

# TXST AMA: MOVING FORWARD

Texas State University-San Marcos  
American Marketing Association



June 1, 2010- May 31, 2011  
Annual Report

"Take Charge. Get Involved. Join AMA."

TXST AMA Annual Report

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# EXECUTIVE SUMMARY

Texas State AMA is Moving Forward. The desire to continually improve upon previous successes and lay the foundation for growth influenced every facet of our organization. Our chapter plan made it clear that we set lofty goals, but the level of improvement and excellence that came in the following year was nothing short of evolutionary. “Moving Forward” became a collective goal for our new team of officers that began as strangers and became a family. Our desire to excel and achieve led to the creation and implementation of many new initiatives to achieve our goal as Platinum Chapter. We completed all but three events in our chapter plan; yet we kept moving forward and replaced them with seven additional events, streamlined the functions of our Executive Committee, and implemented new processes and initiatives that strengthened our operations and communications. Our focus on professional development has never been so evident; Texas State AMA was a crucible that forged students with talent, ambition and optimism into leaders of the business world. For the purposes of evaluation and improvement, we have rated our major Annual Report categories as well as the sub-activities using a 3-5 star scale, which is presented below.

Primary research indicated that members desired more professional development opportunities and an outlet to utilize what they have learned. As a professional organization, it was imperative to provide a wide range of quality programming to instill the skills necessary to compete in an increasingly competitive job market. We responded by creating 34 professional development opportunities, far exceeding our goal of 25. We increased the amount of hands-on workshops to include seminars such as the use of SPSS, the art of a business card, and a course on the use of graphic design programs Adobe Photoshop and InDesign. Our most successful event, the Texas State AMA Regional Conference, experienced the record-breaking attendance that was constrained to 103 due to the maximum occupancy of the room. Our Chapter entered into 11 of the 12 International Collegiate Chapter Award Competitions (Recognized: Nintendo Case Competition – Honorable Mention), and excelled in AMASavesLives Competitions, entering in four competitions and being recognized (Winner: Best Video, Most Video Views, Best Event (2), Most Registrations). Finally, Texas State is moving forward as we launched and negotiated the first six contracts for our marketing consulting firm: BOKO Marketing.

Membership is the fuel that powers Texas State AMA, without them, our chapter would not survive, much less move forward. Our Executive Committee and general members were instrumental to our success. New recruitment initiatives, such as our membership folders and recruitment video, propelled us to new heights with an all-time record of 144 members, 24 of them in the Executive Committee! However, ensuring our members are involved and satisfied is more important than the size of our roster. Membership retention initiatives such as the awards program, AMA lapel pins, resume CD, and internship packets served to increase member involvement, boost morale, and led to 80% of AMA members involved in at least one event!

Professional development opportunities and membership initiatives don't grow on trees, and our fundraising efforts were successful in providing the resources necessary to keep Texas State moving forward. We raised \$18,061 in revenue from our fundraising activities. Our most successful fundraisers were our t-shirt sales, earning \$2,740, and our Annual Etiquette Dinner, raising \$2,160 in ticket sales in addition to sponsorships from 12 businesses. Our staffing services provided to Warrior Dash, an extreme 10K, earned us an additional \$1,000. The diversification of our fundraising efforts ensured that we didn't become narrow sighted and focus too heavily on one event for revenue and our members were awarded with multiple options for participation. BOKO Marketing was a learning experience and contributed marginally to revenue, however the knowledge gained allowed us to better prepare for next year.

Our communications efforts focus on creating a unified internal and external communications network. We increased our presence on campus and the community by boosting both the reach and frequency of all our advertising and public relations executions. The creation of a dedicated AMA intranet channel allowed us to share documents, simplify the keeping of membership records, and enable timely and pertinent career opportunities to be disseminated. We kept the flow of information moving forward by reaching at least 85% of each of our target markets at least once a week.

Professional development, membership, fundraising, chapter operations, and communications have all been evaluated, improved and expanded in line with the goals laid out in the chapter plan. We have both improved the quality of existing events while fostering new initiatives in every corner of our organization. We believe that these efforts have made Texas State AMA the premiere professional organization by improving the minds, skills, and ultimately careers of our members. Wherever you look, Texas State is moving forward.

Sincerely,

Cress Terrell, President  
Dan Wehmeier, Vice President

## Rating System

- ☆☆☆ Event fell below goals
- ☆☆☆☆ Event met goals
- ☆☆☆☆☆ Event exceeded goals



Goal: Create 25 professional development opportunities for our members.

Result: Held 34 professional development opportunities (including 9 scheduled to occur).

## WORKSHOPS ★★★★★

Goal: Hold nine workshops with an average of 30 attendees per workshop/ Held nine workshops and maintained average of 30 attendees per workshop. (3 upcoming)

We ensured that our workshops offered both variety and hands-on, personal instruction for all attendees.

### **September 21st – How to Network with Mr. Kenneth Murdock**

Mr. Murdock is a corporate headhunter as well as the author of *Your Complete Guide to Job and Career Change*. Mr. Murdock taught us proper networking, reciprocity, the importance of business cards, and the significance of joining trade associations and interest groups.

*Attendance: 32*

### **October 5th – Social Media Bootcamp with Mr. Ricardo Guerrero, founder and CEO of Stwittergy**

Mr. Guerrero is the creator of the majority of Dell's Twitter accounts and taught us the importance of social networks, blogs, and other online collusive media marketing. He also addressed how to leverage social media to create momentum in sales, public relations and customer service.

*Attendance: 28*

### **October 19th – Starting a Marketing Business with Mr. Sanjay Vrudhula, President of Customer Research International, Inc and Mr. David Standefer, President/ Co-Founder of Nu Reach Marketing**

Texas State Alumni, Mr. Vrudhula and Mr. Standefer, are founders of marketing businesses located in San Marcos. Mr. Vrudhula founded and has been running a 16 year old full-service market research firm and Mr. Sandefer founded a new start up iPhone coupon marketing company. They both touched on topics important to starting a new business such as determining target markets, developing connections, and attracting clients and investors.

*Attendance: 43*

### **February 11th – Intro to SPSS with Dr. Jeremy Sierra, Assistant Professor of Marketing, McCoy College of Business Administration**

Statistical Package for the Social Sciences (SPSS) is a software package utilized to analyze quantitative marketing research. Dr. Sierra, author of *Marketing Research Kit for Dummies*, conducted a two hour hands-on seminar demonstrating 15 frequently-used analysis methods. Moreover, Dr. Sierra discussed how to interpret results.

*Attendance: 19*

### **February 15th – Graduate School Primer with Dr. Robert Davis, Associate Dean and Director of Graduate Programs, McCoy College of Business Administration**

One of the biggest decisions an undergraduate student has to make is whether or not they will attend graduate school. Dr. Davis provided all the information one would need to answer the question of "what will I do next" a little less stressful for undergraduates and those seeking to attend graduate school. Surveys indicated that poor attendance was due to lack of interest. Many students had already made the decision regarding graduate school; next year we will schedule the event sooner in the year to boost attendance.

*Attendance: 5*

### **February 22nd – Perfecting the Elevator Pitch with Mr. Wayne Noll, Senior Lecturer, McCoy College of Business Administration**

Whether in an interview or literally in an elevator, Mr. Noll taught attendees the secrets to sell themselves or their ideas in a minute or less. Learning how to market yourself can be the deciding factor that will set you apart from the competition.

*Attendance: 40*

### **March 1st – Dress for Success with Men's Wearhouse with Mark Gonzalez, Store Manager**

Mens Wearhouse will deliver their presentation concerning what to wear, and the proper way to wear it. Topics included fitting, color scheme, and accessories. Immediately after their presentation, the Mens Wearhouse representatives will make themselves available to answer questions and provided contact information to assist attendees with any further inquires.

*Attendance: Workshop has not yet occurred*

## March 7th – Graphic Design Basics with Kevin Quach, President, Texas State American Institute of Graphic Arts Chapter

Unfortunately, graphic design is not part of the marketing curriculum. AMA decided to remedy this by offering a quick, two hour hands-on seminar on the use of Adobe InDesign and Adobe Photoshop with instruction from Texas State AIGA President Kevin Quach. AMA members will learn the skills to create attractive, easy to read resumes, and documents that will stand out in today's tough job market.

*Attendance: Workshop has not yet occurred*

## April 11st - The Art of the Business Card Workshop with Joshua Benitez, President, Design Cru

A business card needs to make a splash and help you stand out from a crowd. Mr. Benitez will address this design challenge as he discusses the importance of color, materials, use of space, and typography. Case studies and examples will demonstrate successful designs.

*Attendance: Workshop has not yet occurred*

## Etiquette Dinner ★★★★★

Preceded by networking over hors d'oeuvres, the Annual Etiquette Dinner helped prepare attendees for interview dinners. A presentation on formal dining procedures by a Career Services representative was accompanied by a four course catered meal. Twelve sponsoring companies in attendance were also given the opportunity to recruit and network with students.

*Goal: 90 attendees/ 108 attended*

## Regional Conference ★★★★★

The theme for this year's Regional Conference, *Marketing for a New Era*, focused on understanding the role of technology in marketing. Keynote speakers included: Product Marketing Manager, YouTube; Global Social Media Manager, Dell; SVP, Group Account Director, GSD&M. A Regional Manager from SolarWinds taught a social media bootcamp. The panel discussion speakers included: Account Manager, Leverage Marketing; Account Director, Aquent Staffing; Event Marketing Manager, Tito's Handmade Vodka. We hosted the AMA chapters from UTSA & Texas A&M Kingsville and, through live streaming, shared speakers with Florida International University and University of South Florida during their Chapter's *Marketing Sustainability: Marketing Today for Tomorrow* Regional Conference.

*Goal: 80 attendees/ 103 attended (note: attendance constrained to room size which was filled to capacity)*

## AMA Competitions/International Collegiate Conference ★★★★★

Texas State AMA has competed in or will compete in the following:

- International Collegiate Chapter of the Year
- Nintendo Case Competition (received Honorable Mention)
- AMASavesLives competitions (all)
- Outstanding Marketing Week
- Website Competition
- Student Marketer of the Year

*\*Note - ineligible to compete in Hugh G. Wales because advisor is a council member*

Texas State AMA will compete in the following at the International Collegiate Conference:

- Chapter T-Shirt Competition
- Northwestern Mutual Sales Competition
- SABRE Business Simulation Competition

*Goal: Send 25 Members/ Sending 28 members*

## FIELD TRIPS ★★★★★

Goal: Organize two field trips with an average of 10 attendees per field trip/ Organized three field trips with an average of 7 attendees

## October 22nd – San Antonio Spurs

For the first field trip of the year, our Chapter took a group to San Antonio, TX for a tour with the San Antonio Spurs Sports & Entertainment at the AT&T Center. Marketing Manager Steven Rohall conducted the tour and shared his knowledge about the organization, including marketing strategies, organization budgets, as well as the arena.

*Attendance: 8 (note: attendance constrained to 10 by San Antonio Spurs)*



*AMA members (left to right) Maisa Aguiar, Mason Nooks, Erin Williamson, Allison Pamplin, Emily Johnson, Peter Michelbook, Amanda Hepner, and Cress Terrel at the San Antonio Spurs' AT&T Center.*

## February 11th – Endless Beauty Media

For our second field trip, we visited EndlessBeauty.com, an Internet company in Austin. The company is a news/review website for women's beauty products. The company CEO and Social Media Director gave presentations recounting how they market themselves to develop a sizable female online following. We met everyone in the office including cellphone app developers and social game developers.

*Attendance: 5 (note: attendance constrained by Endless Beauty Media)*

## March 8th – Enterprise Holdings

We plan to visit their regional office in Austin.

*Goal: 10/ Event has not yet occurred*

## Marketing Week ★★★★★

We set lofty goals for this year's Marketing Week entry and soundly met them. Between Oct. 18-23, we raised \$600 in revenue, organized two workshops, and engaged in a promotional blitz for AMA through eight channels.

## BI-WEEKLY SPEAKER MEETINGS

Goal: Average of 75 students per meeting/  
Maintained average of 78 students per meeting

Speaker Ratings: 1-5, with 5 being excellent

## September 1st - Dr. Denise Smart, Dean of McCoy College of Business and Dr. Raymond Fisk, Department of Marketing Chair

At our first informational meeting, our AMA Chapter was honored to have Dean Smart and Dr. Fisk. Both speakers stressed the importance of not only becoming a member, but becoming passionately involved with organizations such as the American Marketing Association. After the speakers, our Chapter President informed potential members of the benefits of becoming an AMA member.

*Attendance: 131*  
*Score: 4.25*

## September 15th - Vivian Plasencia, Strategic Account Manager, Leverage Internet Marketing

Ms. Plasencia, alum of our AMA Chapter, spoke on the uses of Search Engine Optimization (SEO), Search Engine Marketing (SEM/PPC), analytics, and email marketing. She walked through four case studies and demonstrated how her company applies these methods of marketing along with the process of building and managing client accounts.

*Attendance: 98*  
*Score: 3.62*

## September 29th – Brian Papson, Director of Marketing, San Antonio Spurs

AMA invited Brian Papson to speak about his extensive work in sports marketing. Mr. Papson touched on multiple topics through the demonstration of case studies that include communications, branding, merchandising, web development, strategic planning, video production, public relations, ticket sales and sponsorship implementation. This meeting was notable for breaking a record for attendance at a speaker meeting.

*Attendance: 138*  
*Score: 4.36*

## October 13th – Ryanne Janca, Recruiting Supervisor, Enterprise Holdings

Ms. Janca discussed strategies relating to job applications, cover letters, and interview tips. For those seeking additional help with their resumes, Ms. Janca stayed after the meeting to go through any and all questions raised by members.

*Attendance: 73*  
*Score: 4.81*

## October 27th - Monica Sanchez, VP Marketing and Analytics - Collider Media

Ms. Sanchez spoke about the rising popularity of mobile phone marketing spurred by the rapid growth of the cell phone industry. She also demonstrated the various metrics Collider Media uses to determine ROI for clients. She stressed the importance of staying informed with industry-specific news sources such as MediaPost and eMarketer.

*Attendance: 89*  
*Score: 4.57*

## November 10th - Lorena Garcia, Regional Tourism Manager, Premium Outlets

Home to over 140 luxury and brand name stores including Gucci, Coach, and Giorgio Armani; San Marcos Premium Outlets is the largest outlet mall in Texas. Ms. Garcia demonstrated how her talents in international marketing translate into effective strategies and tactics for different cultures. Ms. Garcia also touched on the strategic partnerships Premium Outlets cultivates to increase visibility and profitability.

*Attendance: 58*  
*Score: 4.23*

### **December 1st - Semester Recap Social/ Officer Elections**

Our final meeting of the fall semester was designed to allow our officers and regular members to wind down from an exceptionally busy, yet successful semester. Individuals were recognized for their accomplishments.

*Attendance: 42*

### **January 26th – Dr. Raymond Fisk, Department of Marketing Chair, McCoy College of Business**

For our first informational meeting of the Spring Semester, Dr. Fisk again spoke about the benefits of AMA membership and how AMA has served him both as a student and an educator. Our President outlined the numerous benefits AMA offers and concluded the meeting with our humorous recruitment video.

*Attendance: 75*

*Score: 4.46*

### **February 9th – Suzanne Weil and Kristi Lee, Store Manager and Recruiter, KOHL's**

Combined, Ms. Weil and Ms. Lee account for over 31 years of retail experience, thirteen of those years spent with KOHL's. Ms. Weil and Ms. Lee spoke about KOHL's marketing strategies, target demographics, social media utilization information on internships and other opportunities with KOHL's available to Texas State students.

*Attendance: 69*

*Score: 4.07*

### **February 23rd – Thomas Becker, National Sales Manager, 3M**

Over the course of 25 years, Mr. Becker has worked for 3M in positions of increasing responsibility. He is currently National Sales Director for 3M's Electrical Markets business, and oversees sales in the US and Mexico. Mr. Becker will share insights and case studies for 3M's new branding initiative. He will conclude with examples of how market research is analyzed and implemented.

*Attendance: Event has not yet occurred*

### **March 9th – Jerome Arnold, Co-Founder & Principal, Strawn, Arnold, and Associates**

Although he has had a long and successful career in multiple industries, Mr. Arnold will speak about pharmaceutical sales and all activities in the pharmaceutical sales process. Topics will include sales force deployment, material development, and presentation materials.

*Attendance: Meeting has not yet occurred*

**April 6th – Sabrina Jordan, Media Director, GSD&M**  
Ms. Jordan will teach us about success in buying media and then moving into a director role.

*Attendance: Meeting has not yet occurred*

### **April 20th – Social/Officer Elections**

Meeting has not yet occurred

### **Nintendo Case Competition**

Our chapter competed in and was recognized (Honorable Mention) in the Nintendo case competition. Our strategy focused on dispelling the negative social connotations of what it means to be a gamer and rebranded the Nintendo Wii as a tool that provides social interactive experiences. We received an Honorable Mention.

### **AMASavesLives Competitions ★★★★★**

We are competing in four AMASavesLives Competitions:

(1) Video Competition- We designed a video template that increased the efficiency and quality of the videos created. We currently have 114 videos uploaded with 1,709 video views. So far we have received: Winner Best Video of the Month- December, Winner Total Video Submitted & Accepted- November thru December, Recognized for Top Amount of Video Views- November thru December.

(2) Social Media Competition- Texas State AMA-SavesLives, a Facebook Group, keeps current AMA members and friends updated through postings of video, event, and registrations link. We currently have 21 FB posts, 14 Tweets, and one blog post.

(3) Event Competition- For one week out of every month, AMA members set up an AMASavesLives tent in which we register donors and distribute info on organ donation. So far we have submitted three events and received: Winner Event Competition- December (2).

(4) Registrations- We have registered over 192 donors. So far we have received: Recognized Top Amount of Organ Donor Registration.

**"I was so impressed by Texas State AMA's passion for AMASavesLives. They really instilled a desire in me to help people."**

**-Alejandro Tovar, sophomore**

## **BOKO Marketing** ★★☆☆

After conducting a diversification analysis of our fundraising and professional development portfolio, we concluded that an in-house consulting firm would benefit those two key areas. BOKO Marketing (named after the Texas State Bobcat mascot) was launched to offer members hands-on experience in marketing research and strategy formulation. 16 AMA members participated in various tasks involved in a modern IMC campaign and were offered an opportunity to experience what professional marketers do everyday. Members conducted and analyzed focus groups, developed and deployed surveys, formulated strategies and created eye-catching promotional materials. More information can be found in the Fundraising section of this report.

*Goal: Acquire 6 clients and raise \$1000 in revenue/  
Acquired 6 clients and raised \$200*

## **Alpha Mu Alpha** ★★★★★

Alpha Mu Alpha is a national honorary society that recognizes the academic excellence of students who achieve top 15 % status in their graduating class and complete a minimum of 90 credit hours. We continue to promote and encourage members who are eligible to join this prestigious honor society. The induction ceremony this year was held on November 18.

*Goal: 18 members inducted/ 37 members inducted*

## **Austin Professional Chapter Mentoring Program**

Due to circumstances out of our control, this program did not occur.

*Goal: Send 15 mentees/ no mentees sent due to circumstances out of our control*

## **Professional Chapter Luncheons** ★★☆☆

Each luncheon has a specific topic and allows our members to network and learn from working professionals in a similar environment to our bi-weekly speaker meetings. The venue was over an hour away in travel time. Due to this meeting usually being on the same day as our bi-weekly speaker meetings and/or during class for a large majority of our members, we missed one meeting.

*Goal: Send 2 members to each of the 5 meetings/ Sent 2 members to 3 of last 4 meetings (one meeting remaining)*

## **Faculty/Staff Appreciation Luncheons** ★★☆☆

In order to maintain a strong relationship with the business faculty and staff, we hosted a luncheon during the spring semester. This luncheon also provided an opportunity for students to network with faculty. We are planning an additional luncheon at the end of the semester.

*Goal: Host two luncheons/ Hosted one luncheon (Another will take place in April)*

## **NEW – College of Business Marketing Case Competition**

During this year's Business Leadership Week, the McCoy College of Business hosted its first ever case competition and opened it up to all business organizations. Each organization was tasked with evaluating the decision to either polyvinyl chloride (PVC) or thermoplastic urethane (TPU) in the armrests of the Mirra Chair. Teams evaluated the financial and environmental impact of such a decision in conjunction with whether or not the decision fits within Herman Miller's business culture. A written and oral presentation were judged.

*Goal: Place top three and earn \$500-\$100/ Placed 2nd and earned \$300*

## **AMA Ambassador Chapter** ★★☆☆

Throughout the year we interacted with three chapters throughout Texas (University of Texas-San Antonio, Texas & M University- Kingsville, and St. Mary's University) and one new chapter in North Carolina (Elizabeth City State University Chapter). In the fall, UTSA and A&M-Kingsville both successfully participated in our AMA Regional Conference. We are in the process of forming a Texas Communication Network to help other chapters become more aware of neighbor Texas chapter activities and increase collaboration. The network currently consists of four universities.

*Goal: Assist 4 universities/ Assisted 4 universities*

Goal: To demonstrate professional marketing skills that benefit local organizations within the community by having 65% of AMA members participate in at least one community service event.

Result: Involved 65% of our members in at least one community service event.

## PRO-BONO CONSULTING

### Randolph Brooks Federal Credit Union (RBFCU)

#### Research and Development ★★★★★

Randolph Brooks Federal Credit Union came to the American Marketing Association community service team asking for help with their image. They wanted us to target young adults ages 20 to 25, that were graduating soon and knew little about banking. To assist them in improving their brand equity, we conducted a focus group. AMA developed the moderator guide and ran the focus group. RBFCU was impressed with our research and have since used it to help mold its strategy to increase its image recognition on our campus.

*Goal: 6 volunteers/ 17 AMA volunteers*

### Bobcat Build

Bobcat Build is a community service project started by Texas State students that assists incapable or underprivileged San Marcos residents. It is currently the second largest community service project in Texas with over 2,000 volunteers. We are coordinating with the Bobcat Build committee on creating a marketing campaign for the event as well as forming an AMA volunteer team.

*Goal: 30 volunteers/ Event has not yet occurred*

### San Marcos Heart Walk

The San Marcos Start! Heart Walk is a community-wide event dedicated to raising funds for heart disease research. Our chapter is collaborating with a board of San Marcos business leaders for this event. As ambassadors for Texas State and AMA, we formulated a marketing strategy to target student organizations, created a fundraising competition with a prize package as an incentive and built a Texas State AMA Start! Heart Walk team to walk in the event.

*Goal: 40 volunteers+\$500 of donations/ Event has not yet occurred*

### Haunted House Advertising ★★★★★

The San Marcos Karate Dojo hosted a haunted house for three weeks in October designed to raise money for members to go to the International Chinese Martial Arts Tournament. We created a flyer for the haunted house and posted it in high traffic areas around the Texas State campus and surrounding community.

*Goal: Increase traffic by 15%/ Increased traffic by 17%*



*AMA members (left to right) Heather Benton, Jimmy Pocock, Emily Johnson, Cress Terrell, Karly Klingensmith, and Brittany Trapani at the San Marcos Chamber of Commerce Business Expo.*

### Thrift Store Marketing Consulting ★★★★★

AMA members were able to get creative and develop marketing strategies for an Austin thrift store. We focused on improving the store's marketing mix and brainstorming to solve existing marketing problems such as running promotions with a limited budget and correcting image problems. Members also volunteered their time by helping load, unload, and sort through donated items. Store management was impressed with our research and have since used it to adjust their promotions given their limited budget.

*Goal: 3 volunteers/ 4 members volunteered*

## MARKETING/VOLUNTEER SERVICES

### Red Ribbon Anti-Drug Week ★★★★★

The American Marketing Association raised awareness about drug prevention by hosting red ribbon anti-drug week. We distributed informational brochures explaining the adverse physical and psychological effects of long-term drug abuse. Our volunteers passed out over 600 ribbons to Texas State faculty and students.

*Goal: 12 volunteers/ 26 volunteered*

### School Supply Drive ★★★★★

We created and organized a school supply drive on campus during the fall semester for the San Marcos Boys and Girls Club. We promoted the event by creating flyers and strategically posting them throughout the McCoy College of Business. The supplies were collected in the marketing department and monetary donations were gathered at our bi-weekly member meeting. The Boys and Girls Club was very appreciative of our efforts

*Goal: 100 items/ 148 items donated*

### Consumers Union Advocacy Division

CU cancelled this event due to a change in its schedule

*Goal: 10 volunteers/ Event cancelled by client*

### Job Fairs ★★★★★

As a chapter that is very involved with helping our community, we also feel it is imperative to give back to organizations that work for the University. We helped Texas State Career Services with this event by passing out flyers, assisting students and employers, and collecting surveys. By using our marketing skills we helped collect more than double the amount of surveys from the previous year. Career Services workers were very pleased with our assistance and asked that we volunteer for the Summer Job Fair, Spring Job and Internship Expo, and the Nonprofit Career Fair. These events are very similar to the Fall Job Fair and we expect to bring at least five volunteers to each event.

*Goal: 15 volunteers/23 volunteers*

### The Breast Cancer Charities of America

Unfortunately due to circumstances beyond our control the project had to be canceled. We have replaced this event with Providing for PAWS project.

*Goal: 10 volunteers/ replaced with new event*

### NEW – Providing for Paws ★★★★★

We organized a volunteer team to spend time and care for the abandoned animals at the City of San Marcos Regional Animal Shelter. We raised money to help buy new toys, food, and blankets/beds for the animals.

*Goal: Raise \$30 cash, collect 20 items and recruit 5 volunteers/ Raised \$61, collected 36 items and recruited 7 volunteers*

### Relay For Life

The American Cancer Society Relay For Life is a life-changing event that gives everyone in communities across the globe a chance to celebrate the lives of people who have battled cancer, remember loved ones lost, and fight back against the disease. Texas State AMA will form our own fundraising team to participate in our community's Relay For Life.

*Goal: 25 volunteers/ Event has not yet occurred*

### San Marcos Chamber Business Expo ★★★★★

To allow career seekers to meet prospective business employers and to encourage community outreach, the City of San Marcos Chamber of Commerce held the 25th Annual Business Expo. AMA members helped with the event by volunteering to direct and greet visitors, setting up information booths, and conducting an ending survey.

*Goal: 5 volunteers/ 13 volunteered*

Goal: Raise \$12,300 in revenue to support the ongoing operations, community service initiatives, and special projects of the Texas State AMA, including expenses involved attending the International Collegiate Conference.

Actual: Raised \$18,061 in revenue through fundraising (excluding membership dues).

Fall and Spring Semester

## BOKO MARKETING

### 1 – Nu Coupons Focus Group

Texas State AMA conducted marketing research for Nu Coupons, a local business coupon iPhone application created by the Texas State University's Students In Free Enterprise team. A 12-person focus group was organized and 60 surveys were distributed among the student body in order to determine the student body's awareness and perception of the application. Nu Coupons applied the research found into the application's positioning on campus.

### 2 – The Big Bib Marketing Strategy

For The Big Bib, a San Antonio barbecue restaurant, Texas State AMA created a customer satisfaction survey and, through secondary research, developed a marketing strategy that created synergy between social media platforms and restaurant rating websites. After implementation, The Big Bib experienced a 15% increase in customers.

### 3 – Eltrek Apartment Locating Survey

Texas State AMA created and distributed 100 surveys for the Internet-based company, Eltrek Community Apartment Locating, to discover the best possible time to launch an ad campaign marketed towards students. Eltrek will incorporate Texas State AMA's analysis into its marketing strategy once the website launches.

### 4 – LoveBaked & The World's Wurst

Two food companies, LoveBaked Cupcakes and The World's Wurst, collectively approached Texas State AMA to conduct research regarding the buying behavior of Texas State University students. Two focus groups were conducted with a total of 20 participants. The results will be used by each business when establishing how to target the college student market.

### 5 – Storage Stay Survey

Entrepreneur Ron Jacoby hired Texas State AMA to research the fishing habits of Texas fishermen with the intention of introducing a new product to the Texas fishing community. As a Texas State University alum, Mr. Jacoby helped Texas State AMA build alumni relations, while the primary and secondary research conducted will be the largest resource utilized in his strategic planning before the product is introduced.

### 6 – Environmental Conservation Organization

Texas State AMA created flyers for the Texas State University Environmental Conservation Organization advertising its event, Earth Day in the Quad. Secondary research was conducted to determine the most effective advertising campaign when marketing environmental issues towards university students. One hundred flyers will be distributed on campus before the event takes place.

**Goal: Obtain 6 clients and raise \$1,000 in revenue/  
Obtained 6 clients and raised \$200**

*\*Note- BOKO Marketing's launch has been a learning experience. Next year, we plan to work on a single large project for an established company. The contract for that company, Texas Physical Therapist Specialists (TexPTS), is currently under negotiation.*

### Sponsorships ★★★★★

Our close relationships with many of the businesses in San Marcos, Austin, and San Antonio have served us well this year. We created and delivered a media packet highlighting our accomplishments and detailing the benefits they would receive depending on their level of sponsorship.

**Goal: Raise \$6,500/ \$8,750 Raised**

### Campus Food Sales ★★★★★

We held four food sales at our AMA tent on campus and sold tasty items. Baked goods were offered to provide our fellow Texas State students with the much needed snack that will get them through their next class. Due to many other student organizations selling food near us during the times we sold food, we were unable to meet our goal, however, have changed our plan and now will sell bottled drinks and non-perishable goods with higher margins to help meet our goal by the end of the year. We will also benefit from the increased visibility of our operations.

**Goal: Raise \$100/ Raised \$51.29**

### Benefit Nights ★★★★★

We held five fundraisers at the San Marcos Pluckers (2) and Papa Johns (2) and one at Taco Cabana where our Chapter would receive 20% of all food sales. These nights helped our members bond in a social atmosphere that also furthered the financial health of our organization.

**Goal: Raise \$200/ Raised \$359 plus \$100 more projected**

## TXST AMA T-Shirt Sales ★★★★★

To increase revenues and units sold, our chapter adopted a cost leadership strategy for our Texas State Baseball T-shirts. The strategy for this new \$10 t-shirt led to exceptional sales this year as our chapter sold 171% more shirts over the previous year with only 14 T-Shirt sales. Starting February 23rd, we will introduce Intuit Go Payment, an iPhone & Blackberry attachment that allows us to charge and accept credit cards for \$1.11, in hopes to reach those demanding a payment option besides cash. Our strategy is to stress the convenience of this payment option so buyers will happily absorb the additional expense. This will expand our market and increase sales.

**Goal: Raise \$1,700/ \$2,710 raised and 271 shirts sold**



*Our motivated members during a joint AMASavesLives event/ T-Shirt sale. Members gained utilized creative slogans and personal selling skills to help us break a record for number of shirts sold.*

Fall Semester

## Warrior Dash Volunteering ★★★★★

Professional selling skills were utilized to recruit 26 TX State AMA members to represent the organization at Warrior Dash! extreme 5K in Austin, Texas. Members assisted the event staff in selling tickets, making food for the concession stand as well as helping to beautify the grounds. We learned about event marketing and the high-risk high-reward payout for putting on an event such as this one.

**Goal: Raise \$1,000/ Raised \$1,000**

## Etiquette Dinner

As the entry for this event in the Professional Development section stated, this event was used to raise funds for AMA.

**Goal: Raise \$1,800 in ticket sales/ Raised \$2,160 in ticket sales**

## Homcoming Football Tailgate T-Shirt Sale ★★★★★

We sold Texas State T-Shirts during the homcoming tailgate to capitalize on the surge of team pride that our sales-force could use to our advantage. We set lofty goals but did not take into account the crowded marketplace that was present due to multiple organizations. Also, many sponsors were giving away free Texas State T-Shirts to attendees, which decreased the demand for our T-Shirts. Luckily, our successful bi-weekly t-shirt sales on campus earlier in the week made up for the lack of sales at this one day sales. The event help create greater awareness of AMA

**Goal: Raise \$300/ Raised \$110**

Spring Semester

## Beach Volleyball Tournament

AMA will host a beach volleyball tournament to raise funds. A \$20 registration fee will be charged to all 4-player teams interested in competing in the double-elimination tournament. The winners will receive Texas State Baseball T-shirts and a gift card.

**Goal: Raise \$200/ Event has not yet occurred**

## NEW – Broomball Fundraiser

In Broomball, a game similar to hockey, teams play in an ice rink and are outfitted with brooms. You hit the ball with your broom; hilarity ensues. We will charge \$5 dollars for all entries and it will be more of a social event than a competition.

**Goal: Raise \$100/ Event has not yet occurred**

## College of Business Marketing Case Competition

As the entry for this event in the Professional Development section stated, this event was used to raise funds for AMA.

**Goal: Place top three and earn \$100-\$500/ Placed 2nd and earned \$300**

Goal: Recruit 80 new members and renew 30 lapsing memberships while maintaining 80% member involvement in all Texas State AMA events.  
 Actual: Membership total: 144 members (113 new and 31 renewers) with 80% involvement in at least one event.

## RECRUITMENT EVENTS

### Bobcat Days ★★★★★

AMA members informed incoming freshman and transfer students of the benefits of a marketing degree as well as AMA membership at these twice-a-semester university-wide open houses.

### Student Organization Fair ★★★★★

Our Chapter constructed an AMA Booth at Texas State's LBJ Student Center during the university's largest recruiting opportunity. The Student Organization Fairs provide students with an atmosphere to explore the diverse range of organizations and opportunities that the university offers.

### Tents Outside Business College ★★★★★

To promote our meetings and create word of mouth, we set up booths five times each semester and had members engage our target about the benefits of AMA membership.

### Informational Meetings ★★★★★

Usually the first meeting of each semester, either the Dean of the Business School and/or the Dept. of Marketing Chair speak on the benefits of AMA. The Chapter President follows with a PowerPoint presentation followed by a Q&A.

### AMA Bridge Membership ★★★★★

This program is aimed towards graduating seniors who wish to continue their membership with AMA through a professional Chapter. A representative from the Austin Professional Chapter spoke about the benefits that AMA Austin Professional Chapter has to offer, such as networking events and monthly luncheons. She also mentioned the special discount rate given to college student who would join immediately after college.



Attendance at our first meeting of the fall semester.

### Class Presentations ★★★★★

The VP of Advertising wrote letters to the marketing faculty asking them to remind students about the bi-weekly AMA member meetings. When Officers, ECers, and general members were in classes, they would announce upcoming events to their classmates.

## MEMBERSHIP INCENTIVES

### Executive Committee (EC) ★★★★★

Our Executive Committee's primary duty is to assist the officers with their job duties. This committee is a great way to develop next year's officers and ensure the sustainability of our organization. This helps our retention rate due to the fact that many EC's are groomed to step into vacant officer positions.

### AMA Member T-Shirts ★★★★★

As mentioned earlier in the Communications section, t-shirts are given to members upon becoming a member. We encourage members to wear these shirts on days before meetings so that others might inquire about AMA upon seeing the shirt.

### Free Food at Meetings ★★★★★

Since our meetings take place in the late afternoon, we provide free food and drinks to all attendees. Through surveys, we found that vegetarian options were a high interest. This year we began offering fruit trays and vegetable plates in addition to our traditional offerings at all our meetings.

### NEW - AMA Membership Folder ★★★★★

AMA produces a custom designed membership folder providing materials such as a membership application, AMA fact sheet, accomplishments page, presidential letter, chapter plan, contact information, and a benefits page. This new promotional piece is directed to reach every marketing major to increase membership and awareness.

### Award Program ★★★★★

Keeping morale high within the organization was accomplished by recognizing and rewarding officers, EC's and general members during the bi-weekly member meetings. This recognition affirms members' hard work and assures them that it has not gone unnoticed.

## **NEW – Alumni Database** ★★★★★

We created our alumni database through popular social media sites Facebook and LinkedIn. To continue to manage the database, a spreadsheet was created to ease the transition for the next VP of Alumni Relations. Our goal for this year was to implement this database and make it easily accessible to our members.

*Goal: 100 members/ 136 members*

## **NEW – Resume CD** ★★★★★

To create an incentive to become an AMA member and promote networking throughout the organization, our Chapter compiled a CD that contains the resumes of members that will be given to our speakers to review and take back to their respective firms. This will assist our officers and EC's in maintaining an edge in today's tough and competitive job market.

*Goal: Upload 45 member resumes/ Uploaded 52 resumes*

## **NEW – Electronic Internship Packet** ★★★★★

Rather than producing a hard copy internship packet, we built an intranet site in which we gather and transmit information about internship to our members. This site allows us to store and notify our members about a wide variety of information needed to successfully research, obtain and complete an internship.

## **NEW – Membership Lapel Pins** ★★★★★

Highlighting their affiliation and membership in AMA, custom Texas State AMA lapel pins are given to every member as a gift, thanking them for their commitment to AMA. The red and gold pins proudly feature the AMA logo and promote our Chapter's visibility and brand image when they are worn on campus.

## **Officer Graduation Cords** ★★★★★

To recognize the dedication of our officers, our chapter holds a small ceremony during the last meeting of the semester to present the officers with their AMA cords for their graduation robes.

## **SOCIAL ACTIVITIES**

### **Football Tailgates** ★★★★★

After a busy and productive week, our members would set up tents and relax before the big game. It was a bonding opportunity as much as it was a recruitment opportunity. Our Chapter grilled hot dogs and burgers all while having a good time in preparation for another exciting Bobcats Football game.

## **Pot Luck Social** ★★★★★

AMA hosts the traditional Pot Luck Food Night every semester and it continues to be a favorite social among members. This event gives members and prospective members the opportunity to enjoy socializing in a comfortable setting. Attendees interacted through various pool activities and games while enjoying the exchange of food and new friendships. Everyone enjoyed the social and we had a total of 41 students in attendance, a constantly growing number.

*Goal: 35 attendees/41 attended*

## **Main Event Entertainment Social** ★★★★★

The Main Event Entertainment social in Austin, Texas, was a new and exciting social this year! We had a total of 10 people attend. All attendees were able to bowl, play pool, rock climb, play glow in the dark mini golf, laser tag, and arcade games. The majority of the attendees bowled and played laser tag. AMA members and prospective members had fun competing for best bowler and most valuable laser tag player. Everyone who participated had a great time getting to know one another and playing games!

*Goal: 15 attendees/10 attended*

## **Tubing on the River**

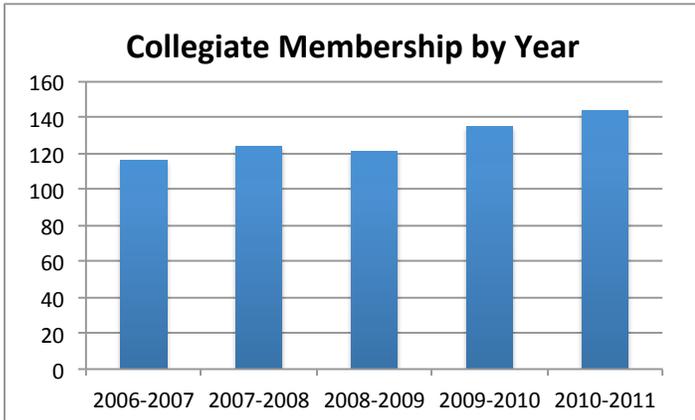
AMA will be hosting a new exciting social and one of the most popular water activities this spring. We will go tubing on the Guadalupe River. AMA members and prospective members are invited to join together in New Braunfels, Texas. This will be an exciting social giving members a refreshing way to stay cool, have fun and socialize under the hot sun! Attendees will tube with fellow students while enjoying a cool river and a gorgeous view.

*Goal: 20 attendees/ Event has not yet occurred*

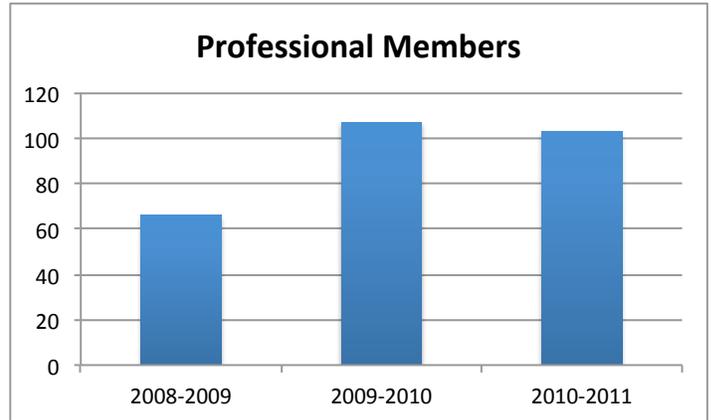
## **End of Semester Social Meetings** ★★★★★

At the end of each semester AMA holds a traditional social meeting in place of a speaker meeting. This member social has been one of the most successful with a total of 50 attendees. At this event graduating officers are recognized for their hard work and dedication to AMA. Graduates offer advice for all attendees and recognize the achievements that AMA offers.

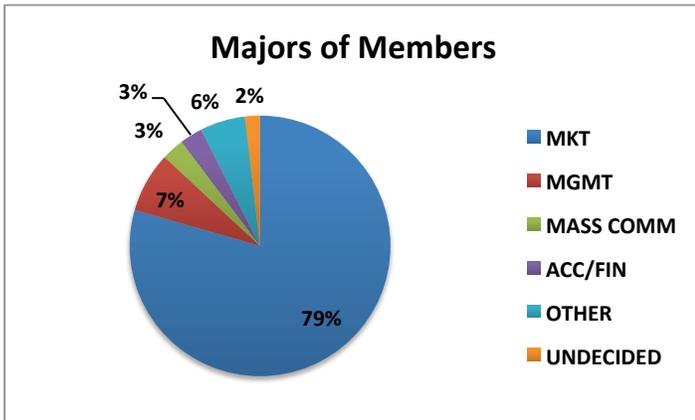
# MEMBERSHIP STATISTICS



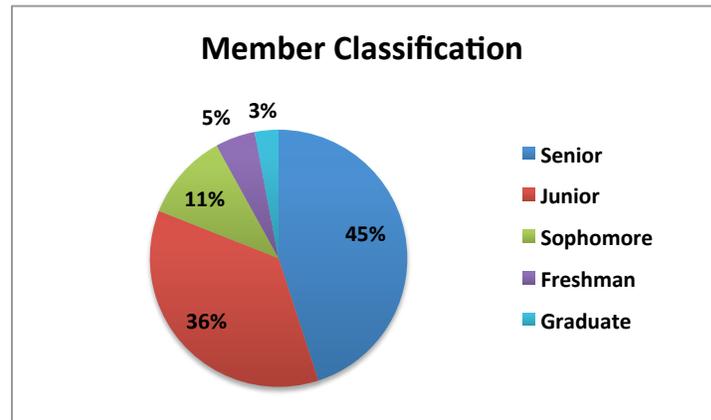
Texas State AMA's Membership continues to grow each year! All members are Texas State and National AMA members.



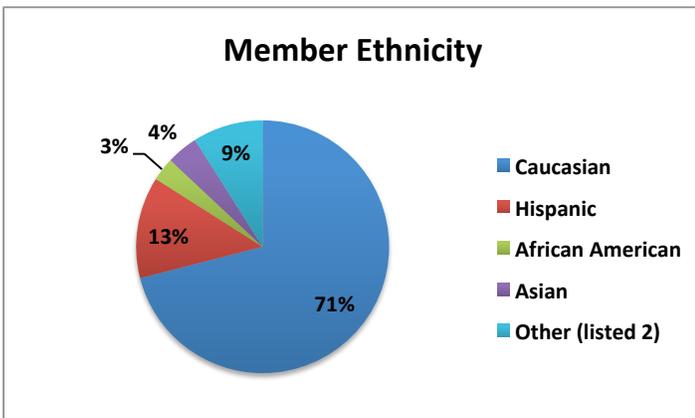
This year we maintained our commitment to get members to also join the Austin Professional Chapter.



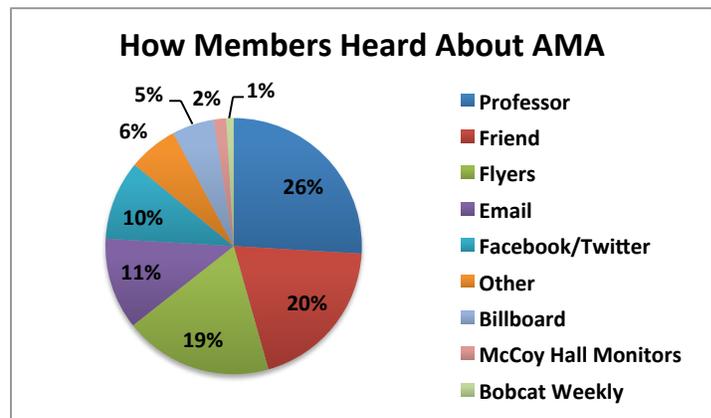
21% of AMA members are non-marketing majors.



52% of our members are Juniors or below, ensuring that we continually grow over time.



We continually strive to be diverse. Our fastest growing demographic are Hispanics.



Personal communication is our most effective medium for delivering news about AMA.

Goal: Reach 85% of our target markets each week through our external and internal communications channels.

Actual: 85% of our target markets were reached at least one time a week through external & internal communications.

## Consistent Use of AMA Tagline ★★★★★

Our tagline, "Take Charge, Get Involved, Join AMA" was present on all of our promotional materials as well as our large bulletin board in the McCoy College of Business Administration.

**Goal: Include tagline on all external & internal AMA communications/ Included tagline on all communications**

## NEW - Develop a Logo

We developed a distinctive logo to help differentiate Texas State AMA from other collegiate chapters, as well as the AMA logo.

**Goal: Create a logo/ Created a logo (see front of annual report)**

## Traditional Media

### The Connection ★★★★★

Our bi-weekly newsletter, "The Connection," was distributed at each bi-weekly meeting. It contained useful information such as a short biography of the scheduled speaker, upcoming events, future meeting dates, and miscellaneous information that pertained to AMA. We are in the midst of converting "The Connection" to a digital newsletter as well as increasing its distribution to a weekly schedule.

**Goal: 12 Connections/ 9 Connections produced (3 remaining)**

### Flyers ★★★★★

An attractive flyer was designed to promote each event including bi-weekly speaker meetings, workshops, fieldtrips, the Regional Conference, and the Etiquette Dinner. These flyers were posted throughout campus to reach all three target markets.

**Goal: Create and post 40 flyers for each event/ Created and posted 40 flyers for each event ( 17 of 23 events have occurred so far)**

### Letters to Faculty ★★★★★

The week of an AMA meeting, letters with flyers are placed in the mail boxes of all the Marketing Faculty reminding them to show the flyer on the class overhead projector in their classes. An electronic email is sent also.

**Goal: Send 22 letters each week over 24 weeks/ Sent 22 letters each week over 18 weeks (6 weeks remaining)**

## Bulletin Board ★★★★★

It is located in the McCoy College of Business near the computer labs. It is a high-traffic area where many students congregate before classes and study. Info for upcoming AMA events, info for meetings, and the chapter plan are displayed while membership packets are held in a pocket. We redesigned this board four times, each time searching for a higher interaction rate.

**Goal: Have passerbyers take 5 membership packets & 5 flyers a week/ Have had passerbyers take 5 membership packets & 5 flyers a week for the last three weeks (when the new board went up)**

## Table Tents ★★★★★

We created table tents that go on table tops of the main dining hall on campus the first month of each semester.

**Goal: Create and distribute 40 table tents each semester/ created and distributed 40 table tents each semester**

## University Media ★★★★★

The University Star (newspaper), KTSW (radio), The Bobcat Update (TV), and The Quad Electronic Billboard (outdoor) were used to reach the university as a whole. Meanwhile, The McCoy College of Business Website (daily Internet), Marketing Memos (monthly Internet), Marketing E-mail blasts (weekly Internet) were used to reach our primary target markets.

**Goal: Use all University Media to reach targets/ Used all University Media to reach targets**

## Press Releases ★★★★★

Texas State AMA's awards and accomplishments are published in the above University Media. All of our members received email notifications (Internet) from PR about opportunities within the Austin Professional Chapter, university, and community. Texas State AMA recently won Student Organization of the Month for December 2010, highlighting our involvement with AMASavesLives! This news was distributed on all our communication channels.

**Goal: Get 4 PR media hits each year/ Received 4 PR media hits each year**

## Electronic Media

### NEW - Marketing Memos ★★★★★

Every month a Marketing Department newsletter is emailed to all marketing majors. The email is a collection of important dates and events for both students and faculty. All AMA events are in the newsletter. This has helped AMA reach a large captive audience that will be receptive to the information AMA provides.

**Goal: Receive 8 monthly mentions/ received 5 monthly mentions (3 remaining)**

### NEW - E-mail Notifications ★★★★★

The day before our bi-weekly AMA speaker meetings, the Marketing Department sends an email on AMA's behalf to marketing majors reminding them of the meeting. AMA also sends a day before email to its internal mailing list.

**Goal: Send 12 emails/ sent 9 emails (3 remaining)**

### NEW - Bobcat Weekly ★★★★★

A university electronic newsletter, "Bobcat Weekly" is an informative newsletter distributed weekly to student organization presidents. It includes detailed information about upcoming immediate events, fundraisers, community service opportunities, accolades, future meeting dates, and ways to get involved with AMA.

**Goal: Receive 24 weekly mentions each year/ Received 16 weekly mentions (6 remaining)**

### Social Media ★★★

Our social media presence did not expand this year as we had hoped for current member, however, the creation of an Alumni Network within our social media sphere has allowed us to strengthen our influence for the future.

**Goal: Maintain 100 Twitter followers, gain 100 LinkedIn followers, and maintain 100 Facebook friends/ maintained 93 Twitter followers, gained 40 LinkedIn followers, and 93 Facebook friends**

### TRACS ★★★★★

TRACS, a collaborative intranet site, is used as the backbone of our mailing list. It also contains links to download all pertinent AMA paperwork such as member/EC applications, member rosters, copies of the chapter plan and annual report as well as a number of officer and member resumes on file.

**Goal: Update and utilize TRACS as an internal source of communication/ updated and utilized TRACS**

### Texas State AMA Website ★★★★★

Our newly updated and redesigned Texas State AMA Chapter Website is a reservoir of career resources for current members and acts as a public electronic venue that displays our events and achievements. The Chapter website contains: an organization mission statement, all documents necessary to become a member, a calendar of events, YouTube videos made by members, contact information of all officers, career resources, and a photo gallery. Visit [business.txstate.edu/ama](http://business.txstate.edu/ama) to learn more.

**Goal: Redesign website/ Redesigned website**

## Non-Traditional Media

### Member T-Shirts ★★★★★

Our "WILL MKT 4 FOOD" member t-shirts were designed to pique the interest of potential members. The t-shirts have become popular markings of AMA membership

**Goal: Create an attractive member t-shirt/ created an attractive member t-shirt**

### Recruitment Video ★★★★★

To leverage the WOM generated by the "WILL MKT 4 FOOD" member t-shirts, our chapter created a recruitment video utilizing the same theme. The video chronicles a marketing graduate holding a "WILL MKT 4 FOOD" sign on the side of the road. An AMA member notices him and helps him turn his life around by spreading the news of the benefits afforded to AMA members. The videos were uploaded on YouTube and shown at the first meetings of each semester.

**Goal: Create a recruitment video/ created a recruitment video**

### NEW - Business Cards ★★★★★

After connecting with so many colleagues at the International Conference last year, we decided to use Vistaprint.com to make free business professional cards for our members. We encouraged adding contact information such as email, phone number, LinkedIn name, and professional title/specialty on the business cards. This will assist members in building relationships throughout the university and at the International Collegiate Conference.

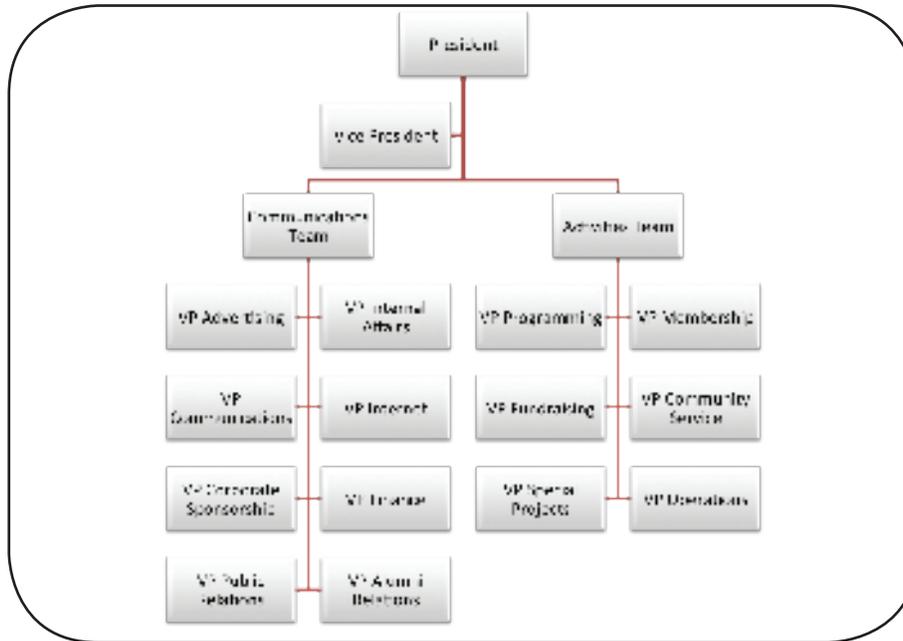
**Goal: 45 members with cards/50 members with cards**

# CHAPTER OPERATIONS

**Goal:** To create an environment that allows all officers, Executive Committee members, and general members to participate in an organized and efficient environment, which will ensure effective execution, and give us the opportunity to succeed as a chapter.

**Actual:** Created 14 initiatives to help ensure an organized and efficient AMA

## ORGANIZATIONAL CHART



### Organizational Structure

There are three major tiers of members: General Members, Executive Committee Members, and Officers.

**Officers:** Set chapter plan goals and plan the chapter functions and operations. See hierarchical chart above.

**Executive Committee Members (ECers):** Help Officers meet chapter plan goals by organizing and executing the planned chapter functions and operations.

**General Members:** Help Executive Committee Members and Officers meet chapter plan goals by participating in the planned chapter functions.

### Transitional Binders ★★★★★

**Goal:** To utilize the experience of past officers and their projects through the use of binders to make the transition process easier for new officers.

**Strategy:** Hold meetings between former and new officers to explain the position and guide new officers through the resources available in their binders.

**Actual:** Transition meetings were held for all officers, transition binders were used and new content was added.

### New: Officer Retreat ★★★★★

**Goal:** Create an officer retreat to plan upcoming initiatives.

**Strategy:** Secure a date, time, and place before the year.

**Actual:** Secured a date, time, and place before the year and held a day long retreat that planned out upcoming initiatives.

### Chapter Plan ★★★★★

**Goal:** Create a plan for the year that aimed higher than previous years. Plan ways to execute the events by the beginning of the year.

**Strategy:** Analyze previous year's reports and set goals that are higher than before. Create action plans to succeed in reaching goals. Set action plan in motion before school year begins.

**Actual:** An action plan with goals was created in an Officer Retreat. Results of each task were reviewed at each officer meeting. All tasks were reported in the Annual Report.

### Develop a Budget ★★★★★

**Goal:** Create and adhere to a budget.

**Strategy:** Analyze previous year's and current year's initiatives to produce a budget to meet our chapter goals.

**Actual:** Analyzed previous year's and current year's initiatives and created a budget that met all chapter goals.

## Officer Meetings ★★★★★

**Goal:** Hold, at minimum, bi-weekly officer meetings to continually provide updates on future chapter events, as well as report results on previous events.

**Strategy:** Secure a set location for officer meetings, and set a consistent date and time so officers can plan to attend these meetings. The President will prepare officers for meetings by informing the officers of what material they are expected to discuss at the meeting.

**Actual:** Secured and set location with consistent date & time. The President prepared officers for each meeting.

## Executive Committee (EC) ★★★★★

**Goal:** Develop a committee of AMA members to assist the officers with planning, implementing, and executing all tasks associated with their positions.

**Strategy:** Choose applicants based on strengths suitable to positions desired and previous involvement with AMA.

**Actual:** Developed a committee of 24 AMA members.

This committee is a great way to develop next year's officers and ensure the sustainability of our organization. This helps our retention rate because many EC's are groomed to step into vacant officer positions.

## NEW – Integration of Officer and EC Meetings

★★★★★

**Goal:** Increase communications between Officers and Executive Committee members.

**Strategy:** Combine Officer and EC meetings into one.

**Actual:** Communications were increased and participation at the meetings increased.

## Bi-Weekly Meetings ★★★★★

**Goal:** Hold bi-weekly meetings for general members all year.

**Strategy:** Secure dates, times, and locations for meetings before the year starts as well as securing speakers, and plan other details to make sure meetings run effectively.

**Actual:** Secured dates, times, and locations for meetings before the year started. Secured speakers by the second week of each semester.

## Chapter Operations Evaluations ★★★★★

**Goal:** Create a survey that will capture data concerning member evaluations of the speaker, food available, attitudes about previous events, and ideas for future events within the chapter.

**Strategy:** Develop a survey with a consistent framework.

**Actual:** A survey was developed and results were used to improve every bi-weekly speaker meeting.

## Weekly Meetings with AMA Advisor ★★★★★

**Goal:** Meet with the AMA Advisor each week to evaluate previous week and plan for future.

**Strategy:** Plan times that Advisor and President are available to meet.

**Actual:** AMA Advisor and President met each week throughout the year .

## Officer Evaluations ★★★★★

**Goal:** To spot and correct any inefficiencies officers might have when performing their duties.

**Strategy:** At the end of the Fall semester, the President and the Advisor will collaborate to formulate an evaluation form that will assess each officer's performance and gain feedback on how to improve in the coming months. Afterward, each officer will meet for evaluations and set goals for the upcoming semester.

**Actual:** The President and Advisor met, an evaluation form was created, each officer filled one out, & each officer met with the President & Advisor to evaluate performance and to set goals for the Spring semester.

## Point System ★★★★★

**Goal:** Design a system to recognize and reward members.

**Strategy:** Points are assigned for each hour one participates in an AMA event. Members with higher totals are recognized at member meetings for superior involvement.

**Actual:** A point system was designed, kept current, and made public. Those with high points were recognized.

## Annual Report ★★★★★

**Goal:** Create an annual report analyzing the 2010-2011 AMA year and submit it for competition.

**Strategy:** Design a chapter plan where each entry is assigned to an officer, thus creating officer descriptions.

**Actual:** Created an annual report where each entry was assigned to an officer. Annual report is reflective of success factors from the work of every officer in AMA.

# 2010-2011 CALENDAR

## AUGUST

- 20 Officer Retreat
- 26 Member Meeting

## SEPTEMBER

- 01 Speaker Meeting
- 01 T-Shirt Sale
- 02 Pluckers Benefit Night
- 08 Officer Meeting
- 10 Pot Luck Social
- 13-17 School Supply Drive
- 15 T-shirt Sale
- 15 Speaker Meeting
- 15 AMA SavesLives Event
- 21 How to Network Workshop
- 22 Officer/EC Meeting
- 29 T-Shirt Sale
- 29 Speaker Meeting

## OCTOBER

- 05 Social Media Bootcamp Workshop
- 05 Chapter Plan Due
- 06 Officer/EC Meeting
- 06 Fall Job and Internship Fair
- 10-17 Haunted House Advertising
- 11-14 AMASavesLives Event
- 13 T-Shirt Sale
- 13 Speaker Meeting
- 15 Main Event Ent. Social
- 18 Beginning of Marketing Week
- 19 Starting a MKT Business Workshop
- 20 Etiquette Dinner
- 21 RBFCU Focus Group
- 22 San Antonio Spurs Field Trip
- 23 Texas State Tailgate T-Shirt Sale
- 25-28 Red Ribbon Week
- 27 T-shirt Sale
- 27 Speaker Meeting

## NOVEMBER

- 03 Officer Meeting
- 05 AMA Regional Conference
- 08-11 AMA SavesLives Event
- 10 T-shirt Sale
- 10 Speaker Meeting
- 16 Eltrek Apartment Locating Survey
- 19 Faculty Luncheon
- 20 Warrior Dash Volunteering
- TBD Consumers Union Advocacy Consulting

## DECEMBER

- 01 Awards and Social

## JANUARY

- 19 Officer Meeting
- 24-27 AMA SavesLives Event
- 26 T-shirt Sale
- 26 Speaker Meeting

## FEBRUARY

- 01 Workshop
- 07-10 AMA SavesLives Event
- 09 Speaker Meeting
- 09 T-Shirt Sale
- 11 SPSS Workshop
- 11 Endless Beauty Media Field Trip
- 11 Alumni Networking Event/Pot Luck Social
- 15 Graduate School Primer Workshop
- 16 Officer/EC Meeting
- 22 Annual Report Due
- 22 Perfecting the Elevator Pitch Workshop
- 23 Speaker Meeting
- 23 T-Shirt Sale
- 23 Campus Food Sale
- 24 Benefit Night

## MARCH

- 01 Dress for Success Workshop
- 02 Officer/EC Meeting
- 04 Graphic Design Basics Workshop
- 07-10 AMA SavesLives Event
- 08 Enterprise Holdings Field Trip
- 09 T-shirt Sale
- 09 Campus Food Sale
- 09 Spring Job and Internship Fair
- 09 Speaker Meeting
- 10 Benefit Night
- 11 Volleyball Tournament
- 13-20 Spring Break
- 24-26 International Collegiate Conference
- 29 Non-Profit Job Fair
- 30 Officer/EC Meeting

## APRIL

- 01 T-shirt Sale
- 01 Campus Food Sale
- 02 Bobcat Build
- 04-07 AMA SavesLives Event
- 06 Speaker Meeting
- 06 T-Shirt Sale
- 09 Tubing Social
- 11 The Art of the Business Card Workshop
- 13 Officer/EC Meeting
- 16 BroomBall Social
- 20 T-Shirt Sale
- 20 Officer Elections/Award Ceremony/Social
- 21 Benefit Night
- 23 San Marcos Heart Walk

## MAY

- 04 T-shirt Sale



