

QUINNIPIAC UNIVERSITY CHAPTER

American Marketing Association



2012 Annual Report



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QUINNIPIAC UNIVERSITY CHAPTER
American Marketing Association



EXECUTIVE SUMMARY

Last year, the executive board of the Quinnipiac Chapter of the American Marketing Association went into the school year with the intention and mind-set of transforming the once apathetic club to an organization which would really make an impact and ultimately gain national prominence for our university. With a new group of dedicated individuals and the manpower to make our vision realistic, we have exceeded our goal. This year, we wanted to not only continue our success, but improve the impact of our chapter to the Quinnipiac community and beyond.

We created a set of goals that we found to be realistic and manageable for the course of the the 2011-2012 academic year to build upon our previous success. Nothing is more satisfying than reaching your goals. We have built our chapter to become a model for other organizations on campus, which has been a reward within itself.



PROFESSIONAL DEVELOPMENT



Offer members insight on obtaining jobs and internships in the marketing/ advertising field and career development opportunities through Alumni, guest speakers, and professional workshops.

Quinnipiac AMA Advertising Team

The Quinnipiac University Chapter has developed and successfully implemented the QU AMA Advertising Team. The Advertising Team consists of highly active members who are interested in Advertising, Marketing Promotion, and Interactive Digital Design. The Ad Team's current clients include the Quinnipiac University Investment Club, Quinnipiac University School of Business Career Services and the Quinnipiac University Anime Club.

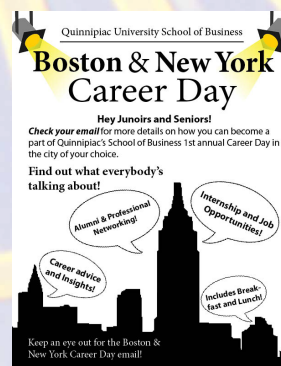
Quinnipiac Investment Club

Together, the QU AMA Ad team created an involvement flier for the Quinnipiac Investment club as well as creating the strategy and the design behind their new logo.

Quinnipiac Career Services

Targeting business students, the School of Business Career Services provides the necessary career development skills, networking opportunities and alumni connections for student's who need internships and career placement. The QU AMA Ad team has worked with career services to plan and develop the Boston and New York City Career Days. These days were structured to give students insights into their future careers and interests. The event was targeting at all business

school students. The QU AMA ad team developed a series of emails, posters, and applications to help gain exposure and attendance to the events. Both New York City and Boston Career days had record attendance interest and was sold out within days of promotion. The QU AMA Ad team exceeded expectations and is being asked back to help Career Services with numerous projects for the remainder of the school year.



Professional Guest Speaker Series

During the fall semester we had a number of professional speakers come to inform students and share their experiences to better prepare them for the real world.

This spring we are holding a series of luncheon style events where members of the QU AMA chapter will have a more personal and beneficial networking and learning experience.



JILL FERRELL
Dean of Career Services
Quinnipiac University School of Business



MELANIE SZLUCHA
Career Development Expert and Improv comedian
Red Inc.



MICHAEL BOWEN
Associate Director
Global Insights Lab at Sony Music Entertainment



MIKE CROCKER
Director of Marketing
Bayer Health Care

Spring 2012 Upcoming Speaker



ANDREA CUSANO
Vice President
Worx Branding and Advertising



JOSEPH DEMICCO
President and CEO
Accurate Imaging Website Design and Internet Marketing



LORI LENIART
Director of Marketing and Game Night Promotions
CT Whale and Whalers Sports and Entertainment Company

Career and Internship Preparation

Our Chapter had the goal to prepare our members for their career and internship exploration process. We created a series of workshops that encompassed practical tools our members could utilize to help them better prepare.

Linking In, Leveraging your social media presence

Resume Workshop with Career Services

Interview Preparation



Resume Workshop with Career Services

We had Jill Ferrall (Dean of School of Business Career Services) give a workshop on the “Do’s and Do not’s” of resume writing.

Interview Preparation

We had Melanie Szlucha (Career Development Expert and Improv comedian) give an interview preparation workshop where she walked students through various interview scenarios with a fun improv comedy twist.

Linking In, Leveraging your social media presence

We had a panel of social media students walk our member through some techniques and tips on how to best use social media outlets to their advantage.



AMA Regional Conferences

Pace University Marketing Association Regional Conference

Four executive board members, Ronald, Kara, Danielle and William, attended the PUMA Pace regional conference on November 19, 2011 in New York City in which they learned about branding within the world of marketing. It was discussed how multiple brands positioned and branded themselves within their product category utilizing presentations from representatives of each company. Attendees were also presented on how important it is to create and build a personal brand to stand out in the workforce. This was another successful conference for the PUMA Pace Chapter for we have attended their previous regional conferences. It was a great turnout of multiple Chapters, some from as far as the Canisius College Chapter in Buffalo, NY. This provided a great networking opportunity for attendees amongst each other and business professionals.



Quinnipiac AMA Apprenticeship Program

We have five graduating seniors this year on our executive board and, due to this situation, a majority of our executive board will consist of new members next year. We are implementing an Apprenticeship Program where current members will have the opportunity to shadow a position of their interest for a period of time. Apprentices will learn the responsibilities and tasks needed to run each position. Apprentices will also be given the opportunity to learn about the organization internally. The goal of the Apprenticeship Program is to recruit the highly motivated individuals who have an interest in running our chapter and ensure there is a smooth and practical transition between executive boards.



International Collegiate Conference Competitions

Chapter Planning/ Annual Report Competition

Exhibit Competition

Website Competition

T-shirt Competition

AMA Saves Lives Competition

SABRE Business Simulation

Membership Recruitment Campaign Competition



PHILANTHROPY



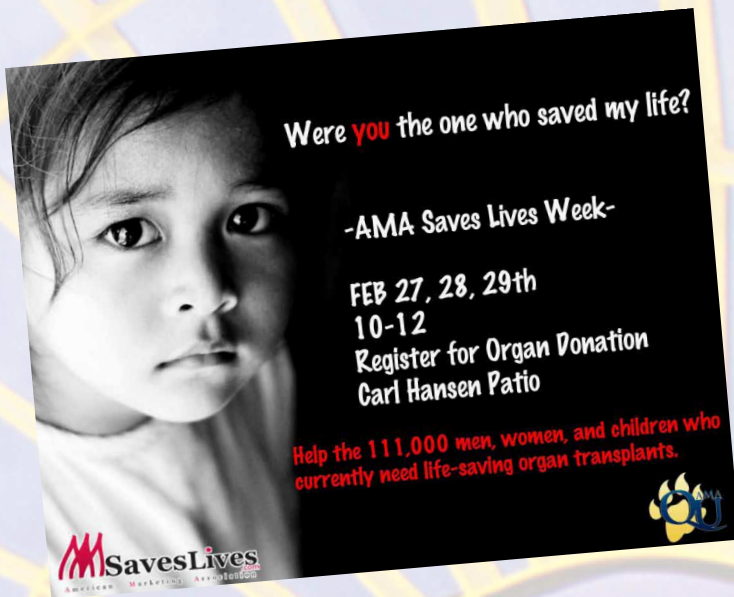
Strengthen the importance of community service through non-profit marketing. Give members the opportunity to market and assist non-profit organizations and local businesses through fundraising and promoting the organization in our community and online.

Attire for Hire

In previous years, we hosted Attire for Hire, which is a campus-wide event that extended over a three-week period. The goal of Attire for Hire was to get faculty, administration, students, and staff to clean out their closets and donate any business casual or business formal attire that they no longer want or need. The clothes would then be donated to the New Haven Home Recovery, which is a “community based, multi-service agency dedicated to providing services to Connecticut’s homeless women and their children.” The work wear is then distributed to families around the community. To make this successful, we advertised around campus and had our chapter members decorate large boxes that were placed at high traffic areas around campus, making it easy and accessible for the members of our community to donate their unwanted business clothing. After a two week collection period, ending right before the start of our winter break, we were thrilled to donate over six large bags of an abundance of clothes to the New Haven Home Recovery, just in time for the holidays.



AMA Saves Lives



Our Chapter is participating in the AMA Saves Lives Competition this year. We plan on having an event on campus during the week that will help promote the AMA Saves Lives organization. Our promotion will include a “beach party” guerrilla marketing campaign. Members will be dressed as life guards so we can encourage people to save lives along with us. This event will take place outdoors in late February to gain further attention of the Quinnipiac University community. At the booth, we will have laptops set up allowing people to sign-up to be an organ donor, as well as take the AMA Saves Lives Organ Quiz online. We will be passing out “organ shaped” lollipops with an organ donation statistic and directions on how they can sign-up at a more convenient time. We will be creating a video of our promotion efforts to submit to the Spring AMA Saves Lives Video Competition. We hope to excel in organ donation signups to compete on a national level.

The Big Event

“The Big Event,” was started by the students at Texas A&M. It’s the largest, one-day, student service project in the nation where students come together to say thank you to the residents around their community. To show their appreciation, students have completed service projects such as yard work, window washing, and painting for the community members. Quinnipiac hopes to do the same for the residents of/around Hamden, CT. Quinnipiac’s Big Event will take place on Saturday April 14th. We are creating a team to go out into the community and represent both Quinnipiac and the American Marketing Association. Students will travel to medical/research sites, elderly service sites, youth service sites, nature sites, educational sites, and community outreach/collection sites, to say “thank you.”

Relay for Life

In our chapter plan, we discussed a desire to build a team for the Relay for Life at Quinnipiac which occurs on Friday, April 27th. The Lender School of Business has also created a team for the Relay, so we are encouraging our members to raise money for this team and join them on the Relay for Life.



Juvenile Diabetes Research Foundation Walk

Several members of the AMA participated in the JDRF Walk to Cure Diabetes on Quinnipiac's North Haven campus on September 25th, 2011. Prior to this event, members have been collecting money for this cause by inviting friends and family members to donate money on the team webpage. Collectively, we managed to raise \$200 for the JDRF to help find a cure for diabetes.



Making Strides Against Breast Cancer Walk

This annual event took place in New Haven, Connecticut on Sunday, October 23rd 2011, to raise money for the fight against breast cancer. Many members of the Quinnipiac AMA were able to attend this walk and spread the word to receive donations for this upcoming event. As a group, we raised \$305 and had a great time making strides for the fight against breast cancer.



The Bella Tucker Volleyball Tournament

The Bella Tucker Volleyball Tournament will be held on April 15th, 2012 to help raise money and awareness for the Bella Tucker Foundation. This event will be an enormous opportunity for members to gain experience in Event Marketing as well as providing the ability to give back to the community in a big way. The event will be held on the beach volleyball courts on the York Hill campus. It will be a day of food, fun, and most importantly giving back to a good cause.

American Lung Association Fight for Air Climb

The Fight for Air Climb Tackle the Tower at Hartford 21, is taking place on March 31st, in Hartford Connecticut. "American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease"(www.lung.org). Our members will be raising money to support this worthy cause and help the fight against lung disease.

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FUNDRAISING



To generate sufficient funds to maximize our Chapter’s potential. With adequate funds we will provide our members with the highest quality opportunities.

Being a club on campus that does not receive much funding from Quinnipiac University has caused fundraising to be extremely important to us. Over the past few years, we have recognized the most important and efficient way to fundraise.

Through donations from corporations and taking advantage of resources from our Student Government, we have increased our discretionary income higher than it has been in a long time. Our main source of fundraising this year resulted from our school of business subsidy fund. We were granted \$11,500 dollars

from our Dean Matthew O’Connor, which will cover our expenses for the 34th Annual International Collegiate Conference. Furthermore, we continued to utilize our Student Government and partake in the monthly appeals process. We have been granted \$1,820 dollars to date and anticipate earning an additional \$3,500 dollars by the end of the academic year.



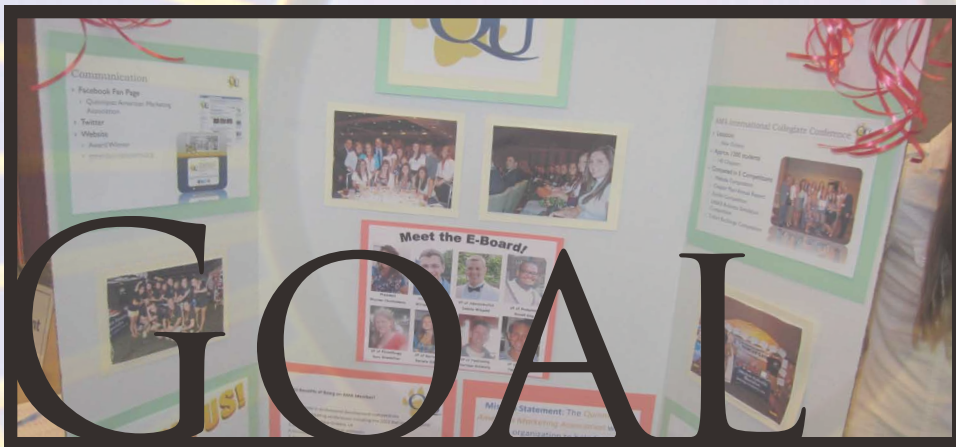
Furthermore, our chapter also hosted several fundraising events at local restaurants near Quinnipiac. We successfully raised \$172.50 dollars from fundraising at Aunt Chilada's restaurant in Hamden, CT. In addition, we are hosting a similar fundraiser at another local restaurant; Eli's on Whitney, in which we hope to raise over \$200 dollars.

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Corporate Sponsorships

In our Chapter Plan, we planned to use a similar strategy to last year's, relying on corporate sponsorships as a big part of our fundraising efforts. Fortunately, through our School of Business subsidy our chapter did not face any financial distress. However, we formed a strategic partnership with the UPS Store of Wallingford, CT, which we believe will be a healthy and beneficial relationship in years to come. The UPS Store of Wallingford has tasked us with the challenge of developing and implementing a marketing plan for their Quinnipiac Summer Storage Program. In return for our efforts, the UPS Store of Wallingford has agreed to cover our shipping expenses to the International Collegiate Conference.

MEMBERSHIP



Increase membership and retain members by creating excitement for AMA activities and meetings around the Quinnipiac campus. We also want to encourage more of our members to become national AMA members.



Goal:

Leverage our Marketing Campaign for the Chapter's "Finding Your Key to Success: Unlock the Door to the Business World"

Our marketing campaign for recruitment "Finding Your Key to Success: Unlock the Door to the Business World" was an effective promotional strategy. We wanted to focus this year's efforts on educating our members about the marketing opportunities in the

business world. We felt it was necessary to educate on marketing jobs and important tools in order to obtain the best possible jobs. This slogan attracted marketing, advertising, biomedical marketing and public relations students.

Goal:

Obtain a booth at the Quinnipiac University's Student Involvement Fair

Our executive board ran a booth at the Quinnipiac University Student Involvement Fair on September 7th, 2011, times ranging from 4:00 to 6:00. We displayed brochures, sample involvement packets, an iPad showing our recruitment video, incentives of ice pops

and email sign up sheets. We obtained 153 interested student's emails. This was a very effective promotion for our chapter. Our chapter obtained a vast amount of exposure at this fair; we had contact with nearly 2,500 Quinnipiac students.

Goal:

Obtain a booth at the Quinnipiac University's School of Business Involvement Fair

Our executive board also ran a booth at the Quinnipiac University's School of Business Involvement Fair on September 15, 2011, from 10:00 to 2:00. We displayed the same promotional materials from the university-wide involvement fair. We provided coffee and dough-

nuts for interested participants. Through this fair, we gained 118 students to our email list! Since we were the business club with the most email sign ups, we were recognized by the Dean of the School of Business.



Goal:

Through our Classroom Storming Campaign, we will display our recruitment presentation to show the benefits AMA has to offer students.

We presented our recruitment presentation to various levels of marketing classes. Two members of the executive board went to each class and explained the benefits of a National AMA Membership and also our

Chapter's plans for the semester. We answered questions to our potential members and had the professors explain the importance of AMA on a collegiate and professional level. We gained many members through this promotional effort.

Goal:

Advertise recruitment video from 2011 at all recruitment events and presentations

Displaying our chapter's recruitment video at all promotional events and presentations gave our chapter a

professional look. It displayed the member's opinions of the Quinnipiac AMA chapter and the benefits it offers.

Goal:

Create more interactive chapter meetings, in which students can benefit and participate in activities planned

Instead of holding full chapter meetings every two weeks, we redesigned how our chapter would run this semester. We decided to hold chapter meetings once a month to catch everyone up on what each committee has been doing. We created various committees for each event or activity we are participating in/holding.

We also have a "Luncheon Series," where we bring in marketing and advertising professionals for a lunch with our members. We allow 15 members per lunch. Each member is required to ask the professional 5 questions and have handed in their resume to us prior to the luncheon.

Goal:

Create committees for different events planned in hopes to increase student involvement and retention

The committees we have created have dramatically increased our membership involvement and enthusiasm. We have been getting positive feedback from members because they feel more involved and impor-

tant to our Chapter's success. This is also a great way to create relationships (and future networking opportunities) through connecting our chapter members to one another.

Goal:

To maintain membership retention, assign members to work on different AMA International Collegiate Conference competitions

Some of the committees that we have created are working towards an International Collegiate Conference competition. The committees we have created are AMA Saves Lives, UPS Partnership, Bella Tucker

Volleyball Tournament, advertising for QU Career Services Department and local restaurant fundraisers.



INTERNAL/ EXTERNAL COMMUNICATION



Maintain a stable flow of communication among the executive board, Chapter members, Quinnipiac alumni, and our University community through online and direct marketing resources.

Our best manner of internal communication with our members is via e-mail.

We have a Quinnipiac AMA e-mail account which is open to all members, alumni and the university community for any questions and/or concerns about the organization and our activities that needs to be addressed.

The day before our monthly chapter meeting, the Vice President of Administration, who is in charge of all internal communications, sends out e-mails to inform members about the logistics of the meeting. Since the beginning of the spring 2012 semester, we started scheduling our meetings on a monthly basis.

In between our chapter meetings, committees would meet on a weekly basis for multiple programming purposes. This was to ensure that the executive board along with the members could effectively plan the needed tasks for the participation in the 34th Annual International Collegiate Conference. Through our extensive efforts, we have increased the number of students on our mailing list from 474 to 583 people. This 81% increase is what allowed our organization to

increase the number of reoccurring attending members and have profound results within our activities.

The day after our chapter meeting, the Vice President of Administration sends out an e-mail to our members titled "AMA Minutes". This is just a synopsis of the topics that were discussed at the meeting. Provides a timeline of our accomplishments and the activities we need to capitalize in the future. This was very helpful to those members who were unable to attend Chapter meetings. This e-mail reminded members of what duties and ideas that needed to be considered and performed to keep our chapter alive.



External communication is executed by the advertising, marketing and public relations skills we performed on and around campus.

For large events and fundraisers, we hung up large hand-made posters in the cafeteria, which is viewed by the majority of our 8,400 student body while dining and in passing. Regular sized posters and fliers were posted in the School of Business, School of Communications, the student center, classroom buildings, residence halls and other various locations on our multiple campuses. In order to notify individuals beyond our e-mail list, we utilized the scrolling video monitors located throughout the School of Business, School of Communications, student center and the cafeteria. We would post information about our chapter meetings as well as event notices about meetings, events and activities related to our organization for an external reach.

We were able to raise awareness about our chapter activities to fellow Quinnipiac students and business professionals within our community, executed by various social media outlets:

Twitter

Goal: To update Twitter on a daily basis about relevant news that is within and external to our organization at a higher rate than the previous year.

We updated our followers about our meetings, events on and off campus, as well as events that fellow organizations on campus were hosting as we promised as our duties as a marketing chapter. We also tweet relevant information posted by our followers. Business and daily news as well as career tips and advice. Our follower count has increased by 88% since the beginning of the 2011-2012 academic school year. We currently have 221 followers from the 117 we started out with at the beginning of the academic school year. We utilized this social media outlet to raise awareness about the benefits and ideology of AMA Saves Lives

Facebook

Goal: To update Facebook frequently about relevant news that is within and external to our organization at a higher rate than the previous year.

We would post updates about our meetings, guests and related events to our group members on Facebook. We also updated our photo albums of our events, meetings and what we have done over the course of the time. Our group member count on Facebook has increased 18% from the beginning of the 2011-2012 academic school year. We currently have 164 fans whereas in the beginning in the school year, we originally had 138. We will continue to increase the number of fans for our fan page through extensive promotional efforts. We utilized Facebook to spread the understanding about the importance of becoming an organ donor by increasing traffic to the AMA Saves Lives Facebook fan page.

Chapter Website

Goal: To continually improve the content of our website throughout the year with information that is relevant to the Chapter activities.

Our website is open to everyone, not just our members. Viewers were able to see what our chapter is doing, who we are as an organization, photos, contact information, events, and our accolades. We placed a Twitter ticker on our website which displays our recent tweets. This encourages more followers and integrates our promotional efforts. We are constantly improving our website to follow along with our consistent changes and improvements to our chapter.



myQ

This is an online web portal that is accessed by the Quinnipiac community where it provides all current campus news and announcements. The site also features an events calendar highlighting the various events that clubs and organizations like ourselves are hosting. We submitted information for our featured events to the vice president of public affairs at Quinnipiac

The Quinnipiac Chronicle

This is a major student-run newspaper present on the Quinnipiac campus that circulates 2,000 copies every Wednesday. We have had sections and advertisements printed for our events.



CHAPTER OPERATIONS

The Executive Board

Each executive board member runs a separate division of the organization involving various individualized day-to-day tasks. That being said, we always strive to make big accomplishments as a team. Once a week, we hold Executive Board meetings. Here, we discuss previous Chapter meetings, scheduled future events, discuss new ideas, and continue to set tasks that help us complete our overall goals for the Chapter.

President: Bryanna Charbonneau

Vice President: William Lombardi

Vice President of Administration: Dakota Wiegand

Vice President of Finance: Taylor Jones

Vice President of Fundraising: Harrison Weisberg

Vice President of Philanthropy: Kara Brandofino

Vice President of Promotions: Ronald King

Vice President of Recruitment: Danielle DiMarino

Faculty Advisor: Professor Mary Schramm



Organizational Chart



Bryanna



William



Harrison



Dakota



Taylor



Kara



Ronald



Danielle



Professor Mary Schramm
Substitute Faculty Advisor



Professor Blaine Branchik
Faculty Advisor

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The Faculty Advisor is responsible assisting the executive board in planning direction for the Chapter and organizing Chapter activities, aid and advise the group on matters of concern, as well as promote the Chapter on campus as well as in the business community

The President takes care of delegating different tasks to other members of the eboard, running the biweekly Chapter meetings, and facilitates group discussion in both eboard and Chapter meetings.

The Vice President helps the President with decision making, as well as delegating to make sure that things are running smoothly throughout the organization.

The Vice President of Administration is in charge of communication between the eboard and the members of the club. He or she is also in charge of writing down minutes, which are a recap of the eboard or general meeting. The minutes are emailed out shortly after the meeting is over and advises members on current activities as well as giving them updates on upcoming ways to get involved.

The Vice president of Finance is responsible for the creation and maintenance of the organization's budget. He or she keeps track of the earnings and the expenses the club takes on throughout the entire year.

The Vice President of Fundraising is constantly coming up with new ways to help raise money for the organization.

The Vice President of Philanthropy is responsible for finding ways to help get our name out on campus and the community by doing handson community service activities.

The Vice President of Promotions is responsible for managing our social media platforms (Facebook, Twitter, etc.) and constantly looking to expand our ability to reach our members in the most efficient way possible.

The Vice President of Recruitment is responsible in obtaining new active members from all majors, encouraging active participation in our events, and forming a yearly marketing campaign for our organization.



BUDGET/ FINIANCIAL STATEMENTS



Obtain sufficient funds from Quinnipiac University Student Government Association and fundraising to maximize our Chapter's potential in the Quinnipiac University community and in the AMA International Collegiate Conference.

Our budget for 2011-2012 was comprised of two sections: the money we proposed to spend in order to make our chapter successful and fun, and the money we planned on receiving as a direct result of our fundraising efforts and the Student Government Association's special appeals process. Our goal for this year was to fully fund our Chapter for the New Orleans Conference. Between the SGA special appeals process, School of Business grant, and our fundraising efforts, we raised \$12,887.00. After budgeting the cost of the trip for our chapter, we realized our successful effort in raising the adequate amount of money.

As of the 2012-2013 school year, the Quinnipiac AMA Chapter will be an officially chartered campus organization under the Student Government Association. This means that the Chapter will have a steady source of funding throughout the upcoming semesters and the years following that. Our Chapter is currently filing the proper organizational information regarding official recognition under SGA.

Our budget was focused on our monthly chapter meetings, community service events, guest speakers, and the National Conference. Our goal was to expose our members to the various disciplines of Marketing through our guests' professional experience and knowledge. We hope that the opportunities our chapter provides on campus will resonate in our members, spreading the benefits of the American Marketing Association throughout our campus.

Pro-Forma Income Statement

Beginning Balance		\$ -
Revenues		
Dues		\$ -
Productivity		
	School of Business Grant	\$ 11,500.00
	SGA Special Appeals Grant	\$ 1,200.00
	Aunt Chilada's Fundraiser	\$ 187.00
	Career Services Grant	<u>\$ 50.00</u>
	Total Productivity	\$ 12,937.00
Total Revenue		\$ 12,937.00
Expenses		
<i>Professional Development:</i>		
	Chapter Meetings	\$ 68.00
	Involvement Fair	\$ 25.00
	Natioanl AMA Conference Event	\$ 9,088.00
	AMA Saves Lives Event	\$ 124.00
	Pace University Regional Conference	<u>\$ 81.72</u>
		\$ 9,386.72
Total Expenses		\$ 9,386.72
Net Income		\$ 3,550.28
Ending Balance		\$ 3,550.28



CHAPTER ACTIVITIES CALENDAR

July 2011

Executive Board Retreat, Quinnipiac University

September 2011

University Wide Involvement Fair
 School of Business Involvement Fair
 KickOff
 Fall Semester Meeting
 Guest Speaker, Dean Jill Ferrall
 Juvenile Diabetes Research Foundation (JDRF) Walk
 SONY, Lunch with an Executive
 Lunch and Learn with Mike Crocker

October 2011

Target Leadership Symposium
 Susan G. Komen Walk for a Cure
 “Linking In” Leveraging Social Media
 Interview Improviser, Melanie Szlucha
 School of Business Career Fair
 Parents Weekend

November 2011

University Wide Career Fair
 Attire For Hire “Perfect Your Pitch” Speaker
 Aunt Chilada’s Fundraising Event
 International Collegiate Conference Information
 Meeting
 Pace Regional Conference

January 2012

KickOff
 Spring Semester Meeting

February 2012

Summer Internship Session
 Valentines Day Chocolate Sale
 AMA Saves Live Week
 Apprenticeship Program

March 2012

AMA International Collegiate Conference
 Guest Speaker: Lori Leniart, Director of Marketing and
 Game Night Promotions, CT Whale and
 Whalers Sports and Entertainment Company; Andrea
 Cusano, Vice President, Worx Branding
 and Advertising
 American Lung Association Fight for Air Climb
 Executive Board Elections
 Quinnipiac G.A.M.E. Forum

April 2012

Quinnipiac University’s Big Event
 Guest Speaker: Joseph DeMicco, President and CEO of
 Accurate Imaging, Website Design and
 Internet Marketing Agency
 Relay For Life
 Bella Tucker Volleyball Tournament
 Eli’s on Whitney Fundraiser

May 2012

Closing Meeting, Senior Sendoff





QUINNIPIAC UNIVERSITY CHAPTER
American Marketing Association

