body. Use social media to advertise the event so all students are able to participate.

## Local Community

### Marketing Week Day 1: Social Impact Sunday

- **Goal:** Encourage students to post a themed photo and tag us so we can donate money to our charity of choice
- **Strategy:** Generate Social Media campaigns for the charity. Create and print digital copies to share around campus and on multiple social media platforms to create publicity surrounding the event.

### Marketing Week Day 6: Food Pantry Friday

- **Goal:** Have a minimum of 15 AMA members volunteer at the New York Common Pantry
- **Strategy:** Adding incentives for members to attend by rewarding those who went with extra funds added to their playing cards on our trip to Dave and Busters

### Women's Hygiene Drive

- **Goal:** Collect at least 50 accepted items to donate to Rise of Broken Women
- **Strategy:** Generate a social media campaign for members to partake in for a chance to be featured on our Instagram. Encourage student community engagement through advertising on various social media platforms as well as posters throughout campus.

## Fundraising

- **Overall Goal:** Generate an increase in our revenue fund of approximately \$2,000 in order to help fund our future events, AMA Scholarship, and future endeavors within our chapter by utilizing our fundraising committee.
- **Overall Strategy:** Host fundraising events encouraging the involvement of our student body through collaborating with other campus organizations in order to create a universal target market that will attend/ donate to various events.

### Corporate Sponsorships:

- **Goal:** Connect with New York-based businesses around the Pace University campus to develop a list of clientele as well as raise a minimum of \$1,000 for DHA with newfound projects.
- **Strategy:** Provide quality marketing information and materials for clients through our ad agency (Dog House Agency (DHA)). Utilize a variety of agreement documents to be presented to clients to ensure legality and decorum for all parties involved.

### 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 to account for travel expenses for our general members to attend the AMA ICC in New Orleans.

### Fundraising Committee:

- **Goal:** Provide an opportunity for the recruitment and professional development of members through the creation and execution of fundraising events.
- **Strategy:** Invite a minimum of three engaged AMA-recognized members to assist the Chief Financial Officer in fundraising by actively brainstorming, planning, and leading events aimed at raising money for our chapter. Incentivize involvement using our hour system and valuable learning experience.

## Membership

- **Overall Goal:** Expand our membership demographics to students of various backgrounds in order to create a welcoming, diverse and inclusive environment for all of our student body. By means of this, we hope to induct a minimum of 25 new memberships while retaining all 58 memberships from the previous year.
- **Overall Strategy:** Provide a sense of community for all student demographics by marketing our club as an all-inclusive organization that will help to diversify your skillset beyond your major's curriculum with real-life applications, connections, and events. Attend all University held events in order to connect with the new and returning student body.

## Recruitment Events

### General Meetings

- **Goal:** Increase attendance of members in our weekly meetings by 25 individuals.
- **Strategy:** Promote AMA meetings by highlighting benefits such as a first look at the semester's events, collaborative opportunities to add to their resume, Regional Conference, ICC competitions, etc.

### Study Nights:

- **Goal:** Hold 4 study nights during the semester in order to help members with any struggles in their academic and personal lives.
- **Strategy:** Create a better sense of community within the organization by creating a low-pressure safe space such as study night in order to promote growth and productivity, for all. Encourage attendance by providing refreshments for all who attend.

### Off-Campus Outings

- **Goal:** Provide at least 2 off-campus outings for members a semester with a minimum of 15 general member attendees.
- **Strategy:** Encourage a balance between academic, professional, and personal life in order to keep mental health in check by providing recreational activities such as Dave and Busters, Escape Rooms, etc.

## Committees

- **Goal:** Create a minimum of 4 general member committees including fundraising, social impact, and membership in order to create a collaborative, teamlike atmosphere.
- **Strategy:** Make general members feel a sense of belonging, and importance within the organization by creating positions that appeal to their strengths and can help with professional development.

## AMA Member of the Semester

- **Goal:** Encourage members to actively participate in meetings and events by honoring a member of the Semester.
- **Strategy:** Create incentives by providing members of the semester with a chance of a scholarship, gift cards, etc. Provide the winner with a certificate, Linked In, and website shoutout from our chapter.

# Internal/External Communication

- **Overall Goal:** Increase communication and promotion among AMA Pace NYC Chapter members, students in the Lubin School of Business, and students at Pace University, while also expanding our network to other AMA Collegiate Chapters and general communities of the New York area.
- **Overall Strategy:** Internal communication techniques will include email newsletters through Mailchimp, social media, and establishing a communal presence on campus through flyers and tabling. External communication methods will include utilizing our Career Services, new and previous alumni, neighboring AMA Collegiate Chapters as well as our chapter website

## Internal Communication

### Email Newsletter

- **Goal:** Increase the open rate by 20% and the engagement rate by 7.5% by the end of the fall semester in Mail Chimp software.
- **Strategy:** The Chief Operations Officer will collect information regarding our AMA Chapter to send out a weekly electronic newsletter to our members in order to provide the most updated information.



### Social Media Channels

- **Goal:** Reach 1300 followers on the chapter's Instagram page. Increase engagement on platforms such as TikTok for new and incoming members.
- **Strategy:** Have the Social Media Director create a content calendar. Use the content calendar to help organize and produce all of the posts and content material with the help of the Creative Department.

### Print Advertisements

- **Goal:** Increase club and event promotion by placing print advertisements around campus.
- **Strategy:** Design General Meeting, event, and workshop flyers and electronic visuals to place on University TVs, bulletin boards, etc. around our University's campus throughout the Fall and Spring semesters.

### SetterSync

- **Goal:** Have a minimum of 300 members subscribed to our AMA at Pace University page on SetterSync.
- **Strategy:** Post advertisements for events on the organization's page no less than two weeks in advance of the event date. Update the SetterSync calendar with events that are hosted by our organization. Send weekly email newsletters to those subscribed to our page.

## Tabling

- **Goal:** Set up promotion at the tabling hub in the One Pace Plaza main lobby to be in the midst of our campus' peak hours and attract our target markets. Hold tabling sessions a minimum of 3 times in both the Fall and Spring Semester
- **Strategy:** Entice students to our table by giving away items such as Candy, AMA lanyards, Hand Sanitizers, etc.

## Executive Board Communications

- **Goal:** Enhance effective communication between all Executive Board members by being proactive in delegating and communicating tasks, meetings, etc. in order to prevent problems of miscommunication before they arise.
- **Strategy:** Use platforms such as Microsoft Teams, group messaging and Google Drive to delegate responsibilities throughout the entire Executive Board as well as give a designated area for board members to keep AMA-related work.

## External Communications

### AMA at Pace NYC Chapter Website

- **Goal:** Stay active with weekly blog postings and consistent updates of the calendar. Renovate the current website to be more innovative and informational with visual representations and up-to-date information to provide members with a reliable database for our chapter.
- **Strategy:** Begin a posting schedule for our blog, and provide up to date information regarding topics such as our newest awards, current Executive Members, alumni section, etc. in order to provide potential and new members with up-to-date information regarding our chapter.

### University Career Services

- **Goal:** Maintain close relations with Pace University's Career Services to help with events put on by the organization.
- **Strategy:** Arrange meetings with Career Services to discuss possible collaborations such as employer spotlights, Marketing Week, Personal Branding Week, and the Regional Conference. Attend other events put on by Career Services to maintain good relations.

### AMA Alumni Relations

- **Goal:** Establish solid connections with AMA Alumni to build lasting relations and increase the organization's networking database.
- **Strategy:** Invite AMA Alumni — those who have graduated and those who have left the Executive Board — back to collaborate on panel discussions and general meetings.

## Chapter Operations

- **Overall Goal:** Enhance the chapter's communication, organization, collaboration, and participation between all board members for the purpose of sufficiently facilitating the execution of events that Pace University AMA members value and anticipate as each semester progresses.
- **Overall Strategy:** Create a positive environment with diligent workflow through active communication between all members of the E-Board regarding responsibilities, events, and expectations.

### Executive Board Elections

- **Goal:** Establish candidates for Executive Board positions in each of the three departments for the upcoming academic year by the end of the spring semester.
- **Strategy:** Host meetings dedicated to informing members on each position within the Executive Board by the end of the Spring Semester. Create a Google Form to be filled out with potential candidates, including information such as their resume and portfolio if needed.

### Executive Board Structure:

- **Goal:** Refine the Executive Board structure to better clarify the expectations and responsibilities of each position.
- **Strategy:** Keep the 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. Compose a new National Department with a Director of DEI, Conference Director, Events Director as well as a Brand Strategist position to plan. Compose a refined Creative Department with a Chief Creative Officer, Creative Director, and a Digital Marketing Coordinator to create and design all marketing materials with a modern, professional look.

### Executive Board Transition:

- **Goal:** Provide training regarding each of the Executive position's roles and responsibilities regarding meetings, constitutions, and contracts.
- **Strategy:** Hold Transitional Meetings where the outgoing Executive Board welcomes incoming Executive Board to go in depth on all responsibilities. Provide time for any questions or concerns new inductees may have.

### Executive Board Meetings:

- **Goal:** Instruct our Executive Board Members to attend our weekly General Tuesday Meetings and Sunday Executive Meetings
- **Strategy:** Attend our bi-weekly summer meetings to plan our yearly event calendar. Remind the Executive Board of weekly meetings through group messaging. Keep track of tasks through our Microsoft Teams and develop an agenda for members to follow throughout meetings in order to stay on task.

### Chapter Plan:

- **Goal:** Create feasible and challenging objectives along with strategies to execute them to provide our chapter with a reliable blueprint to utilize throughout the year.
- **Strategy:** Have all members of the National Executive Department work on individual sections of the overall chapter plan pertaining to their role to provide in-depth explanations and plans. Confirm final revisions with the Chief Executive Officer and Chief Operations Officer. Hold a final review session with the entire board to ensure accurate, attainable information is being presented.

### Annual Report:

- **Goal:** Accomplish 75% of the goals established in the Chapter Plan using strategies provided, revise strategies as necessary. Conquer any obstacles that departments may face throughout the year.
- **Strategy:** Analyze Executive Board Evaluations at the end of the year to provide proof of growth between each of the departments. Provide feedback forms after each activity and event to collect detailed information about strengths and weaknesses from each event and activity throughout the year. Log any important information such as attendance of members and non-members, what was done at each event in accordance with the Chapter Plan, and what was not executed in accordance with the Chapter Plan.

