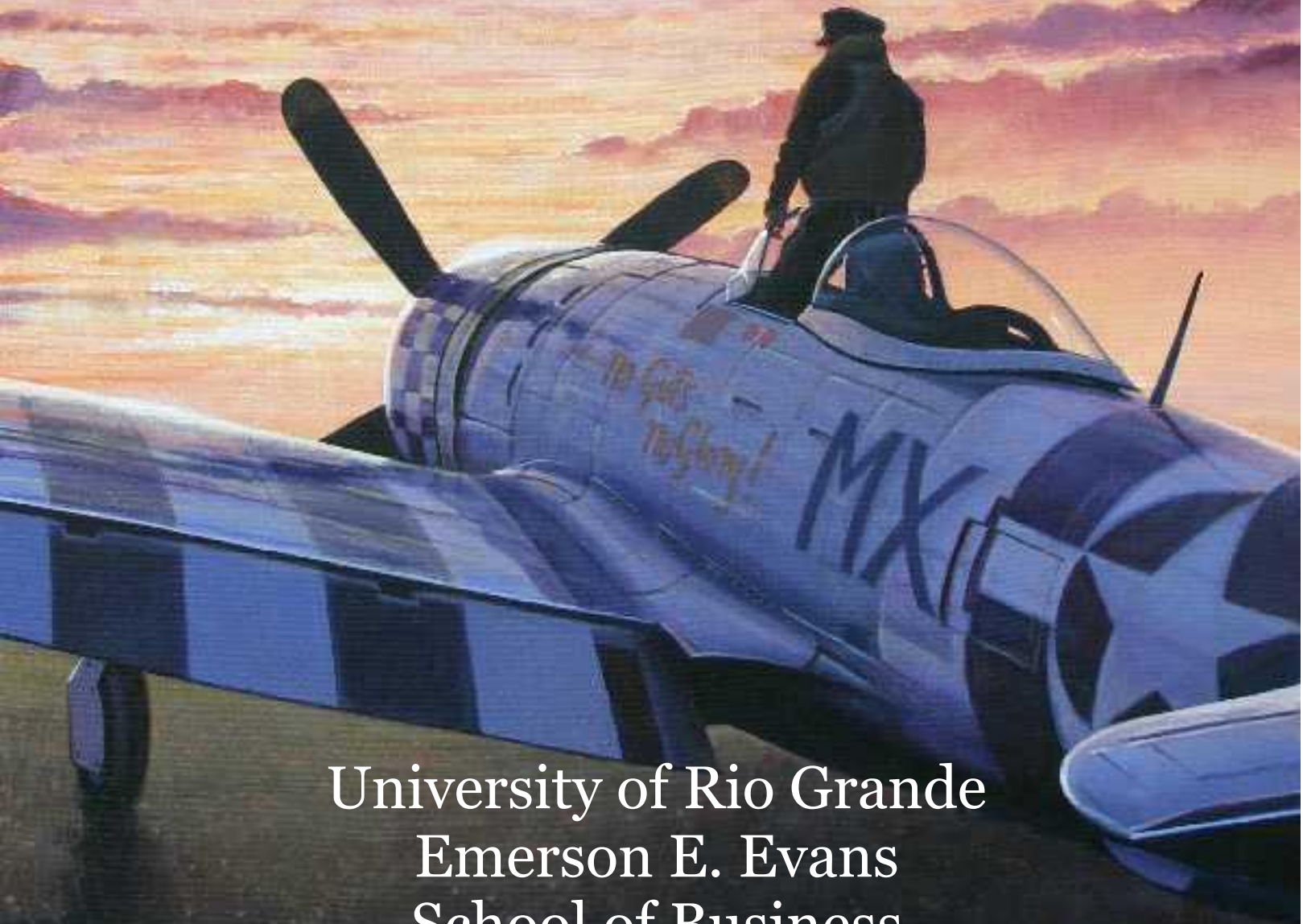


Mission Accomplished: Taking Rio by Storm

2009-2010 Annual Plan



University of Rio Grande
Emerson E. Evans
School of Business

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2009-2010 Rio Grande AMA

Executive Summary

University of Rio Grande Collegiate Chapter of the American Marketing Association

Mission Statement: *To provide members with a fun yet professional environment where they can hone their marketing skills and pursue networking opportunities. The group will seek to promote the field of marketing, the Evans School of Business, and the University of Rio Grande to fellow students and members of the surrounding communities.*

With approximately 2,000 students, the University of Rio Grande is a small college nestled in the Appalachian foothills of southeastern Ohio. In only its fourth year of existence, the Rio Grande AMA has made a major impact on campus. This year, the group held several campus events and fundraisers which were designed to promote the group on campus, provide members with vital marketing experience, and improve the surrounding communities.

Professional Development

The Rio Grande AMA held a substantial number of professional development activities during the school year. First, the group was responsible for organizing and operating Rio Grande's School of Business Visitation Day on November 19. For this event, the group had to design promotional materials, visit local high schools, distribute these materials, and market the visitation day to local high school students. As a result of these efforts, the group attracted 128 students to this visitation day—making it one of the largest events in Rio Grande history. This is the group's third year at organizing the event; in its first year, the group set a record by attracting 84 students.

In addition, the group held several campus events, including a 3-on-3 basketball tournament, a cornhole tournament, and an all night gaming event. Though the chapter

experienced mixed results on these activities, members gained further experience in event marketing, as they had to develop activities which would be deemed interesting by the target market, market these events on campus, and ensure attendees had positive experiences.

Community Service

The Rio Grande chapter of the AMA achieved many of its community service goals this academic year. In Sept 2009, the group assembled a media packet for a local non-profit organization. Also, the entire chapter participated in the adopt-a-child program at Christmastime. During spring semester, the chapter worked together on writing and presenting a marketing plan for a campus veterans organization. Presently, the group is planning to host an Easter egg hunt for local school children in April. Through these activities, the group has increased its visibility in local communities.

Fundraising

Each year, the Rio Grande AMA sets lofty financial goals so that members are given the opportunity to attend the International Collegiate Conference in New Orleans, Louisiana. Like most student organizations, the group was somewhat hampered by prevailing economic conditions; however, group members came close to achieving many of their financial benchmarks. For

example, the group raised \$1,400 by selling sponsorships. Though this figure was slightly less than the chapter's \$2,000 goal, the group actively petitioned the local counties to participate. The Rio Grande AMA also set a goal of \$1,000 from advertising sales. The group was able to sell over the target; the members sold \$1,395.50. Moreover, the group set a sales target of \$250 for its annual gas card raffle; the current amount for this ongoing fundraiser is \$275. Finally, the group hoped to raise \$2,000 from the School of Business in recognition of its recruitment efforts; however, the university was so impressed with the group's marketing efforts that it donated \$3,000 to the group's New Orleans fund.

Membership

Under the leadership of Vice-President of Membership Jeremy Robson, the Rio Grande AMA met many of its membership goals. Approximately 200 students are enrolled in the School of Business, meaning the AMA represents almost ten percent of this population. In addition, the group also achieved several other membership goals. The group maintained its member database, and 100% of all chapter dues were collected. In late April, the chapter will be honoring its accomplishments at an end-of-year banquet for members and their families.

Communication

The Rio Grande AMA was also able to achieve many of its communication goals by employing a variety of different media. The group continued to promote itself and its

activities through the use of the chapter website at www.riograndeama.org. Also, the group created monthly newsletters to communicate chapter events to members. The group utilized the campus newspaper, *Signals*, provided a broader forum for its events and achievements. As a result, the group published several articles during the school year, and these articles reached members, students, faculty, administration, and members of the community. In addition, press releases were issued on the Rio Grande website, and articles were submitted to The Daily Sentinel and Gallipolis Tribune. At one point, the area newspapers did a full page spread on the group and its activities. In addition, the Rio AMA also used the campus television station, Facebook, flyers, and email to communicate organizational events to members of the Rio Grande student body. By incorporating a variety of media, the chapter increased student awareness of chapter events and cultivated a consistent image on campus.

Operations

Many of the Rio Grande AMA's operational goals were also met. The group held weekly meetings throughout the year. Presently, the group is planning to hold elections in late March, so the new officers will be able to train for their new positions. In addition, the chapter distributed mid-year evaluations at the end of fall semester to address group satisfaction; moreover, end-of-year surveys will be distributed in late April to gauge members' opinions on the group's annual activities.

Professional Development

GOAL: *The Rio Grande AMA will strive to provide members with opportunities to apply classroom lessons to real world problems and to provide students with channels to further develop their marketing skills and network with professional marketers. The group will also continue its involvement in School of Business Visitation Day—an event which the organization has grown by 2,100% since taking over the event in 2007.*

Marketing Skills Development

Marketing Week

Goal: Refine event marketing skills by hosting four events during Marketing Week.

Target: Acquired

The group decided to host two Marketing Weeks, one during fall semester and one during spring semester. The fall semester Marketing Week, hosted October 12-16, had a sports theme and was marketed as “Score with Marketing.” On Monday, the group commenced Marketing Week with a sports logo game in the rotunda of the business building. Contestants had to identify 30 consecutive sports logos from hockey, baseball, basketball, football, and college football. The following evening, the group hosted a 3-on-3 tournament, in which seven groups participated. Wednesday night the group hosted Mrs. Tracey Call, Marketing Director at Farmers Bank, who gave a presentation about careers in marketing to all interested Rio students. The next evening, the Rio Grande AMA hosted a cornhole tournament at a local bar and grill, and 14 groups participated in this event. Throughout the week, the group maintained a table in the rotunda of Bob Evans Farms Hall. The table had AMA promotional materials, such as an information sheet and a newsletter, as well as candy and snacks.

Spring Semester Marketing Week was held from March 1-5, and the week’s theme was “Zombies, Speakers, and Game, OH MY!” The group hosted another speaker, Mr. Bryan Long, the Marketing Director of Holzer Health Systems, and he spoke about

the various roles of marketers in an organization, as well as the challenges they face. The following night, the group hosted an all night gaming event in the business building, Bob Evans Farms Hall. Various classrooms were set up so students could play video games, while the main auditorium was used to screen the movie *Zombieland*. The group again set up a table featuring promotional material (i.e., newsletters and brochures) and candy.

School of Business Visitation Day

Goal: Design and implement the school’s marketing efforts by organizing a visitation day for an unprecedented 200 local high school students.

Target: Missed

On November 19, 2009, the Rio Grande AMA hosted the School of Business Visitation Day. To prepare for this event, members contacted local guidance counselors and visited local high schools. When conducting these visits, members had to market the University of Rio Grande and the Evans School of Business while describing the day’s event to local high school students. Moreover, the group designed flyers and other promotional materials, organized the Visitation Day schedule, and worked with students and teachers during the event. In its annual plan, the group set a target of attracting 200 students to Visitation Day. Despite members’ efforts, the group fell short of this goal, as they hosted 128 students on Visitation Day.

Seven local high schools were represented at the event. More schools were interested and planned to be involved, but they were unable to attend due to school budget cuts, and a lack of buses and chaperones. These schools hope to continue to be included in the AMA's recruiting efforts and invited to future visitation days.

It should also be noted that since taking over this event in 2007, the group has increased the number of student participants from 6 in 2006 to 84 in 2007 to 154 in 2008.

Additionally, the School of Business has seen a 50% increase in enrollment due in part to these efforts. Notably, all chapter members participated in the event. The School of Business Visitation Day is a great event for Rio Grande AMA members as it allows them to practice event marketing techniques and develop sales presentations; moreover, this event also assists Rio Grande in attracting the best area high school students. Finally, high school students are able to participate in a fun marketing competition that allows them to explore this exciting field while interacting with college students who are already majoring in business.

Speakers

Goal: Host at least one speaker each semester to discuss selected marketing and management topics to AMA members and interested Rio Grande students.

Target: Acquired

The Rio AMA secured two speakers this year. Mrs. Tracey Call, Director of Marketing at Farmers Bank, spoke Fall semester, and she presented on her experiences working for a bank and previous experience working at a Fortune 500 company. She gave insights on graduating from Rio Grande and entering the workforce and how to be competitive. She also spoke on current and future marketing strategies at Farmers Bank.

During spring semester, the group hosted Mr. Bryan Long, the Marketing Director at Holzer Health Systems. He spoke about the challenges he faced while navigating the corporate environment and how he eventually earned the position of director. He presented on how different marketing strategies are conceived and how effective managers can overcome organizational barriers to new marketing ideas. Mr. Long also emphasized that not all ideas are success stories, but they all are learning experiences.



Marketing Week: Speaker
Mrs. Tracey Call

Conferences & Networking Opportunities

Regional Conferences

Goal: Attend at least one regional conference to sharpen members' marketing skills and provide networking opportunities with other chapters.

Target: Acquired

This year, the Rio AMA was able to attend two regional conferences: Midwest Regional Conference and Northeast Regional Conference. Four members made the 700-mile round-trip drive to attend the Midwest Regional Conference in Lansing, Michigan, from October 23-24. Lansing Community College hosted *Tools for Your Future*; the

conference held sessions on networking, Internet marketing, and team building.

Three members of the Rio AMA drove 1,100 miles round-trip to New York City to attend the Northeast Regional Conference hosted by Pace University and Hofstra on November 21, 2010. *Marketing in the Arts*, the conference's theme, highlighted current marketing strategies and issues in music, theatre, and fashion. The conference also emphasized strategies and pitfalls of utilizing Web 2.0.

International Collegiate Conference

Goal: Attend the International Collegiate Conference with at least ten members of the chapter

Target: Missed

Nine members of the group plan to attend the International Collegiate Conference in New Orleans. Due to attending several other regional conferences and the economy, some of the members are unable to bear the financial strain of attending additional conferences.

30 Minutes with an Entrepreneur

Goal: Have at least 20% of group members participate in the 30 Minutes with an Entrepreneur program

Target: Missed

The information was distributed for this activity and members were interested in

participating. However, the deadline was while the group was visiting high schools for the School of Business Visitation Day. Due to the time constraints of planning such a diverse day, the group was unable to participate this year but hopes to partake next year.

Professional AMA Events

Goal: Attend at least two events held by the Columbus AMA Chapter

Target: In sight

This year, the group was able to attend one luncheon, *Marketing Through the Apocalypse*, in October. Members were presented strategies to market through social media. It gave attendees insights into how companies use social networking sites, such as Facebook or Twitter, to market to a new segment of potential customers. It also gave members an opportunity to network with members of a professional chapter, while collecting knowledge about working in the industry.

The group planned to attend the February 9th luncheon that reviewed Super Bowl ads; however, due to a Level 2 emergency caused by snow and road conditions, the group was unable to make the two hour drive. Instead, members of the group hope to attend the April and/or May luncheons.



2009 School of Business
Visitation Day

Community Service

GOAL: *The Rio Grande AMA will attempt to choose 3-4 organizations, causes, or events and offer support by using members' marketing skills or other chapter resources. Through these community service projects, the Rio Grande AMA will provide members with additional marketing experience while also assisting those in need in our surrounding communities.*

This year, the Rio Grande sought to increase its participation in community service projects. To this extent, the group organized several projects which related to marketing healthy lifestyles, promoting student groups, and assisting area families. In addition, the group also focused extensively on helping area children and volunteering to work at events with area high school students.

Marketing Skills

Meigs County Cooperative Parish

Goal: **Create a media kit for the Meigs County Cooperative Parish, a nonprofit organization that features a food pantry and provides financial assistance for individuals who meet specific poverty requirements.**

Target: Acquired

In September 2009, the Rio Grande AMA put together a media packet for the Meigs Country Cooperative Parish. The group was created a new, appealing website, an informational brochure, a display board, and a PowerPoint. Materials were done in an attractive manner and could be supplemented together or individually. The group ensured the display board was easily portable.

Utilize members' marketing skills to assist 2-3 local organizations

Goal: **Help local organizations improve their marketing efforts by donating members' time and marketing skills.**

Target: Acquired

Student Veterans Group

In January 2010, the Rio Grande AMA was approached by a Rio Grande veteran who was looking to start and promote a student organization for American veterans at the

college. Several AMA members with this student in early February, and he outlined his organization's goals. The student veterans group was hoping to not only improve its recruitment, but to also encourage area veterans to take advantages of military benefits by enrolling in college. The AMA agreed to assist this organization with its marketing strategy by developing a promotion plan for the local area. To this extent, the group performs a cost-benefit analysis of several forms of media, including billboards and radio stations. In addition, the group collected demographic and coverage information from all radio stations within a 75 mile radius of the college, as well as a map of all billboards located within this area. After collecting this data, the group provided recommendations for the veterans group and presented this information in a formal presentation. This was an excellent project for the group, as many members were excited about the prospect of helping area veterans; furthermore, the project allowed members to research the availability and profitability of various media channels around the campus.

Wear Your Heart on Your Sleeve

In late January, the Rio Grande AMA was approached by a local hospital to promote "Heart Awareness Month" by encouraging Rio Grande students to wear red on Friday, February 5th. The group adopted this cause, and dubbed that Friday "Wear Your Heart on Your Sleeve Day." Group members solicited participation through email messages to all students, faculty, and staff, and the group established a Facebook event

and sent several notifications through its Facebook group. Members promoted the event by promising that individuals wearing red to the cafeteria that day would receive a prize. Despite inclement weather, a table was set up in the cafeteria, and AMA group members gave heart-shaped suckers and chocolate to individuals who wore red. Thus, the group was able to use its event marketing and promotion skills to raise awareness of this important health issue among Rio Grande students, faculty, and staff.

Turkey for Turkeys

On Friday, November 20, 2009, the Rio Grande AMA participated in Turkeys for Turkeys, a local fundraiser sponsored by an area radio station. Participating teams paid a small registration fee, which would then be donated to area food banks for the holiday season. To encourage participation, the chapter paid half of members' registration fees for the event. Though the Rio Grande AMA did not win the bowling contest, members enjoyed this social event, while also helping out area families.

Business Professionals of America Competition

In mid-January 2010, the Rio Grande AMA was asked to help with the regional Business Professionals of America competition on January 21. Advisor Wesley Thoene, accompanied by chapter president Katie Peters and VP of Communications Jennifer Giles, served as a judge for the event where local high school students demonstrated their marketing, presentation, and accounting skills. Though members did not market the event, their participation allowed them to market the University of Rio Grande and foster relationships with many of the same high school students who had participated in Visitation Day.

AMA Saves Lives

The University of Rio Grande AMA is also working on developing a promotional plan for the AMA Saves Lives campaign, which encourages individuals to register as organ donors. Presently, the group has posted information on its website and FaceBook page, as well as creating an event on this social networking site. The group also plans to distribute an email to all Rio Grande students, faculty, and staff; furthermore, they are writing a script for a promotional video to encourage students to register as organ donors.

Other Chapter Resources

Adopt a Child Program

Goal: Participate in the Adopt a Child Program by adopting a child from a low-income household and purchasing Christmas presents for him or her.

Target: Acquired

In December, the group participated in a local adopt-a-child program. To this extent, the group adopted three children and provided toys for their Christmas. Members donated \$100 to the project, and group members worked together to choose gifts which aligned with the kids' interests. Though the group did not market for this project, it was one of members' favorite projects, and it did require members to identify their "target markets" and shop for toys which would brighten the Christmas of children in need.

Ohio Association of Two Year Colleges

Goal: Assist organization by improving advertising for the conference.

Target: Acquired

In 2009, the Ohio Association of Two Year Colleges held its annual conference at the University of Rio Grande. As a small college, this was an excellent opportunity for the school to generate a positive impression on administrators from other schools. The AMA agreed to help set up for the event, but the group's assistance was not

required, as other individuals within the college helped set up for the event.

However, the group did discuss with the day's organizers the possibility of assisting with History Day, an annual event later in the year. As part of History Day, area high school students come to the college to give presentations on selected historical topics. Rio Grande AMA members helped with the event by setting up attractive displays and helping organizers arrange the business building. In addition, faculty advisor Wesley Thoene served as a judge, and another AMA member was present that day to help, as needed.

Easter Egg Hunt

Goal: Organize Easter egg hunt for students at Rio Grande Elementary.

Target: In Sight

The Rio Grande AMA is currently organizing an Easter egg hunt for kindergarteners at Rio Grande Elementary. Like the Adopt-a-Child campaign, this event will focus on brightening the holiday for area children. This activity will also challenge members' marketing skills, as members will be soliciting donations of plastic eggs and candy from area businesses. The group will be stuffing the eggs on March 30, and hiding the eggs on the morning of April 2. In addition, members will also oversee the children as they gather eggs and help them to find eggs, if they are unable.

Turkey for Turkeys

(Left to right)
Jenn Giles, Patricia Garcia, Kevin Miller, Wesley Thoene, John Clary



Fundraising

GOAL: *The Rio Grande AMA will work to raise enough funds to support annual chapter operations and ease the financial burden placed on students for a trip to the International Collegiate Conference in New Orleans. For the 2009-10 academic year, the chapter hopes to generate over \$5,450 from its fundraising activities.*

General Expense Funding

Marketing Week Events

Goal: Raise \$200 on Marketing Week events

Target: Acquired

Through events like the 3-on-3 basketball tournament and the cornhole tournament, the group was able to raise \$205 off its campus events. The entrance fee for the 3-on-3 was \$3 per person or \$9 per team. Seven teams

participated in this event, so the Rio Grande AMA generated a total of \$63 from this event. The cornhole tournament had a \$5 per person or \$10 per team entrance fee. The AMA hosted 14 teams in this event, for a total of \$140. For its Marketing Week events, the Rio Grande AMA made \$203. However, the group also decided to put a promotional table in the School of Business rotunda for the duration of Marketing Week. The table had information on the AMA, newsletters, and candy, and the cost of the candy was approximately \$60.



Marketing Week: 3-on-3
Basketball Tournament

New Orleans Fundraising

Advertising Sales

Goal: Earn \$1,000 from the sale of advertisements for the Golden Wings & Ribs Festival in Pomeroy, Ohio.

Target: Acquired

The Rio AMA was asked to sell advertisements in a promotional brochure for a local festival on the marina. Promotional packages ranged from \$50-\$1,000; businesses could select various sized advertisements in a festival booklet, have their name and logo on placemats, utilize radio advertisements, or sponsor booths at the festival.

The group sold to a plethora of businesses- from jewelry stores to car dealerships to

monument stores. The students used personal selling techniques to sell to businesses in Meigs, Jackson, and Gallia counties. Consequently, members had to convince prospective customers to buy advertisements by identifying their organization's needs and highlighting the benefits of the advertising campaign. Members raised \$5,500 for the festival by selling approximately 50 advertisements. Based on the group's commission rate, we raised \$1,395.50 for the chapter.

Sponsorship Sales

Goal: Raise \$2,000 from the sale of sponsorships

Target: Missed

The group raised \$1,400 by selling group sponsorships. As part of this campaign, businesses could choose from three levels of sponsorship: silver, gold, and platinum. Based on the package selected, sponsors could receive incentives, like logo on group t-shirts, end-of-year banquet invitations, member resume CDs, and speaking invitations. Each sponsorship level was priced according to the number of incentives offered. Due to the down turn in the economy, many businesses were interested but were unable to purchase the sponsorship. Despite falling short of its financial goal in this fundraiser, group members still received valuable personal selling techniques, as they had to persuade businesses to buy sponsorships by highlighting the benefits involved. In addition, group members were able to work on their design skills, as informational handouts and pricing sheets were created.

Marketing Rio's School of Business

Goal: Raise \$2,000 from the School of Business by providing marketing services for the school.

Target: Acquired

The Emerson E. Evans School of Business pledged \$2,000 to the AMA to sponsor the

group’s trip to the International Collegiate Conference. However, after promoting Visitation Day and the University of Rio Grande, the School of Business instead donated an astounding \$3,000 to be divided among those attending the trip to New Orleans. More information on this event can be found in the Professional Development section of this report.

Gas Card Raffle

Goal: Earn \$250 from gas card raffle during spring semester.

Target: In sight

During March 8-22, the Rio Grande AMA is holding its fourth annual gas card raffle. To promote this event, students engage in personal selling to family members, friends, coworkers, and college administration. In addition, the group has advertised the raffle by sending campus-wide emails to students and faculty and engaging in personal selling. Tickets are sold for \$1 per ticket, or \$6 for 5 tickets. The drawing is scheduled for March 23, and the winner will receive a \$50 gas card to any Marathon gas station. At the time of this publication, the group had raised \$275, and there is still a week left to sell.

Membership

GOAL: The Rio Grande AMA will maintain membership of at least 15 students, while sustaining a participation rate of over 50 percent. This will be achieved by offering fun and educational events and recognizing outstanding member accomplishments.

Membership Overview

Like virtually every student organization on campus, the Rio Grande AMA saw a slight decline in its membership during the 2009-2010 school year; however, its

numbers are consistent with its membership totals from two years ago. The membership totals since the group’s inception in 2006 are illustrated in Figure 1-1.

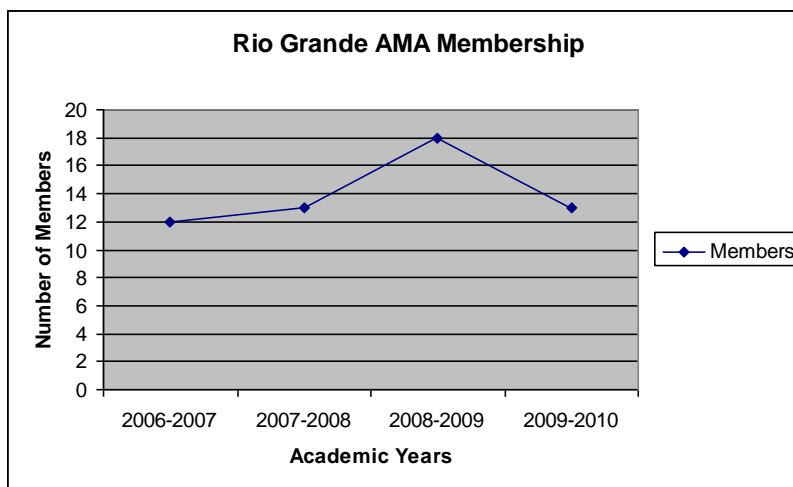


Figure 1-1: Rio Grande AMA Membership Totals

Though this number seems relatively low, Rio Grande’s School of Business, the group’s primary market, contains only 200 students. Also, the group exhibited an

extraordinarily high rate of retention, as only one non-graduating member elected not to rejoin the group. Of the group’s 13 members, 8 are graduating seniors. This is a great

concern for the group, as the group will need to place a greater emphasis on recruitment this summer and next fall. Of the remaining five members, two are juniors, and three are sophomores. In past years, the group has been either male-dominant or female-dominant; this year, the group was relatively equal with seven females and six males (counting our advisor, the group was equally represented).

Notably, the marketing department has grown substantially in recent years, and approximately 33% of all Rio students who are majoring in marketing are members of the AMA. Despite this figure, the group boasts a wide variety of other majors, as indicated in Table 1-1. (Please note: Students who are double majors are listed twice).

Majors of Rio Grande AMA Members	
Major	Number of Members
Management	7
Marketing	6
Accounting	1
English	1
Finance	1
Public Relations	1

Table 1-1: Rio Grande

Recruitment

Classroom Presentations

Goal: Use classroom presentations to market the group to prospective members

Target: Acquired

On January 27, 2010, five AMA members made a presentation to the Principles of Marketing class at Rio Grande. The group had a PowerPoint that explained the group’s goals, projects, and future endeavors, and prospective members were given membership applications. A few weeks later, one of the presenters did a follow-up with the class to answer any further questions. By sending one representative, the group hoped to offer a more intimate setting in case students were afraid to approach the original delegation.

Pre-Existing Marketing Channels

Goal: Use a variety of pre-existing information channels to inform prospective members about upcoming events and meetings.

Target: Acquired

This year, the Rio AMA used several pre-existing communication tools to market the group to prospective members on the Rio Grande campus. At the beginning of the semester, the group distributed a campus wide e-mail to all Rio Grande students, and this email included a synopsis of the group’s goals, as well as the time and location of chapter meetings. In addition, the group utilized a newly-obtained display case in the front of the School of Business building, Bob Evans Farms Hall. This display case provided information about the group’s history, as well as its awards, group pictures, and a schedule of events. Also, the group established Facebook and MySpace groups to send out notices of meetings and upcoming events. Flyers, campus radio announcements, and campus television advertisements were created to promote the group and its events. Furthermore, the group frequently posted announcements on its website, and the website’s address was published on promotional materials.

Retention

Member Events

Goal: Hold at least one social event per semester for AMA members.

Target: Acquired

On December 8, the Rio Grande AMA held a dinner party at Buffalo Wild Wings in Athens, Ohio. This dinner provided students the opportunity to relax and enjoy themselves before Christmas break. The group held another event on March 6 to celebrate our advisor completing his comprehensive exams and obtaining the title Ph.D.-ABD. The evening consisted of a nice dinner, pool, laughter, and relaxation. The group's next social outing will be bowling outing on March 23. Members plan to split into teams and compete against each other while enjoying food, drinks, and conversation.

Membership Database

Goal: Create a membership database listing members' names, contact information, majors, class rank, dues payments, and participation in chapter events.

Target: In sight

Last year, the Rio Grande AMA created a membership database, and this goal was achieved again this year. This membership database was created using Microsoft Access, and it included members' contact information, majors, graduation dates, records of dues payment, and t-shirt sizes. In addition, Webmaster Kevin Miller designed web pages for members on the Rio Grande AMA web site, www.riograndeama.org. Each member has

his or her own page, and each page contains a photo of the member, and lists his or her name, degree program, email, and activities. In the future, these member pages will include members' dues payments and fundraising statistics. Also, the group is planning to include pages for Rio Grande AMA Alumni, so the group can inform past members of upcoming events and generate networking opportunities for current members.

Annual Awards Banquet

Goal: Hold an awards banquet at the end of Spring Semester to honor group and individual accomplishments.

Target: In sight

An End-of-the-Year Awards Banquet is scheduled for April 27 for members of the Rio Grande AMA and their families. Invitations will be distributed to members, their families, faculty, administration, and sponsors on April 13. The awards banquet represents an opportunity to recognize and reward members who have displayed outstanding effort throughout the 2009-2010 campaign. Knowing that extraordinary efforts will be appreciated and rewarded has provided motivation to each member of the Rio Grande AMA to put his or her best foot forward and strive for success. Awards to be distributed at the banquet will be determined by student participation and contributions, along with member effort and creativity. In addition, the contributions of senior members will be recognized at this event.

Communications

GOAL: The Rio Grande AMA will use internal and external communication channels to inform chapter members, Rio students, sponsors, Rio faculty, administrators, and the surrounding communities about upcoming events and group accomplishments.

Internal Communications

Email

Goal: Send weekly emails to members to notify them about upcoming meetings and events and to distribute minutes of previous meetings.

Target: Acquired

This goal had to be modified due to the vast amount of spam sent through the university's server. As a result, e-mails were sent out when activity reminders and pertinent information was needed. Due to the influx of e-mails, the minutes were posted on the chapter's website rather than distributed through email.

External Communications

Showcase

Goal: Utilize display case in front of Bob Evans Farms Hall to market the group, review its past achievements, and remind students of upcoming meetings and activities.

Target: Acquired

Executive Vice-President Whitney Thoene decorated a display case in Bob Evans Farms Hall. The display case was divided into quadrants, with each section recognizing a year the Rio AMA has existed. The case includes a semester calendar, pictures of the current and previous groups, and the awards the group has won.

Email

Goal: Email all Rio Grande students about upcoming campus events and activities.

Target: Acquired

Before the Rio AMA held any event this year, the group contacted the School of Business secretary who has access to the school's listserv. Group members would compose an e-mail about upcoming events and activities, which the secretary would then forward to students, staff, and faculty.

Flyers

Goal: Advertise Rio Grande AMA events on Rio Grande campus by creating and distributing attractive, eye-catching flyers.

Target: Acquired

This year, the group focused largely on other means of communication; however, the group still utilized flyers. Various group members designed attractive flyers that were distributed to the numerous buildings on campus. Members were assigned buildings and flyers were distributed approximately two weeks prior to the event.

Newspaper

Goal: Feature group accomplishments and upcoming events in Signals, Rio's student newspaper, and local newspapers.

Target: Acquired

The Rio Grande AMA also sought to inform the community of its accomplishments. This was done by contacting the university's news representative, Nick Claussen, who would write articles about the group's accomplishments. These press releases were then published on the college website, and sent to local newspapers which had the option of printing the stories. These newspapers published stories about the School of Business Visitation Day and Marketing Week, as well as a marketing plan won written for a local business. To coincide with fall semester Marketing Week, the local newspapers published a full-page spread on the group, its goals, and its accomplishments

Internal & External

Newsletter

Goal: Publish a monthly newsletter to discuss upcoming events, spotlight members, and provide reviews of recent activities.

Target: In Sight

So far, the Rio Grande AMA published four editions of the newsletter, and editions for

April and May are planned. Published by Jennifer Giles, each newsletter includes a monthly calendar of upcoming events; a “Member Spotlight”, which highlights individual members’ contributions to the chapter; articles discussing the latest chapter events; and a section on current marketing news by the faculty advisor. Copies of the monthly newsletter have been distributed to all chapter members, School of Business faculty, and Rio Grande administration. The newsletter has also been made available on the chapter’s website.

Facebook/MySpace

Goal: Use Facebook and MySpace to invite friends to upcoming activities.

Target: Acquired

The group created accounts on both Facebook and MySpace this year. These mediums were used to increase the AMA’s presence on campus as students who may not have known about the organization previously were invited to join the group. Event reminders were sent to the network. These social networking sites were useful as they allow students to view how many of their friends are planning to attend. They also give the group a useful idea about how many people to expect at the event and allow the moderators to send reminders in the days prior to the event. These media were used to promote Marketing Week activities, as well as community service events like the group’s “AMA Saves Lives”

and “Wear Your Heart on Your Sleeve Day” campaigns

Website

Goal: Update and redesign entire website (www.riograndeama.org) to become a central communication center for members and Rio students.

Target: Acquired

After appointing a webmaster, Kevin Miller, the Rio Grande AMA has updated its website, located at www.riograndeama.org, and this website has become one of the chapter’s primary communication tools. Presently, the website contains pictures, member profiles, and contact information. Upcoming activity reminders are posted as well as activity recaps and photos. The group has followed through with its strategies to incorporate more information into the website and to include the web address on all promotional material.

Television/Radio Station

Goal: Advertise events on the college television station and the campus radio station.

Target: Acquired

AMA sponsored events were regularly shown on the campus’ television channel which is shown in multiple buildings and available in all the dorms. Furthermore, endorsements for the activities were made on the tri-weekly student news broadcast. Also, announcements were made on the campus radio broadcasts.



Operations

GOAL: *The Rio Grande will work to provide members with the proper planning tools and resources they will need to fulfill the goals outlined in the chapter plan and to establish feedback mechanisms which will improve chapter performance in future years.*

Goal Achievement

Chapter Meetings

Goal: **Hold weekly chapter meetings during the school year.**

Target: **Acquired**

Due to the organization's small size, group members did not feel it was necessary to hold separate meetings for executive board members; consequently, all members met together every Tuesday at 5:00. All group meetings were held in the conference room in Bob Evans Farms Hall. As meeting times were rarely changed, a weekly e-mail was deemed unneeded; however, members were reminded about any time changes via e-mail and the website.

Chapter Plan

Goal: **Create a formal document which organizes and lists the chapter's goals and strategies during the 2009-10 school year.**

Target: **Acquired**

Each officer compiled a list of goals at the beginning of the year for his/her department. The goals were discussed amongst the group, and then voted on. When planning events, various members would be assigned responsibilities pertinent to the event. Both the members and tasks would alternate so each member would get experience planning, promoting, and public speaking.

Annual Report

Goal: **Create a professional document which outlines the chapter's accomplishments and compares achievements to the goals established in the chapter plan.**

Target: **Acquired**

At the beginning of spring semester, the group was reminded of its goals and all members were given a list of goals from the

Chapter Plan. This list was color coded according to whether the goals were achieved (green), not achieved (red), or pending (black). Based on this list, members were assigned responsibilities relating to each of the group's annual goals.

Annual Goals

Goal: **Achieve at least 85% of chapter goals outlined in the chapter plan.**

Target: **Acquired**

One of the organization's main goals was to achieve approximately 85% of the goals established in its annual chapter plan. Like many organizations, the Rio Grande AMA had to adapt to changing external conditions throughout the year; consequently, several of the group's goals changed during the course of the year. For example, the group originally planned to send out e-mail reminders for every meeting; however, an influx of spam on the campus server led to a consensus that such reminders were unnecessary. As a result, this goal is difficult to calculate; however, it appears the organization achieved approximately 90 percent of its goals. The group's effectiveness was based upon members' abilities to achieve these goals; consequently, the executive board was deemed to have been a success. President Katie Peters presided over virtually all meetings and campus events; in addition, vice-presidents, like Jenn Giles, organized their respective areas of responsibility and worked to achieve the goals assigned in the chapter plan.

Chapter Elections

Goal: Hold chapter elections in late March, so new officers can be trained by current officers.

Target: In sight

In order to train officers for the 2010-11 academic year, elections will be held in late March, so that newly-elected officers will be able to job shadow current officeholders before taking over their roles. This job-shadowing will serve as training; in addition, the group plans to hold a few meetings in the summer, so new officers can adapt to their new roles and begin setting goals for the 2010-11 school year. Due to a large number of graduating seniors, these meetings will focus heavily on membership and recruitment strategies. At the time of publication, this goal is still scheduled to be completed at the end of March.

Feedback Mechanisms*Speaker and Event Evaluations*

Goal: To provide members and participants with a channel to communicate their satisfaction with AMA events and collect ideas for improvement.

Target: Acquired

Due to the small size and informal nature of the university, written evaluations are inadvisable. As a result, the group members would speak to most of the individuals who participated in AMA sponsored events to gather feedback and suggestions for improvement. At the first meeting following the event, each individual would present his/her findings as well as personal opinions. The feedback offered was then considered when planning the next event.

Mid-Year Evaluations

Goal: Collect opinions from various chapter members in December to discover members' levels of satisfaction, assess strengths and weaknesses, and determine courses of action for spring semester.

Target: Acquired

Successful organizations must also engage in a great deal of internal marketing to understand member needs, increase performance, and boost morale. The Rio Grande AMA has recognized the importance of such internal marketing; subsequently, the group set a goal of holding two surveys during the year to determine members' thoughts about the group's strengths, weaknesses, and progress toward its goals.

In December, the group distributed surveys to all members which asked them to rate the various activities that had been held during fall semester. Moreover, members were asked to provide suggestions for improvement during spring semester. Based on this research, members wanted more "social" events where they could interact with one another. To this extent, the group is planning a bowling night in March. The Rio Grande AMA hopes to make changes to its organization, structure, and schedule based on the information discovered during this research.

End-of-Year Surveys

Goal: Conduct a survey at the end of the academic year to discover members' impressions of the group, thoughts on various chapter events, and beliefs about how the group could be improved next year.

Target: In sight

At the end of the school year, Rio Grande AMA members will be asked to complete a survey about their experiences with the group. This survey will ask members about their impressions of chapter events to determine which events and projects should be considered for continuation. In addition, members will be asked to rate the group overall and explain how they believe their experiences could have been enhanced. The information from this survey will allow the organization to improve its performance during the 2010-11 school year.

Calendar

August 2009

- 20 Summer Planning Meeting
- 25 Meeting

September

- 1 Meeting
- 8 Meeting
- 15 Meeting
- 16-30 Sponsorship Sales
- 22 Meeting
- 29 Meeting

October

- 6 Meeting (Picture Day)
- 12-16 Marketing Week
- 12 Sports Logo
- 13 Columbus AMA Luncheon
3-on-3 Basketball Tourney
- 14 Guest Speaker: Tracy Call
- 15 Cornhole Tourney
- 20 Meeting
- 23-24 Midwest Regional Conference
- 27 Meeting

November

- 3 Meeting
- 4 South Gallia HS Visit
- 5 Wellston HS Visit
- 10 Meeting
Vinton County HS
- 12 River Valley HS
- 17 Meeting
- 19 Business Visitation Day
- 20 "Turkey for Turkeys"
- 21 Northeast Regional Conference
- 24 Meeting

December

- 1 Meeting
- 8 Christmas Party
- 14 Website Entry Deadline

January 2010

- 11 Spring Semester
- 12 Meeting
- 18 No School
- 19 Meeting (ICC Decision Deadline)
- 26 Meeting
- 27 Recruitment Presentation
- 28 Meeting with Veterans Representative

February

- 2 Meeting
- 5 "Wear Your Heart on Your Sleeve"
- 9 Columbus AMA Luncheon
Meeting
- 15 No School
- 23 Meeting

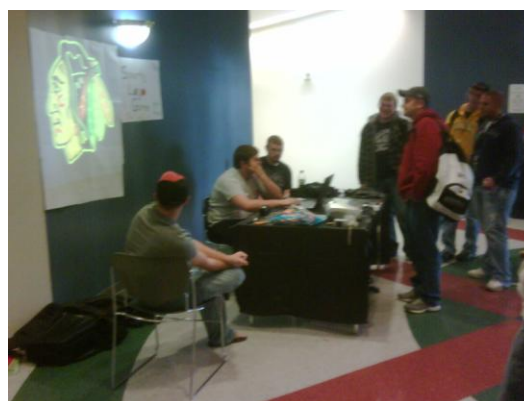
March

- 1-5 Marketing Week
- 2 Zombies, Speakers, & Games, OH MY!
- 4 Pool tournament
- 5 History Day set-up
- 8-22 Gas Card Raffle
- 9 Meeting
- 15 Chapter Report Due
- 15 ICC Exhibit Registration
- 15-19 Spring Break
- 23 Spring Social
- 30 Meeting

April

- 6 Meeting
- 8-10 International Collegiate Conference
- 13 Meeting
- 20 Meeting
- 27 End-of-year Banquet

Marketing Week:
Logo Game



Budget

2010

Revenues

Starting budget	\$408.22
Ad Sales	\$1,395.50
Dues	\$140.00
Sponsorships	\$1,400.00
Midwest Regional Conf.- Student Contributions	\$160.00
3-on-3 Tournament	\$63.00
Cornhole Tournament	\$140.00
Visitation Day	\$3,000.00
Gas Card Raffle	\$270.00
Internat'l Collegiate Conf.- Student Contributions	\$1,350.00
TOTAL	\$8,326.72

Expenses

Showcase	\$50.00
Website	\$44.91
Marketing Week	\$63.60
Midwest Regional Conference (\$80/attendee)	\$400.00
Bowling Social	\$20.00
NE Regional Conference	\$200.00
Turkey for Turkeys	\$20.00
Adopt-a-child Program	\$100.00
Gas Card	\$50.00
Internat'l Collegiate Conference	\$6,592.08
End-of-year Banquet	\$200.00
TOTAL	\$7,740.59

Balance **\$586.13**