



PACE
UNIVERSITY
NEW YORK CITY

Chapter Plan
2019-2020



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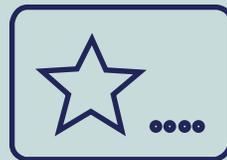
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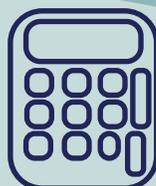
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chapter overview

our mission statement

The collegiate chapter of AMA at Pace University, NYC strives to provide its members with access to advanced professional materials in order to help shape and develop their careers. The organization aims to operate under the primary philosophy that each member will be provided with the same networking, community service, and personal branding opportunities in the field of their choice.

strengths

- Recognized as the premier marketing organization in the Lubin School of Business after winning “Organization of the Year” in 2019
- Ability to collaborate with industry professionals and provide hands-on professional development through strong company connections
- Stable relationship with other campus organizations and departments in the Lubin School of Business, Student Development and Campus Activities, and Career Services
- High membership involvement and retention in planned events due to positive internal culture
- Experienced executive board with different skill sets and majors, as well as 5 returning executive board members

weaknesses

- High commuter base campus that impacts member involvement in organization’s events
- Lack of sponsorship from local businesses around campus
- Reduction in the allocated budget from the university, which limits funds and impacts event planning
- Lack of competition experience for executive board members and general members

opportunities

- Connect with the professional AMA chapters as well as other collegiate chapters that offer industry experience
- New organizational structure due to the rebrand engages more members and brings further opportunities to cultivate new relationships
- Ability to co-sponsor events with other university organizations that offer different skill sets
- Emphasis on summer orientations and accepted student events to recruit and further increase membership before the school year begins

threats

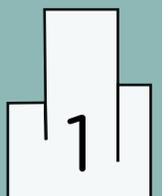
- Competition with other campus organizations that meet during the same designated time periods, straining member retention
- AMA membership fees increases the cost for students on campus in comparison to other organizations
- Students on campus have a primary focus on internships, classes, and work rather than focus on student organizations

target markets

Primary: University underclassman and transfer students who are majoring in Marketing in the Lubin School of Business.

Secondary: University undergraduate and graduate students who are in the Lubin School of Business.

Tertiary: General population of university students who have an interest in marketing.



professional development

Overall Goals: Educate members on specialized employment within the marketing industry. Provide support and the necessary tools for success in the various fields of marketing.

Overall Strategy: Engage the general and executive board members through networking events and professional workshops to strengthen the members' professional skills.

"I Heart AMA" Networking Night:

Goal: Feature 10 employers and have at least

30 students attend in order to provide an opportunity to network in the marketing field.

Strategy: Host an event from 6 to 9 pm that connects general and executive board members to successful professionals, collegiate AMA chapters, and professional AMA chapters in multiple states. Collaborate with Ericka Riggs from the Advertising Club of New York, NBC Universal, Horizon Media, OmniCom, Viacom, Sony, and Publicis Media.

Marketing and Communications Career Fair:

Goal: Organize and promote a career fair that specifically focuses on marketing and communications-related fields. Have 10 companies and 100 students attend.

Strategy: Collaborate with Career Services to ensure that professionals throughout different industries attend the career fair by using network connections made by the executive board members.

Company Visits

Goal: Have at least 15 general members and executive board members attend at least one company visit to corporate offices per semester

Strategy: Connect with marketing officials in order to organize visits to companies such as Horizon Media to provide potential job and internship opportunities.

Professional Speakers

Goal: Have 10 general members attend each professional speaker event.

Strategy: Provide highly qualified professional speakers through Employer Spotlights and 'Executive in Residence' events. Diversify speakers in the marketing field through the promotion of entertainment, art, media, and publishing industries.

AMA Marketing Week

Goal: Recruit at least 15 new members overall and have at least 20 general members attend each 'Marketing Week' event.

Strategy: Host a tabling event, Employer Spotlight with SONY Music U, Career Services resume check and headshots, and company visit to Horizon Media.

Content Series:

Goal: Encourage members to develop their own personal brand through a personal website.

Have 10 general members attend and learn about content creation.

Strategy: Educate members on how to build a personal brand with an interactive website by hosting the University's Dr. Vishal Lala to teach them about applications and software. Invite students from Pace University's radio station WPUB to teach general members how a podcast can contribute to their personal brand, using the Anchor podcast app.

Intro to Diversity Series:

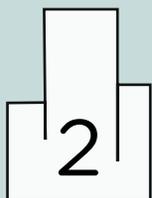
Goal: Open dialogue between various cultural groups to educate all general members and have at least 10 general members attend.

Strategy: Explain what diversity is to members and how they can use it in the workplace, hosted by Ericka Riggs of the Advertising Club NYC.

The AMA International Collegiate Conference

Goal: Increase general member and executive board participation in all AMA competitions by competing in at least 10 competitions.

Strategy: Encourage general members to participate in AMA competitions with the formation of committees that will brainstorm and oversee the different competitions. Enhance the professional development and marketing skills of our members by participating in the Outstanding Marketing Week Competition, Chapter Plan Competition, Website Competition, AMA Sales Competition, Perfect Pitch Competition, Faculty Advisor Award, AMA Student Marketer of the Year Award, Marketing Strategy Competition, SABRE Business Simulation, Annual Report Competition, T-Shirt Design Competition, Chapter Exhibit Competition, and Best Recruitment Video Competition.



community and social impact

Overall Goal: Provide direct action to local organizations and have at least 10 members attend.

Overall Strategy: Engage the members and help local organizations market themselves to the wider public.

9/11 Remembrance

Goal: Have 5 general and executive board members attend a 9/11 Remembrance event.

Strategy: Collaborate with Christian Fellowship Club and the Student Veteran Association to host an event at the World Trade Center that remembers the victims of 9/11.

Thanksgiving Food Drive and Soup Kitchen Event

Goal: In the two weeks prior to the Soup Kitchen event, collect 10 boxes and cans of non-perishable goods to donate to our local food pantry.

Strategy: Create a donation incentive where at least 10 general members could gain more hours in the organization and move up in the tiers by donating goods. Set up a station in the cafeteria to increase donations from non-members. Help a local soup kitchen market their organization by boosting them on our social media pages and creating flyers for students to volunteer.

fundraising

Overall Goal: Generate an increase in our revenue fund of approximately \$3,800 through hosting innovative events.

Overall Strategy: Host at least two fundraising events and have corporations sponsor our organization.

'Glow in the Dark' Yoga

Goal: Raise \$300 by having students and executive board members attend to participate in a series of Yoga lessons during a general meeting.

Strategy: Encourage personal and professional growth with a relaxing and innovative 'Glowga' event, hosted in the Student Center and taught by executive board member. Students will pay \$5 and bring their own Yoga mat.

Corporate Sponsorships

Goal: Raise our revenue fund by \$2,000 through corporate sponsorships.

Strategy: Have at least 10 corporations sponsor our organization and in return, we will send them students for potential internship opportunities. Additionally, reach out to professors in the university to get in contact with sponsorship opportunities.

Networking Event:

Goal: Raise \$1,100 by hosting a networking event with executive board members, general members, and outside AMA collegiate and professional members.

Strategy: University students get free access to network with many employers from various marketing industries. Non-university students will pay \$5 if they want access to the event, however non-university students will pay \$10 if they do not pay by the set deadline.

Chipotle Fundraiser

Goal: Raise \$400 for a Chipotle fundraiser after one of the general meetings in the beginning of the semester.

Strategy: Have general members, executive board members, and university students eat at a local Chipotle to support our organization, where approximately 33% of the proceeds go to our organization.

membership and recruitment

Overall Goal: Recruit and retain 20 new members overall from all target markets for the current academic year.

Overall Strategy: Host creative recruitment events to attract undergraduate students in the Lubin School of Business, approximately 35% of all undergraduates, as well as students from other schools or graduate programs who may be interested in marketing.

Membership Tiers:

Goal: Motivate students to become actively involved in the organization through membership tiers of 'Platinum,' 'Gold,' and 'Standard' members.

20% of members achieve 'Platinum' status and 20% of members achieve 'Gold' Status.

Strategy: Each member will have ID stickers to recognize what level they are on.



Platinum students attended 35 hours of AMA total participation. Students gain e-board voting rights, can run for executive board positions, have access to the employer directory, have reserved seating at professional speaker events, have discounts on any paid event, and have a special recognition at the awards ceremony. Students must maintain a 15 hour minimum to maintain Platinum status.



Gold students attended 20 hours of AMA total participation. Students gain voting rights, are able to run for an e-board position, and have special recognition at the awards ceremony. Students must maintain a 15 hour minimum to maintain Platinum status.



Standard students are AMA recognized members and have 4 hours completed.

Summer Orientations:

Goal: Have 15 new freshmen and transfer students sign up to our email list at each of the six summer orientations.

Strategy: Raffle off and hand out promotional materials such as pens, mugs, and card holders to entice students to join our mailing list. Promote our organization through our recruitment video playing on a television.

Recruitment Events:

Goal: Recruit 20 students overall from all target markets to join our organization.

Strategy: Promote the organization at the Student Activities Fair at the beginning of each semester. Have tabling events in the Student Center every day in the first week of school.

KickOff Event:

Goal: Connect with all undergraduate students at the university in the first month of school and encourage at least 10 freshmen to join our collegiate chapter.

Strategy: Host fun activities to get all target markets involved by having a student DJ play music and cater different flavors of Ben & Jerry's ice cream. Have AMA posters and related goods at the event to entice students to join our chapter.

General Meetings:

Goal: Increase member retention by updating general members on weekly events through our email list and hosting a consistent flow of content.

Strategy: Promote the benefits of the AMA membership and the AMA competitions early in the academic year. Provide a series of events that promote professional and academic development that would interest students from all target markets.

Social Outings:

Goal: Host at least 2 social events per semester among all members and have an average attendance of 20 members.

Strategy: Encourage general and executive board member involvement through ice skating and bowling events at the end of every month. Have members attend the Halloween Parade in NYC by walking with our organization.

Academic Advisement:

Goal: Increase academic development of all general members by hosting academic advisors at one general meeting per semester.

Strategy: Collaborate with Career Services and Lubin advisors to ensure students are on the correct track for course selection. Have academic advisors sign off on their course selection for the following semester.

Collaboration with University Organizations:

Goal: Recruit new members and increase member retention by co-hosting professional development workshops with at least 2 student organizations per semester.

Strategy: Teach members how to dress professionally with the Pace Professionals Organization. In another general meeting, collaborate with “Women in Corporate America” to host a resume workshop.

Holiday Parties:

Goal: Ensure our general members feel welcomed and create a stronger bond with our executive board members by hosting holiday-themed parties.

Strategy: Host a Halloween party to bring our members closer by catering food from local businesses and having a candy selection. Host a Thanksgiving Party to increase social connections with different types of Thanksgiving food.

Mentorship System:

Goal: Create personal connections between executive board and general members early in the semester after the introduction of our organization.

Strategy: Formulate the buddy system in which each executive board member will be ‘buddies’ with two general members. Base the buddy system on similar interests between the general members and executive board members in order to better strengthen the mentorship.

Email List:

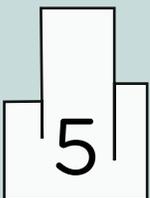
Goal: Keep students interested and updated about each general meeting, new scholarship opportunities, or upcoming events.

Strategy: Use MailChimp to create a cohesive and readable format for bimonthly emails. Ask for feedback and suggestions through bimonthly email surveys to ensure that general members are satisfied with the flow and content of general meetings. Add the email of every student who comes to our booth during summer orientations, general meetings, and tabling events to our masterlist using a card reader. Send a follow-up email to incoming students about our organization and the first general meeting.

Classroom Presentations:

Goal: Introduce our collegiate chapter to freshman in at least 5 freshman seminar classes in the academic year. Specifically target freshman in the Lubin School of Business and the Dyson College of Arts and Sciences.

Strategy: Create a Powerpoint presentation that emphasizes the benefits of an AMA membership and displays visual media from the 2019 NOLA conference. Showcase the recruitment video that highlights interviews from the executive board members that discuss how the AMA has helped them in their college career.



internal and external communications

Overall Goal: Increase brand awareness to maintain our chapter's image within the organization and the university as a whole.

Overall Strategy: Optimize social media channels and maintain multiple lines of communication to engage with all target markets.

'AMA at Pace University NYC' Rebrand:

Goal: Rebrand our organization in order to better align our organization with the American Marketing Association brand.

Strategy: Design new logos using the fonts from the American Marketing Association toolkit. Have a consistent and cohesive theme that combines the AMA theme and our own chapter's theme throughout all social media channels, digital promotion, and print advertisements.

Create multiple recruitment videos as part of the chapter rebrand in order to entice more students to join our organization.

Social Media Channels:

Goal: Gain at least 200 new followers on Instagram by the end of the academic year.

Strategy: Post about general meetings and upcoming events at least two times per week on Instagram to stay relevant and increase our engagement rate with our members.

Print Advertisements:

Goal: Increase event promotion and membership by posting print advertisements throughout the school.

Strategy: Design a horizontal general meeting flyer that shows the location and time of weekly general meetings. Use the flyers to promote the organization early in the semester to prospective members.

Promotion on OrgSync:

Goal: Promote our organization and engage with the students on the university's student organization page.

Strategy: Update the OrgSync page with our new AMA logo and description to reflect the rebrand. Post all general meeting information and upcoming events to the OrgSync calendar.

AMA Collegiate Chapter Website:

Goal: Design a website that combines both the AMA and our chapter's brand for the Website Competition.

Strategy: Generate content that displays information about our organization, upcoming organization events, internship opportunities, and becoming an AMA nationally recognized member. Post media content and have a photo gallery from various professional and social events throughout the year.

Email Newsletters:

Goal: Obtain a 25% open engagement rate with students that are signed to our email newsletters.

Strategy: Use MailChimp to create biweekly emails that are cohesive and similar to our organization's brand as a whole. Remind general members about weekly general meetings and recap the previous meeting.

E-Board Communications:

Goal: Ensure that all members of the executive board are connected and able to manage their tasks effectively.

Strategy: Employ a shared groupchat on Groupme with all executive board members to ensure all members communicate with one another directly. Utilize a shared Google Drive with individual folders for each executive board position to organize all files and stay updated with each department's assignments.

chapter operations

Overall Goal: Develop a successful and collaborative environment in which general and executive board members maintain the success of the AMA collegiate chapter at Pace University NYC.

Overall Strategy: Sustain communication between executive board members to ensure outreach to general members and effectively carry out set goals.

Executive Board:

Goal: Confirm that each executive board member understands their position within the AMA chapter and recognizes the tasks that each member must accomplish. Ensure that all positions are filled at the end of the year.

Strategy: Executive board members are required to sign a Constitution and Contract that outlines all of the responsibilities and rules each member must adhere to. Ensure effective communication throughout the summer and academic year with biweekly summer meetings from May to August and weekly meetings every Tuesday in each semester. Additionally, all executive board members must attend an executive board weekly meeting.

Executive Board Member Transition:

Goal: Determine who will run for executive board positions for the upcoming year to focus on training and transitioning between executive board members in a timely manner.

Strategy: Elect officers through an application process whereby a member must be 'gold' status and the application must be submitted to the Chapter President.

The applicant will be invited to an interview with 3 executive board members present. At the discretion of the executive board members, those interviewed will receive a notification if they are invited to present and participate in the voting night where members will vote for executive positions.

Chapter Plan:

Goal: Ensure a concise and realistic foundation of goals and plans for the academic year that follows the correct guidelines set by the AMA.

Strategy: The Chapter President, Co-Executive Vice Presidents, and VP of AMA Communications will facilitate meetings every week starting in May to appropriately assess each department's goals and submit the report in a timely manner.

Annual Report:

Goal: Meet 85% of the goals established in the Chapter Plan and learn how to navigate various obstacles that each department experiences.

Strategy: Set deadlines for event feedback to collect detailed information about the activities and events from each department throughout the year.

Executive Board Training:

Goal: Provide support for elected officers who have never held an executive board position in this or any other organization beforehand.

Strategy: Officers are elected in the last month of the spring semester, and they hold the position with the current holder of the position to provide hands-on training until the last day of the academic year. Create a 'Transitional Binder' at the beginning of the summer that will have every department's tasks throughout the year. The binder will ensure that newly elected executive board members know what is expected of them in the next academic year.

Creation of Committees:

Goal: Ensure productivity by creating specific committees of general members and executive board members for each department.

Strategy: Participate in projects specific to the committee in order to reach target goals effectively. Delegate tasks to members who are active in the organization to gauge interest in an executive board position for the next academic year.

september

- 9-13, 16** Tabling in student center
- 11** 9/11 event
- 12** Student Activities Fair
- 17** Kick-Off Event
- 24** General Meeting: The After Party

october

- Marketing Week:
- 7** Monday - Tabling
- 8** Tuesday - Sony Spotlight
- 9** Wednesday - Meet Your Major
- 10** Thursday - Market Yourself
- 11** Friday - Horizon Media Company Visit
- 15** Employer Spotlight - FOX
- 31** Halloween Parade

november

- 5** General Meeting: Content Series
- 14** The Networking Event "I Heart AMA"
- 22** Community Service: Soup kitchen collaboration with Community Action & Research, Food Drive
- 26** Thanksgiving Party

december

- 3** End of semester party

january

- 27, 29** Tabling - Recruit new members for Spring

february

- 1** Social Outing
- 4** General Meeting: Competition Conversations
- 11** General Meeting: Intro to Diversity series
- 18** General Meeting: Guest speakers Ericka Riggs from Ad Club of New York

march

- 3** General Meeting: AMA ICC Dress Rehearsal
- 12-14** AMA International Collegiate Conference 2020
- 31** General Meeting: Executive Board Elections

april

- 21** General Meeting: 2nd Executive Board Election Information Session
- 28** General Meeting: 2nd Executive Board Election

may

- 5** General Meeting: Marketing Award Banquet

recurring events

- General Meetings - Every Tuesday
- Executive Board Meetings - Every Wednesday

budget

Beginning Balance **\$ 3,059.00**

INCOME:

BAC Funding	\$ 25,000.00
Corporate Sponsorships	\$ 2,000.00
Fundraising Events	\$ 2,000.00
Donations	\$ 1,000.00
Memberships	\$ 2,000.00
	\$ 32,000.00

EXPENSES:

Competition for 20 people	\$ 16,000.00
Competition Expenses	\$ 215.00
Advertising	\$ 4,325.00
Fundraising Materials	\$ 1,000.00
Decorations	\$ 100.00
Gift Cards and Prizes	\$ 376.00
Catering	\$ 3,500.00
Supplies	\$ 2,630.00
	\$ 28,146.00

Ending Balance **\$ 6,913.00**