

2024-2025

CHAPTER PLAN

PACE UNIVERSITY, NYC



TABLE OF CONTENTS

MISSION STATEMENT.....	1
SWOT ANALYSIS.....	1
PROFESSIONAL DEVELOPMENT.....	2,3
FUNDRAISING.....	3
COMMUNITY AND SOCIAL IMPACT.....	4,5
MEMBERSHIP.....	5,6
INTERNAL COMMUNICATIONS.....	6,7
EXTERNAL COMMUNICATIONS.....	7
CHAPTER OPERATIONS.....	8
BUDGET.....	9
CALENDAR OF EVENTS.....	9

CHAPTER OVERVIEW

MISSION STATEMENTS

The collegiate chapter of the American Marketing Association at Pace University, NYC, aims to provide members from all majors and backgrounds with access to professional resources to shape their careers. Through networking events, workshops, industry chats, company visits, and DEI discussions, we empower members to develop their skills, networks, and personal brands, preparing them to stand out in the evolving business world.

Vision Statement: Pace University, NYC, strives to provide quality, diverse professional development, networking, community building, and leadership opportunities in an equitable, fair, and welcoming way that allows all students to feel they belong.

DEI Statement: The American Marketing Association chapter at Pace University, NYC, prioritizes diversity, equity, and inclusion in all our events and initiatives through the support of our diverse team and Director of DEI to create a welcoming and safe space for every member.

Goals, Objectives, and DEI: The American Marketing Association chapter at Pace University, NYC, aims to create professional and personal development opportunities for members of all backgrounds, majors, and interests.

• Goals:

- Foster an inclusive environment where students from all backgrounds and majors can develop professional skills and expand their networks, supporting high retention and membership growth.
- Continue to maximize AMA National scholarships, competitions, conferences, and resources, actively promoting these opportunities to students.

SWOT ANALYSIS

STRENGTHS

- Our diverse board, representing different genders, races, academic majors, and professional experiences, highlights the multifaceted applications of marketing and promotes inclusivity.
- We collaborate with departments like the Lubin School of Business and Career Services to enhance marketing efforts and increase student participation.
- Our chapter consistently hosts successful, well-attended events, demonstrating strong planning, marketing, and execution.

WEAKNESSES

- Engagement and retention rates drop during midterms and finals, reducing momentum and member participation.
- Board members' busy schedules can impact long-term commitments and responsiveness to challenges.
- Limited availability of on-campus event spaces restricts the number of events, relying heavily on general meeting days for activities, announcements, and opportunities.

OPPORTUNITIES

- Host virtual or hybrid events to accommodate diverse schedules and engage Pace's Pleasantville campus, increasing participation and visibility.
- Promote the Chingos Scholarship to boost member representation and support organizational growth.
- Collaborate with Student Engagement on a marketing strategy and student committee, Alumni Relations on alum marketing, and the Wellness Center for Mental Health Week events.

THREATS

- Ongoing campus renovations limit event spaces, increasing competition among clubs and making it difficult to reserve rooms promptly.
- Classes now held during Common Hour, previously reserved for extracurriculars, may reduce members' availability for AMA meetings and events.
- External factors like job market uncertainty and inflation may lead members to prioritize work and internships over participating in chapter events.

PROFESSIONAL DEVELOPMENT

OVERALL

Goal: Enhance members' career readiness and professional growth by offering diverse, practical experiences that build essential skills and foster networking opportunities.

Strategy: Offer professional development through workshops, networking events, coffee chats, and leadership experiences to equip members with the resources and skills needed for a successful career in marketing and beyond.

EVENT SPECIFIC

Marketing Week

Goal: Design an engaging week that builds community and collaboration by promoting social impact initiatives, fundraising for community support, and offering professional development workshops to empower participants.

Strategy: Use our chapter's platform to host a donation drive, business fundraiser, coffee chat, workshop, and movie night that promotes social impact and member engagement, providing a week's worth of diverse, meaningful events.

Regional Conference

Goal: Foster collaboration and professional growth among members by creating an environment for networking and strengthening connections between NYC professionals and Baruch's chapter, enhancing career readiness.

Strategy: Host engaging activities such as insightful alumni and intern panels, inspirational keynote speakers, and networking spaces that encourage members to expand their networks and form long-term connections with professionals and peers.

Coffee Chats

Goal: Introduce members to professionals who offer insights on workplace situations, tips for standing out to employers, and guidance on career trajectories, ensuring the advice resonates with their experiences.

Strategy: Invite 5+ industry experts to share their unique experiences and strategies for entering their fields, inspiring members while creating an intimate setting for networking and questions about professional advice.

Professional Headshots

Goal: Provide members with high-quality headshots that can be used in numerous professional settings, including LinkedIn, scholarships, and personal websites.

Strategy: Leverage our chapter's creative director to capture high-quality headshots for members and allocate funds for a backdrop and materials to ensure optimal lighting.

BizCard Boutique

Goal: Set students up for success when it comes to networking and interviewing with a unique, custom business card that can be used to represent their professionalism and preparedness.

Strategy: Provide 35 students with front and back hard-copy printed business cards and assist in creating a personal, professional brand that allows them to stand out during networking and recruiting events.

Professional Workshops

Goal: Host six workshops focusing on various skill-building exercises that help members build confidence in their marketing abilities and learn strategies that allow them to stand out to hiring managers and employers.

Strategy: Organize six career development workshops on personal branding, interview preparation, product marketing, color branding, portfolio building, and networking tactics, aiming for a minimum of 15 attendees per workshop and a participant satisfaction score of 4 out of 5.

Marketing Competition Series

Goal: Organize a series of five marketing competitions where teams develop strategies, advertisements, and product campaigns to enhance their marketing, sales, and presentation skills while fostering innovative thinking.

Strategy: Launch five marketing competitions, aiming at an attendance of 25 members each, providing diverse, thought-provoking challenges where five teams will test their marketing and advertising skills.

Office Tours

Goal: Provide members with two office tours of well-known, high-demand companies to showcase their work environments and culture, aiming for ten members per tour.

Strategy: Collaborate with two locally headquartered marketing or media-related companies to provide 20 students with an opportunity to explore the office and converse with industry professionals.

PROFESSIONAL DEVELOPMENT

CONTINUED

Career Couture

Goal: Host an event that teaches members the appropriate attire for different professional environments, highlighting the difference between business formal and business casual and helping members understand which professional settings expect different attires.

Strategy: Provide a presentation and collaborative workshop for 20 members to determine which attire to wear to different professional spaces, such as conferences, interviews, networking events, internships, and work-related events.

Career Inspiration Vision Board

Goal: Provide 25 members with the opportunity and supplies needed to create vision boards representing their career aspirations.

Strategy: Provide posters, scissors, glue, and 200+ images for attendees to design collages that reflect their professional goals and inspire personal growth.

New Jersey Devils Game

Goal: Allow members to attend a hockey game and speak with a professional from a nearby team about marketing in the sports and entertainment industry.

Strategy: Bring 20 members to Prudential Center to learn from a marketing executive about methods to promote the New Jersey Devils to target audiences and stay for a game to witness these initiatives in practice.

New York Jets Game

Goal: Expand members' knowledge of sports marketing and help them understand how social media, advertising, and fan engagement help promote one of New York's professional sports teams.

Strategy: Set up an event for 15 members to attend a New York Jets game to witness marketing tactics in action, tour MetLife Stadium, and network with marketing employees from the organization.

Panels

Goal: Create a space for members to hear career advice from several different professionals with different backgrounds and learn about the unique workplace experiences of speakers from all races, genders, and cultures.

Strategy: Arrange three distinct panels featuring alums, Warner Bros. Discovery employees, and women interns to empower 30+ members through shared insights and experiences.

FUNDRAISING

EVENT SPECIFIC

Student Event Committee

Goal: Create a group of 20+ members to assist in executing events, creating marketing campaigns for Student Engagement, and participating in AMA-related leadership opportunities.

Strategy: Assemble a team of 20+ leaders to collaborate on marketing projects for Student Engagement, raising \$200 through the creation of social media content, marketing campaigns, and other forms of marketing strategies.

Chingos Scholarship

Goal: Acquire 50 AMA national memberships through a scholarship program for NYC students, providing upperclassmen with the opportunity to experience national webinars, networking events, and workshops.

Strategy: Apply for the Chingos Scholarship to fund 50 AMA national memberships and encourage students to become members through presentations, social media advertising, and word-of-mouth.

Student Government Association Partnership

Goal: Receive increased funds for contracts within our AMA chapter budget, enabling more involved and exceptional events for members.

Strategy: Create a proposal to the Student Government Association for \$8,000 to be used for events that will expand the opportunities for students interested in different fields, such as sports marketing initiatives.

COMMUNITY AND SOCIAL IMPACT

EVENT SPECIFIC

Back to School Picnic

Goal: Welcome returning members and introduce new members to our organization and board in a friendly environment during the first week of classes.

Strategy: Walk to a local park and provide attendees with blankets, chairs, music, and snacks to create a welcoming space and ease the transition back to school.

Movie Nights

Goal: Create a relaxing and inclusive environment for students from all backgrounds to enjoy dinner and a movie, providing a time for them to unwind in a stress-free space.

Strategy: Host two movie nights for 30 students to eat dinner and get to know each other in a casual setting to foster community among the members.

Culture Social Night

Goal: Embrace Pace's diverse population and highlight local business owners to forge bonds between members from all backgrounds.

Strategy: Provide an inviting space for students of all cultures to express their identities and celebrate diversity and inclusion. Showcase local queer small businesses to show support for them in the New York City community.

Bottomless Closet Donation Drive

Goal: Host a donation drive to gather 15 pieces of professional attire to donate to Bottomless Closet, an organization that empowers New York City women in need.

Strategy: Reserve the Tabling Hub during Common Hour and promote the donation drive on social media to encourage students to contribute.

Instagram Story Donations

Goal: Raise \$100 worth of supplies to donate to local organizations to give back to the New York City community.

Strategy: Hold two virtual donation drives to donate supplies for each story posted on Instagram, raising awareness for nearby charities.

Banquets

Goal: Celebrate the semester's accomplishments, recognize high-achieving members based on a member point system, and provide a fun environment for students to de-stress from finals.

Strategy: Secure venues and catering two months before the events, have the Student Event Committee set up activities, and promote banquets two weeks in advance through social media and a newsletter.

Karaoke Night

Goal: Create a welcoming and empowering space for students of all majors and backgrounds to mingle and network in a fun environment.

Strategy: Reserve a space with a TV, microphones, and snacks for 25 students of all cultures, backgrounds, and majors to interact and showcase their favorite music, creating a sense of community and belonging.

Puppy Yoga

Goal: Purchase tickets for 25 students to attend a local puppy yoga session at a shelter that rescues dogs from kill shelters, providing a relaxing space to decompress from exams and foster friendships among peers.

Strategy: Collaborate with WoofWellness, a local shelter that provides dogs with loving homes, to allow 25 students to meet other members and build friendships with fellow dog lovers.

Women's Week: Women's Support Drive, ElevateHER: Career Empowerment Advice, HerPath: Intern Panel, Diversity in Media, Vibrant Voices: Local Women's Pop-Up Shop

Goal: Empower women members through community support and professional development, fostering connections and building a strong community of women from all backgrounds.

Strategy: Hold 5 diverse events focused on uplifting and spotlighting impactful women through inclusive forums, networking sessions, and social media promotions.

Crafting Inclusive Campaigns

Goal: Emphasize the importance of creating accessible media and share strategies for ensuring marketing materials are suitable for a wider audience.

Strategy: Conduct a workshop highlighting ways to craft accessible campaigns using different social media features and real-life examples of how these initiatives have benefitted companies and their brand images.

COMMUNITY AND SOCIAL IMPACT

CONTINUED

Mental Health Week

Goal: Host a workshop for members to learn about available resources for dealing with academic or work-related stress and burnout.

Strategy: Invite a representative from the university's Wellness Center to present methods for managing stress and introduce students to available on-campus and online resources.

Social Impact Video

Goal: Produce a video spotlighting a chapter-selected nonprofit organization to raise awareness about a social issue, aiming for a minimum of 500 views by April 3rd, 2025.

Strategy: Appoint the Creative Director to oversee the voting process, supervise the production and editing processes, and publish the final video to the AMA Pace NYC YouTube channel.

MEMBERSHIP

Our chapter aims to increase its overall membership to 100 members, including at least 10 seniors, 10 juniors, 10 sophomores, and thirty first-year students, by utilizing our organization's budget and Chingos Scholarship opportunity.

RECRUITMENT

University-Sponsored Recruitment Events

Goal: To increase membership by promoting the organization's values and opportunities to a diverse range of students through engaging, high-visibility events.

Strategy: Utilize Summer Orientation, Fall and Spring Activities Fairs, and Lubin Fest to host recruitment events that engage a diverse student audience and highlight our organization's values and opportunities.

Common Hour Tabling

Goal: Collect at least ten emails from potential AMA members for every day of tabling booked at the Tabling Hub in the Student Center.

Strategy: Request the Tabling Hub during Common Hour in the second week of school and inform students passing by about the benefits of joining AMA and the activities held throughout the year.

Classroom Visits

Goal: Present a recruitment slideshow to at least 20 classrooms, specifically targeting marketing and business courses that assist in building students' personal and professional brands.

Strategy: Research relevant fall 2024 courses from Schedule Explorer, email professors of target classes, and have each board member sign up to present in at least two classes.

Instagram Takeovers

Goal: Showcase the diversity of our executive board and present an opportunity to ask questions regarding individual experiences with AMA, creating a welcoming environment and making new members feel more connected to the executive board.

Strategy: Each executive board member (11) reserves a day to post on the AMA Instagram, taking followers through their day-to-day lives and answering 5+ questions about their involvement in AMA, how AMA has helped them personally and professionally, and how followers can get involved.

Weeks of Welcome Events

Goal: Host 2 events in the first month of school with a minimum of 20 attendees each to actively recruit new members.

Strategy: Plan 2 Weeks of Welcome events before school begins and promote activities on social media at the start of the academic year.

Alumni Database

Goal: Build long-term connections with alums to develop mentorship opportunities, provide industry insights, and offer career advice for current members.

Strategy: To build initial relationships, reach out to alums, and share an interest form on our social channels. Strengthen these connections by inviting alums to speak at events and highlighting their success stories.

MEMBERSHIP

RETENTION

Membership Database

Goal: Craft a database containing members' years, majors, and emails to increase communication and engagement within the organization.

Strategy: Leverage Google Forms and Sheets to design events aligned with members' recorded interests and seamlessly add their contact information to our mailing list.

Awards

Goal: Celebrate 5 of the most involved students for their commitment to the organization throughout the academic year.

Strategy: Recognize members for their accomplishments throughout the year to make them feel acknowledged and more receptive to returning.

Member Point System

Goal: Update the member spreadsheet after each event or meeting to track members' involvement in the club and maintain a relationship with them that best matches the point system.

Strategy: Maintain an organized spreadsheet of members' information, tracking event attendance, participation, and involvement. Members earn 1 point for meetings, 2 for events, and 5 for additional involvement in student committee tasks.

Social Events and Chapter Outings

Goal: Host 2 monthly social outings, aiming for a minimum of 25 attendees to foster stronger connections outside of a professional environment.

Strategy: Delegate each social event to a board member to handle the logistics and utilize the university's ticketing programs to track signups and attendance.

COMMUNICATIONS

INTERNAL

MailChimp

Goal: To expand our organization's campus presence, we aim to achieve a 40% open rate on our weekly emails and reach over 550 recipients on our mailing list. The newsletter, sent every Tuesday at 9 AM, will highlight additional opportunities beneficial to club members and upcoming events.

Strategy: By delivering engaging and informative content in our weekly emails, we aim to encourage students to open them in anticipation of valuable information, updates, and opportunities that benefit them.

Google Calendar

Goal: Provide one seamless platform with all the important dates so that executive board members are aware of upcoming deadlines, events, and meetings. Include the availability of all members for efficiency in scheduling and planning.

Strategy: Manage the Google Calendar and ensure it is updated weekly so that AMA board members can clearly understand the organization's schedule throughout the year.

Google Drive

Goal: All executive board members will upload relevant documents to a centralized site, organized into folders for organization-wide information and individual board member resources, facilitating seamless communication and ensuring all vital resources are easily accessible.

Strategy: To ensure effective communication among executive board members, we will maintain an organized Google Drive with all current and past organization files, streamlining file management and accessibility.

SetterSync/Corq

Goal: Leverage the Settersync platform, connected to the Corq app, to recruit at least 60 new members who will receive newsletters and stay informed about events and meetings. Based on space availability, we aim to maintain 40 members at meetings and 20 at events.

Strategy: Track attendance at all events and meetings to ensure we meet members' expectations and align with AMA's values. Use Monday.com to organize and manage these efforts effectively.

COMMUNICATIONS

INTERNAL CONTINUED

Monday.com

Goal: Consolidate all event and general meeting information on a single platform to enable members to update each other on requests and submissions. Ensure all event requests are managed effectively and that board members' events are organized before the school year begins. Post all event codes for member check-ins in the notes section to streamline event communication.

Strategy: Update all event and meeting notes to ensure the platform maintains clean communication between every group member's activity for events and meetings.

EXTERNAL

Social Media

Goal: We aim to create a cohesive social media presence by posting 3-5 times weekly on platforms like Instagram, TikTok, and LinkedIn. By sharing updates and event information, we aim to boost engagement by 5% on each platform throughout the school year.

Strategy: Stay updated on effective platforms like Instagram, TikTok, and LinkedIn to keep students informed about all the events and opportunities within the organization.

Website

Goal: Our chapter's website will be updated monthly to ensure that all the information is aligned with our current activities. We will also incorporate a more personal experience that allows students to get live answers to their questions.

Strategy: Adjust preferences on the currently used website so students can access the Live Chat box. Have the current board members experiment with the settings to find the most effective configuration for the feature and ensure its effectiveness.

OrcaTV

Goal: To boost organization recognition, we will post a flyer with general meeting information for students waiting for elevators. We'll use OrcaTV, which displays rotating campus information, to upload event details two weeks prior to each event, expanding our audience.

Strategy: Design eye-catching flyers for elevator areas and upload engaging event details to OrcaTV two weeks prior to each event. This coordinated approach will enhance visibility, reinforce messaging, and allow us to track engagement metrics for continuous improvement.

Alumni Newsletter

Goal: Secure participation from 30 Pace alumni in a weekly newsletter to encourage their involvement and support for speaker panels and workshops and help them stay connected to the Pace community.

Strategy: Use the Pace-sponsored alum newsletter to build relationships and share initiatives while engaging professors to inform them of our efforts and leverage their networks for expanded opportunities.

Lubin Listserv

Goal: Increase attendance at the Lubin School of Business to raise awareness among business students about the opportunities AMA offers for professional development. Promote AMA's event flyers through the Lubin School of Business "Week Roundup," ensuring visibility via email, web, and social media for all Pace business students.

Strategy: At the beginning of the school year, submit the AMA general meeting flyer and share event flyers a week before the meeting to increase engagement and exposure to our organization at school.

AMA Magazine

Goal: Advertise the organization in a magazine to demonstrate the value of marketing through meetings, events, and workshops from previous years, which will be displayed during recruitment events.

Strategy: Showcase the organization's workshops, collaborations, conferences, and candid moments representing the club by adding compelling visuals, personal stories, organization benefits, and guiding headlines.

Recruitment Video

Goal: Create a short video advertising the AMA chapter at Pace by introducing its mission, showcasing events, highlighting member benefits, and adding a clear call to action for joining.

Strategy: Throughout the year, the creative team will keep a collection of memories from events and meetings, showcasing AMA and executive board members.

CHAPTER OPERATIONS

Our chapter holds eleven executive board positions, each as valuable as the other, separated into three departments: four executive officers, three creative officers, and four national officers.

MANAGEMENT PLANNING

Goals:

- Schedule monthly executive board meetings to streamline smooth chapter operations, internal communications, and event production.
- Hold weekly creative board meetings to allocate upcoming responsibilities and ensure active participation from all creative board members.
- The CEO will conduct monthly one-on-one check-ins with each board member to ensure they are satisfied with their assignments, explore interest in additional projects, proactively address potential conflicts, and discuss their workload management.

Strategies:

- Use polls and Google Calendar to identify convenient times for one-on-one check-ins, creative board meetings, and full board discussions on upcoming projects, task allocation, and project management.
- Leverage Monday.com, a project management system, for effective task delegation and workflow operations among the executive board.
- Schedule weekly meetings with the creative team of the board with an agenda outlining the expectations and responsibilities of each creative member: chief creative officer, digital media coordinator, and creative director.

Meeting Structure

Goal: Hold weekly meetings on Tuesdays from 3:25 to 4:25 that have a good cadence in the flow of activities and prove enriching to members' professional aspirations.

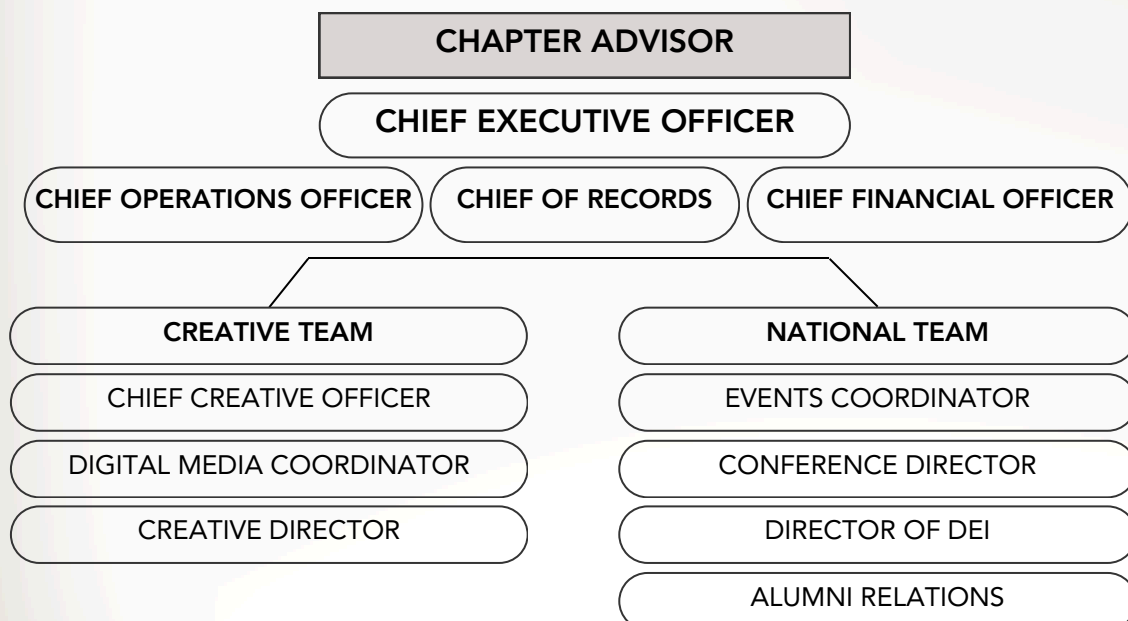
Strategy: Provide consistent Tuesday general meetings with a detailed structure. Each meeting begins with an agenda, followed by a marketing problem icebreaker, a recap of upcoming events, and a unique professional development opportunity, DEI workshop, community impact activity, or skill-building competition.

Officer Transition

Goal: Ensure incoming board members are prepared to run one of the largest organizations on campus and can swiftly transition into planning the following year's programming.

Strategy: Implement a shadowing program before elections for members interested in a leadership position. This program will include three one-on-one meetings with successors outlining responsibilities, common challenges, and conflict-resolution strategies.

ORGANIZATIONAL CHART



BUDGET

Revenues		Expenses	
Student Activity Fee	\$55,700.00	Competition Expenses	\$26,628.84
Revenue Fund	\$1,794.02	Off-Campus Experiences	\$11,300.00
Fundraising		Catering	\$3,332.58
Funds From Student Government	\$8,000.00	Promotional Materials	\$2,774.57
Chingos Scholarship for National Membership	\$1,450.00	AMA National Membership Fees	\$2,581.00
Student Engagement Partnership	\$200.00	Administration and Subscriptions	\$2,544.18
		Event Supplies	\$2,459.97
		Member Prizes	\$182.45
Total Funds	\$67,144.02	Total Expenses	\$51,803.59
		<i>Budget Surplus (Deficit)</i>	<i>\$15,340.43</i>

CALENDAR OF EVENTS

SEPTEMBER

- General Meetings (2)
 - Social Media Jeopardy
 - BizCard Boutique
- Creative Team Meetings (4)
- Executive Board Meetings (2)
- Common Hour Tabling
- Lubin Fest
- Fall Activities Fair
- Back to School Picnic
- Professional Headshots
- Movie Night

OCTOBER

- General Meetings (4)
 - Career Services Resume Workshop
 - Business Strategy Rivalry
 - Shark Tank
 - Career Couture
- Creative Team Meetings (5)
- Executive Board Meetings (2)
- Culture Social Night
- Marketing Week
 - Bottomless Closet Donation Drive
 - Coffee Chat with Barbara D'Amora
 - Personal Brand Workshop
 - Fall Movie Night
 - Instagram Story Fundraiser
- Spotify Office Tour
- Recruitment Video

NOVEMBER

- General Meetings (3)
 - Advertising Competition
 - Career Inspiration Vision Board
 - Hue and You - Color Branding Workshop
- Creative Team Meetings (3)
- Executive Board Meetings (2)
- Coffee Chat with Jillian Lewandoski
- Regional Conference
- New Jersey Devils Game
- New York Jets Office Tour
- Women in Business Coffee Chat
- New York Jets Game
- Social Impact Video

DECEMBER

- General Meetings (2)
 - Mock Interview Workshop
 - Product Marketing Workshop
- Creative Team Meetings (2)
- Executive Board Meetings (1)
- Winter Banquet

FEBRUARY

- General Meetings (2)
 - Book Buzz
 - Introduction to Networking
- Creative Team Meetings (3)
- Executive Board Meetings (2)
- Women's Week
 - Women's Support Drive
 - ElevateHER: Career Empowerment
 - HerPath: Intern Panel
 - Diversity in Media
 - Local Women's Pop-Up Shop
- Mental Health Week Collaboration with Wellness Center

MARCH

- General Meetings (3)
 - Career Services Strategies to Get Hired Workshop
 - Crafting Inclusive Campaigns
 - Internship Preparation
- Creative Team Meetings (3)
- Executive Board Meetings (2)
- New Orleans Sendoff
- ICC
- Spring Banquet

APRIL

- General Meetings (3)
 - Career Services Strategies to Get Hired Workshop
 - Crafting Inclusive Campaigns
 - Internship Preparation
- Creative Team Meetings (3)
- Executive Board Meetings (2)
- New Orleans Sendoff
- ICC
- Spring Banquet