

Annual Report



2023 - 2024

Setting Y'all up for success

(FY23-2024).



UNIVERSITY OF NORTH TEXAS
G. Brint Ryan College Of Business

THE AMERICAN MARKETING ASSOCIATION

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LEGEND



Communications



Sponsorship



Finance



Social Impact



DEI



Professional Development



Networking



Leadership



Marketing



Achieved Participation

EXECUTIVE SUMMARY

The executive board has worked tirelessly during the 2023-2024 school year. The majority of the executive board members are graduating seniors who have dedicated themselves to achieving all their executive goals despite a short time on the board. Even though most of the executives this semester were new, they exceeded expectations in many areas by fostering multiple career opportunities, establishing company relationships, and collaborating with local nonprofits, UNT professional organizations, the UNT College of Business, and more.

Our chapter highlights include:

- Qualifying for the second year in a row as a functional, award-winning chapter, outstanding in 3 categories.
- Hosting our biggest and most successful marketing week.
- Creating new professional development opportunities and setting seniors up for success.
- Increasing our membership by 50%.
- Taking part in the fight to maintain DEI efforts within our university.
- Introducing Discord as a new mode of communication.
- Restructuring the Executive Board in response to AMA's constant growth.
- Generating over \$1,000 in fundraising efforts.

As I complete my fourth consecutive year on the AMA executive board, I could not be prouder of what we have achieved. I have witnessed AMA's growth starting post-COVID without resources or experience, to today reaching all of our goals and setting the standard for the new generation of AMA leaders. I am confident that we have laid a strong foundation for their success and cannot wait to see what comes next for the next AMA generation.



All the best,

Barbara Lamont

Chapter President, 2023-2024
University of North Texas

METRICS



Extremely successful: The outcome exceeded the goal and exceptional value was brought to our members.



Very Successful: The outcome mostly met the goal, but could be improved for the benefit of members.



Moderately Successful: The outcome partially met the goal, but could be improved for the benefit of members.



Fairly Successful: The event did not fully meet the goal.



Not Successful: The event did not occur.



Ongoing: this is an Ongoing soon to come, or is a full on work semester/year event



Professional Development ★★★★★



Overall Goal: Our goal on the professional development front was to equip our members with the necessary tools to begin their journey as leaders and professionals, setting them up for success post-graduation.

Overall Strategy: Our strategy focused on creating numerous opportunities for our members to forge connections, strengthen their leadership skills, and prepare them professionally by leveraging the experiences and tools provided by our executive board.

Networking Opportunities

Guest Speakers ★★★★★



Goal: Invite a diverse range of guest speakers from various companies and backgrounds to exchange insights on professionalism, marketing career opportunities, and DEI (Diversity, Equity, and Inclusion).

Outcome: During our speaking sessions members had the chance to engage personally with guest speakers, a benefit stemming from our network of alumni and outreach in the DFW area. This networking led to four members securing career opportunities at companies represented by our speakers, including Green Sahara (Derin Raji), Storage Defender (Mark Cieri), and Clapper (alumni, Bitia Mottie).

We also hosted a successful Disney College Program meeting, attracting over 100 attendees from the student body. Overall, we achieved a 60% attendance rate for our speaker sessions, with Mr. Rick Ramirez's talk on marketing in film and TV being a highlight.

Looking ahead, we're excited for our major events: (1) a DEI workshop addressing the recent closure of our multicultural and pride alliance office due to DEI legislation changes, and (2) a special event with Attorney Martinez, the "Real Life Elle Woods," focusing on personal branding and goal achievement.



Attorney Martinez ↻



Goal: Organize a landmark event at our university featuring a renowned and influential personality to discuss the critical role of brand image. This grand affair aims to engage, educate, and inspire the entire student body.

Outcome: Scheduled for April, this event is a prime opportunity for students to learn from Miss Martinez about personal branding, women's business representation, and starting a company. It also introduces law students to her firm's new program for deeper field insights. Expecting over 200 attendees, we're using a dynamic social media strategy for engagement. A VIP session will enhance the experience for executive board, committee members, and staff.

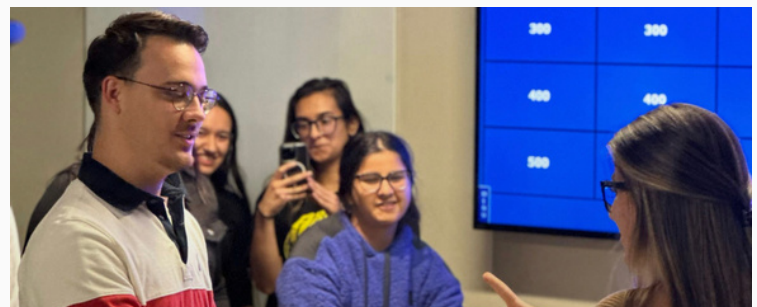
Networking events ★★★★★



Organizations and Brands Collabs (Internal)

Goal: We organize networking events with other campus organizations to foster connections and broaden our members' networks.

Outcome: We are connected with organizations such as Women in Business, Delta Sigma Pi Business Fraternity (DSP), Swoop Agency, Association of Latino Professionals for America (ALPFA), and UX Student Association (UXSA). We have also created 2 successful events with brand representatives from Bumble.



Networking events



60 PARTICIPATION

AMA Chapters Collab (External)

Goal: Partner with another AMA chapter for a social and networking event, offering our members a chance to engage and connect on a personal level with their peers before the ICC. This initiative aims to foster a sense of community and collaboration, enriching the ICC experience for everyone involved.

Outcome: We teamed up with AMA UTA for a volleyball match, offering a fun way for members to meet and bond over the game regardless of experience, enhancing teamwork and support. Afterward, we enjoyed dinner together, sharing delicious food and our AMA experiences, strengthening our sense of community and camaraderie.



Site Visits



10 PARTICIPATION

Goal: Our aim with site visits is to provide our members with a firsthand look into the corporate world, offering them a glimpse of its operations and environment. These visits also serve to enhance their networking opportunities, allowing them to learn directly from professionals in their prospective career fields, thereby deepening their understanding and connections within the industry.

Outcome: Our visit to Univision was a resounding success, setting a high precedent for our upcoming excursions to Medium Giant and Frito-Lay. We're equally thrilled about launching a special series in collaboration with Women in Media, dedicated to exploring prominent Dallas-Fort Worth companies. Furthermore, our anticipation grows for engaging in roundtable discussions with leading advertising agencies through the 4A's initiative, promising to significantly enrich our learning and networking prospects.



The 4 A's Round Tables

3 PARTICIPATION



Goal: Get our members involved and network with professionals in the marketing and advertising industry. The 4 A's Roundtables was set up for undergraduate juniors and seniors as well as graduate students to visit local agencies and sit down with the professionals to learn what the companies are about and get a feel for their future career.

Outcome: Some of our members and executive board members were able to attend all three days and connect with the individuals at agencies such as VML, LDWW, Moroch, Loomis, Launch, and Tracy Locke. They have also learned more about internship opportunities, getting a foot in the door for those careers. It was also an excellent opportunity to network with students from other universities.

Women In Media Tour

10 PARTICIPATION



Goal: Enable media-majoring college students to embark on an exclusive day-long tour of key industry sectors, including broadcasting, advertising, sports marketing, and digital venues, aimed at enhancing their career prospects through internships and entry-level job opportunities. Limited to 25 students, the tour encourages bringing resumes for potential career launches.

Outcome: Participants will conclude the tour with enriched industry knowledge and personal exposure to five leading companies, elevating their career readiness. This unique opportunity facilitates direct insights from media professionals and networking, significantly improving their prospects for internships and jobs in the media sector.

Medium Giant



EXPECTED 10 PARTICIPATION

Goal: Our objective is to introduce our members to the industry in which we will be operating, through the lens of a marketing agency.

Outcome: We are planning a visit to this company in April, with the hope of creating open opportunities and enabling our members to learn what the professional world looks like after college.

Committees ★★★★★

22 PARTICIPATION

Goal: Provide students with the chance to gain hands-on experience through our three distinct committee opportunities.

Outcome: Our students had the opportunity to apply for and be interviewed for their preferred committees, each designed to enhance specific skills:

- **The Events Committee (3):** Focuses on planning events, social gatherings, and community service opportunities, allowing members to refine their event planning and social interaction skills.
- **The Finance Committee (4):** Is responsible for budgeting and fundraising activities for the chapter. This includes managing concession stands and assisting with the financial planning of the ICC, ensuring the chapter's financial success.
- **The Advertising Committee (15):** Our largest committee overseeing all our social media and marketing efforts across platforms like LinkedIn, Instagram, and TikTok. They also create flyers and other traditional marketing materials, playing a crucial role in promoting our chapter's visibility and engagement.

Each committee provides a unique platform for students to apply theoretical knowledge in practical scenarios, contributing significantly to their professional development and increasing commitment to the chapter.



Workshops ★★★★★

60 PARTICIPATION

Goal: Create a variety of workshops focused on marketing and career development to refine our members' skills.

Outcome:

Career Fair Workshop:

We organized a comprehensive Career Fair Workshop, designed to equip our members for the forthcoming UNT career fair, featuring various stations such as:

- Resume building to enhance the resumes they present to recruiters.
- LinkedIn profile enhancement.
- Practice with common interview questions.
- Crafting effective elevator pitches.
- Professional head shot sessions.

Marketing Personas and Empathy Maps:

Additionally, we introduced a workshop on Marketing Personas and Empathy Maps, aimed at educating our members about these crucial marketing concepts and their significance. Through team activities, members learned to create their marketing personas and empathy maps.

Branding Workshop:

Furthermore, we are in the process of developing a Branding Workshop. Spearheaded by our Operations Vice President, this session will cover the essentials of branding, emphasizing its importance and broader implications in marketing.

SOLD Workshop:

In collaboration with the Student Activities office, our team of 14 members—including 7 executive members—hosted a workshop to share our innovative marketing strategies with student organizations. Renowned for our engaging techniques that significantly boosted membership, we aimed to empower other groups to enhance their visibility and impact on campus. This event showcased the strength of our collaborative approach in enriching the student community.



NMGZ Community ★★★★★



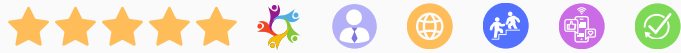
4 PARTICIPATION

Goal: Add new members to from our community to broaden our influence within the NMGZ community, offering them unique opportunities to travel, gain valuable experiences, and forge new connections within the network.

Outcome: Currently, we have 2 new executive members, with an additional 2 members set to join NMGZ. This expansion brings our total to 1 Alumni, 3 executive members, and 2 general members, enhancing our team dynamics and capacity.

10 PARTICIPATION

International Collegiate Conference



Goal: Have a successful trip to ICC, bring all of our members for the lowest price possible and participate in competitions for the first time.

Outcome: Bringing 16 members to the International Collegiate Conference, making this the first time our chapter will compete. The Vice President of Operations and the Vice President of Finance are collaborating on planning and fundraising to ensure a comfortable experience for our members. This year will be our third attendance at the conference, and we're excited to make it our best year yet!

We are proud to be recognized as an outstanding chapter for the third consecutive year, achieving recognition in three categories this year.

Regional Conferences ★★★★★



Goal: Enhance knowledge in AMA regional conferences, bolstering support for fellow AMA chapters while offering our members valuable opportunities for learning, competition, and networking. our goal was to teach the members about this opportunities for the future.

Outcome: We highlighted all upcoming conferences, such as the UW-Whitewater Conference, AMA Collegiate Summit, and fellow Texas university's 15 annual regional conferences, to our members in our gatherings. **Moving forward**, we envision raising enough money so we can take all of our members to these opportunities.

Competitions ★★★★★



60 PARTICIPATION

Goal: The American Marketing Association has never competed in the ICC. This year, our objective is to participate in several competitions and adequately prepare for each one.

Outcome: This year, we're entering various competitions including case competitions, website design, t-shirt design, social media video recap, perfect pitch, and sales competition. Although we didn't place in the case competition, we're proud of our efforts as it's our first attempt, offering valuable lessons for the future. Our website and t-shirts are ready, and we're currently gearing up for the sales and pitch competitions. We're sharing tips and tricks to ensure a successful outcome

Professional Success

Student Success Sessions 60 PARTICIPATION



Goal: Our goal for the student success session is to equip students with practical skills and insights for academic and professional growth, fostering a supportive environment that encourages personal development, networking, and a deeper understanding of their field of study.

Outcome: Our student success sessions encompass a range of vital topics, including resume building, AI workshops, strategies for setting yourself up for success, crafting an effective elevator pitch, among others. These sessions are designed to provide students with the tools and knowledge necessary to navigate their academic and professional journeys with confidence.

1:1 Career Sessions ★★★★★



60 PARTICIPATION

Goal: The objective of our 1:1 Career Sessions is to provide individualized assistance in resume enhancement, interview techniques, and career advancement strategies, enabling students to tailor their approach to meet specific career goals effectively.

Outcome: As a result of these sessions, participants will leave with a professionally polished resume, refined interview skills, and a comprehensive strategy for career success, positioning them more competitively in the job market and paving the way for achieving their career ambitions.



60 PARTICIPATION

Goal: This year, the American Marketing Association at UNT celebrated a first-of-its-kind Marketing Week, encompassing the essentials of marketing, professional development, and networking. With industry leader appearances and interactive sessions, this groundbreaking event offered comprehensive insights and memorable experiences, setting a new benchmark in our chapter's history.

Outcome:

Brand Recognition: Successfully elevated engagement levels, boosting our visibility on campus and across social media platforms with notable mentions.

Social Media Triumph: Achieved a surge in engagement with our Instagram content, complimented by overwhelmingly positive reactions to our promotional videos.

Guerrilla Marketing Impact: Our innovative guerrilla marketing tactics created a substantial buzz, significantly amplifying interest in the AMA and its array of events.

Calendar of events:

- **Monday, Oct 16 - Fundraising Photobooth:**
 - Goal: Fundraise and increase campus awareness.
- **Tuesday, Oct 17- Alumni Panel:**
 - Goal: Enable networking with alumni and share their professional experiences.
- **Wednesday, Oct 18 - The Fantastic 4:**
 - Goal: Foster connections with other student organizations.
- **Thursday, Oct 19 - ICC Competitions Info Meeting:**
 - Goal: Inform about upcoming ICC competitions.
- **Friday, Oct 20 - UTA Volleyball Social / Collegiate Submit:**
 - Goal: Strengthen ties with the UTA chapter through volleyball and socializing.
- **Saturday, Oct 21 - Collegiate Submit:**
 - Goal: Educate students about the collegiate summit for future participation.

Marketing Efforts:

- **Guerrilla Marketing**
 - The campus witnessed a quirky takeover with rubber ducks scattered around, each bearing a QR code, notably within the University Union and key colleges like Business, Journalism, and Graphic Arts and Design, where AMA's presence shines. A standout feature was the giant duck placed centrally in the College of Business, sporting an AMA QR code, drawing eyes and sparking engagement in a fun, memorable way.
- **Social Media and more:**
 - We crafted engaging social media videos designed to capture public attention and established brand consistency across our flyers and presentations, enhancing our outreach and impact.

Items	Price
Inflatable Duck:	\$24.53
Small Duck Box	\$13.59
Halloween Balloons	\$9.34
Polaroid Film	\$52.99
Curtains for Photobooth	\$15.12
Total	\$115.57

Conclusion:

Marketing Week stood out as a remarkable achievement in event organization, member involvement, campus recognition, and networking opportunities. These accomplishments underscore our dedication to enriching the AMA experience and cultivating meaningful professional relationships within our community.



Chapter ★★★★★ Operations



Overall Goal: Develop a planned organizational strategy that aligns with the executive board's goals and prepares soon-to-graduate students for success.

Overall Strategy: Our strategy included setting clear objectives, establishing timelines, and creating a supportive framework that connects students with career development resources, mentorship opportunities, and professional networks. Additionally, implement regular check-ins and progress assessments to ensure alignment and adapt plans as needed to meet evolving goals and student needs.

Executives (Internal)

Goal Setting ★★★★★

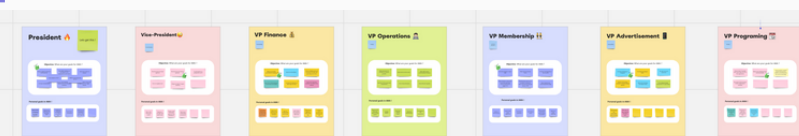


Goal: Consolidate all team ideas and goals in one central location to enable visualization and strategic planning, ensuring we accomplish these objectives by the end of our term.

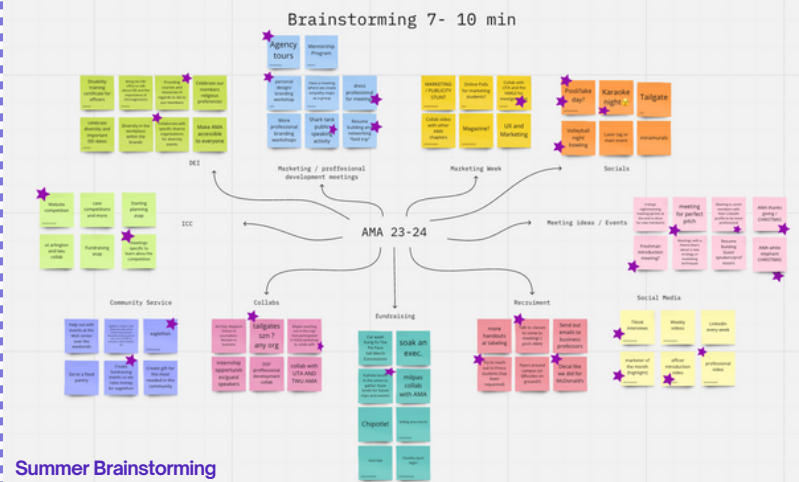
Outcome: We started our summer brainstorming session on the MIRO platform, where we delineated various sections of our organization, such as operations, finance, social media, and more. This allowed us to systematically compile all our ideas, starting from the ground up. As discussions unfolded, our brainstorming efforts led to a richly filled map, showcasing our collective creativity and strategic planning.

At the close of our first semester, we employed the "rose, buds, and thorns" method to reflect on our progress, identifying what worked, what didn't, and what held potential for future development. During the same meeting, we conducted another brainstorming session, this time adopting a more creative approach. The executive board freely threw ideas onto the screen using sticky notes. We then categorized these ideas, ultimately highlighting our favorites with a star, paving the way for innovative strategies and initiatives.

We also prioritize team appreciation, leaving heartfelt messages and incorporating a "love bomb" activity for posting appreciation notes. This strengthens team morale and ensures everyone feels valued.



Exec Goals



Summer Brainstorming



Fall Brainstorming

Rose Thorn Bud Check in



Exec Meetings ★★★★★



Goal: Develop a structured meeting framework aimed at optimizing goals, with regular sessions scheduled on a weekly basis. This framework will also incorporate planning for future meetings to ensure ongoing alignment and progress.

Outcome: We've implemented a weekly presentation system, updated by the President, covering meeting agendas, weekly slides, and tasks. It's a hub for executives to share progress reports. The Executive Vice President documents meeting minutes for reference. Our sessions include brainstorming and strategic planning for future events.



Exec Documents ★★★★★



Goal: Maintain a well-organized documentation system for quick access to all records.

Outcome: We utilize folders in Google Drive and Canva, labeling each document by name to streamline the search process and ensure easy access.

Exec Transition ★★★★★



Goal: Establish a seamless transition process for the incoming executive board to ensure they inherit the full breadth of knowledge from the current board, enabling them to operate efficiently in our absence.

Outcome: We're developing personalized transition documents for each executive, capturing their experiences and providing a roadmap for their successors. Additionally, we're drafting executive contracts outlining the duties and responsibilities, ensuring each executive commits to fulfilling their roles and maintaining communication with both the Chapter President and the Executive Vice President.

Members (External) 60 PARTICIPATION

Weekly Meetings ★★★★★



Goal: Offer members a cohesive and encouraging environment to explore and apply marketing concepts, ensuring presentations are not only visually attractive but also prominently feature our members, celebrating their contributions and achievements.

Outcome: Our meetings consistently draw over 40 members, thanks to our Operations Vice President setting up early and our Programming Executive designing engaging presentations on new topics and key reminders, ensuring a lively and informative session for everyone.

Info Sessions ★★★★★



Goal: Establish regular advance information sessions for AMA every semester, alongside dedicated sessions for other activities such as ICC and special events.

Outcome: Each semester, we host hour-long info sessions about AMA's offerings, followed by regular weekly schedules. We also conduct post-meeting sessions to discuss ICC participation. Currently, we're planning an info session with Attorney Martinez to present our event plan to the entire AMA community."

Leadership Structure ★★★★★



Goal: To accommodate AMA's growth, we're restructuring our executive board for increased productivity, enhanced support, and better goal attainment. We aim to divide and conquer effectively to meet our objectives.

Outcome: We aim to optimize our structure by adding three directors under two executive board members (see last page). The President and Executive Vice President share responsibilities. Vice Presidents oversee committees like Advertising, Membership, and Finance, with a Sponsorship Director under Finance. Directors of Competitions and Conferences, plus the Director of Opportunities, report to the VP of Operations. A Programming VP joins the Events Committee for effective event planning.



Social Impact ★★★★★



Overall Goal: Our goal, as a social impact initiative, was to provide AMA members with the opportunity to learn and actively participate in endeavors greater than themselves.

Overall Strategy: Our strategy involved educating our community about impactful causes, supporting Eaglethon to meet fundraising goals for Cook's Children's Medical Center, and partnering with Rise Against Hunger to raise funds and assemble meal packages for needy communities.

Cause of Awareness

Social Media ★★★★★



Goal: Our aim is to utilize our strong social media following and engagement to inform our community about various local and national events and causes. Through this, we not only enhance awareness but also demonstrate AMA's support, contributing significantly to the broader conversation and impact.

Outcome: Our strategy involves identifying a significant cause weekly to feature in our stories, ensuring our audience not only sees but understands these important issues. We'll go beyond images by providing explanations of the causes and encouraging community participation, thereby fostering a more informed and engaged following.

Nonprofit Fundraising

Eaglethon ★★★★★



14 PARTICIPATION

Goal: In partnership with Eaglethon, an organization dedicated to raising funds and awareness for Cook's Children's Medical Center, we are setting a fundraising goal of \$200. This collaboration underscores our commitment to supporting vital community health initiatives.

Outcome: We surpassed our fundraising goal by raising \$300, demonstrating the enthusiasm and commitment of our members toward supporting important causes. A total of 14 members registered for the big event, with 2 members volunteering to assist with event logistics. Additionally, we are proud to have one of our executive members serve on the executive board of Eaglethon, further strengthening our partnership and impact. Our efforts contributed to the \$30,000 raised during the event.



Local Community Services

Keep Denton Beautiful



10 PARTICIPATION

Goal: We aim to partner with Keep Denton Beautiful, mobilizing a dedicated team to join the Great American Cleanup. Our goal is to contribute to the beautification of Denton, showcasing our commitment to enhancing our local environment.

Outcome: Our plan involves collaborating with Keep Denton Beautiful for the upcoming Great American Cleanup, Denton's most extensive community cleanup event. We're assembling a team and finalizing preparations, readying ourselves to actively participate and make a meaningful difference in our community.

Explorium Museum



10 PARTICIPATION

Goal: Organize an exclusive event where AMA members facilitate an Art Day at the Explorium Museum with the goal of teaching children creative art techniques and fun color strategies.

Outcome: Members will develop and lead interactive art sessions, introducing children to various artistic expressions and color theories through hands-on activities. This initiative not only enriches the children's museum experience but also allows AMA members to share their creativity and passion for art.

EXPLORIUM
DENTON CHILDREN'S MUSEUM

Past Pictures



School Service Events

The Big Event



8 PARTICIPATION

Goal: Leverage AMA's participation in the largest one-day service event as a catalyst for instilling a commitment to volunteerism among UNT students, enhancing their understanding of local social issues, and fostering meaningful connections with community partners.

Outcome: We anticipate the event will significantly boost student volunteerism and strengthen relationships with community partners. Our goal is for participants to emerge with a greater awareness of social issues and a sustained commitment to community service, showcasing AMA's role in fostering civic engagement at UNT.

Non-profit Local Case Study / Non-profit Fundraising

Rise Against Hunger 100 PARTICIPATION



Goal: This marks the second time our chapter is participating in Rise Against Hunger, a "growing global movement to end hunger by empowering communities, nourishing lives and responding to emergencies." The event is projected to be in April, with a goal of surpassing our previous fundraising amount of nearly \$3000. We plan to collaborate with other student organizations to achieve this, making this an opportunity to bring together our community while positively impacting the world.

Outcome: Our second involvement in Rise Against Hunger aims to surpass our \$3000 fundraising goal, providing 10,000 meals with the help of 100 volunteers. This collaborative effort with other student organizations is set to enhance community unity and significantly contribute to global hunger relief, marking a pivotal step in our chapter's commitment to making a meaningful difference.





Chapter ★★★★★ Communications



Overall Goal: Our aim through our communications is to foster an engaging and vibrant community among our members and alumni through the use of mixed media, providing direct access to career opportunities and upcoming events.

Overall Strategy: Our approach is geared towards enriching communication through the utilization of Discord, where we will establish tailored channels for member engagement alongside a dedicated alumni group to foster lasting connections within our chapter. Additionally, we are committed to providing consistent updates on our social media platforms to ensure our members remain well-informed.

Internal

General Body ★★★★★



Goal: Ensure all members have an organized communication platform, providing a space to discover opportunities, engage in conversations with fellow members, and foster a stronger community.

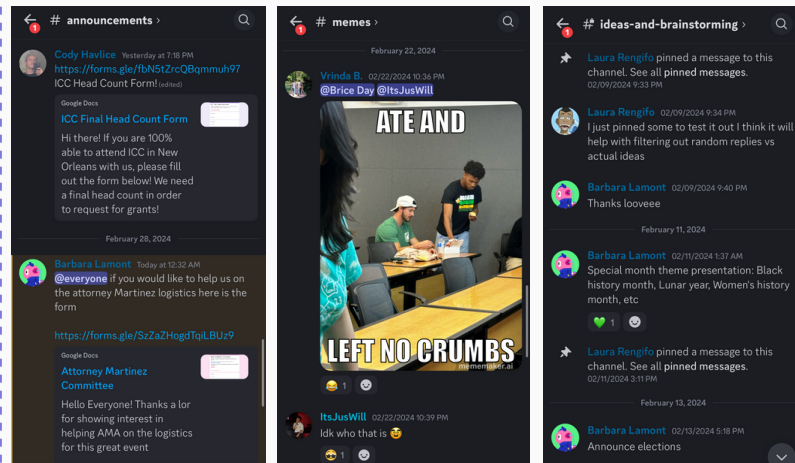
Outcome: We've set up a Discord server for our chapter, including channels for opportunities, announcements, and updates, alongside dedicated spaces for casual chats and sharing memes. This initiative, which will be featured in our presentation, aims to enhance community engagement and connection among our members.

Executive Board ★★★★★



Goal: Develop a new and professional communication system to facilitate streamlined and effective interactions.

Outcome: We've established a professional communication framework for our executive board to effectively oversee their committees. This includes specialized chats for brainstorming, sharing meeting agendas, planning special events, and a general chat for broader communication. This system ensures streamlined and efficient interactions within our leadership team.



External

Alumni ★★★★★



Goal: Since 2020, the chapter president has maintained communication with alumni, highlighting the importance of preserving these connections. We aim to establish a sustainable system that enables future executive boards to continue this vital engagement with our alumni, ensuring that these valuable relationships are never lost.

Outcome: The executive board has established a dedicated alumni group chat, specifically designed for alumni to engage directly with the executive board. Additionally, by launching a mentorship program, we've bridged the connection between current members and our alumni, fostering a supportive and interconnected community.

External

National ★★★★★



Goal: Maintain a strong relationship and communication with other chapters to facilitate invitations and collaboration on future events.

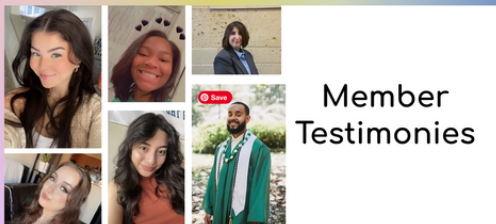
Outcome: We've established iMessage, WhatsApp, and Instagram chat groups to maintain communication with other UNT AMA chapters. This initiative has enabled us to meet and socialize with them outside of our scheduled meetings. Additionally, we've maintained excellent communication with the national AMA by responding promptly and consistently participating in meetings they request our presence at, building strong ties and collaboration.

Website ★★★★★



Goal: Update this platform for individuals at UNT and the national level to discover more about us, serving as a portfolio that showcases all of our activities and members. This will enhance visibility and highlight our chapter's achievements and contributions.

Outcome: We've refreshed our website to make it more engaging and easily accessible for our members, highlighting member and chapter success. It also serves as a resource for learning about AMA and introduces the current executive board, making it a vibrant hub for information and recognition.



Member Testimonies

Social Media ★★★★★



Goal: Continue to solidify our brand as a prominent presence on campus, fostering increased engagement, interactions, and dialogue, while steadfastly promoting our brand and showcasing each of our events and continual creative content that resonates with our followers.

Outcome: Our social media presence embodies the vibrant spirit of AMA's young, aspiring professionals, highlighted with our school's signature green. Our Vice President of Advertising directs the Advertising Committee, comprised of 10 dedicated members overseeing our platforms including Instagram, TikTok, LinkedIn, and Twitter. Instagram, our main channel, boasts 1,411 followers, a 30% growth from the previous year, with posts frequently surpassing 100 likes. Our TikTok and Reel videos also enjoy popularity, with views exceeding 1,000. Social media has been instrumental in maintaining connections with AMA chapters from ICC 2022 and local chapters in the DFW area, including UTA, TWU, and UTD. Moreover, our engaging creative content not only allows members to feel a connection to our organization but also plays a crucial role in enhancing our internal communications, educating our members, and supporting fundraising initiatives, notably for the Children's Miracle Network Dance Marathon.

our pillars

- MARKETING.
- PROFESSIONAL DEVELOPMENT.
- NETWORKING.
- COMMUNITY SERVICE.
- LEADERSHIP.

The AMA provides students with valuable networking opportunities, exposure to real-world marketing experiences, and a chance to apply classroom knowledge in a professional setting. AMA is the only marketing organization on campus. Nationally there are over 300 chapters all around the US, Puerto Rico, and Canada.

Events CALENDAR → MARCH 2024

- 05 TUES DAY UNION 332 BOARD POSITIONS INFO
- 05 TUES DAY BJS FUNDRAISER
- 11-17 SPRINGBREAK! :)
- 19 TUES DAY UNION 332 ELECTIONS
- 19 TUES DAY 100 ROLLER SKATING SOCIAL
- 26 TUES DAY UNION 332 DEI PANEL
- 29 THU DAY 100 AI WORKSHOP

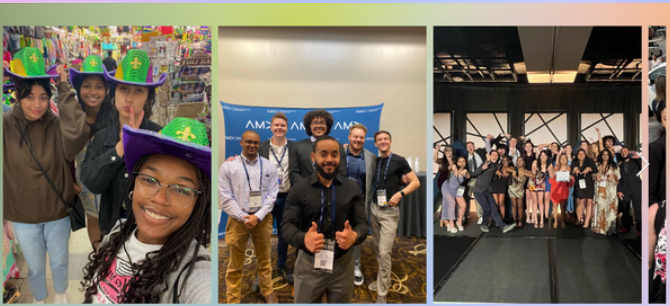
March

UNT | The American Marketing Association

1 WEEK AWAY FROM MARKETING WEEK

RECAP

3





Chapter Membership ★★★★★



Overall Goal: Membership aims to welcome new members through various recruiting efforts while also maintaining the morale and satisfaction of current AMA members.

Overall Strategy: Our strategy is to enhance communication by utilizing Discord, creating specialized channels for member engagement, and a dedicated alumni group for sustained connections with our chapter. We'll also maintain regular updates on our social media to keep our members informed.

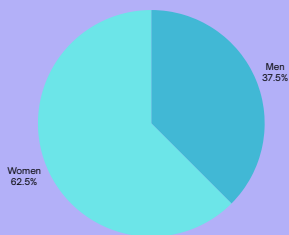
Total members:

78 Members

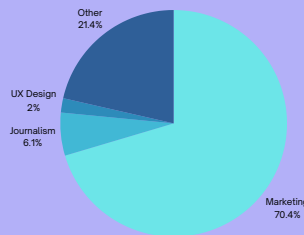
Level Of involvement

70%

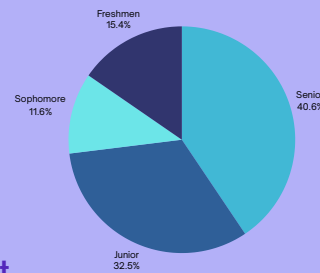
Sex



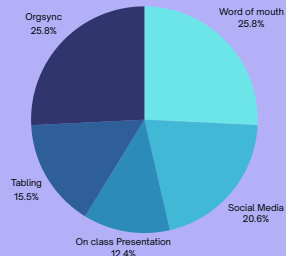
Major



Classification



How did you hear about AMA



78 Members on our AMA Platform Finance VP still creating member account

Recruitment ★★★★★

Goal: Maximize student awareness and engagement with our organization through presence at all school events, innovative guerilla marketing, and active social media strategies, aiming to diversify and increase membership by at least 20%.

Outcome: Exceeded expectations with a 47% membership increase, attributed to strategic visibility at events, effective use of QR codes for information dissemination, and dynamic social media interaction, significantly enhancing student interest and participation.

Socials ★★★★★

      10 PARTICIPATION

Goal: Provide our members with the opportunity to build closer friendships and networks by hosting social events both inside and outside of our main meeting times.

Outcome: We have been successful in hosting

- Tailgate collabs with other organizations.
- In-meeting games such as family feud and jeopardy.
- “Speed networking” hosted with Bumble.
- Around-the-world Friendsgiving.
- Costume competition for Halloween.
- Crafting for charity.
- After-meeting socials at BJ’s, Cheba-Hut and more.
- Student organization collaboration meetings.

And have plans to have more such as a roller skating social, trivia night, rock climbing and banquet.

Committees

★★★★★     22 PARTICIPATION

Goal: The goal of our committees is to provide members with hands-on experience in various organizational roles, nurturing their leadership skills and cultivating future executive members.

Outcome: Our committees have driven notable successes: Membership has 3 members, Events 4, and Advertising 15. The Finance Committee's innovative fundraising, Events' dynamic social and service activities, and Advertising's engaging social media presence have all set new benchmarks for AMA, demonstrating the power of focused teamwork in achieving organizational goals.

Membership Directory

★★★★★   

Goal: Develop personal and professional relationships within our organization

Outcome: We created a centralized membership directory with social media handles, birthdays, and what members are looking for specifically from our organization. We also switched communications over from the applications, Flare and Groupme, to the new app Discord. This allows all chats to be in one place so members don't need to bounce around between apps and keeps communication more organized. We also went from doing one member of the week to having two to three to recognize more members throughout the year.



Goal: We are enhancing our mentorship program to ensure that all participating mentors are alumni with a minimum of two years of experience in their respective fields. This refinement aims to maximize the benefits for our members, providing them with the highest quality guidance and support available.

Outcome: Our mentorship program saw active participation from 10 members and 6 mentors, with two mentors each guiding two mentees. This setup led to a significant increase in our members' knowledge of career development. Additionally, it fostered strong connections through individual meetings between mentors and mentees. We implemented a spreadsheet system to monitor their meetings and set goals related to their future careers. Mentors and mentees were scheduled to meet once a month, ensuring consistent progress and personalized support.

Point System ★★★★★



Goal: Rather than enforcing strict point requirements for membership, we've decided to embrace a rewarding approach. Our members will now be recognized and awarded for their participation, with special gifts and awards awaiting those who accumulate the most points each semester. This strategy aims to foster a more engaging and motivating environment, encouraging active involvement while appreciating our members' contributions."

Outcome: Our recent semester's outcome was remarkable, not only because we witnessed a tie for third place in points earned but also because two new members outperformed established ones, reaching the top ranks through exceptional participation. This highlights the effectiveness of our positive reinforcement strategy, showcasing the dynamic and inclusive nature of our community



Chapter ★★★★★ Sponsorship



Sponsorships ★★★★★



Goal: Our aim is to establish a new role focused exclusively on sponsorships, tasked with securing new sponsors throughout the year to support our fundraising initiatives. This specialized position will play a pivotal role in fostering collaborations that align with our financial goals.

Outcome: We've developed a comprehensive sponsorship package that highlights who we are at AMA, our goals, and the various sponsorship tiers available. This initiative has already resulted in securing two sponsorships. To expand our support base, we're actively engaging in direct outreach, including in-person visits and cold calls, to acquire additional sponsorships for AMA.

COMMUNITY PARTNER PROGRAM 2023-2024

At a Glance

- 2 Outstanding Chapter Planning and Internal/External Communications
- National AMA Chapter A 60% increase in membership from 2023 to 2022.
- Reaching students, AMA chapters, and professionals globally.
- Reaching students, AMA chapters, and professionals globally.

ACCOUNTING ADVERTISING, LABORERS COMMUNICATIONS, COMMUNICATIONS, AND SOCIAL MEDIA ONLY, COMPUTER SCIENCE, PROFESSIONAL SALES AND MARKETING

"I gained immeasurable knowledge and experience, all while building a network of friends and colleagues that will last a lifetime."

2023-24 Sponsorship Program

WHAT IS AMA?

Founded in 1953, the American Marketing Association (AMA) is the premier community for marketers, committed to shaping global practices. Sponsoring AMA aligns businesses with a distinguished organization championing marketing excellence. Our platform offers unique exposure, connecting sponsors with a vast network of professionals. Partner with AMA to amplify your brand and contribute to global marketing evolution.

OUR MAIN GOALS

The UNT AMA empowers future marketing and sales professionals by imparting essential skills for success in the competitive job market. We foster a community where students excel in marketing, emerging as highly competent professionals ready to thrive in dynamic environments.

WHAT IS AMA'S PURPOSE

WHAT WE DO

- Marketing
- Professional Development
- Networking
- Community Service
- Leadership

Giving back through fundraising and volunteering.

AMA members raising funds for Eaglethon.

Providing workshops for the students and other student organizations.

Event Focus

AMA International Collegiate Conference in New Orleans, LA

Providing over 1,000 marketers with professional development, career development opportunities, competitions, networking, and fun.

April 11 -13 2024

Cost of one member's conference ticket, 3-night hotel room, and transportation: **\$750.24**

Last year, 20 AMA members went to New Orleans for AMA's International Collegiate Conference. We're raising funds to sponsor 30 members for New Orleans this year.

\$750.24	\$18,000
1 member	24 members

3



Chapter ★★★★★ Finances



Overall Goal: Our aim is to maximize our fundraising through diverse initiatives, thereby generating substantial resources to offer our members a broader range of opportunities.

Overall Strategy: We've employed various fundraising strategies and methods to secure financial support, including company-sponsored fundraisers, sponsorship through tabling events, grants, and obtaining monetary assistance from the school.

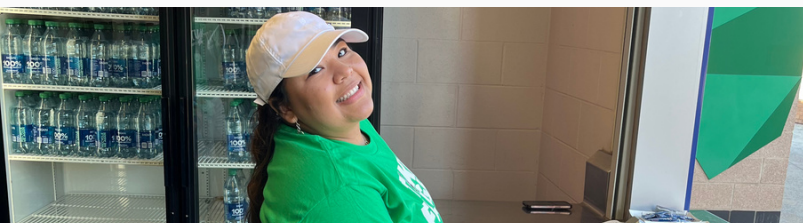
School Support

Concessions ★★★★★☆

💰 ✓ 8 PARTICIPATION

Goal: Our aim with the concession stands is to raise funds for our members, providing them an opportunity to generate funds for the organization for their own benefit and feel like they have an impact on the chapter.

Outcome: Our objective was to allocate our funds to ICC, allowing our members to participate in concession stands. We informed them that the money raised would be divided among those who worked at the concessions, enabling them to allocate some of their earnings towards their ICC expenses. To achieve this, we assembled a team of 4 executive members and 4 members, working together to successfully raise \$250. Our Only Issue was not Having enough Concession opportunities



Grants 💰 ★★★★★

Goal: We aim to secure funding from the school's Raupe Travel Grant to cover the students' ICC expenses, including meals, transportation, and admission tickets.

Outcome: We are currently in the approval process, finalizing applications and presentations. We hope to secure an allocation of \$1000 for our trip.

RCOB support ★★★★★



Goal: Our goal is to meet with the Dean of the College of Business to present the opportunities available. This will be our third time attending the conference, but our first time competing. We hope that our participation and competition will pave the way for additional funding.

Outcome: Thanks to our advisor, who directly communicated with the head of the marketing department and the Dean of the College of Business, we successfully secured \$2550 from the RCOB. We are extremely grateful for this support. The process was surprisingly smooth, and now we are using these funds to cover half of the hotel room costs for our members.

Exec Plan

Fundraisers ★★★★★

🌈 🚶 🏠 💰 ✓ 10 PARTICIPATION

Goal: Our goal is to organize numerous fundraisers throughout the year, which will also serve as social events to foster connections among our members.

Outcome: In the past, we typically held two fundraisers per semester. This year, we are proud to announce that we have conducted over 10 fundraisers, raising more than \$2000 to enhance the financial stability of our AMA chapter. We are immensely proud of the Exec efforts and the support from our members.

Tabling ★★★★★



10 PARTICIPATION

Goal: Develop innovative tabling strategies to increase fundraising for our organization. The aim is to allocate these funds towards enriching our offerings, including gifts for guest speakers, banquet decorations, special events, support for volunteer initiatives, and expenses related to the ICC.

Outcome: We have engaged in multiple tabling efforts, each with distinct objectives. In our first semester, we concentrated on tabling initiatives to fundraise for the Cook Children's Medical Center. For our second semester, our focus has shifted towards raising money for special events, the ICC, and additional funds for our community service project with Rise Against Hunger.

Budgets ★★★★★

Purchases outside of national membership dues	cost:
reimbursement to lailah 07/12/23	\$70.34
reimbursement ICC 07/21	\$21.00
reimbursement trifold 07/17	\$31.00
reimbursement sticker & pins	\$131.00
reimbursement pizza	\$21.00
reimbursement Merican Mule	\$40.00
reimbursement for tabling & pins 08/27	\$86.14
reimbursement for AMA pens 08/23	\$145.29
ama PIZZA 09/01	\$57.94
pizza lailah for ama exec meeting 10/06	10
AMA ducks 10/13	160.38
reimbursement lailah 10/23	\$38.70
remibursement to constance 11/02	\$55.00
amazon purchases on 10/16	\$194.59
amazon purchases on 10/18	\$12.98
unt starbucks giftcard	\$40.22
amazon mktp 10/30	\$79.19
amazon purchases on 11/06	\$158.77
amazon purchase 11/07	\$17.30
amazon purchase on 11/08	\$7
shirts purchase	\$1,199
cmn dance marathon 234.69	\$234.69
amazon 11/29	31.36
chiloso graduates dinner	85.74
Inari Refund	45
reimbursement guest speakers starbucks	30
amazon purchase(Valentines Day tabling)	7.56
amazon purchase(Valentines Day tabling)	43.27
amazon purchase(Valentines Day tabling)	18.31
guest speaker jose payment to Barb	50
bumble meeting prizes 2/13	30.76
reimbursement to Sam for roses 2/15	40
reimbursement to Sam for roses 2/16	25.2
parking day pass for Univision tour 2/20	15
reimbursement lailah 2/20	22.82
total expenses since 07/12/23	\$3,256.55



Goal: The goal for our proposed budget is to establish an accurate estimate for the organization's financial outcome. Using a proposed budget can create a reference material to look at when allocating money for specific purchases or understanding better spending habits for the future.

Outcome: By using a proposed budget and also a tracking budget for all of the organizations expenses, we allow ourselves the opportunity to manage our money responsibly. By observing each transaction that occurs we can ensure that every dollar made or spent is going toward the organizations success as well as the members experience.

2023-2024 Proposed Budget:

Revenue:	
Current Balance	\$3,171.34
Cash/checks from guest speakers	\$500.00
Fundraising Activities	\$1,000.00
Travel Grant from SGA	\$2,000.00
Sponsors	\$400.00
Chapter Membership Dues	\$3,500.00
Concessions:	\$350.00
Total Revenue:	\$10,921.34
Expense:	
tailgates	\$200.00
AMA National Dues	\$1,200.00
ICC trip	\$1,500.00
misc reimbursements	\$100.00
marketing week budget	\$400.00
Guest Speakers	\$220.00
Fall Banquet	\$250.00
T-Shirts	\$1,199.00
Materials for Fundraising	\$350.00
Canva payment	\$119
Total Expenses:	\$5,538
Available Funds:	\$5,382.94



DEI ★★★★★



Overall Goal: Our DEI mission is to ensure a welcoming, inclusive campus for all, where diversity enriches everyone's experience. Despite facing challenges that limited formal DEI initiatives, we creatively found loopholes to advocate for our inclusion rights, maintaining our commitment to diversity, equity, and inclusion. Our efforts aim to broaden marketing and professional opportunities in an engaging way, making every student feel valued and part of a truly inclusive academic community.

Overall Strategy: Our strategy focused on collaborations with various organizations on campus to allow for networking opportunities amongst different organizations, bringing out guest speakers representing different backgrounds in the workforce, shining light and knowledge on different cultural celebrations to appreciate the diversity of our members, and providing DEI Panel to bring understanding to the recent DEI legislation changes.

Experiencing Culture

All Around the World Thanksgiving Dinner ★★★★★ 16 PARTICIPATION

Goal: Allow members to embrace and share their cultural background with their fellow peers through food, clothing, music, and more.

Outcome: Members gathered together outside of our regular scheduled meeting time to share foods from Taiwan, Korea, Mexico, Georgia, Texas, Venezuela, India, Tanzania, Peru, Colombia, and Puerto Rico. Those who brought clothing and other representative items were able to share and explain their meaning/significance while members conversed and listened to different music from each place represented.



Learning About Cultures

Culture Recognition ★★★★★



Goal: Showcase the importance of acknowledging cultural history events such as Women's History Month and Black History Month to foster inclusivity and representation and enhancing social cohesion.

Outcome: Each month we have showcased these events on our Instagram account for our members interact with and repost. We have been able to educate members on these specific recognizable days and months such as Black History Month, Hispanic Heritage Month, and coming up Women's History Month by having a segment built into our general body meetings on the history and significance of the month and/or day.

Local Black Owned Businesses

The Cookie Crave
The Cookie Crave bakes up nut-free cookies as well as vegan cookies free from gluten, dairy, soy and nuts.

Street eats
Serves various locations in Denton serves up what it calls "Memphisippi" cooking; a mix of cuisines from Mississippi and Memphis, Tennessee.

CakePoppie
Cake Poppie bakes up traditional New Orleans desserts with the goal of bringing NOLA flavors to Texas.

Collabs

AMA X WIB (Women in Business)

★★★★★ 60 PARTICIPATION

Goal: our strategy is to create a full on networking meeting with women in business where they present themselves and the things they do to our chapter and have fun activities where we ask questions about each other to foster connections.

Outcome: Our strategy is to host a dynamic networking event with Women in Business, featuring introductions, interactive activities, and Q&A sessions to foster connections and collaboration, emphasizing the empowerment of women in the business community.



AMA X Puerto Rico ★★★★★

45 PARTICIPATION

Goal: Collaborate with PRSA to expand our network and opportunities to other organizations. This allows the new organization to showcase who they are and strengthen their brand while also gaining new opportunities, using our growth as a chapter a tool that builds up other organizations with us.

Outcome: During the meeting we gave the new organization a warm welcome and allowed our members to network with them after. Our Univision guest speakers also bonded with the association and brought them into their network as well.



AMA IS DEI

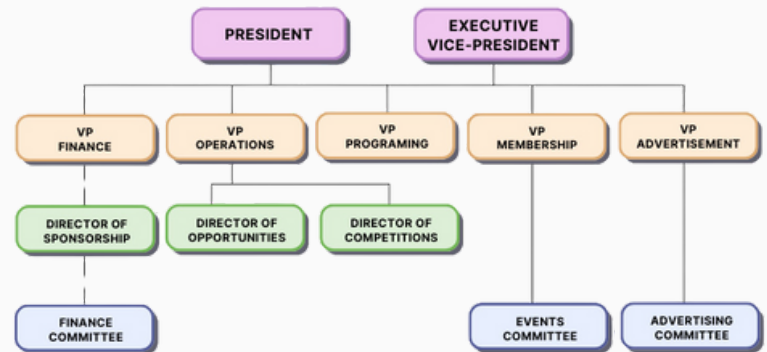
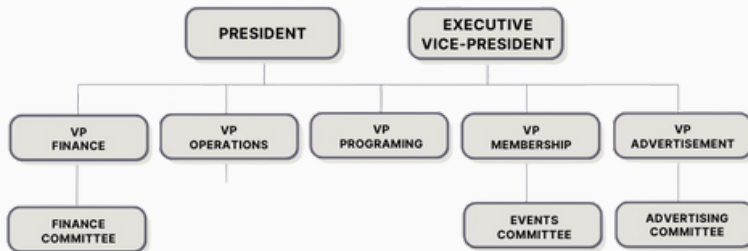
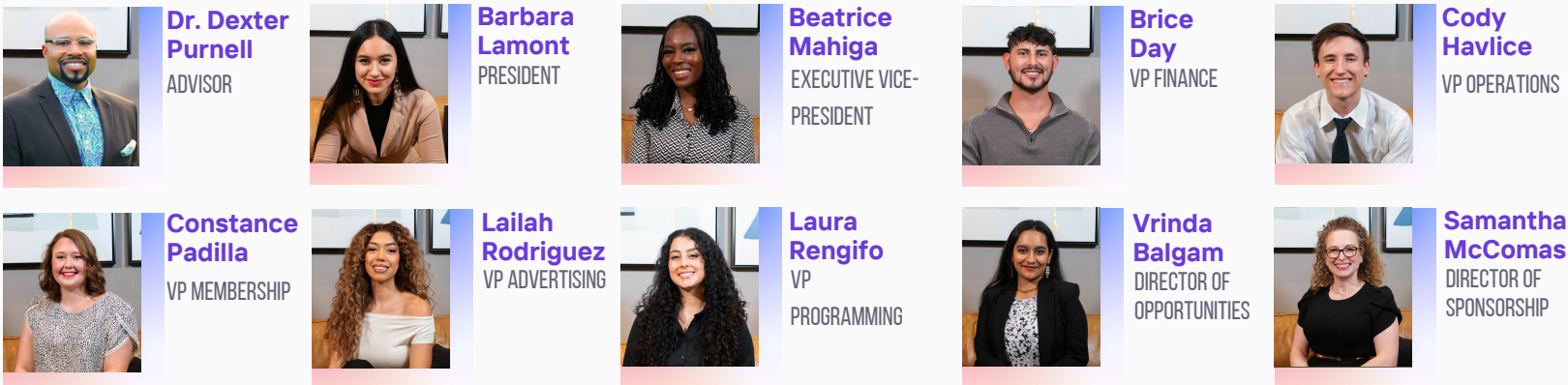
DEI Panel 40 EXPECTED PARTICIPATION

40 EXPECTED PARTICIPATION

Goal: Following the discontinuation of DEI initiatives at Texan universities, AMA confronts ongoing challenges head-first. DEI was and still is vital to UNT and AMA due to our commitment to inclusivity. Our mission now is to pay tribute to the closed DEI offices and enlighten our members on DEI's significance in the corporate sector, fostering a culture that continues to value and advocate for diversity, equity, and inclusion among our members.

Outcome: We're organizing a landmark event this March, featuring three distinguished guests who embody the spirit of diversity on campus. Our speakers include a Latino representative from the Career Center known for motivating students, the former head of the Pride Alliance, and the previous leader of the Multicultural Center. Additionally, we are honored by the special participation of our advisor, whose dedication to diversity serves as a profound inspiration to us all. This assembly of voices will highlight the rich tapestry of experiences and perspectives that shape our campus community.

Chapter Leaders



Answering Questions

Professional Development

Is feedback Collected?

- We collect Feedback through discussions in weekly meetings.
- For bigger events we do polls and forms.

How many People Participated in Planning?

- For bigger events, we leverage the entire executive board to brain storm.
- Specific events: Assigned to relevant VP with support from the President and Exec VP along with any other exec who wants to help.

Membership

Problems retaining members?

- This year, we successfully retained all members, despite graduation losses and scheduling conflicts for seniors. New spring recruits helped offset these departures, keeping our community strong and connected.

Were Specific Goals Achieved?

- All our goals for this semester were achieved, with some still in the process of being realized.

Operations

What Type of Training is given?

- **New Exec orientation:** We crafted a targeted presentation for new execs, detailing roles and expectations, presented by the chapter president.
- **Transition documents:** Every exec member must produce a transition document detailing their responsibilities and guidance for successors.
- **Exec Transition meeting day:** We set up a day for new execs to discuss roles with former execs, ensuring a smooth transition and successful year ahead

Our Legacy

The AMA has reached unprecedented heights, growing over four years to match the prominence of other UNT chapters. We are immensely proud of our community and confident that we've paved the way for future executive members' success. Equipped with our connections, reports, brainstorming sessions, and more, they are well-positioned to innovate and enhance our ideas, achieving even greater accomplishments."

Special Thanks

Special thanks to our advisor for their unwavering support and for facilitating opportunities within the marketing faculty. We are also deeply grateful to all professors, sponsors, and guest speakers who have contributed to the growth of AMA.

AM> | University of North Texas

