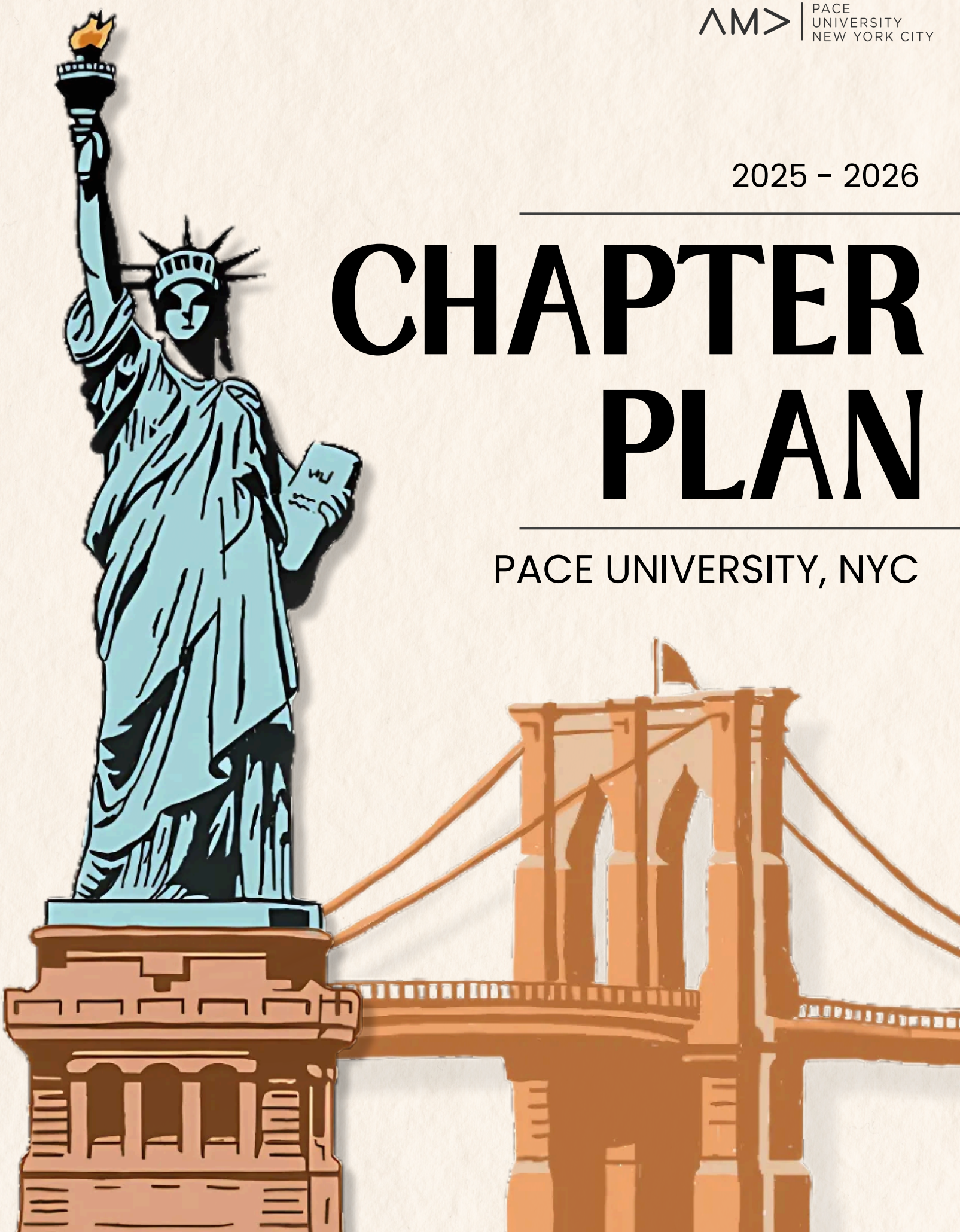
AM> | PACE UNIVERSITY NEW YORK CITY

2025 - 2026

CHAPTER PLAN

PACE UNIVERSITY, NYC



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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, office tours, chapter outings, 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: The American Marketing Association chapter at Pace University, NYC, is committed to providing quality, diverse opportunities for professional development, community building, networking, and leadership in an equitable and welcoming environment that allows all students to feel they belong.

DEI Statement: The collegiate chapter of the American Marketing Association 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**:
  - Plan 50 events throughout the academic year including professional development workshops, DEI sessions, marketing competitions, community impact activities, coffee chats, and office tours
  - Create an inclusive and engaging environment where students from all backgrounds and majors can develop professional skills and grow their networks, contributing to strong retention and membership growth
  - Leverage AMA National scholarships, competitions, conferences, and resources by actively promoting these opportunities to students and encouraging participation

SWOT ANALYSIS

STRENGTHS

- Our chapter is the largest student organization within the Lubin School of Business, and is consistently featured across the school's digital platforms and marketed to business students
- Our executive board represents different genders, majors, and experiences, highlighting the broad applications of marketing and fostering an inclusive environment
- We have strong brand visibility through our website, digital advertisements across campus, social media platforms, and flyers
- Our executive board and chapter have partnerships and connections with a multitude of marketing and media companies in the New York Metropolitan Area, which provide valuable professional opportunities for members
- Our chapter maintains strong relationships with Pace departments, fellow student organizations, and AMA Pace alumni
- Pace's marketing department and Lubin faculty provide consistent support, guidance, promotion, and access to exclusive resources and opportunities.
- Classroom recruitment and frequent tabling help maintain high visibility and promote membership across campus

WEAKNESSES

- Engagement and retention rates tend to drop during midterms and finals as students prioritize academics
- Board members' busy schedules limit the amount of time they can dedicate to AMA initiatives
- Membership participation can be inconsistent, with some students attending events but not engaging long-term

OPPORTUNITIES

- Sponsorships from Sago present opportunities for increased funding and promotion across social media channels
- Leveraging Pace's Career Services and the Office of Development and Alumni Relations to expand our chapter's network can provide more opportunities for students including coffee chats, office tours, and mentorship programs
- Partnering with more student organizations can strengthen collaboration, broaden reach, and promote community among students
- Expanding DEI efforts can make the chapter more inclusive and accessible, driving membership and retention
- Collaborating with other New York AMA chapters offers opportunities for larger-scale events and networking with a diverse population of students

THREATS

- Decreased funding is a concern as more student organizations are expanding and new ones are being formed, increasing competition for the university's financial resources
- Policy changes related to the university's DEI initiatives could reduce support for certain chapter programs
- Limited room availability on campus forces our chapter to compete with other student organizations for desired event spaces
- External factors such as job market instability may decrease student interest in pursuing marketing, reducing engagement in our organization

Goal: Strengthen members' professional development and career growth by providing hands-on opportunities that cultivate key skills and foster networking connections.
Strategy: Provide 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: Create a dynamic week of events that fosters community and collaboration through social impact initiatives, virtual engagements, and professional development opportunities.
Strategy: Leverage our chapter's platform to organize workshops, networking events, coffee chats, and leadership experiences to deliver a week of impactful and engaging programming for members.

Regional Conference
Goal: Promote collaboration and professional growth by cultivating an environment with networking opportunities and strengthening connections between our organization, NYC professionals, and Baruch's AMA chapter.
Strategy: Organize panels, keynote sessions, and networking events that inspire members to broaden their networks and form lasting connections with professionals and peers.

Coffee Chats
Goal: Introduce members to professionals who share practical workplace insights, advice for standing out to employers, and guidance on career trajectories that align with members' experiences.
Strategy: Invite 5+ industry experts to share their unique experiences and strategies for entering their fields, offering inspiration to 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 profiles, scholarship applications, and personal websites, ensuring they present themselves confidently and competitively.
Strategy: Leverage our chapter's network of talented student photographers and resources to deliver high-quality headshots for members, combining accessibility with professional standards to support their career development.

Marketing Competition Series
Goal: Organize a series of 10 marketing competitions where teams formulate strategies, execute advertisements, and produce campaigns to strengthen their marketing, sales, and presentation skills while promoting innovative thinking.
Strategy: Launch 10 marketing competitions, aiming for an attendance of 25 members each, providing diverse, thought-provoking challenges in which five teams will test their marketing and advertising skills.

Business Fashion
Goal: Enhance members' knowledge of professional etiquette while deepening their understanding of appropriate business attire for a variety of professional events.
Strategy: Facilitate an interactive workshop that explores dress codes, styling tips, and scenario-based examples, allowing members to practice professional presentation and gain confidence in their attire choices.

Rewriting the Narrative
Goal: Encourage members to explore storytelling in marketing, recognize the importance of representation, and cultivate an inclusive and positive mindset.
Strategy: Guide members through the process of developing campaign elements from a selected advertisements, prompting them to experiment with storytelling strategies, while also using critical thinking to identify missteps in campaign decision-making to recognize how poor choices can harm or disrespect communities.

Spilling the Tea
Goal: Strengthen team connections and professional growth by fostering peer-to-peer learning and meaningful conversations about the evolution and impact of marketing trends.
Strategy: Host an interactive discussion-based event in a relaxed and engaging environment, utilizing matcha as a case study to explore how cultural products become trends, followed by member-led conversations on current and debated marketing campaigns that encourage open dialogue and idea-sharing.

PROFESSIONAL DEVELOPMENT

CONTINUED

Postcards & Pitch Decks

Goal: Strengthen member connections and build excitement for the upcoming Regional Conference by creating an interactive space where members can share career aspirations, personal goals, and pitch ideas in a collaborative and engaging environment.

Strategy: Host a themed postcard-decorating event that combines networking with creative expression, allowing members to design postcards highlighting their Regional Conference goals, career ambitions, and pitch deck concepts to prepare members for success at the Regional Conference.

Card Couture

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.

Holiday Ad

Goal: Strengthen members' marketing and idea-generation skills while fostering creativity and team bonding through a collaborative holiday-themed activity.

Strategy: Guide members in designing paper vision boards that reflect their future goals, creating a fun, hands-on experience that encourages creativity and strengthens connections among AMA members.

Mood Board Mastermind

Goal: Assist members in developing their personal brand, setting clear goals, and building a vision for the future while learning the fundamentals of design and visual storytelling.

Strategy: Facilitate an interactive workshop that combines a slideshow on design basics with a hands-on mood board activity, followed by a reflection and discussion through a guided conversation.

Office Tours

Goal: Provide members the chance to participate in three office tours at well-known, high demand companies, highlighting workplace culture and environments while aiming to involve 15 members per visit.

Strategy: Partner with three locally headquartered marketing or media-focused companies to provide 15 students with an immersive experience that includes exploring office spaces and engaging in conversation with industry professionals.

New Jersey Devils Game

Goal: Provide members with the opportunity to attend a live hockey game while engaging directly with a professional from a sports organization, gaining insights into marketing strategies within the sports and entertainment industry.

Strategy: Organize a trip for 15 members to the Prudential Center, where they will meet with a marketing executive from the New Jersey Devils to learn about audience engagement and promotional strategies, followed by attending a game to observe these initiatives in action.

Speaker Panels

Goal: Foster an environment for members to gain career insights from a diverse range of professionals, learning about unique workplace experiences of speakers from all races, genders, and cultures.

Strategy: Facilitate three separate panels featuring alumni and advertising professionals, granting 40+ members an engaging platform to learn from varied experiences and perspectives.

New York Jets Sports Business Day

Goal: Broaden members' knowledge of sports marketing and the roles that social media, advertising, and fan engagement play to support promotional efforts for a professional sports team.

Strategy: Arrange an event for 10 members to attend a tour of MetLife Stadium, network with sports marketing professionals, and witness marketing strategies in action.

FUNDRAISING

EVENT SPECIFIC

Student Engagement Partnership
Goal: Create a committee of eight members to assist Pace's Student Engagement office with the department's marketing and social media efforts.
Strategy: Led by the Director of External Communications, assemble a team of content creators, social media managers, graphic designers, and email marketers to collaborate on marketing projects for Student Engagement, raising $200.

Chingos Scholarship
Goal: Secure national memberships for NYC students through a scholarship program, granting access to exclusive webinars, networking events, and professional development workshops.
Strategy: Apply for the Chingos Scholarship to cover the cost of $1,100 in AMA national memberships and promote students to become members through presentations, social media campaigns, and peer-to-peer outreach.

Sago Partnership
Goal: Establish a long-term partnership with Sago, a market research company, to secure annual funding support for AMA, generating consistent resources to strengthen programming and student opportunities.
Strategy: Produce a series of social media videos highlighting "How I spend $225 in NYC", generating $900 in funding and securing an additional donation from Sago based on engagement.

SGA Partnership
Goal: Acquire additional funding within the AMA chapter budget to enhance event quality and provide members with more impactful experiences through speakers, interactive workshops, and professional resources.
Strategy: Appeal to the Student Government Association for $7,000 to be used for travel expenses, enabling more students to attend the AMA International Collegiate Conference while also supporting chapter events and initiatives.

Restaurant Partnerships
Goal: Build partnerships with local restaurants around Pace to raise funds for AMA and engage students through community events.
Strategy: Organize restaurant fundraising nights with three local eateries, promoting the events through social media and campus outreach, to encourage student participation and help raise around $100 funds for AMA.

COMMUNITY AND SOCIAL IMPACT

EVENT SPECIFIC

Back to School Picnic
Goal: Welcome returning members and new members to our organization and create a friendly atmosphere for team bonding during the first week of classes.
Strategy: Walk to a nearby park and provide members with blankets, music, and snacks to create a welcoming and inclusive environment and to ease students into school.

Celebrate Hispanic Heritage Month
Goal: Honor Hispanic Heritage Month by highlighting influential Hispanic business leaders, engaging in cultural traditions and learning about historical milestones.
Strategy: Showcase a presentation on the cultural significance of Hispanic Heritage Month and play an interactive game connected to Hispanic heritage.

Big-Little Program (BLP): Meet the Bigs / Your Perfect Match
Goal: Implement a peer mentorship program between the executive board and members to strengthen team bonds and foster professional and personal development.
Strategy: Host a social event with rounds of speed networking for attendees to meet and make connections with their future mentors and mentees.

Paint It & Play It
Goal: Build community between chapter members and Pace University's Industry Network by providing opportunities to gain insights into the music industry and explore how brand identity shapes audience perception, with emphasis on the intersection of arts & entertainment management and marketing.
Strategy: Host an interactive workshop where students decorate vinyl records as a form of creative expression while engaging in conversations about brand identity in the music industry, providing a unique experience that blends community bonding, professional education, and hands-on creativity.

COMMUNITY AND SOCIAL IMPACT

CONTINUED

Instagram Story Favorites Contest

Goal: Expand organization reach on Instagram through interactive stories and increase involvement with social media content overall.

Strategy: Engage members in posting their favorite local places to the organization's Instagram Story and give followers an easy opportunity to stay involved.

Donation Drive

Goal: Host a donation drive to gather 20 pieces of clothing to donate to a local organization in New York that empowers underserved communities.

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

Movie Night

Goal: Foster community among members by offering a relaxing space to enjoy dinner and a movie together.

Strategy: Organize a movie night with catering for 20 students to meet in a comfortable setting and get to know one another.

Power Up with Red Bull!

Goal: Build community and engagement among students by creating an energizing and social atmosphere.

Strategy: Host a collaborative event with Red Bull and Student Engagement by sampling drinks, serving pizza, featuring a student DJ, and playing Tetris to create an energizing and interactive experience.

The Care Kit - Hygiene Drive

Goal: Empower menstruating individuals in our local community through education and access to menstrual care.

Strategy: Distribute essential menstrual products and resources to a local organization and bring awareness to members of the issue of equal access to hygienic care.

Let's Talk Business

Goal: Highlight the stories of diverse voices in varying industries of business and allow students a space to connect.

Strategy: Host a panel of interns from unique fields and backgrounds, focused on a supporting open dialogue of sharing common challenges and career advice.

Yoga Session

Goal: Promote a balance of emotional and physical well-being for students to destress from school.

Strategy: Invite a yoga instructor to guide members in movements and create a soothing and stress relieving environment.

Banquets

Goal: Celebrate chapter accomplishments and highlight high-achieving members from a point system, and provide a fun social environment for students at the end of the semester.

Strategy: Reserve venues and catering before each banquet, allow executive board to set up the activities, and promote the events two weeks in advance through social media and a weekly newsletter.

Social Impact Video

Goal: Film a video highlighting a nonprofit organization chosen by the chapter to raise awareness to a particular social issue, with an aim for 200 views.

Strategy: Delegate the vision to the Videographer to oversee the organization selection, supervise the production and editing process, and post to the AMA Pace NYC YouTube Channel.

Diversity in Advertising Activity

Goal: Encourage creativity in designing an inclusive and diverse mock campaign.

Strategy: Sort members into an engaging team activity and provide a space for open discussion on inclusivity in advertising.

ICC Send Off

Goal: Celebrate and support the members heading to Chicago for the International Collegiate Conference with a special sendoff event.

Strategy: Provide a hearty dinner, plan team bonding activities, and offer words of encouragement to boost camaraderie and confidence among members traveling to ICC.

Women's Week Trivia

Goal: Engage members in the different ways women have shaped the worlds of business and marketing through a virtual trivia event.

Strategy: Plan and design Instagram stories with facts about influential women, and input trivia questions and answers into Instagram's quiz sticker feature to make the event accessible and engaging for members.

MEMBERSHIP

Our chapter aims to Increase its overall membership to 100 members, including at least 10 seniors, 10 juniors, 10 sophomores, and 30 first-year students, by utilizing our organization's budget and Chingos Scholarship opportunity.

RECRUITMENT

University-Sponsored Recruitment Events (Summer Orientation, Activities Fairs, Lubin Fest)
Goal: Boost membership by highlighting the organization's values and opportunities to a broad spectrum of students through prominent campus events.
Strategy: Leverage Summer Orientation, Fall and Spring Activities Fairs, and Lubin Fest to create interactive recruitment experiences that attract diverse student participation and demonstrate our organization's impact and opportunities.

Common Hour Tabling
Goal: Generate interest from at least 15 prospective members through each day of tabling at the Student Center Tabling Hub.
Strategy: Secure the Tabling Hub during Common Hour in the second week of school and connect with passing students on the opportunities offered by AMA and the events held throughout the year.

Classroom Visits
Goal: Establish a strong relationship with students and faculty members across Pace University's New York City campus and present the many benefits of our student organization.
Strategy: Introduce the American Marketing Association to undergraduate and first-year students through a brief presentation to over 50 classes across Pace University's New York City campus. Students have the opportunity to learn about the benefits of joining Pace's chapter, upcoming events being hosted, and how our chapter is logistically able to serve students in the Lubin School of Business and beyond.

Instagram Takeover Reels
Goal: Display our diverse executive board and open the opportunity for members to ask questions about personal experiences with AMA, creating a welcoming environment for new members to feel connected with the board.
Strategy: Each executive board member (12) reserves a day to host the AMA Instagram, guiding followers through their daily routines and answering 3+ questions about their experience in AMA, how to get involved, and the opportunities AMA offers.

Weeks of Welcome Event
Goal: Organize a kickoff event within the first month of the semester, aiming for at least 40 participants, to boost member engagement and recruitment.
Strategy: Host a Welcome Week Movie Night in the first month of the semester and market it through social media promotions and word-of-mouth at the first general meeting.

New York Jets Game
Goal: Grow member bonds and invite members to a shared sports game while observing how sports teams engage in community-building.
Strategy: Bring 10 members to a game at MetLife Stadium to socialize in an exciting off-campus event while experiencing how professional sports bring communities together.

Yankees Game
Goal: Build stronger member relationships in a fun social environment while examining how major sports teams engage target audiences.
Strategy: Guide members to Yankee Stadium to foster stronger team bonds and explore marketing strategies employed by sports marketers.

Alumni Database
Goal: Build long-term connections with alumni to develop mentorship opportunities, provide industry insights, and offer internship advice for current members.
Strategy: Reach out to alumni and share an interest form on our social channels to build initial relationships. Strengthen these connections by inviting alumni to speak at events and highlighting their success stories.

Membership Database
Goal: Create a database of member's expected graduation dates, majors, and emails to increase productive communication and engagement within the organization.
Strategy: Utilize Google Forms and Sheets to craft events aligned with the data-backed interest of our members and add their contact information to our mailing list.

MEMBERSHIP

RETENTION

Awards

Goal: Commemorate five of the most engaged members for their commitment to the organization throughout the academic year.

Strategy: Acknowledge members for their achievements throughout the year to build confidence and make them more receptive to returning.

Member Point System

Goal: Update member point spreadsheet after each event weekly to track involvement and maintain a strong relationship with engaged members.

Strategy: Maintain an organized spreadsheet with member's information, taking account for event attendance, participation and involvement. Members earn one point for general meetings, two for events, and five for additional involvement in Student Event Committee tasks.

Chapter Outings

Goal: Plan 2 monthly social outings, with a minimum of 15 attendees to grow stronger connections outside of a professional environment.

Strategy: Appoint each social event to a board member to handle the logistics and employ the use of the university's ticketing programs to track attendance and interest.

Extended Memberships

Goal: Enroll at least 10 students into AMA memberships through the website for career preparation after graduation.

Strategy: Expand knowledge of the benefits of a membership and the resources provided one year post graduation.

COMMUNICATIONS

INTERNAL

Mailchimp

Goal: Strengthen club engagement by achieving at least a 30% open rate on our weekly newsletter and building our mailing list to 535 students.

Strategy: Design compelling and informative weekly email content that encourages students to anticipate and engage with provided updates and resources that enhance their experiences as members.

Google Calendar

Goal: Establish a unified scheduling platform where board members can access all upcoming dates, deadlines, events, and meetings, while incorporating member availability for efficient planning and coordination.

Strategy: Maintain and update the Google Calendar weekly to provide AMA board members with clear visibility into the organization's semester-by-semester schedule and commitments.

Google Drive

Goal: Create a centralized spot for documents where all executive board members can upload and access important materials, organized by category and individual board roles, ensuring smooth communication and resource availability.

Strategy: Uphold an organized Google Drive containing current and archived files to streamline document management and enhance accessibility for effective board communication.

SetterSync/Corq

Goal: Utilize the SetterSync platform and Corq app to reach at least 60 new members for newsletter subscriptions and event updates, while maintaining consistent attendance of 40 members at meetings and 20 at events based on venue capacity.

Strategy: Monitor participation at all events and meetings to meet member expectations and uphold AMA's standards, using Monday.com for organized tracking and management.

Monday.com

Goal: Consolidate all event and meeting information on one platform, enabling seamless member updates on requests and ensuring effective event management. Include event check-in codes in notes for enhanced clarification.

Strategy: Regularly update event and meeting documents to maintain a clear avenue for communication and activity tracking across the executive board.

CONTINUED

Executive Board Group Chat

Goal: Strengthen executive board collaboration and coordination among the executive board to ensure efficient decision-making, quick updates, and focused event planning throughout the academic year.
Strategy: Establish an active group chat for real-time discussions, urgent announcements, and quick coordination needs. Hold guidelines for appropriate usage and response expectations to maintain professionalism and ease.

EXTERNAL

Social Media

Goal: Create a unified social media presence through 3-5 weekly posts across Instagram, TikTok, and LinkedIn, sharing organizational updates and event information to achieve a 5% engagement increase on each platform.
Strategy: Cultivate an active presence on key platforms such as Instagram, TikTok, and LinkedIn to keep students informed about upcoming events and opportunities.

Website

Goal: Update our chapter website monthly to reflect current chapter activities, achievements and professional development resources.
Strategy: Integrate events calendar each month to inform members of upcoming events.

OrcaTV

Goal: Enhance organizational visibility by displaying general meeting flyer in elevator areas and utilizing OrcaTV's campus information system to broadcast event details two weeks in advance, reaching a broader student audience.
Strategy: Create eye-catching elevator flyers and upload event content to OrcaTV to maximize visibility and track engagement for ongoing improvement.

Alumni Newsletter

Goal: Engage 20 Pace AMA alumni through weekly newsletter participation to foster their continued involvement in speaker panels and workshops while fueling their connection to members.
Strategy: Build relationships with alumni and our members through sharing organization updates in a weekly newsletter, allowing members to expand their networking opportunities.

Lubin Listserv

Goal: Boost attendance and awareness among Lubin School of Business students by highlighting AMA's professional development opportunities through the "Week Roundup" promotion, ensuring eyes across email, web, and social media channels.
Strategy: Submit AMA general meeting flyers at the start of each semester and distribute event promotions two weeks prior to meetings to maximize engagement and exposure.

AMA Magazine

Goal: Feature the organization in a physical format that demonstrates the value of marketing through documented meetings, events, and workshops from previous years and serving as recruitment tool during tabling.
Strategy: Spotlight the workshops, partnerships, conference and memories of our members through high-quality photography, member testimonials, and headlines representing AMA's impact.

Recruitment Video

Goal: Develop a promotional video introducing our chapter, featuring our mission and values, event highlights, member benefits and an engaging call to action for prospective members.
Strategy: Throughout the year, the creative team will document events and meetings to capture authentic moments that showcase our chapter's activities and leadership.

CHAPTER OPERATIONS

Our chapter is led by twelve executive board members, each as valuable as the other, organized into three departments: four executive officers, four creative officers, and four national officers.

MANAGEMENT PLANNING

Goals:

- Schedule and execute monthly executive board meetings to streamline smooth operations, internal communications, and event production
- Host bi-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 workload management

Strategies:

- Utilize Doodle polls and Google Calendar to identify convenient times for one-on-one check-ins, creative board meetings, and executive board check-ins on upcoming projects, task allocation, and project
- Leverage Monday.com, a project management system, for effective task delegation and workflow operations among the executive board
- Schedule bi-weekly meetings with the creative team of the chapter with an agenda outlining the expectations and responsibilities of each creative member: Chief Creative Officer, Graphic Designer, Social Media Manager, and Videographer

Meeting Structure

Goal: Hold weekly meetings on Tuesdays from 3:25PM to 4:25PM that foster community amongst members and provide enriching experiences towards 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.

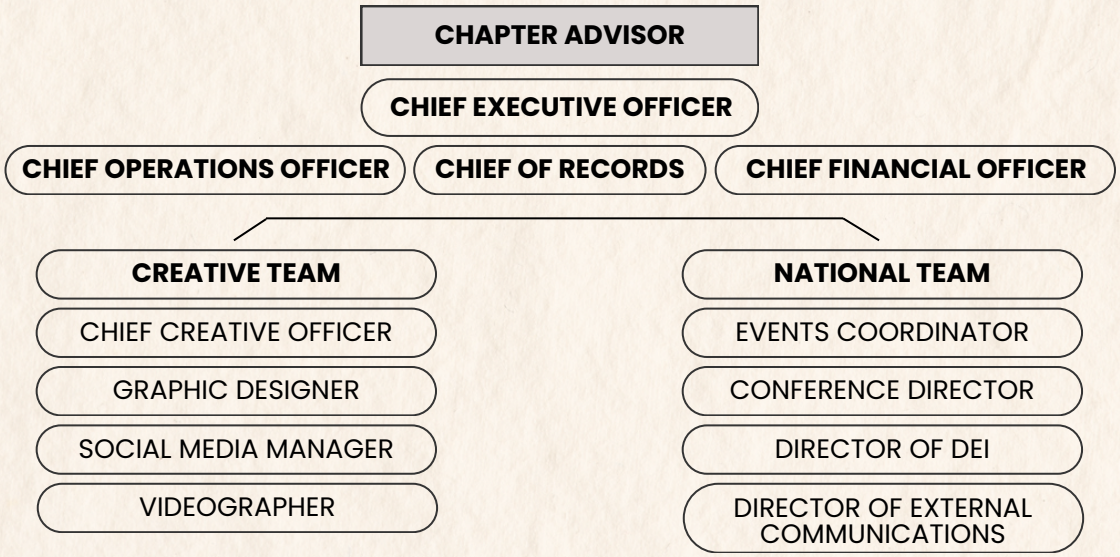
Strategy: Implement a shadowing program before elections for members interested in a leadership position. This program will include three one-on-one meetings with successors outlining responsibilities, common challenges, and conflict-resolution strategies.

E-Board Check-Ins

Goal: Ensure consistent communication, alignment, and accountability among executive board members to support effective chapter operations and decision-making.

Strategy: Conduct regular check-in meeting where e-board members review ongoing projects, discuss challenges, share updates, and coordinate next steps to maintain collaboration and organizational efficiency.

ORGANIZATIONAL CHART



BUDGET

Revenues	
Student Activity Fee	$50,000.00
Revenue Fund	$1,489.78
Fundraising	
Funds from Student Government	$7,000.00
Chingos Scholarship for National Membership	$1,100.00
Student Engagement Partnership	$200.00
Restaurant Collaboration	$100.00
SAGO Partnership	$900.00
Total Funds	$60,789.78

Expenses	
Competition Expenses	$19,000.00
Off-Campus Expenses	$12,112.78
Catering	$5,500.00
Promotional Materials	$4,000.00
AMA National Membership Fees	$2,000.00
Administration and Subscriptions	$2,887.22
Event Supplies	$4,200.00
Member Prizes	$300.00
Total Funds	$50,000.00
Budget Surplus (Deficit)	$10,789.78

CALENDAR OF EVENTS

SEPTEMBER

- Back to School Picnic
- Tabling
- Lubin Fest
- Professional Headshots
- Welcome to Pace AMA
- Movie Night
- Alessia Hessinger Coffee Chat
- Celebrate Hispanic Heritage Month
- Big Little Program: Meet the Bigs
- AMA x LikeyCo x Drinks with Benefits
- Power Up with Red Bull and AMA
- Digital Marketing Jeopardy

OCTOBER

- Favorite NYC Spots Instagram Stories
- Postcards and Pitch Decks
- Business Fashion
- Big Little Program: Your Perfect Match
- Donation Drive
- Regional Conference
- Rewriting the Narrative
- Card Couture
- Pitch Your Business! Competition
- New Jersey Devils Game
- Holiday Ad

NOVEMBER

- New York Jets Sports Business Day
- Spilling the Tea
- New York Jets Game
- Mood Board Mastermind
- Meme It
- Color Me Viral
- DoubleVerify Office Tour

DECEMBER

- Travel Advertising Competition
- Movie Marketing Pitch Contest
- Marketing Trivia
- Winter Banquet

JANUARY

- Sketch That Logo!

FEBRUARY

- Super Bowl Ad Event
- Guess the Campaign with Pace INFORMS
- Entertainment Marketing Panel
- Paint It & Play It with The IN
- Post & Promote
- Spotify Office Tour

MARCH

- Ad Hackathon
- Yoga Session
- The Care Kit - Hygiene Drive
- Let's Talk Business
- Women's Week Trivia
- Inspiration Spotlight
- ICC Send Off
- ICC
- Switch the Pitch
- Disaster Master

APRIL

- April Fool's Ad Event
- Pitch Perfect: Elevator Pitch Competition
- End of Year Banquet
- Diversity in Advertising Activity
- Yankees Game
- Social Media Campaign Showdown
- Internship Bingo

MAY

- Family Feud: Industry Insights