

Chapter Plan



2023 - 2024

(FY23-2024)



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Chapter Overview

The University of North Texas American Marketing Association Chapter had humble beginnings but grew in importance and stature over the years. However, everything shifted when the university was hit with the COVID-19 pandemic. Our officers encountered unexpected challenges that tested their abilities, yet these difficulties paved the way for significant growth in membership, engagement, and board commitment. As we step into the 2023-2024 school year, the UNT AMA Chapter stands stronger than at any previous point in its history. We are diligently pursuing our goals and eagerly preparing for our inaugural competition appearance.

Mission

The University of North Texas American Marketing Association Chapter strives to help its members develop sound thinking in marketing principles, encourage career development in the business sector, promote networks among students, faculty, and business professionals, and engage in meaningful community service initiatives.

Vision

The University of North Texas American Marketing Association Chapter seeks to be the leading marketing organization on campus and cultivate the next generation of leaders within the marketing industry from its members.

DEI

The UNT AMA Chapter has always taken pride in the diversity embodied within our school community and organization. In 2023, the chapter achieved a significant milestone when one of our members participated in the American Marketing Association's Diverse Leadership Institute (DLI) for the first time. Regrettably, this year has brought forth challenges due to legislative actions in Texas that hinder diversity, equity, and inclusion efforts in schools. Despite this, we remain resolute in our commitment to these values and unwavering in our pursuit of our beliefs. Our officers have dedicated themselves to fostering diversity, equity, and inclusion by undergoing a comprehensive certification course on effectively engaging with individuals possessing different abilities or disabilities. This endeavor ensures that we can provide the utmost support and empathy to our members. Our strategy involves fostering open and transparent dialogues among our members and cultivating an environment where each individual feels embraced for their authentic selves. Collaborating with like-minded organizations is integral to our mission and allows us to extend our impact. By forging alliances with diverse groups, we aim to expand our reach and attract individuals from all fields, uniting them in the shared passion for marketing that AMA proudly propagates.

Target Market

Target Market:




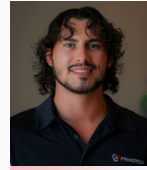


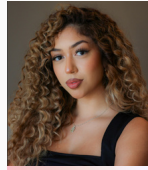



- Primary: UNT Marketing Majors and Minors
- Secondary: UNT Business Majors and Minors
- Tertiary: All UNT Majors

Key Objectives

As we begin the next year, our goals for sustaining the growth of the UNT chapter of the American Marketing Association are as follows:

- Encourage personal and professional development through participation in at least 3 hands-on learning opportunities each semester, including committees, competitions, and conferences.
- Leverage the UNT, Denton and DFW communities to expand our social and financial capital, generating at least \$1,000 through community outreach.
- Support board productivity by creating systems for organization and documentation, aiming to retain all 9 officers throughout the year.

The AMAZing Team

	Dr. Dexter Purnell ADVISOR		Barbara Lamont PRESIDENT		Beatrice Mahiga EXECUTIVE VICE-PRESIDENT		Brice Day VP FINANCE		Cody Havlice VP OPERATIONS
	Constance Padilla VP MEMBERSHIP		Lailah Rodriguez VP ADVERTISING		Inari Moore VP PROGRAMMING		Fabrizio Dorsi DIRECTOR OF CONFERENCES AND COMPETITIONS		Saif Abu-Arja DIRECTOR OF SPONSORSHIP

SWOT Analysis

Strengths

- **Robust Professional Connections:** Our officers boast robust professional networks, granting AMA invaluable access to speakers and corporate opportunities, fostering continuous learning and growth.
- **Guidance from Esteemed Faculty Advisors:** Our advisor maintains a pulse on national and chapter developments, ensuring up-to-date support for our endeavors.
- **Dynamic Executive Board:** Our executive board comprises a blend of seasoned and fresh officers, each exuding a strong professional presence. Their diverse skill set and unwavering dedication amplify AMA's mission impact.
- **Strategic Recruitment:** Employing a multi-faceted approach, we have amplified our recruitment efforts. Leveraging university professors, social media platforms, orientation tabling, and word-of-mouth, we've expanded our reach and drawn in diverse talents.
- **Exponential Membership Expansion:** Our membership has burgeoned by an impressive 50%, encompassing individuals from marketing, urban planning, user-experience design, public health, and many other majors. This diverse blend enriches our community and enhances collective learning.

Weaknesses

- **Organizational Effectiveness :** Our executive board is brimming with ambitious plans for the semester; however, the limited availability of meeting days often poses a challenge in effectively orchestrating and realizing all our innovative ideas. Our smaller chapter size, in contrast to other well-established campus organizations, presents difficulties in drawing student participation in events beyond meetings.
- **Campus Visibility :** AMA is traversing a trajectory where time is of the essence. We acknowledge that compared to other organizations enjoying larger memberships and more substantial financial and campus-related opportunities, we are still working to become more recognizable on campus.
- **Succession Planning:** At the end of the upcoming fall semester, a significant portion of our members are either graduating or on the cusp of graduation. This juncture marks the culmination of an era for AMA and the dawn of fresh opportunities, as we prepare to usher in new beginnings.
- **Financial Support Landscape:** Financial backing from the school is not as substantial for AMA as it is for other prominent organizations on campus. This financial constraint creates hurdles in facilitating attendance at events such as the ICC for our members.

Opportunities

- **Corporate Sponsorships:** Our revenue generation can be boosted by reaching out to local businesses through sponsorship packages.
- **University Collaborations:** Our community of marketers can expand if we partner with closely-related student organizations on campus.
- **AMA Conferences and Competitions:** Our members can experience the full potential of AMA if they register for regional/international conferences and apply to competitions.
- **Committees:** Our committees have the opportunity to become more productive to support officers' responsibilities and develop members' skills.
- **National Millennial GenZ Community :** Members have the opportunity to be part of the NMGZ and travel around the US expand their network and learn from professionals in the industry

Threats

- **Officer Burnout:** Our chapter has a history of losing board members throughout the semester due to overwhelming pressure from their personal/academic responsibilities.
- **Student Burnout due to school pressure:** Our members may lose motivation throughout the semester as their coursework becomes more intense.
- **Time Conflicts:** Our members may miss meetings or opportunities because of their classes, work schedules, commute times, or other interests.
- **Meeting Locations:** There might not be enough rooms available at the necessary times on campus that would fit all of our members.

Professional Development

Professional development aims to provide members the opportunity to enhance their professional network, exposure to the industry, and relevant leadership skills.

Guests Speakers

Goals

Host a diverse set of guest speakers to share specialized knowledge on marketing and different industry to our members

Strategy

- Contacting known speakers from events such as ICC.
- Engaging with local firms.
- Continuing relationships with alum
- Bring guests speakers from the different connections our executive board has



Bill Imada - CEO IW Group

Marketing and communications agency that focuses on multicultural and multi-generational markets

- 2022 Multicultural Agency of the Year



Derin Raji- Green Sahara

New company offering healthy potato chips in various North African savory-spiced flavors.



Disney College Program Reps - The Walt Disney Company

Disney college program reps present their college program and internship opportunities which give AMA members the opportunity to be part of the Disney Magic.



Rick Ramirez - Richmond, Austin & Co

Legal and business management consulting firm that provides organizational strategy, corporate growth planning, strategic planning, and start-up legal and business expertise for businesses of all sizes, government agencies, and nonprofits. This includes identifying marketplace opportunities to develop go-to-market strategies and creating innovative brand, marketing, and sales plans.



Swoop Advertising Agency and PRSA UNT Chapter:

Three-organization workshop focused on marketing (AMA), advertising (Swoop), and public relations (UNT Chapter of PRSA)

Alumni Panel:

- AMA alumni will attend our marketing week to talk about their experiences and participate in our mentorship program to help AMA students to achieve their career goals. Invited panelists include:



Orvil Tarango - Marigold



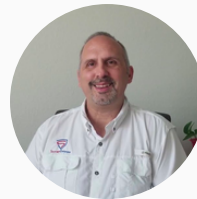
Karina Perez - Univision



Bitia Mottie - Clapper



Kayleigh Maddie - Alpha Business Images



Mark Cieri - Storage Defender

Owner of Storage Defender with years of experience in the marketing industry and current owner of a new personal monitoring service for self storage

Professional Development

Professional development aims to provide members the opportunity to enhance their professional network, exposure to the industry, and relevant leadership skills.

Site Visit

Goals

Reintroduce agency visits

- This marks an important transition for the chapter as these visits have been on pause since the COVID-19 era.

Strategy

Contact marketing and advertising agencies to give us the opportunity to visit them and learn more about the work they do in their field

Conferences and Business Trips

Goals

Empower our members with the opportunity to network, travel, and engage in friendly competition alongside fellow students and industry professionals

Strategy

Promote events to members, prepare those interested to attend and use socials/fundraisers to secure funding

International collegiate Conference:

- Prepare a group of UNT AMA members to travel to New Orleans to connect with AMA collegiate students, marketing thought leaders, and professionals by
 - Fundraising to create financial accessibility.
 - Entering competitions to gain hands-on experience.
 - Promoting the conference in meetings throughout the year.
 - Competitions:
 - Case Competition
 - Sales Competition

Regional Conference:

- Promote AMA regional conferences to support other AMA chapters and give our members external opportunities to learn, compete, and network by
 - Communicating with other chapter leaders.
 - Monitoring the national AMA website and social media.
 - Announcing upcoming conferences in chapter meetings.

National Millennial GenZ Community:

- Elect the most outstanding leaders in our chapter to represent AMA in the business trips of the national millennial GenZ Community
 - Give members the opportunity to network and connect with companies Around the US.
 - Promoting participation in online meetings with professionals.

Committees

Goal

Develop members' soft and hard skills through diverse, inclusive, and collaborative committees

Strategy

- Allow board members the flexibility to structure their committees according to their leadership styles.
- Hold board members accountable to meet synchronously with their committees at least once a month.
- Maintain communication within committees on a weekly basis.
- Set clear goals and responsibilities for each committee.
- Committees set for the school year are:
 - **Advertising:** 15 Students lead but VP advertising
 - **Finance:** 4 students lead by VP finance and Director of sponsorships
 - **Events:** 3 students led By VP Membership

Professional Development

Professional development aims to provide members the opportunity to enhance their professional network, exposure to the industry, and relevant leadership skills.

Workshops

Goals

Increase members' understanding of current industry practices and spotlight diversity, equity, and inclusion in organizations, corporations, and communities

Strategy

- Invite guest speakers from our network of connections to speak on DEI and the marketing industry.
- Engage with our AMA members in open conversations or activities to develop an understanding of each other and our backgrounds.

Networking - Speed dating event in partnership with the Bumble brand:

- This special networking event is to teach our members the importance of networking and also teaching them how to lose up and get their self out there asking questions

Career Fair Preparation in partnership with Storage Defender:

- Preparing our members for the upcoming career fair by setting 5 stations with the perfect materials they need for the career fair:
 - Stations:
 - Elevator pitch host by storage defender
 - Resume building
 - LinkedIn Profile
 - Q/A: General questions and interview questions
 - Headshot station

Marketing Personas and Empathy Maps:

- Discover the significance of utilizing marketing personas, and gain insights into crafting empathy maps from these personas. This will enable the students to dive into the client's perspectives, understanding what they say, think, do, and feel.

Marketing Week

Goals

- Connect students with marketing professionals and alumni
- Give AMA students the opportunity to develop their skills as professionals for the future

Strategy

Plan events a minimum of a month in advance and confirm attendance with organizations

16

Photobooth
Fundraising

17

Alumni Panel

18

UXSA X SWOOP X
AMA X PRSA

19

AMA Palooza
UTA X UTD X TWU

20

Site Visit /
Colligate Submit

21

Colligate Submit

October 16 - October 21

Community Impact

Professional development aims to provide members the opportunity to give out to the community and participate in causes bigger than them

Nonprofit Fundraising

Goals

Secure funding for our members to practice marketing skills and community outreach

Strategy

Plan, implement and assess various fundraising campaigns throughout the academic year

- Eaglethon:
 - Create a nonprofit marketing plan with the UNT Eaglethon Organization that works with Cook Children's Medical Center
 - Activity: Members will create tote bags and other profitable materials to sell and market to UNT students to raise our goal of \$300 for the young hospital patients
- Work with external nonprofit organizations to provide our members community service experiences
- Work on on campus activities like cleaning the campus and taking care of the community garden

Cause of Awareness

Goals

Advocate for meaningful causes at the regional, national, and international level through our marketing expertise by

Strategy

- Feature a "Cause of the Month" on Instagram to promote a local or national philanthropy
- Share informative posts or articles on social media in reference to social responsibility, corporate responsibility, and DEI

Local Case Study

Goals

Give AMA members the opportunity to strengthen their marketing skills for a nonprofit cause via a case study

Strategy

- Create visual content or copywriting to promote the nonprofit's cause or event
- Evaluate the effectiveness of the campaign quantitatively and qualitatively by maintaining positive relations with the nonprofit

Fundraising

Fundraising aims to generate funds to support the internal operations of AMA, sponsor members to conferences, and donate money to philanthropic causes.

Internal

- Utilize the human capital within our chapter for volunteer fundraising opportunities by
- Fund raise through UNT concession stands during sporting events.
- Plan a community fundraising campaign or event that will unite the AMA and the UNT community.
- UNT Grants
 - Sponsor member travel to the ICC conference through designated university funds by
 - Staying up-to-date with UNT government and grant activities, such as the Raupe Travel Grant through the Division of Student Affairs
 - Attending informational meetings through Student Activities
 - Creating informational presentations within the board to secure funding
 - Entering monthly drawings to be "Organization of the Month" through UNT and receive the \$100 cash prize

Fundraising

Fundraising aims to generate funds to support the internal operations of AMA, sponsor members' travel to conferences, and support philanthropic causes

External

Sponsorships

- Raise at least \$1,000 through corporate sponsorships or partnerships by
 - Offering sponsorship packages to companies in exchange for promotion of their organization
 - Offering services, such as social media marketing, email promotions, events, and guest speakers
 - Building a working relationship with local businesses to generate leads

Communications

Internal and external communications aims to create a dialogue between our chapter and its communities.

Internal

General Body

- Ensure all members know what is happening within the organization by
 - Sending GroupMe reminders for all general meetings at least 24 hours in advance
 - Creating GroupMe events so members can RSVP to meetings
 - Updating Instagram with posts and stories with meeting dates, times, and locations
 - Sending the meeting presentations with important forms and links after each meeting

Executive Board

- Maintain open communication lines among all the members of the board by
 - Keeping detailed meeting minutes of every board meeting with an agenda and actionable.
 - Utilizing GroupMe and text to share ideas and ask questions.
 - Share a Google Calendar with meetings, conferences, fundraisers, socials, and reminders.

External

Alumni

- Develop social networks within the university and with marketing alumni for career opportunities and advice by
 - Promoting AMA community events through university digital advertising and lawn signs.
 - Utilizing university resources like the Mean Green Mentors Program or the Career Center to stay connected with university alumni.
 - Maintaining strong ties with the UNT Marketing Department.
 - Attending UNT leadership opportunities to network with other student organization officers.

National AMA

- Keep track of national opportunities such as scholarships, internships, conferences and resources to share with the chapter so they can be more involved with the national AMA

Website

- Educate the UNT and DFW community about the mission, activities, and successes of UNT AMA by
 - Updating the website with recent pictures and information
 - Showcasing event videos, pictures, and testimonials that carry a positive impression of UNT AMA
 - Providing a call-to-action for newcomers to join our GroupMe, follow our Instagram, or connect with us on LinkedIn.
 - Creating a cohesive brand between our website and our profile on the UNT Organization Portal

Social Media

- Develop a personalized brand that increases engagement, interactions, and dialogue by
 - Utilizing each social media platform's set of features and audiences, such as Instagram's interactive story polls or live features
 - Sharing memorable AMA moments on all of our feeds, such as guest speakers, events, and socials
 - Writing an AMA blog to share current marketing practices with a broader, online community
 - Reaching out to other student organizations through social media messages and tagging systems

Membership

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

Recruitment

Goals

- Grow the organization by at least 20%
- Diversify membership with majors from multiple disciplines

Strategy

- Table at University-sponsored orientations and events around campus
- Promote AMA meeting times through social media channels.
- Maintain our profile through the university's organization portal.
- Contact marketing professors and classes to do AMA presentations

Membership Directory

Goals

Secure valuable and sensitive chapter membership data
Develop personal and professional relationships

Strategy

- Create a database of our members' information and social media handles with their permission
- Celebrate our members' success, and birthdays on our meetings and social media
- Encourage members to connect with each other on LinkedIn

Point System

Goals

- Incentivize participation in chapter activities
- Foster a friendly, competitive spirit

Strategy

- Reward active members with a special prize, such as a refund of membership dues and end-of-the-year awards and prizes
- Motivate committee members to stay active throughout the year so they can learn and gain points
- Encourage members to attend meetings, participate in events, and bring a friend

Mentorship Program

Goals

- Prepare members for future careers
- Gain campus reputation for networking and career development opportunities

Strategy

- Pair alumni with our current members who applied to our mentorship program: **Pairing is done using personality test results**
- Encourage each mentorship partner to meet at least monthly to support their future professional goals through advising and career plans: **The mentees and mentors will keep track of their needs with a customized document to keep track of goals, progress, and other matters**
- Grant alumni the opportunity to offer coaching to current AMA members to help them become successful in the industry after graduation

Socials and Collaborations

Goals

Create a community of friendship and support within AMA

Strategy

- Offer socials each semester to get to meet our members to create friendships
- Give members the opportunity to create their own group of friends within AMA
- Create socials with other organizations to get to networks and create relationships with other UNT students

Fundraising socials

DP Dough / Beth Maries / Chipotle / Tayaki Sweets / Tote Bag making for nonprofit

Socials

Karaoke night / Tailgates / Halloween party/ Homecoming / Banquet

Chapter Operations

Chapter operations aims to improve the overall organization and communication between executive board members and chapter members

Internal

Goals

Unify the board's vision and goals for the year to prepare for the year

Strategy

- Set a major goal for each of the board members so that they can devote their efforts to one objective
- Brainstorm ideas for the year during the summer

Document Organization

Goals

Maintain organized databases so all board members can access and find important documents

Strategy

- Organize the Google Drive with folders sorted by academic school year and type of document, such as Google Forms or budget spreadsheets
- Organize the Canva content with folders by academic school year, specifically titling the date and topic of each media
- Create a shared storage drive of pictures and videos for content for slides, social media, or recruitment

General week meetings

Goals

Provide a supportive and streamlined experience for members to learn and practice marketing principles

Strategy

- Personally welcoming members as they walk into the room.
- Ending most meetings with a get-to-know-you or hands-on group activity.
- Encouraging post-meeting plans for members to bond over food.
- Offering a Zoom option for off-campus members.

Leadership structure:

Goals

Foster an environment where every board member feels like they are valued and contributing to the organization

Strategy

- Having board members give weekly updates of what they've done and what they're doing.
- Delegating events and tasks among board members.
- Understanding when a board member needs to miss a meeting as long as they give notice.

Leadership Transition

Goals

Execute a seamless onboarding and exiting process for officers

Strategy

- Outline clear responsibilities for each board member
- Update password management so all officers can access our software
- Provide cross-over time for exiting officers to mentor incoming officers
- Encourage newer students to apply for leadership positions so they have the opportunity to lead for extended periods to ensure continuity

Budget

2023-2024 Proposed Budget:	
Revenue:	
Current Balance	\$3,171.34
Cash/checks from guest speakers	\$1,200.00
Fundraising Activities	\$2,500.00
Travel Grant from SGA	\$3,500.00
Sponsors	\$400.00
Chapter Membership Dues	\$5,000.00
Concessions:	\$2,000.00
Total Revenue:	\$17,771.34

Expense:	
AMA National Dues	\$500.00
ICC trip	\$9,275.00
misc reimbursements	\$100.00
Chapter Operations for Exec Board	\$200.00
Guest Speakers	\$105.00
Fall Banquet	\$1,000.00
T-Shirts	\$700.00
Materials for Fundraising	\$400.00
Canva payment	\$119
Total Expenses:	\$12,399
Available Funds:	\$5,371.94

Calendar

UNT AMA uses a google calendar of events which shares with all of of members in our [website](#)

May

- 2 - AMA executive Meeting

July

- 3-7 - One-on-ones with President
- 14 - Orientation Tabling
- 20 - Orientation Tabling
- 21 - Executive Board Pool Social
- 24 - Orientation Tabling

August

- 1 - Orientation Tabling
- 8 - Orientation Tabling
- 9 - Orientation Tabling
- 17 Orientation Tabling
- 16 - Business Palooza
- 16 - Mean green Fling
- 21 - Classes Begin
- 25 - First official executive meeting with Advisor
- 29 - First advisor and President's official meeting

September

- 1 - Executive Meeting
- 1 - ICC Executive meeting
- 5 - Bumble speed Dating (find your perfect match)
- 7 - Study Hours
- 8 - Officer Meeting
- 12 - Career Fair Preparation
- 15 - Officer meeting
- 19 - ICC info Meeting
- 19 - Social x Fundraising : Calzone Night
- 21 - Study hours
- 22 - Officer meeting
- 26 - Disney college Program
- 29 - Officer meeting
- 30 - DSP X AMA X WIB Tailgate

October

- 3 - Marketing Personas
- 6 - Officer Meeting
- 10 - Guest Speaker: Rick Ramirez
- 13 - officer meeting
- 16 - 21 - Marketing week
- 16 - AMA fundraising
- 17 - Alumni Panel
- 18 - swoop x PRSA X UXSA X AMA
- 19 - Shark Tank
- 20 - AMA Palooza : UTA , UTD , TWU
- 20 - Collegiate Submit
- 21 - Collegiate Submit
- 24 - Green Sahara Guest speaker
- 27 - Mid Semester check-in officer meeting
- 31 - Halloween party, marketing disasters, and pumpkin Decoration

November

- 2 - study Hours
- 3 - Officer Meeting
- 7 - Tote bag making to raise money for Cook Children's Medical Center
- 8 - 9 - 10 Thanksgiving Fundraiser
- 10 - Officer Meeting
- 14 - DSP X AMA the Revenge
- 16 - Study Hours
- 17 - Officer Meeting
- 28 - Guest speaker
- 30 - Study Hours

December

- 1 - Officer Meeting
- 1 - Case Competition Due
- 5 - Banquet
- 8 - Executive board White Elephant

January

- 5 - Exec Meeting
- 16 - Classes Begin
- 23 - Info Meeting
- 26 - Exec Meeting
- 30 - Let's Get to know Eachother

February

- 2 - Exec Meeting
- 6 - Internship Panel
- 9 - Exec Meeting
- 13 - Speed Dating Networking meeting
- 17 - Exec meeting
- 20 - Guest Speaker
- 23 - Exec Meeting
- 24 - Eaglethon
- 24 - Exec meeting
- 27 - Personal Branding / Eaglethon

March

- 1 - Exec meeting
- 5 - Guest Speaker
- 8 - Exec Meeting
- 11 - 17 - Spring break
- 15 - Exec meeting
- 19 - Organization collab
- 22 - Exec Meeting
- 26 - Specialize/fun marketing Meeting
- 29 - Exec Meeting

April

- 2 - Guest Speaker
- 5 - Exec Meeting
- 9 - The Exec Positions
- 11 - 13 - ICC
- 16 - ICC Recap Meeting
- 19 - Exec meeting
- 23 - Elections
- 26 - Exec transition
- 30 - Banquet

May

- 3 - Officer transitions and orientations
- 10 - last day of class



AM> | University of North Texas

