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# The University of Texas at El Paso

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Annual Report 2014-2015



*“Lighting the Path to Success”*



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# Executive Summary

Bienvenidos a la Asociacion Americana de Mercadotecnia de la Universidad de Texas en El Paso; Welcome to the American Marketing Association at the University of Texas at El Paso, 2014-2015 Annual Report. An important quality of a successful student organization is being able to provide students with opportunities, and a competitive advantage in the marketing field. This past year AMA UTEP Chapter has been able to establish a strong presence in the College of Business Administration has given students a competitive marketing advantage in the workforce and overall increased the amount of marketing career opportunities. Our AMA Collegiate Chapter's mission is to foster the study, research and experiences in the field of marketing, by providing real world experiences and developing our members' personal branding and differentiation.

To expand our member's ability to understand the market, be competitive in the workforce, and acquire marketing career opportunities our AMA Collegiate Chapter created new programs and enhanced existing programs. As stated below our chapter broke down our new programs into three categories; Marketing Strategy, Career Opportunities, and Marketing Growth.

<u>Marketing Strategy Programs</u>	<u>Marketing Growth</u>	<u>Career Opportunities</u>
<ul style="list-style-type: none"><li>• Community Marketing Outreach</li><li>• University of Texas at El Paso Marketing</li><li>• AMA 37<sup>th</sup> Collegiate Conference Case Study</li></ul>	<ul style="list-style-type: none"><li>• Adolescents to Marketing Professionals</li><li>• Career Building Workshops</li></ul>	<ul style="list-style-type: none"><li>• Ready..Speak..Hire</li></ul>

The programs that have been implemented throughout this school year have given our members various internships ranging from International brands such as PepsiCo, national brands such as Northwestern Mutual to local brands such as El Paso Chihuahua's and El Paso Medical Marketing Solutions. Our member acquisition and member retention have increased this semester and have given us the opportunity to break AMA UTEP history records by being able to take over 20 members to the AMA 37<sup>th</sup> International Collegiate Conference without any sponsorships, or collaborations.

Even though we have been able to break AMA UTEP history and been able to implement successful programs to increase the opportunities our students get, our geographic and demographic characteristics have imposed many limitations and growth potential. One of our major challenges is falling under a 21st century demographic; Minority, low income, balances work and school, and supports a family which limits the time students allocate to the organization and the amount of risk they are willing to take for an opportunity offered by the organization. Lack of monetary resources, alumni guidance, and marketing employment opportunities are the other strong challenges faced daily by our AMA UTEP Chapter. Even though we face strong challenges in our path, our chapter has been able to adapt to situations, recognize our strengths and advantages to "light the path of success".

Sincerely,

Angel O Sandoval, President

Alexandra Sanchez, Vice President of Philanthropy

## Metrics

Below you will find a rating system which we have provided to show metrics, measuring our success behind every event.



This activity exceed our AMAzing goals, performed perfectly



This activity had AMAzing completion



This activity fell under desired goal

# Professional Development

**Goal:** Improve knowledge and awareness of specific marketing areas such as Branding, Social Media, Research, B2B and experiential marketing. Give our members the career skills needed to succeed in the competitive marketing field, build their career needed skills, and represent both AMA and themselves in the most professional manner in any situation. Diversifying the AMA UTEP Chapter students from other student organizations in our College of Business Administration at the University of Texas at El Paso, and within the AMA 37<sup>th</sup> national collegiate conference.

**Results:** Members attended various events, workshops, and professional development activities which resulted in two internships with PepsiCo (First UTEP interns), El Paso Chihuahuas, Northwestern Mutual, Rosati's National Franchise, Genghis Grill, Shamrock Foods, and recognition within the College of Business Administration. There was an 85% member participation in all events which built credibility and opened opportunities for our members. Our chapter completed 86% of our events, which means because of certain challenges we missed two planned events but we were able to add two new programs and improve existing programs.

## University of Texas at El Paso Marketing



**Goal:** American Marketing Association UTEP Chapter will partner with various non-marketing, and marketing departments around campus, helping them resolve any issues or provide marketing strategies.

**Result:** AMA UTEP Chapter was able to reach departments in the University and student

organizations through our social media, and reached out to our organization to help them figure out their marketing issues. This gave our members real world experience and helped them network throughout the University.

### *Provost Office*

The UTEP Provost office reached out to the American Marketing Association for marketing research help to understand why students in campus don't fill out their student evaluations. Our chapter created a team within the organization with the objective of conducting marketing research using both primary and secondary data. The primary data was found through surveys, results were broken down into buckets, and using SPSS we were able to find if there was any correlation between the students demographics and reasons of filling out the course evaluation. Results let us create a marketing strategy to implement around the University to increase course evaluation completion which had an increase of 5% after finding the results and implementing results that catered to students.

### *APICS/ASQ Student Organizations*

Our local AMA UTEP Chapter approached two different student organizations in the College of Business Administration that involved Operation Supply Chain majors to help them build a marketing strategy and social media engagement strategy to increase their membership within the College of Business. This included a full marketing package for student organizations free of charge including; Management of their social media, flyers and advertising designs, and setting up a position within their organization to manage their marketing which is one of our student members

and report any marketing challenges to our AMA UTEP Chapter.

### Career Building Workshops

**Goal:** To provide our members with interviewing, networking, resume, and elevator pitch workshops to enhance their professional image, and prepare them for a professional representation of AMA at all times.

**Result:** Provided our members with 5 career building workshops, with an average of 20 members attending per event, and an increase in professionalism for every member.

#### *Interview Workshop/ October 14, 2014 President, AMA UTEP Chapter*

This workshop consisted of different aspects of the interview process from the engaging to the answering of every interview question properly and efficiently. This also involved questioning of our members resume, and experiences in which feedback was given personally to every member based on their interview process.

#### *Elevator Pitch Workshop/ November 4, 2014 Northwestern Mutual Financial Representative Intern*

This workshop emphasized on the importance of an elevator pitch, importance on competitive advantage, and developing the potential and skills for every one of our members. Every AMA member within the UTEP Chapter is required to have a perfected elevator pitch to increase their networking abilities and increasing their chances to create a good first impression to employers.

#### *Resume Workshop/ November 18, 2014 UTEP Career Center Representative*

This workshop let our members revise their resume with a professional to set a professional format, and cater their resume to the different internships and positions they were interested in. This builds credibility in our AMA local

chapter by having our members prepared for any professional activity that involves impressing employers

#### *Qualtrics/SPSS workshop/February 3, 2014 Executive Vice President, AMA UTEP Chapter*

This workshop trained every member in our organization to become proficient in both programs Qualtrics and SPSS to have a competitive advantage in marketing research classes and events that required intensive research. This workshop lets our members add a set of skills to their resume, be more competitive, and have more knowledge in the marketing research area.

#### *Guerilla Marketing/ February 10, 2014 Faculty Advisor, Chick- Fil-A Regional Marketing Director*

This workshop gives our members marketing insights on effective and successful guerilla marketing strategies used by a big company such as Chick-Fil-A. The reason for this workshop was to provide our members with knowledge on real world scenarios and for them to learn from professionals on effective marketing.

### Mentorship Program

**Goal:** Create more unity within our members and officers of the chapter through personal mentoring. AMA UTEP will be providing their members with guidance through an officer, from personal issues to doubts about following a marketing career.

**Result:** This program was able increase our membership, provide more opportunities to our members and increase the overall satisfaction of every member. It also allowed incoming college students to follow their marketing degree up to graduation, since job opportunities graduating in the marketing field here in our University doesn't have a good rating, this mentorship

program was able to raise awareness of opportunities and guide over 15 members to an internship or full time job.

### **Community Marketing Outreach**

**Goal:** Provide our marketing skills to create marketing plans, advertising, or branding structure for local business to follow. This program helps uneducated business owners to understand their market, increase their customer basis, increase sales, provide a proper environment for customers, etc.

**Result:** The AMA UTEP Chapter was able to reach two local businesses in which we can create an actual marketing plan for them and strategies that could be implemented. This involved every member of our local chapter to be part of the projects to maximize the results and make a more effective marketing plan.

#### ***Rosati's Pizza and Pub***

This is a National Franchise which reached out to our AMA UTEP Chapter for help on understanding why there were low sales during lunch hour during the week. Our AMA UTEP Chapter used secondary data for research, and based on findings implemented a rewards program for High School students that would eat at the restaurant eventually giving coupons, and free food to committed customers.

#### ***Panda Burger***

This is a locally owned restaurant in El Paso TX with a great burger and great advertisements and social media engagement. In this project our members will create a different source of revenue for the restaurant by implementing a strategy on entering the High School market 7 miles around the restaurant and also helping the owner implement a franchise system for here in El Paso TX.

### **AMA Case Competition, Honorable**

#### **Mention**

*October – December 2014*

*9 participants*

AMA UTEP Chapter members participated in the preparation and elaboration of a \$10 million budget complete and integrated marketing and advertising plan for Glaceau's **vitamin**water. Members conducted primary research (focus groups, surveys), collected and organized secondary research, developed a broad situational analysis which assessed and evaluated current promotional strategies and positioning effectiveness, and developed marketing tactics to execute in order to increase brand relevance and consumption among 18-24 year old consumers.

#### ***Goal Achieved***

AMA – UTEP Chapter participants had the opportunity to observe and actively participate in a real-life marketing challenge. Members obtained hands-on experience in conducting primary market research, and developing a thorough integrated marketing plan. Our plan was selected as an honorable mention among all participating chapters, even though this was the first time our chapter submitted a report for the case study competition.

#### ***Recommended Improvements***

Our chapter will begin work on the Case Competition a month earlier than this present year, and will elaborate more on details regarding the allocation of the marketing budget. Also, a network will be established between new Case Competition participants and Case alumni, in order to share experiences and ultimately increase the effectiveness of future cases.

## Rookie Entrepreneurship Program



**Goal:** AMA members will be mentors and guides to High School students, in which the challenge for the students is to create a small business in two days that can be profitable within that same event.

**Result:** Our AMA mentors with their created profitability for every group, explained the marketing strategies and the strength of social media to have a business running efficiently. Every High School was able to keep the profit of the business they made within the event, the team with the most profit would win the competition. The winning team was mentored by our own President, Angel O. Sandoval.

## Business College Council



**Goal:** Weekly meetings with all student organizations Presidents from the College of Business Administration.

**Result:** This program was able to build presence of the AMA UTEP Chapter within the College of Business, and create partnerships within other student organizations. Various opportunities to interact with our Faculty, Department Chairs, and Dean of College of Business were opened to our members through different events created by the council of Presidents.

## AMA 37<sup>th</sup> International Collegiate

### Conference



**Goal:** Northwestern Mutual Sales, Competition, Be The Match Campaign competition, marketing strategy competition, SABRE business simulation competition, chapter exhibit competition, T-Shirt competition, and any competitions available. The AMA UTEP plans to take at least twelve (12)

members to the 2015 AMA International Collegiate Conference.

(AMA Certifications: Completed throughout the Fall/Spring semesters, and during the AMA International Collegiate Conference)

**Result:** The American Marketing Association UTEP Chapter has successfully registered for the SABRE Business Simulation and Chapter Exhibit and is looking forward to entering and competing on the spot for the Marketing Strategy competition and participate in the T-Shirt exchange/competition. The chapter has been going through extensive training and development workshops provided by faculty of the UTEP Department of Marketing & Management in order to prepare the members for both the SABRE Business Simulation competition and Marketing Strategy competition.

The AMA UTEP Chapter will be taking twenty-two (22) members to the 2015 AMA International Collegiate Conference making it the largest attendance representing UTEP in chapter history. The chapter Executive Board has made it a requirement for all twenty-two (22) members to participate in receiving their Collegiate Role Playing and Relationship Selling Certificate.

## Centennial Grand Challenge



**Goal:** Create a private policy and a marketing strategy to increase enrollment and retention rates of females within the STEM fields, for implementation purposes of the University of Texas at El Paso.

**Result:** The AMA UTEP Chapter members were the student who took on the leadership roles in each other teams and successfully present the private policy to a panel made up of the Dean of the College of Business Administration, Dean of the College of Engineering, Chairman of the Department of

Mathematics, and an Associate Professor from the College of Science. Each of the private policies created by AMA members were gathered to make one large policy that will hopefully be successfully implemented at the university over the next five (5) years.

### Mike Loya Weekend Startup

**Goal:** Create a business plan and foundation of tech startup/company over the course of three (3) with collaboration of engineering majors in preparation to present to a panel of angel investors.

**Result:** Over the course of three days the six (6) AMA members who participated handled all of the marketing operations for each startup/company which was the driving force for each team and had the investors' interest where soon after the members received praised and recognition from the panel of angel investors as well as the Dean of both the College of Business Administration and the Dean of the College of Engineering.

### 3 Day Startup (Spring)

**Goal:** The American Marketing Association UTEP Chapter will have six (6) members to participate in the event of creating another tech startup/company hosted by the Regional Economic Development Association and the Collegiate Entrepreneur Organization similar to the Mike Loya Weekend Startup.

**Result:** Due to the sudden conflict of the AMA International Collegiate Conference, the American Marketing Association UTEP Chapter will still be contributing to the 3 Day Startup by creating and providing templates on how to build a complete marketing plan and strategy as well as guidelines of the different marketing research tactics and how to approach each marketing research technique in order to make

all of the teams go about the marketing during the AMA UTEP Chapter's absence.

### AMA Sales Pitch Workshops

**Goal:** Give students the structure of how an elevator pitch, a product pitch, and a negotiation should be presented to possible employers and/or investors.

**Result:** About 90% of the AMA membership participated in the series of workshops we have each semester and they all improved in their relationship building and communication skills. The best yet is that the entire AMA membership that participated still continue to want to challenge themselves in order to constantly improve which is a great characteristic for any organization.

### Ready..Speak..Hire Program

**Goal:** Implement a new program in which local companies can hire at a more efficient and faster process for marketing students. This program brings in employers to our general meetings in which they present the opportunity, review resumes, host interviews that same day and hire for full time positions in a one week span.

**Result:** To test the program we brought two local companies from here in El Paso looking for sales/marketing interns for their company; El Paso Medical Marketing Solutions and Emajj. The end result after testing the program was being able to give 3 of our members internships for the summer with the local companies, this program has the potential to give easier access to students within student organizations. The success of the program motivated our College of Business Administration to work with AMA UTEP Chapter to try and implement the program within all majors.

## Corporate Tours

**Goal:** Expose AMA members to the different types of corporate cultures by giving them a wide variety of companies which have partnered with, for a visit to their headquarters or district office.

(Helen of Troy, Sanders and Wingo Advertising, Northwestern Mutual, Vanguard, Edward Jones, and PepsiCo.)

**Result:** Our AMA UTEP Chapter members were exposed to the different corporate cultures and career opportunities outside of our local region. Several AMA members currently have

received an offer from one of the companies they have toured and others are still currently in the interviewing process of those companies.



## Community Service

**Goal:** To provide our members with opportunities to participate in events that engage them with the El Paso community. This will teach them leadership, teamwork, character, responsibility, and the value of giving to those in need.

**Result:** Accomplished a total of six community services with an 80% member involvement in every event. These events incorporated various aspects of the community; family owned businesses, individuals in need, and the university itself.

### Adolescence to Marketing Professionals



**Goal:** The purpose of this program is to prepare High School students for their entry into college life, while providing insights into strategies that will help them to improve their professionalism. Namely, the program focuses on developing presentations, effective interviewing, networking, resume, and marketing skills.

**Result:** Prepared our members to properly teach and present marketing concepts and become mentors for High School students, this involved 75% of our members.



*El Dorado High School  
& Montwood High  
School*



Executed marketing presentations to over 250 students in the marketing and DECA programs in the Socorro Independent School District. Provided workshops on the following topics; elevator pitch, marketing strategy, selling skills, followed by a marketing strategy competition. The following agenda was followed for the program.

## El Pasoans Fighting Hunger Food can drive

**Goal:** Motivate members and students to collect as many canned foods or as much money as possible to donate to the El Pasoans Fighting Hunger non-profit organization. With the underlining purposes being to build relationship with and give back to the community a total of 125 cans.

**Result:** Created a positive change in the community and raised awareness through our social media which has over 600 followers around El Paso. This allowed us to motivate and engage our members to collect a total of 263 cans which is a monetary value of \$311.61.

## The Glory Road Glow Run 5K

**Goal:** The Glow Run is a 5K race inside the University of Texas at El Paso in which everyone is invited to join. This event helps us to get closer to our school/ the community and the chance to market ourselves by making posters with our logos in new innovative ways.

**Result:** Represented our chapter by having ten members compete in both the marathon and dance competitions. Our local chapter was able to make a presence by winning second place in the marathon and first place in the men's dance competition which increased our social media followers.

## Project Move

**Goal:** Engage the American Marketing Association UTEP Chapter with the needs of the community by involving them in the biggest community service event in El Paso, Texas hosted by the university. Have a participation of at least 15 members and create a positive impact in the life of someone in need.

**Result:** Had over 20 members participate in the project given to us by the University of Texas at El Paso in which we repaired the home of an elderly couple. This event increased teamwork, community involvement, and taught them the importance of working as a team to accomplish an equal goal.

## Be the Dream

**Goal:** The programs is similar to Make a Wish Foundation, but at a local level. The program targets low income families who face financial hardships but maintain an optimistic outlook.

**Result:** Sponsored a quinceañera (a traditional Mexican debutante party for young women) for a cancer survivor, living in Juarez, Mexico with ailing parents who cannot afford to host such lavish event. This event created enough social media outreach in which we were asked to host a bigger event for a different cancer survivor which will take place in April 2015.

## Business Outreach by Marketing

### Students

**Goal:** In this project, we try to help local businesses create a professional marketing plan by conducting research, providing marketing strategies and helping them with brand management and sales. By helping these local businesses not only does it benefit them, it could benefit us by experiencing real world scenarios and understanding our community's needs.

**Result:** Our local AMA chapter was able to provide marketing services for two locally owned businesses and a non-profit organization; the two local businesses were Panda Burger and Rosati's Pizza Pub and the non-profit organization being Rebuilding Together El Paso. There was an 85% student involvement, giving every project the best marketing students in the University of Texas at El Paso working on their marketing strategies.

# Fundraising

**Goal:** Raise \$8,000 in revenue to fund operational expenses and partially sponsor active, dedicated members to attend the 2015 AMA International Collegiate Conference in New Orleans, Louisiana. Leaving a sufficient amount of money for the following AMA chapter President and Executive board to continue the chapter long-term success.

**Result:** The AMA UTEP executive board as well as the members came together to pull off a great amount of hard work and were able to surpass our goal. AMA was able to put together seven fundraising events and/ or activities. All this fundraising was crucial for AMA to be able to partially sponsor twenty members that will be attending the 37<sup>th</sup> Annual International Collegiate Conference in New Orleans.

Total earnings: \$9717.69

## Dues

**Goal:** Raise \$1290 from new members and members who renew their yearlong membership.

**Result:** Having a 21<sup>st</sup> century demographic recruitment is tough, even with all the recruitment events and activities we hold. This year we were able to secure retention and new members to reach a total of 36 members in AMA UTEP chapter. Members joining and renewing their membership are required to pay a local fee of \$43 and a national fee of \$47. With the local fees we are able to fund a few more fundraising projects and not utilize the money saved up for the collegiate conference.

Total Local Dues \$1,548; Total National Dues: \$1,692



## International Food Fair

**Goal:** Win first place, based on a panel of judges grading our booth, obtaining \$200 in prizes, along with winning fan favorite for an additional \$75.

**Result:** Members volunteered their time a day prior to the event to prepare the food for the fair. AMA UTEP Chapter decided to keep the food within the Hispanic roots of El Paso, Texas and prepared delicious Mexican cuisine which included Mexican Nachos, Steak Tacos, Beans, and Rice. AMA was able to keep 90% of food sales and was very successful. The Mexican cuisine landed AMA with an unlucky but yet satisfying third place from the judges and an AMAzing first place for fan favorite.

Total winnings: \$756; \$125 from judge panel, \$75 fan favorite, \$556 food sales



## “Feed the AMA Pig”

**Goal:** Obtain \$150 per meeting from each piggy bank, with a total of three piggy banks.

**Result:** “Ham-ilton,” “Pork Chop” and “Macho the Pig” were handed out to enthusiastic members at the beginning of each semester. Ham-ilton, Pork Chop and Macho the Pig were fed on a donation basis, members were required to take them everywhere they went on campus and off to build the image of not only AMA UTEP chapter but of the AMA pigs. Members who had the pigs were also required to take pictures of the pigs being fed and upload them to the Instagram page with the hashtag #FeedThePig

Total earnings: \$503.69 from donations

## Go Pro Raffle

**Goal:** Raise \$1000 in revenue from raffle ticket sales.

**Result:** Members were given one week and an incentive to sell two dollar raffle tickets for a Go Pro Hero Silver. With a minimum requirement of 20 tickets per member we assured members did their best. The member who sold the most raffle tickets were given 50% of their sales. Making the raffle a sales driven competition drove members to bring out the salespeople in them and pushed to get outstanding results.

Total Revenue: \$1,436; Total Expenses: \$534;  
\$300- Go Pro, \$80- Best Salesman  
Net Income after: \$1056

## Sponsors/ Donations

**Goals:** Raise \$3,000 from donations or sponsorship packages offered to local businesses.

**Result:** Members from reached out to local businesses to and ask for either donations or

sponsorship. Two of the major contributors were two locally owned businesses one named Panda Burger and the other Rosati’s Pizza Pub, which happens to be a national franchise. Both Panda Burger and Rosati’s Pizza Pub agreed with the terms of our sponsorship package and were able to sponsor AMA UTEP. Along with the two sponsorship packages we were able to obtain, donations from three other local business. These local businesses included an Embroidery service, a small realty service and a restaurant. Because of these AMAZING local business AMA UTEP was able to reach the initially set goal.

Sponsors: \$2,500; Donations: \$750  
Total: \$3250

## Minerpalooza “Minute-to-Win-it”

**Goals:** Raise \$550 in revenue to cover event expenses and add to existing accounts.

**Results:** This idea came from an existing game show named as is in the title. Members set up a booth in our university’s fall festival, Minerpalooza, where they held competitions that would have to be done in less than sixty seconds or risk losing. Hence the name “Minute-to-Win-it.” A few of the games that were played appealed to the audience, for example, participants would pay a small amount to go through three stages that lasted sixty seconds each. Winning the prize would require passing all three stages. The audience was captivated with the idea and the event went really well.

Total revenue: \$673; Total expense: \$55  
Net Income: \$618

## Organization Fair

**Goal:** Win \$900 for first place in the organization fair in the College of Business Administration

**Results:** AMA UTEP chapter competed against fourteen (14) other organizations in the College of Business Administration. This organization was judged based on the presentation of the booth and the efficacy of how the organization was pitched to students. Members who were under the mentorship program were taught by veteran members how to do a sales pitch of our organization and promote it to all students. A strong effort was put in and AMA UTEP fought valiantly but we fell a couple points short and placed second amongst the 14 other organizations.



Total Winnings: \$600

## Membership💡💡💡💡💡

**Goal:** Recruit 45 new members and increase the number of active members while preserving current membership with exception of December graduates

**Result:** Membership increased by 17 members when comparing membership at the end of Fall 2014 semester to the beginning of Spring 2015 semester.

### Summer Orientation Recruitment💡💡💡

Active members and officers attend summer orientations for incoming students, to recruit them for our AMA local chapter and encourage them to be involved within the UTEP community. This event creates a presence for AMA UTEP Chapter, and many of our members hear from our organization through this event.

### Class Announcements made by members and faculty before beginning their classes

In order to be more effective with our word of mouth method to get new potential members interested in joining AMA, announcements of meetings and activities were made in classrooms. By doing so anyone with a curiosity

of joining AMA was given the opportunity to be exposed to officers and members in order to easily contact them for any questions.

### Informational Meetings💡💡💡💡💡

One meeting held throughout each semester as a form of open house giving the opportunity to any student to come in and ask any questions and learn about AMA-UTEP Chapter and the opportunities that are offered to members. Fifty students showed up ranging from freshmen to seniors and were not all marketing majors.

### Professional Membership Folders💡

A folder for each member is created in order to keep track of academic standing, involvement in AMA, involvement in outside organizations, and an updated copy of their resume. These folders are used for the executive board members to keep track of any members that may need additional help in order to manage their time, need tutoring in a specific course, or for recommendations when employers ask for marketing majors.

### Weekly E-mails💡💡💡

Every Tuesday night a mass e-mail is sent out to active members to keep them informed of upcoming events for the week. On Wednesday nights, a mass e-mail is sent out to all members with the minutes of the meeting from the day before. This method is used to keep members and interested students up to date on any events AMA will be participating and members can also use this to ask any additional questions they may think of after the meeting.

### **Social Media** 💡💡💡💡💡

Social media is the main source used to make last minute announcements, change of plans, and to keep any students that may miss an email informed on all events with AMA. Members are encouraged to share and repost any announcements in order to reach out to other business majors that may not have been exposed to the opportunities that AMA has to offer. Currently there is an active account for each of the following: Facebook, Twitter, Vine, Instagram, and YouTube.

### **Student Organization Fair** 💡💡💡💡💡

AMA took part of the Fall 2014 and Spring 2015 Organization Fair winning 3<sup>rd</sup> place in Fall semester and 2<sup>nd</sup> in Spring semester. This event helps members practice their sales pitch and marketing skills by marketing business majors and explaining to potential members what AMA offers and the opportunities that come with becoming an active member.

### **Monthly Member Birthday Party's/ Socials** 💡💡💡💡💡

A minimum of one social per month was held in order to celebrate the members with birthdays on that month. These events are done in order to create not only a professional environment within AMA members but also unity through friendship. By creating this sense of unity, members became more involved as the school

year progressed. An example for this would be community service, at the beginning of the semester there would only be a maximum of 8 members per community service and now there are approximately a minimum of 20 students per activity.



### **AMA Memorabilia** 💡💡💡💡💡

#### **Member T-Shirts**

Shirts are awarded to new and returning members. Members are encouraged to wear polo's each day that AMA will be having a meeting or an event in relation to UTEP in order to create awareness and curious minds are given the opportunity to ask members what AMA is.

#### ***Member/Officer Graduation Stoles***

Members that where continuously active earn the honor to be awarded graduation chords to wear for graduation order to show their involvement in the association.



# Chapter Operations

**Goal:** Establish a structure and guidelines for future AMA UTEP Chapters to follow, effective election process, and clear transition of responsibilities, duties, and obligation passed on from current officer to new officer for the upcoming semester.

**Result:** Created an efficient executive board and maximized the potential of every officer and member. Established a system for the following executive board to follow that keeps our AMA UTEP Chapter organized and competitive throughout the College of Business Administration.

provide strategies and information to the members that helps them achieve their goals.

## **Transition Binders**

**Goal:** Make the transition from the preceding officer and the succeeding officer, with updated information of the organization and position.

**Result:** Created a system for officers to follow, which included guidelines, budget, department contact information, and other documents. This allowed our officers to be a resource to the members not just a position.

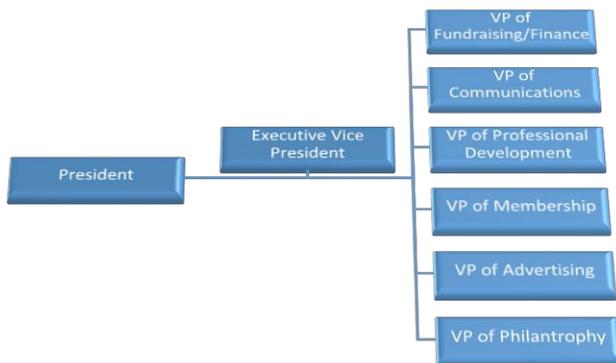
## **Membership Evaluations**

**Goal:** Research the perspective the member has on the organization, and find the crucial points that influenced the professional image of the member.

**Result:** Our finding enabled us to cater the correct workshops and opportunities to the wants and needs of our members.

## **Findings**

- 75% of our members were looking for corporate internships
- 90% of our members felt the workshops increased their professionalism
- Approximately 45% of our membership have successfully secured a summer corporate internship



## **Organizational Structure**

AMA UTEP consists of 2 different levels:

General Members, and Officers that serve on the Executive Board. These levels have different responsibilities within the organization:

- Members help the Executive Board achieve their goals by attending all events and activities, staying active throughout the year.
- Officers create and decide the main goals of the chapters, execute events, and

## **Officer Evaluation** 💡💡💡💡💡

**Goal:** Evaluate the effort the officers have given to the organization and the results they have created based on the officers efforts and contributions to the chapter.

**Results:** Our findings enabled us to become a more efficient executive board and create a better system and requirements for each officer.

Findings:

- Officers are more enthusiastic for the organization when they can see a positive change in the members life
- Officers have greater opportunities for success, since all of our officers have a summer internship lined up.
- Giving authority to officers motivates them to be a better mentor for every member

## **Member Meetings**

**Goal:** Met weekly with all members to update marketing concepts, provide workshops, announce upcoming events, and create strong network within the membership.

**Result:** AMA members were exposed to different employers, workshops, and opportunities that increased their competitive advantage and their chances of gaining an internship for the summer. This allows them to network with potential marketing students and inspire them to be successful.

## **Officer Meetings**

**Goal:** Meet weekly to discuss the opportunities that will be presented to the members, budgets, travel, and any project or competition that needs to be created, or we ne need to be prepared for.

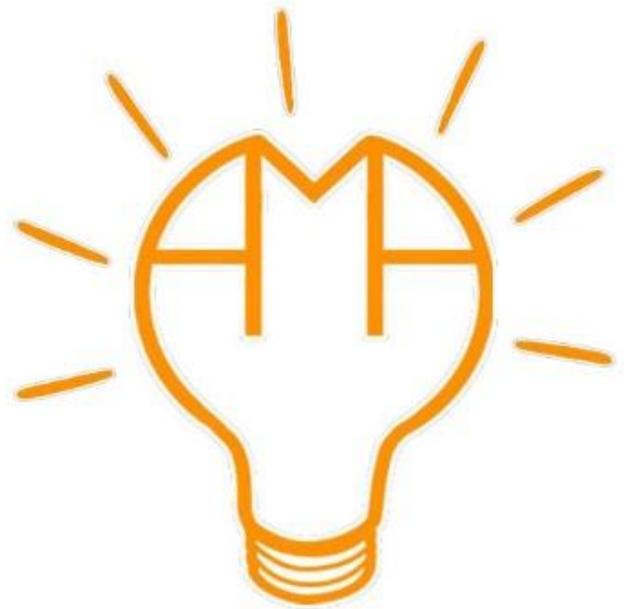
**Result:** This weekly meetings before the members meeting let the officers prepare for the

weekly meeting and provide the correct information and opportunities to our members. This prepared the officers to be professional and give the members a better prepared e-board.

## **Chapter Plan and Annual Report** 💡💡💡

**Goal:** Provide our National chapter with a detailed plan with the events coming this academic year, he budget we can work on, and the evens that makes us different. Complete 95% of the events listed in the chapter plan.

**Result:** AMA officers worked together as an Executive Board to create a competitive chapter plan and an annual report to qualify as a platinum chapter. Our culture and 21<sup>st</sup> demographic will be used as a strength to diversify our AMA UTEP Chapter, and make us competitive against other AMA Chapters.



# Internal / External Communication

## Student Members Testimony Videos

**Goal:** Document the results that our organization has had on students through video testimonials on social media and YouTube.

**Result:** During one of our sessions, our executive board conducted mock interviews for all of our members to develop competitive skills. During the interviews, around 20 of our members were exposed to different situations and questions to experience what a real life interview feels like. While these interviews were happening our VP of Communications recorded the whole activity. After this fulfilling activity, we asked our interviewed members to give us their testimonials about their experience in the mock interview activity. Later on, we shared this video through our social media account and, with other members and non-members, to encourage them to attend our meetings and participate in our activities.

## AMA's weekly meeting promotion through Social Media

**Goal:** To attract prospect members to the meetings by extending a personalized invitation to every student.

**Result:** UTEP AMA Chapter meets every Tuesday at 3:00 PM at our university's business building. In accordance to that, our VP of Communications is in charge of sharing our meeting times and location through social media. Our members are as well responsible of sharing our statuses and tweets about our meetings.

We currently have a Facebook Fan Page and a Twitter Account which all of our members

follow. Our Facebook Fan Page is our most important promotion asset as it has more than 600 followers. We outsourced our position of VP of Advertising to our College of Liberal Arts, which is in charge of designing the flyers for every meeting and activity. We always make our Facebook statuses and Tweets appealing to non-members in order to increase our member turn over, which gives us 30 to 35 members per general meeting.

## Career Building Vine Videos

**Goal:** To create short videos where we can expose different business/marketing, career building strategies, and tips for students.

**Result:** In order to get student's attention we came up with vine videos about our meetings and events where we exposed what our main activities are. We virally spread our links through our Facebook Fan Page and Twitter account.

## AMA UTEP Campaign

**Goal:** Create a marketing plan where we can increase the brand recognition of our local chapter logo around UTEP campus and within the community.

**Result:** In order to get our logo recognized at UTEP we created polos and t-shirts for our members. These polos include our logo and name, and are required to be worn at least in our meeting day. These polos have helped us spread the word and get recognized in our college.

**Social Media Entrepreneur Outreach El Paso Chapter Program** 

**Goal:** To create a structure in which our social media expertise can be used to attract local owned businesses to our chapter's page, and expand our network.

**Result:** Through our Facebook Fan Page we have had the opportunity to be contacted by large local firms, which have asked us for our services and have come to visit us to offer internship positions among other activities.



(Flyer Example; Business Interview Practices Workshop; VP of Advertising Fernanda De Leon, 2014)

# 2014-2015 Income Statement

<b>Beginning Balance</b>	<b>\$1,749</b>
<b><u>Revenue</u></b>	
Membership	
Local Dues	\$1,548
National Dues	\$1,692
Fundraising	
International Food Fair	\$756
“Feed the AMA Pig”	\$504
Go Pro Raffle	\$1,056
Sponsors/ Donations	\$3,250
Minerpalooza- “Minute-to-Win-it”	\$618
Organization Fair	\$600
Miscellaneous	
Member Contribution	\$5,280
<b>Total Revenue</b>	<b>\$15,304</b>
<b><u>Expenses</u></b>	
Membership	
National Dues	\$1,692
Conference	
Registration Fee	\$4,200
Competition Registration	\$65
Hotel and Travel	\$6,855
Miscellaneous	
Be the Dream Sponsorship	\$180
Go Pro Camera	\$300
Food Fair	\$200
Polo’s	\$510
T-Shirts	\$600
<b>Total Expenses</b>	<b>\$14,602</b>
<b>Net Income</b>	<b>\$702</b>