

**ANNUAL REPORT
2018-2019
UNIVERSITY OF NORTH ALABAMA**

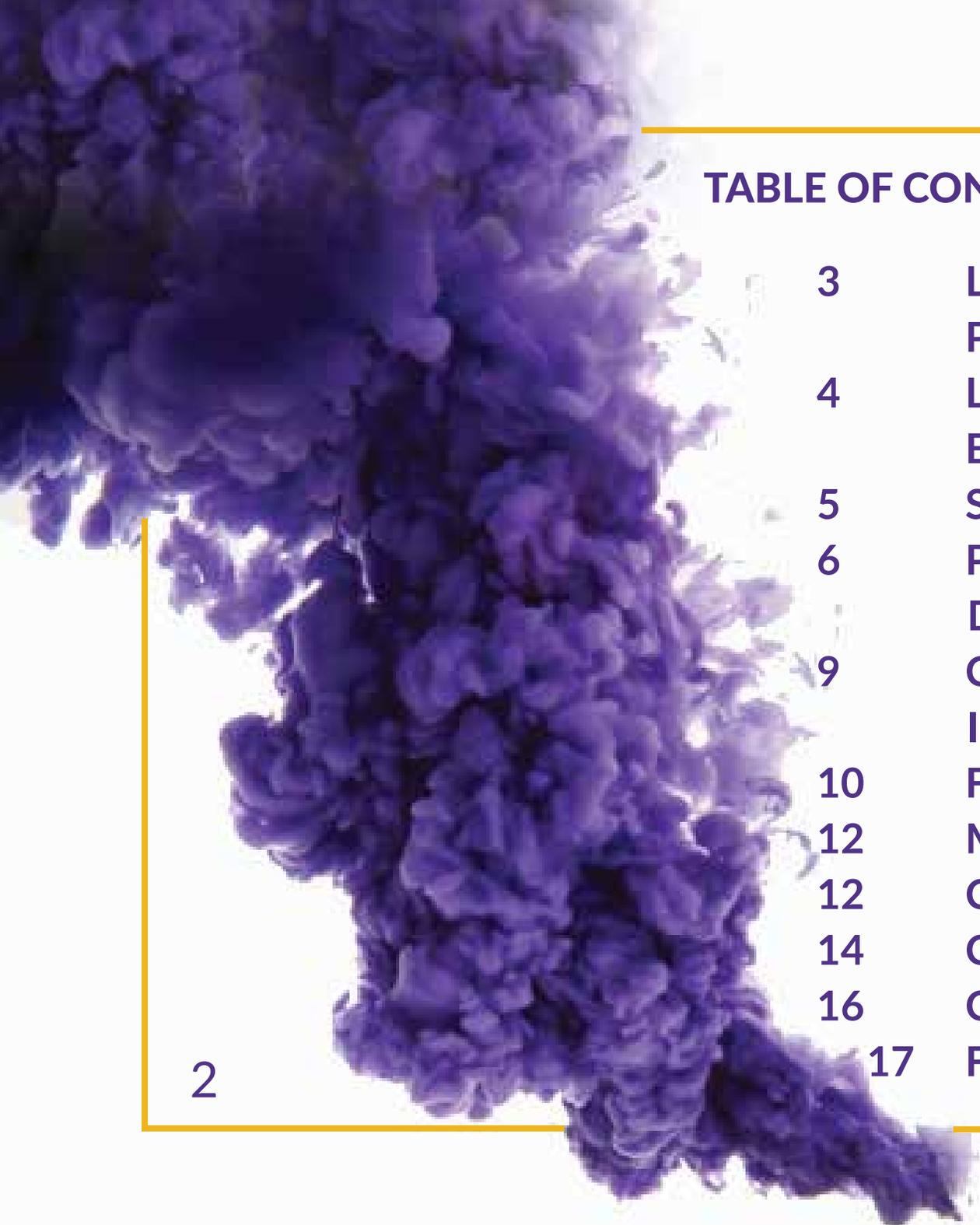


TABLE OF CONTENTS

3	LETTER FROM THE PRESIDENT
4	LETTER FROM THE EXECUTIVE VP
5	SUMMARY
6	PROFESSIONAL DEVELOPMENT
9	COMMUNITY & SOCIAL IMPACT
10	FUNDRAISING
12	MEMBERSHIP
12	COMMUNICATION
14	CALENDAR OF EVENTS
16	CHAPTER OPERATIONS
17	FINANCIAL BUDGET

LETTER FROM THE PRESIDENT

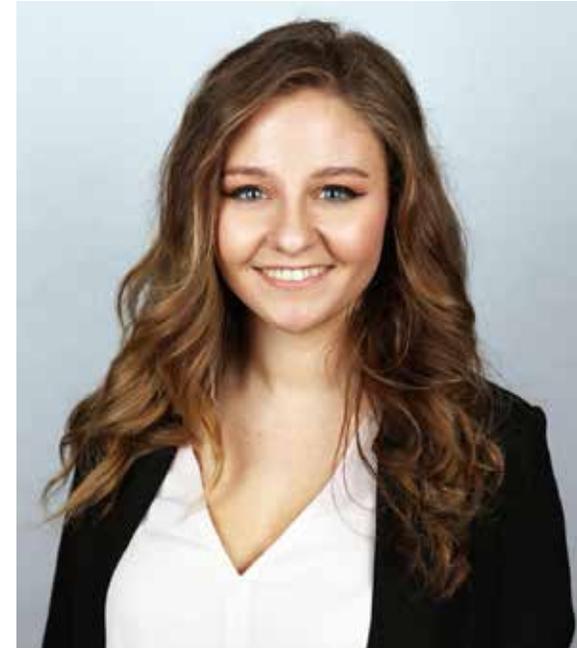
“When I entered the room for my first AMA meeting I do not think you could have ever told me that I would be sitting here today as the President. I knew I loved marketing but that was the only thing I knew. I did not know how to get involved and I oftentimes let my anxiety get the best of me.

I finally took a chance and joined the organization my junior year and the opportunities and experiences I have gained from being in this organization completely changed my life path. Being the president is something I could have only dreamed of and in the blink of an eye I was suddenly the one hosting meetings and making sure all things went according to plan. This year has been one of the most challenging and rewarding years of my life. Taking on the role of a mentor and leader has shaped me into exactly the person I want to be. The members of my chapter helped hold me to the same high standard that I hold them as we pushed each other to strive for excellence.

As a new chapter it was important to us to establish ourselves amongst the university and to create the foundation for the house that is the UNA Chapter of the American Marketing Association to be built upon. I believe we have made incredible strides this year as an organization and that everyone will know the University of North Alabama chapter very soon.

Although we did not meet every one of our ambitious goals this year, we have set the groundwork and the standard to continue to push towards achieving our goals in the upcoming years. I am so proud of the many accomplishments we did achieve and I cannot wait to visit as an alumni and see the many future achievements our chapter will accomplish.

ROAR LIONS!
Madison McNeely,
UNA-AMA President



LETTER FROM THE EXECUTIVE VICE PRESIDENT

This past year, I've witnessed our members work extremely hard, build relationships, grow closer together as a team, leverage networks, blow past goals, and step out of their comfort zone.

It's amazing to see this chapter blossom from around 7 members to 20 official AMA members. We are only growing and it has been my proudest accomplishment to be part of this team.

By working together, we have built a firm foundation that will help this chapter continue to thrive. We are in our second year of existence and we have a long way to go before we accomplish our long-term goals. Yet, it is the climb and the relationships that we have made that make this chapter one of the best organizations on our campus. I take pride in being an AMA member and executive!

Cameron Johns
UNA-AMA Executive Vice President



SUMMARY

The American Marketing Association at the University of North Alabama (UNA-AMA), being in its second year of existence, must focus on growing and being the leader in peer influence on our campus for interest in the field of marketing.

Marketing is in a state where technology, globalization and generational differences has made the world a complex, rapidly changing business environment. Given the current environment, and the large Millennial generation entering the workforce, marketing to this demographic represents a challenge for marketers outside this generation, thereby providing a unique opportunity for those entering the workforce out of college to add a lot of value due to their perspective, understanding of their generation, and general competence in technology and managing change.

Now more than ever the role of marketing is so important to a business in terms of creating an authentic brand and communicating the value and authenticity of that brand by leveraging the ever-changing digital and social marketing methods. This annual report summarizes our chapter's activities, as well as evaluates our effectiveness in reaching our goals using the below rating system.



3 LION PAWS:
Superior Performance



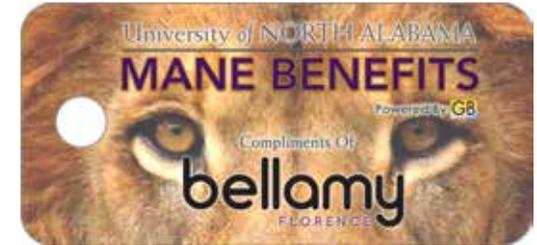
2 LION PAWS:
Good Performance



1 LION PAW:
room for improvement

PROFESSIONAL DEVELOPMENT

MANE BENEFITS



Goals:

- To have at least 75 active merchants on our program
- To give students real live selling experience
- Generate \$30,000 in revenue

Outcome:

- 63 active merchants and counting
- Given 90 sales students real life selling experience
- \$30,000 in revenue generated

Just some of our 60+ merchants



UNA-AMA student members sell a real product and therefore get real B2B sales experience. In addition, student members manage the delivery of content giving them experience in social media, email, and text message marketing, web and graphic design, and integrated marketing communications. Although we haven't hit our goal 75 merchants we have hit our goal of generated revenue. Our students have also gotten training and experience needed to stand out amongst other college graduates.

PROFESSIONAL SPEAKERS



Goals:

- Conduct opportunities for speakers to present on various topics and promote internships and/or job opportunities at each meeting, in our marketing classes, and during our marketing week
- Have an average of 50 students attend each meeting

Outcome:

- Had an average of 50 students attend each meeting.
- Speakers from Talladega Motor Speedway, Tennessee Titans, Gartner and local marketing groups!
- Our students got to have networking opportunities from professionals across the marketing spectrum and even introduced some members to their now employers!

STEELE CENTER FOR PROFESSIONAL SELLING



Goals:

- Provide student member volunteers to help host internal competitions, training, and sales and marketing career fairs
- Provide a pool of potential students to be considered to compete in intercollegiate competitions held by AMA, universities, and individual corporations
- Have a minimum of 75% of members receive marketing and/or sales internships
- Facilitate partnerships with other College of Business and other College's student academic organizations



Outcome:

- Provided 12 student member volunteers to assist at our Fall 2018 sales and marketing career fair. Preparing to have student member volunteers for our internal sales competition on April 16th.
- Collectively had 32 students compete in sales competitions over the 2018-2019 school year
- Placed 50% of members in marketing or sales internships
- Collaborated with PRide (UNA Public Relations club) to host two meetings. Partnered with our UNA Amazon Prime Ambassador to do giveaways at meetings.

AMA NATIONAL COMPETITIONS

Goals:

- Enter AMA National Competitions in both sales and marketing (April 2019)
- Place in the Outstanding Marketing Week Competition (April 2019)
- Place in the Best Small Chapter Competition (April 2019)

Outcome:

- TBD

MULTIPLE EMPLOYER TOUCH POINTS

Goals:

- Provide members and employers with numerous and diverse opportunities to connect
- Employ 90+% of graduating seniors in their desired field

Outcome:

- All of our active member graduating seniors have accepted full time positions in their desired fields
- Hosted Fall Career Fair with 14 companies
- Hosted Networking event for students to get to network with professionals in a more casual setting



WORKSHOPS

Goals:

- Offer at least 5 workshops outside of regularly scheduled member meetings over the course of the year
- Participate in hosting a Marketing Week to give our members opportunities outside the classroom
- Have at least 25 people attend each workshop

Outcome:

- We have helped develop our members outside the traditional classroom by providing additional workshops for them to be able to better shape their professional careers.
- We have had workshops based around web design and graphics, resume building, and digital marketing.
- We have also had speakers in sports marketing share with our students more in-depth about their profession.
- We have worked closely developing relationships with marketing companies outside of our sales center to create workshops consistently to better equip our students



LEFT: Design for Business session during Marketing Week 2018 with 10|10 Media.
RIGHT: Signage for Josh Ward from the Tennessee Titans, who spoke at AMA.

CASE COMPETITIONS



Goals:

Establish a core base of at least 10 students to contribute to the case study report that will be selected to be presented at the National Conference (Case Competition Team)
Participate in at least 2 case competitions this school year

Outcome:

Sadly we had to chose to withdraw from the case competition. Our members are so active in our Mane Benefits program and the Sales Team that we ran out of time to try to do the case competition. As a small new chapter we got overly ambitious with our goals and we had to choose where we would have more success, so we put our focus on our many sales competitions.

COMMUNITY & SOCIAL IMPACT



UNA-AMA strives to offer services that will benefit the campus and community through volunteering and participation in charitable events. We consider all community service projects to be an opportunity to develop members' marketing, interpersonal, and public relation skills as well as develop a culture of giving back among UNA-AMA and its members.

Goals:

Volunteer to support various fundraising activities conducted by the United Way including their annual employee giving campaign, golf tournament, and the annual day of giving
Contribute to fundraising by selling sponsorships to golf tournament

Outcome:

Contributed to the United Way by selling multiple sponsorships for their golf tournament



BLOOD DRIVE



Goals:

- Help provide LifeSouth Community Blood Center with participation and marketing from our members
- Coordinate logistics of two on-campus blood drives (1 each semester)
- Have at least 70 participants give blood across both blood drives

Outcome:

Successfully coordinated with LifeSouth Blood Center to set up a Blood Drive. Provided 24 members to participate at our Fall Blood Drive
Hopeful that we will hit our goal during the spring drive!

CAN DRIVE

Goals:

- Provide families in need with can goods for the holidays (Spring 2019)
- Collect at least 200 cans (Spring 2019)

Outcomes:

TBD

FUNDRAISING

UNA-AMA strives to offer members multiple fundraising opportunities to help pay for not only the cost of attending the AMA National Conference but also operating expenses including cost of food at meetings, print materials, social media advertising, and other expenses. UNA-AMA tries to find worthwhile fundraising efforts so they can also be an opportunity to develop members' marketing, communication, and sales skills.

MANE BENEFITS



(Detailed description under professional development)

Goals:

- Engage local business community while giving students live selling experience
- Create a recurring revenue source to fund AMA activities
- Have 75 total merchants and \$30000 total revenue
- Distribute at least 10,000 keycards
- Re-sign title sponsor to a 2 year deal

Outcome:

Although we haven't added 75 merchants yet, we are making strides to reach that number everyday. We add new merchants weekly and as a new class is currently training on selling Mane Benefits and we recently just made plans with each group to discuss local businesses they can close on to help us reach our goal.

Our title sponsor has also been met with and will have a final

decision on renewing by the end of March.

We have helped provide value to our title sponsor by giving them a table at our career fair, displaying their logo on the front of our cards, allowed them to team up with our AMA table at various events on campus, acted as a liaison between the university and our sponsor to start building a partnership, and acted as marketing for our sponsor by displaying their ads on our 9 screens across campus as well as our social media platforms.

AMA T-SHIRTS



Goals:

- Generate \$500 in profit selling t-shirts to members of the organization as well as students, faculty, and staff campus-wide
- Generate brand awareness for UNA-AMA since logo and name of organization is on front and back of t-shirt

Outcome:

We have sold \$540 in our UNA-AMA t-shirts

Used our social media platforms, on-campus digital signage, on-campus events, and our university e-blast to market our shirts.



MEMBERSHIP



UNA-AMA has chosen membership and retention to be a high priority as it is necessary for any up and coming small chapter that wants to grow and compete to be the best small chapter

Goals:

- Collect data on members including major, minor, contact information, and payment status of dues
- Keep database updated regularly and use to evaluate for Annual Report

Outcome:

We have continuously maintained a database that consist of information for each member. Data is being used for the Annual Report to ensure accuracy.

TOTAL MEMBERSHIP GOALS



Goals:

- Fall: 25 paid members
- Spring: 30 additional members
- 55 total paid AMA national members

Outcome:

Our biggest area for improvement is raising our number of members. We understand the value of growing the number of members paying national dues to the organization but we are still working on increasing awareness of our organization. (Currently have 20 paid members.)

AWARDS AND MEMBERSHIP APPRECIATION



Goals:

- Provide food at all AMA meetings
- Each semester have at least 40 members attend the end of the semester social or awards event

Outcomes:

Through our fundraising efforts we provided food at all of our meetings and for additional events such as our networking night, career fair, and awards dinners for those who sold the most Mane Benefits merchants onto the program. Our end of the fall semester social had 35 attendees. Our end of year awards, the Steele-ies, will be hosted at the end of April.



INTERNAL/EXTERNAL COMMUNICATIONS

UNA-AMA knows that communication is key to having active participation in our activities and meetings. Since the chapter was started, our leadership have worked tirelessly to create awareness about our new chapter. As marketing students, our members can get real world experience about promotion and marketing communications by participating in our communications efforts.

INTERNAL



Goals:

Notify members of upcoming events and deadlines

Communicate the value of joining AMA

Encourage student attendance and engagement at events and activities

Outcome:

We kept our members up to date on all events hosted by our chapter through social media postings and group chats through the app GroupMe. We used GroupMe as our primary source of communication because of its simplicity and its ability to work as a group text messaging platform so we could all stay on one page.

We encouraged students to attend and engage in our events by providing incentives such as getting to try out for our sales team, dinners at local restaurants around town, and by creating a point system so the members with the most participation and engagement could get the chance to come to the national conference without having to pay for anything other than their membership dues.

EXTERNAL



Goals:

- Update and maintain social media account on Instagram
- AMA Instagram has 770 Followers, averages approximately 50 likes per post
- Update AMA events on the universities events app

Outcome:

We have continuously posted AMA related material on our social media Instagram account.

Engaged with followers to better understand how to create better brand awareness.

Worked with the University to keep our events posted on the universities events app.

COMPETITIONS

SEPTEMBER 20-21: Ball St Regional Sales Competition

SEPTEMBER 24-28 AT&T Virtual Sales Competition

OCTOBER 12-13 Federated Sales Competition, Hosted by: University of Wisconsin-Whitewater AMA Regional Conference- Madison McNeely Placed Second Overall

OCTOBER 18-20 Great Northwoods Sales Warm-up- University of Wisconsin-Eau Claire

OCTOBER 22-26 Round 1 AMA Sherwin Williams Outbound Phone Competition

Madison McNeely, Chandler Boy, Josh Bishop Semi-Finalist, Dalton Shorette Quarterfinalist

NOVEMBER 1-3- Northeast Intercollegiate Sales Competition at Bryant University, Cameron Johns, Quarterfinalist

NOVEMBER 7-11- ICSC Sales Competition in Orlando conducted by Florida State University- Chandler Boy, Quarterfinalist

NOVEMBER 13-17- National Sales Challenge at William Paterson University Cameron Johns, Taylor Arnold Semifinalist

JANUARY 10TH - Big Chill (New Student Orientation)

JANUARY 22ND - AMA Meeting #1 at 6pm

FEBRUARY 12TH - AMA Meeting #2 at 6pm

FEBRUARY 14-16- Selling with the Bulls hosted by University of South Florida Madison McNeely, Winners Room of Cold Calling

FEBRUARY 21-23- UTISC - Chandler Boy, Quarterfinalist

FEBRUARY 26TH - AMA Meeting #3 at 4:30pm

FEBRUARY 27-March 1- Florida International University Bilingual competition

FEBRUARY 28TH-MARCH 2ND - Global Bilingual Sales Competition

MARCH 12TH - Networking Reception

MARCH 13TH- Speed Selling and Career Summit

MARCH 29TH - APRIL 1ST - NCSC

MARCH 29TH- April 1 NCSC hosted at Kennesaw State University

APRIL 10TH - 14TH - AMA New Orleans

APRIL 11-14 International Collegiate Conference in New Orleans

APRIL 16TH-17TH - UNA Internal Sales Competition

APRIL 25TH - UNA-AMA Rewards Night



We also have two internal competitions coming up later in the semester created and ran by our AMA executive members. We are having a Perfect Pitch competition judged by our career fair recruiters as well as an Internal Sales Competition sponsored by Rite Hite.

CHAPTER OPERATIONS

Management Strategies

All officers and members are expected to contribute. We communicate these opportunities through our Group Me and expect members to attend the various on-campus and off-campus events.

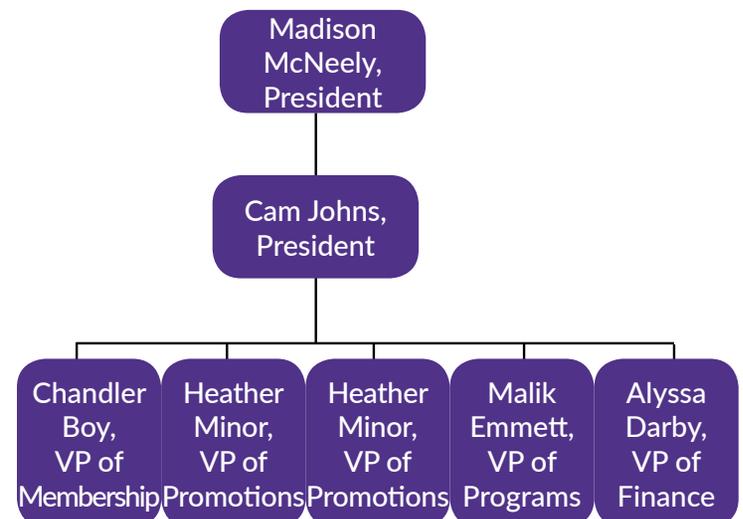
Officers are chosen after interviewing with the President and Executive Vice President, succession for top positions (President and Executive Vice President) is based on performance, engagement, and involvement by our VPs.

Officer training is done over the summer and is an intensive all-day session, where new officers are oriented to the culture, responsibilities, and best practices of existing leadership.

Goals:

- Develop future leadership talent
- Execute and implement our strategies and activities
- Accomplished nearly all of our goals

- Developed a pipeline of leadership talent that makes the exiting leadership comfortable about the future stability of the organization
- Financials



BUDGET

		EXPECTED EXPENSES	ACTUAL EXPENSES
PROFESSIONAL DEVELOPMENT	Marketing Week	\$600	\$650
	Professional Relations/ Speakers	\$1,500	\$0
	Conference (New Orleans)	\$5,000	\$4,000
	Competitions	\$1,500	\$1,000
COMMUNITY SERVICE	Blood-drive	\$100	\$50
	Can-Food drive	\$100	\$50
FUNDRAISING	Expenses	\$250	\$5100
MEMBERSHIP	National Dues	\$600	\$0
	Recruitment	\$200	\$100
COMMUNICATION	Website	\$200	\$100
	Ad Graphics	\$100	\$0
CHAPTER OPERATIONS	Social Events	\$1200	\$200
	Chapter Plan	\$100	\$0
	Annual Report	\$50	\$0
	Miscellaneous	\$100	\$0
TOTAL EXPECTED EXPENSES		\$11,400	\$11,250
TOTAL EXPECTED REVENUE			
	T-Shirts	\$500	\$540
	Mane Benefits	\$22,500	\$30,000
	Alumni Donations	\$250	\$0
	Expected Revenue	\$23,250	\$35,040
	Expected Carry-over	\$11,850	\$23,790

Officer training is done over the summer and is an intensive all-day session, where new officers are oriented to the culture, responsibilities, and best practices of existing leadership.



AM
AMERICAN MARKETING ASSOCIATION
OF THE UNIVERSITY OF NORTH ALABAMA
UNA