

TAKING RIO BY STORM



University of Rio Grande
Emerson E. Evans
School of Business
2009-2010 Chapter Plan

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Environmental Analysis

Rio Grande

Founded in 1876, the University of Rio Grande is a small private college nestled in the Appalachian foothills of southeastern Ohio. Approximately 2,400 students attend the school, and many of them commute from the local four-county area. The school is known for many interesting facts, including its pronunciation (Rye-oh Grand). Also, the first Bob Evans restaurant was established in the village where the college is located.

Founded in October 2006, the University of Rio Grande Collegiate Chapter of the American Marketing Association (Rio Grande AMA) is currently in its fourth year of existence. The chapter operates within the Emerson E. Evans School of Business, and is responsible for many of the school's marketing activities. Located in Bob Evans Farms Hall, the Evans School of Business boasts approximately 200 unique business students in five diverse majors.

Rio Grande AMA Mission Statement

The Rio Grande AMA seeks 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.

Theme

This year, the Rio Grande AMA has selected the theme "Taking Rio by Storm." This theme is an excellent one because the University of Rio Grande recently changed its mascot from the Rio Redmen to the Rio Red Storm. Thus, the AMA's efforts to market themselves and their annual goals will help to publicize the school's new mascot. Instead of using the standard bullet points, the group will use targets to denote chapter strategies. In the annual report, the group will signify achieved goals by labeling them with the expression "target acquired."

Target Market

The Rio Grande AMA has chosen several target markets for its marketing and recruitment efforts:

- ⊕ Primary market: Marketing majors and current members
- ⊕ Secondary market: Business majors and related fields (i.e., graphic design, communications)
- ⊕ Tertiary market: Other Rio Grande students

SWOT Analysis

Strengths

- ⊕ Large percentage of returning members
- ⊕ Membership consists of a variety of business majors
- ⊕ Smaller chapter leads to individualized attention and greater involvement for each member





Taking Rio by Storm

- ⊕ Recently purchased t-shirt maker will decrease costs and provide prizes for chapter events

Weaknesses

- ⊕ Small membership numbers relative to AMA chapters at larger universities
- ⊕ Because of small membership numbers, the group is limited in the number of projects it can undertake
- ⊕ Advisor has only four years of experience with AMA
- ⊕ Chapter has only existed four years
- ⊕ Lack of funds available to assist members with conference expenses
- ⊕ Outdated chapter website
- ⊕ Lack of members who are non-business majors
- ⊕ Virtually all e-board members are new to their positions

Opportunities

- ⊕ Sponsorship and partnership opportunities with local businesses
- ⊕ Increased campus involvement will raise student awareness and enhance the chapter's reputation

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- ⊕ Redesign of website to communicate with key stakeholders
- ⊕ Recruitment of speakers from local communities
- ⊕ Variety of communication channels (i.e., campus television station, radio, newsletters, newspapers)
- ⊕ Greater involvement with regional conferences and professional AMA events
- ⊕ Larger number of Marketing Week activities

Threats

- ⊕ Small college (2000 students) and small business school (200 students)
- ⊕ Most Rio students are commuters
- ⊕ Lack of major corporations in local area
- ⊕ Closest professional AMA chapter (Columbus, Ohio) is over 100 miles away
- ⊕ Poor economy may decrease local businesses' donations to chapter 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

- ⊕ Hold sports logo game in rotunda of Bob Evans Farms Hall
- ⊕ Organize 3-on-3 basketball tournament

- ⊕ Recruit speaker for Marketing Week
- ⊕ Host cornhole tournament
- ⊕ Use all communication channels (i.e., showcase, MySpace, Facebook, TV station, radio station, emails, newspapers, newsletters, and flyers) to publicize the event at least two weeks prior to its scheduled date





Taking Rio by Storm

- ⊕ Use “reminder” advertising a few days before the event

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.

- ⊕ Meet with Admissions officials to set a date for the event
- ⊕ Design attractive promotional materials for distribution at local high schools
- ⊕ Arrange schedule for the day’s events and organize marketing competition between high schools
- ⊕ Utilize personal selling skills by visiting area high schools and promoting the visitation day to students, teachers, and guidance counselors
- ⊕ Recruit judges to evaluate high school students’ presentations
- ⊕ Implement and oversee the day’s events

Speakers

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

- ⊕ Select topic to be presented
- ⊕ Make list of available speakers who can provide an energetic and interesting lecture on the topic
- ⊕ Advertise event using all available channels
- ⊕ Encourage faculty members to offer extra credit for student attendance
- ⊕ Provide speaker with resume CD, Rio Grande AMA t-shirt, and dinner with members following the event

Conferences & Networking Opportunities

Regional Conferences

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

- ⊕ Use www.marketingpower.com for information about regional conferences
- ⊕ Contact sponsoring chapters about costs and conference topics
- ⊕ Acquire necessary funds for trip

International Collegiate Conference

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

- ⊕ Raise necessary funds to help members subsidize their trips
- ⊕ Participate in the annual awards ceremony and website competition while at the conference

30 Minutes with an Entrepreneur

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

- ⊕ Provide information and materials to chapter members in late September
- ⊕ Assist members in finding entrepreneurs, if necessary
- ⊕ Remind members of deadlines

Professional AMA Events

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

- ⊕ Assign VP of Programming the responsibility of monitoring website www.columbusama.org for information about upcoming events and luncheons
- ⊕ Announce events of interest to group during meetings
- ⊕ Register group members for event
- ⊕ Arrange transportation for interested group members
- ⊕ Ask members to share what they learned during group meetings





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.*

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.

- ⊕ Interview members of organization to determine tasks
- ⊕ Create a brochure, take pictures, and construct a website for organization

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

- ⊕ Discuss potential projects with group members to ensure potential activities have a marketing focus
- ⊕ Decide upon projects and establish goals
- ⊕ Contact clients and communicate goals

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.

- ⊕ Contact Mulberry Community Center to register for program
- ⊕ Allot \$100 for program
- ⊕ Organize a shopping trip for members at local department stores
- ⊕ Wrap presents and deliver

Ohio Association of Two Year Colleges

Goal: Assist organization by improving advertising for the conference

- ⊕ Set-up signage to direct attendees to necessary locations

Easter Egg Hunt

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

- ⊕ Contact administrators to set up event
- ⊕ Solicit donations of candy and eggs
- ⊕ Hide Easter eggs for children

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

- ⊕ Organize 3-on-3 basketball tournament and charge \$3/person or \$9/team for the event
- ⊕ Organize cornhole tournament at a local restaurant and charge \$5/person or \$10/team to enter
- ⊕ Design eye-catching flyers to advertise the events and distribute across campus 2 weeks before the events
- ⊕ Begin advertising both events on FaceBook, MySpace, the showcase, campus radio, and the college TV station approximately 2 weeks before the events
- ⊕ Distribute reminder flyers in the dorms 1-2 days prior to the events

New Orleans Fundraising

Advertising Sales

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

- ⊕ Meet with client and discuss the festival, goals, commissions, and advertising options
- ⊕ Divide up sales territory between members
- ⊕ Use personal selling techniques to sell advertisements to local business owners

Sponsorship Sales

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

- ⊕ Design at least three sponsorship levels with separate price points and benefits for each category
- ⊕ Create promotional materials (i.e., pricing sheets, explanations of



sponsorship levels, sponsorship forms) for members to distribute to prospective sponsors

- ⊕ Divide up local area to create sales territories based on geography and member familiarity
- ⊕ Follow through on various promises made to sponsors, including newsletter distribution, and banquet and speaking invitations

Marketing Rio's School of Business

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

- ⊕ Organize a School of Business Visitation Day
- ⊕ Create promotional materials for the event
- ⊕ Secure prizes, plan an agenda, and develop activities for students that day
- ⊕ Visit local high schools to recruit students to attend the event and learn more about the school and its opportunities

Gas Card Raffle

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

- ⊕ Secure gas card donations for raffle
- ⊕ Contact university to "reserve" a week to sell raffle tickets on campus
- ⊕ Send out email to Rio employees and students to announce the raffle
- ⊕ Use FaceBook, MySpace, showcase, TV station, and campus radio station to announce the raffle and possible contact information
- ⊕ Sell raffle tickets to family members, Rio employees, students, and friends
- ⊕ Hold raffle on selected date and award winners





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.*

Recruitment

Classroom Presentations

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

- ⊕ Design presentation and promotional materials which outline the Rio Grande AMA chapter, its mission, members, achievements, and goals
- ⊕ Give presentations and promotional materials to students in business classes

Pre-Existing Marketing Channels

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

- ⊕ Place a meeting and event schedule in showcase near entrance of Bob Evans Farms Hall
- ⊕ Advertise meetings through flyers across campus
- ⊕ Post meeting times and events on chapter website (www.riograndeama.org)

Retention

Member Events

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

- ⊕ Discuss activities members may find interesting
- ⊕ Organize event around members' schedules
- ⊕ Send email reminders to members about scheduled social events

Membership Database

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

- ⊕ Assign VP of Membership the responsibility of designing forms for members to complete
- ⊕ Collect forms and have VP of Membership enter the information into a database
- ⊕ Monitor members' participation and chart participation within the database

Annual Awards Banquet

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

- ⊕ Select date for annual banquet
- ⊕ Create invitations and distribute to members, their families, faculty, administration, and sponsors
- ⊕ Honor outstanding members and officers with awards

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.

- ⊕ Create a member mailing list
- ⊕ Email all members a reminder the day before a meeting or several days before an event

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.

- ⊕ Assign members the responsibility of decorating display case
- ⊕ Create a central theme for display
- ⊕ Display an events calendar which advertises group meetings and activities on campus

Email

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

- ⊕ Contact school secretary to email Rio student mailing list about any events a few days before the event

Flyers

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

- ⊕ Assign members the responsibility of making flyers
- ⊕ Post flyers around campus two weeks before an event

- ⊕ Distribute flyers to students' dorm rooms two days before the event

Newspaper

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

- ⊕ Assign a group member the responsibility of writing press releases for event
- ⊕ Submit press releases to editors at *Signals*, *The Daily Tribune*, and *The Daily Sentinel* approximately two weeks before the event

Internal & External

Newsletter

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

- ⊕ Assign VP of Communications the responsibility of creating a monthly newsletter
- ⊕ Ask board members to write articles on activities they are working on for the AMA
- ⊕ Publish at least six newsletters during the academic year
- ⊕ Distribute newsletter to members, Rio faculty, administrators, and sponsors

Facebook/MySpace

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

- ⊕ Create membership accounts
- ⊕ Register group on website
- ⊕ Invite Rio students to be "friends" with group
- ⊕ Assign chapter member to post events within 1-2 weeks of event





Website

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

- ⊕ Select webmaster
- ⊕ Collect and post member contact information
- ⊕ Update event calendar and post meeting minutes on a weekly basis
- ⊕ Update photo gallery and sponsor list as needed

- ⊕ List website address on all promotional materials

Television/Radio Station

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

- ⊕ Assign group members the responsibility of writing press releases for chapter events
- ⊕ Submit press releases to Executive Vice-President for broadcast

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

- ⊕ Schedule meetings at the beginning of the semester
- ⊕ Reserve BEF Room 201
- ⊕ Send emails to members every week to remind them of meetings

- ⊕ Ask board members to report on progress toward goals at each meeting
- ⊕ Begin writing report by February 26
- ⊕ Have rough draft of plan ready by March 5

Chapter Plan

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

- ⊕ Discuss goals at first meeting of the semester
- ⊕ Assign responsibilities to various members
- ⊕ Have rough draft of report assembled by October 1

Annual Goals

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

- ⊕ Refer to the chapter plan during meetings throughout the academic year
- ⊕ Emphasize goals to VPs and stress that achievement of these goals is a part of their chapter responsibilities
- ⊕ Match outcomes with goals to determine performance in the chapter report

Annual Report

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

Chapter Elections

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

- ⊕ Hold elections during March 30 meeting





Taking Rio by Storm

- ⊕ Assign students to officeholders to job shadow for the month of April

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

- ⊕ Develop rating system for members to rate speakers and activities
- ⊕ Distribute survey instrument to members directly after an event
- ⊕ Utilize findings to improve future offerings

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

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- ⊕ Create survey for members, asking them about their impressions of the chapter, its offerings, and its performance
- ⊕ Collect data at December 1 meeting and analyze results
- ⊕ Integrate findings into planning for spring semester

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.

- ⊕ Issue surveys at the April 20 meeting
- ⊕ Collect surveys at the April 27 meeting
- ⊕ Tabulate results and communicate findings to executive board members
- ⊕ Utilize findings when planning events during the 2010-11 academic year

Calendar

Fall Semester

<i>August</i>	
Aug. 20	Summer Planning Meeting
Aug. 25	Meeting
<i>September</i>	
Sept. 1	Meeting
Sept. 8	Meeting
Sept. 14	Officer Report Form Due
Sept. 15	Meeting
Sept. 16-30	Sponsorship Sales
Sept. 22	Meeting
Sept. 29	Meeting
<i>October</i>	
Oct. 6	Meeting (Picture Day)
Oct. 12-16	Marketing Week
Oct. 12	Sports Logo Game
Oct. 12	Chapter Plan Due
Oct. 13	Columbus AMA Luncheon

Oct. 13	3-on-3 Tournament
Oct. 14	Guest Speaker
Oct. 15	Cornhole Tournament
Oct. 20	Meeting
Oct. 23-24	Regional Conference
Oct. 27	Meeting
<i>November</i>	
Nov. 1-18	High school Visitations
Nov. 3	Meeting
Nov. 10	Meeting
Nov. 17	Meeting
Nov. 22	Entrepreneurial Hero Due
Nov. 24	Meeting
<i>December</i>	
Dec. 1	Meeting
Dec. 8	Christmas Party
Dec. 11	Winter Break Begins
Dec. 14	Website Entry Deadline





Spring Semester

- January*
- 11 Spring Semester Begins
 - 12 Meeting
 - 19 Meeting
 - 26 Meeting
- February*
- 2 Meeting
 - 9 Meeting
 - 16 Spring social
 - 23 Meeting
- March*
- 2 Meeting

- 8-21 Gas Card Raffle
 - 9 Meeting
 - 15-19 Spring Break
 - 15 Chapter Reports Due
 - 23 Meeting
 - 30 Meeting
- April*
- 6 Meeting
 - 8-10 International Collegiate Conference
 - 13 Meeting
 - 20 Meeting
 - 27 Meeting
- May*
- 4 End-of-year banquet

Budget

Revenues

Beginning Balance	\$408.22
Chapter Dues (15*\$55)	\$825.00
Advertisement Sales	\$1,000.00
Sponsorships	\$2,000.00
Marketing Week Events	\$200.00
Gas Card Raffle	\$250.00
Student Trip Contributions	\$3,500.00
School of Business	<u>\$2,000.00</u>

Total Revenues \$10,183.22

Expenses

Chapter Dues (15*\$45)	\$675.00
Showcase	\$50.00
Website	\$44.91
Adopt-a-Child Program	\$100.00
New Orleans Trip	\$8,998.80

Total Expenses \$9,868.71

Ending Cash Balance \$314.51

New Orleans Trip*

Conference fees	\$1,750.00
Airlines	\$3,000.00
<u>Hotel</u>	<u>\$4,248.80</u>
Total Trip Costs	\$8,998.80

