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ANNUAL
REPORT



AMM



UNIVERSITY OF FLORIDA

WARRINGTON COLLEGE OF BUSINESS
AMERICAN MARKETING ASSOCIATION

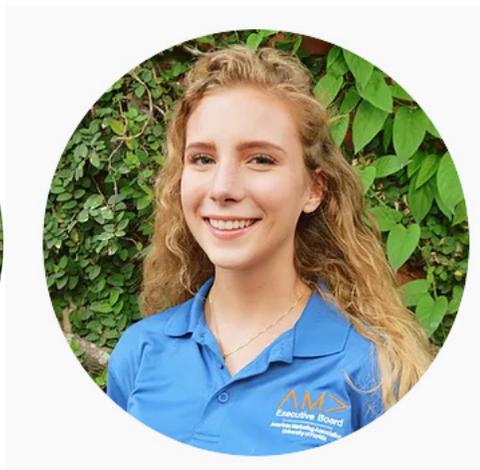


ANNUAL REPORT

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CHAPTER OVERVIEW

LETTER FROM THE PRESIDENTS



UF AMA is proud to be the premier professional development organization at the University of Florida for any student interested in marketing. The University of Florida's reputation as a Top 6 Public University can be found in everything AMA offers to the next generation of business leaders and innovators. As an organization, we are dedicated to excellence and are confident this will continue for many years to come throughout all our future executive boards and members.

At the dawn of the COVID-19 pandemic, Sarah and Kaley were elected to be the first pair of co-presidents in UF AMA history. We knew that an unprecedented year would require unprecedented collaboration and support for the leaders of this organization. Our goals were to increase the value provided to members despite our University limiting in-person events, increase our funds despite our main source of income being corporate sponsorships during a time when companies are focused on saving money not spending it, and increase our membership despite having limited access to meeting students traditionally. Sounds daunting, right? It was.

We are so lucky to have worked with the passionate executive board members and engaged students this year that continuously inspired us to keep working. Regardless of all the adversity we faced, we can proudly say we accomplished all three of our goals. For offering value to members, we were able to consistently hold virtual meetings, attend virtual regional conferences nationwide, offer real experience through case competitions/marketing plans, and plan COVID-safe social and service events. For increasing our funds, we maintained relationships with past donors and gained a completely new local sponsor totaling \$1,250 raised through sponsorships and \$1,800 raised through member dues. Finally, for member retention, we were able to gain 65 new active members through two recruitment events and successfully transition seven members into executive board positions in December.

Serving as co-presidents for the organization that has become a family to us has been the most rewarding experience of our college careers. We want to thank every board member we have worked with over the past years who has mentored and guided us, the amazing general body members who kept us inspired, and our partners for helping keep AMA an exciting place to learn and grow. It has been an honor to grow as a leader from this experience, and we are proud to present the 2020-2021 annual report.

Kaley Edmonds, Sarah Kendall
UF AMA
Co-Presidents, 2020 - 2021

CHAPTER OVERVIEW

GOAL EVALUATION

☆☆☆☆ The event or activity did not occur.

★☆☆☆☆ The event or activity did not meet the goal.

★★☆☆☆ The event or activity partially met the goal and could be greatly improved to increase value to members.

★★★☆☆ The event or activity mostly met the goal, but could still be improved to increase value to members.

★★★★★ The event or activity met or exceeded the goal and provided superior value to members.



CHAPTER HIGHLIGHTS

- Hosted our second Marketing Week with speakers from Swamp Records, Imprint Genius, and The Selling Factory.
- Exceeded our corporate sponsorship goal giving UF-AMA more opportunities next year.
- Increased collaboration among other organizations to improve members' AMA experience.
- Successfully completed our first, and hopefully last, year of all virtual meetings.

PROFESSIONAL DEVELOPMENT

Professional Development strives to provide opportunities for members that are educational, career focused, and skill-building while fostering an environment for continued professional and personal advancement.

Elevator Pitch Workshop

Goal: Host an elevator pitch workshop to strengthen student's pitch for recruiters; attract 10 general body members.

Evaluation: ☆☆☆☆☆

Outcome: Unfortunately we did not have the opportunity to host this workshop, mainly because all of our meetings focused on having a guest speaker this semester.

Professional Speakers

Goal: Bring 4-5 speakers per semester with unique takes on the marketing industry, and who provide valuable insight for our members. Average attendance of 30 members per meeting.

Evaluation: ★★★★★

Outcome: Our main goal as the UF Chapter of AMA is to expose students to job opportunities through speaker series. We met our goal with having 4-5 speakers per semester with unique takes on the marketing industry, including Swamp Records and Hilton Social Media. These speakers add value to our club by providing students with skills workshops, industry knowledge, and recruitment advice. Although we offer a variety of companies, we would still like to gather more input from members on what they want to see and when they would prefer to see it to increase overall attendance. We also could've worked on member retention more, because while some meetings had 60 members, others only had 10.

AMA Collegiate Case Competition

Goal: Have our chapter get top 25 in the case competition and have a consistent member attendance of 5 members per meeting.

Evaluation: ☆☆☆☆☆

Outcome: Unfortunately, our case competition was turned in a day late which made us ineligible to place. As a chapter, we plan on drawing more focus on deadlines to avoid this from happening in the future.

PROFESSIONAL DEVELOPMENT

Marketing Plans

Goal: Involve 20 total members in competing marketing plans that involve two different local businesses.

Evaluation: ★★★★★

Outcome: For the second semester, we have a total of 30 members working on marketing plans for Swamp Boil and Impulse Nutrition, both local businesses in Gainesville. Members gain real experience writing up a marketing plan for a business that aims to increase consumers' awareness, and therefore increase sales. Both marketing plans are set to be presented in April to three judges and the respectful company that the plan is aimed to help.



Swamp Boil

4 student consultants currently creating a promotional marketing campaign to increase brand awareness



Impulse Nutrition

6 student consultants enhancing Impulse's social media presence and managing its digital strategies

Marketing Week

Goal: Host four different workshops/seminars about various marketing-related industries as well as a social, service, and fundraising event. Have over 100 unique attendees.

Evaluation: ★★★★★

Outcome: We are very proud to say that we successfully hosted our second annual Marketing Week with one event every day during a pandemic. We are very confident that we can replicate this model in the future and continue to provide more value to students who desire to enhance their knowledge of marketing-related jobs, technologies, and processes. We acquired feedback from 41 attendees and 92.7% rated the sessions as "extremely valuable." We gained 12 new emails and had 8 new members join the GroupMe.

Monday

October 26, 2020
Selling Factory
Speaker Session
25 Attendees

Tuesday

October 27, 2020
Imprint Genius
Speaker Session
22 Attendees

Wednesday

October 28, 2020
Canva and Resume
Workshop
21 Attendees

Thursday

October 29, 2020
Swamp Records
Speaker Session
61 Attendees

Friday

October 30, 2020
Keep Alachua
County Beautiful
Service Event

COMMUNITY AND SOCIAL IMPACT

Community and Social Impact activities allow members to demonstrate community engagement and passion by collaborating with local nonprofit organizations in the North Central Florida area. To achieve our objective we schedule service events that better our community by using members' professional skills.

TopSoccer

Goal: If COVID-19 is under control, in the second semester members will engage in TopSoccer volunteering events that benefit the Gainesville community and develop members' social conscience.

Evaluation: ☆☆☆☆☆

Outcome: Unfortunately, it never became safe enough for our school to allow us to volunteer in larger groups, which prevented us from participating in Top Soccer this year. However, once it is safe again and nobody's health is at stake, we plan on volunteering with TopSoccer again in the near future.



Gainesville Community

Goal: Connect our members with companies in the Gainesville area that need help increasing their marketing efforts to the community.

Evaluation: ★★★★★

Outcome: Through our marketing plan teams, we connected our members to Impulse Nutrition and Swamp Boil, which are both local businesses in the Gainesville community. Through their marketing plans, our members are creating ways for the businesses to increase their consumers' awareness in an effort to increase sales. These marketing plans will also help the companies gain more customers, since business has been much slower for both of them due to the Coronavirus pandemic. The marketing plans that our members create will be presented to judges and both businesses in April, allowing the businesses to implement the plans at their own discretion.



Helping during a pandemic

Goal: Find a way for members in Gainesville to still participate in service events while following social distancing guidelines.

Evaluation: ★★★★★

Outcome: Although we didn't get to do a wide variety of service events, one that we were able to do multiple times was collecting trash around Gainesville. This event allowed us to maintain social distancing guidelines and was outside to help prevent the spread of Coronavirus. We often picked up trash alongside other organizations, such as the Keep Alachua County Beautiful nonprofit organization and Warrington Goes Green club.



FUNDRAISING

FUNDRAISING GOALS

Fundraising goals aim to leverage members' marketing skills to raise money for the chapter's operational costs. Fundraising activities account for 100% of UF-AMA's planned revenue.



Creative Merchandise

Goal: Advertise AMA with the use of creative merchandise throughout the University of Florida

Evaluation: ★★☆☆

Outcome: UF AMA sold out of all of its previous year's merchandise due to our creative and appealing designs. The PR Director is in the process of creating a new, exciting design that we will distribute before the international conference. We plan to sell out the new shipment within the semester. Next year our goal is to design the shirts over the summer break so we have a new shirt available as soon as the Fall Semester begins.

Company Relations

Goal: Solidify and maintain relationships with at least 3 companies for the future semesters of AMA.

Evaluation: ★★★★★

Outcome: We met this goal by maintaining relations with Sweetberries, Oracle, and Sharpspring, and solidifying our relations with Gumby's Pizza and The Selling Factory this semester. We plan to sustain these relationships that we have built each semester and hopefully even add some more businesses to the list next semester.

Sponsorship Prospecting

Goal: Maintain a list of at least 30 prospects and contacts for sponsorships this year.

Evaluation: ★★★★★

Outcome: This year, we have maintained a list of 50 prospects and contacts for sponsorships. We plan to reach out to these contacts every semester to keep them on our prospect list. While each may not be able to donate every semester, keeping them on our radar can only be beneficial for the future.

Corporate Sponsorship

Goal: Raise at least \$500 in corporate sponsorships per semester for the chapter's operational costs.

Evaluation: ★★★★★

Outcome: Throughout the year, we have welcomed: 2 sponsors valuing \$1,175 which surpassed our goal by \$175. Oracle donated \$1000 and Sharp Spring donated the other \$175. AMA is a go-to place for companies to recruit top talent. Some current executive board members even have already accepted post-grad job offers with Oracle. Our sponsors recognize UF AMA for our professionalism, culture, and internal operations, and we plan to continue to build these relationships further.

Chapter Dues

Goal: Collect dues from at least 40 members by the end of the Fall semester.

Evaluation: ★★★★★

Outcome: By the end of Fall semester we had collected dues from 66 members, which was a record-high number of dues collected for Fall semester. We collected 24 dues for the beginning of Spring semester and expect more members to pay their dues as the Spring semester continues. Overall, we collected dues from 90 members, greatly exceeding our goal.

MEMBERSHIP

MEMBERSHIP GOALS

Increase overall membership and retention rates by providing members a valuable experience in AMA throughout the 2020 - 2021 academic year.

New Membership

Goal: Recruit 40 new members to join the AMA UF Chapter.

Evaluation: ★★★★★

Outcome: We had 59 new members at our first meeting in the fall, so we greatly exceeded our recruiting goal. Our success in recruiting this amount of new members comes from the executive board doing extensive social media outreach leading up to the start of the semester and tabling at several virtual organization fairs on campus.



Membership Retainment

Goal: Retain 50% of our members and increase member activity so that each member attends at least one meeting a month.

Evaluation: ★☆☆☆☆

Outcome: Retainment of members was about 30% in the fall and only about 20% in the Spring, so we need to work harder to raise our member retention rates. Moving from biweekly meetings to weekly meetings could have improved retention rates by giving members more opportunities to attend meetings. Another avenue for improvement would have been scheduling meetings with greater flexibility to account for exams.

Relationships

Goal: Nurture personal and professional relationships with members through consistent interaction between the executive board and general body members.

Evaluation: ★★★★★

Outcome: The executive board succeeded in developing personal relationships with our general body members, and as many as 12 general body members joined our marketing plans for professional development purposes as well. The executive board could have planned more frequent mini-socials to foster further interpersonal development and take advantage of remote meetings.

COMMUNICATIONS

COMMUNICATIONS GOALS

By the end of the 2020 - 2021 school year, when polled about AMA awareness, increase the awareness of AMA within the University of Florida Campus by 1.5 of every 10 students.

Social Media

Goal: Continue to grow social media presence on Instagram, Facebook, and LinkedIn by measuring and analyzing the interaction of each post to increase engagement on all platforms by 25%.

Evaluation: ★★★★★

Outcome: We have established a LinkedIn UF AMA Alumni Group that currently has 42 members. In the past year we have also increased our average LinkedIn page views by over 200%. As for Instagram, we now have over 1000 followers and in the last 30 days we have increased our content interactions and engagement by 150% through shares and replies. As for Facebook, our post engagement has gone up 375% this semester. Overall, we have increased our engagement on all platforms by well over the goal of 25%.

College of Business

Goal: Develop further relations with three other organizations in the college of business.

Evaluation: ★★☆☆☆

Outcome: Although we failed to collaborate with three other Heavener organizations, we did hold a Canva design to help students get an introduction to digital marketing and graphic design. As well as a Resume workshop with the CAP (Career and Peer) Mentors to help our members by equipping them with effective, well-written resumes so that they are able to gain confidence in the job process.

Other Majors

Goal: Expand the presence of AMA into other colleges besides the College of Business.

Evaluation: ★★★★★

Outcome: We collaborated multiple times with the College of Journalism and Communications in the Fall Semester in order to expand our influence throughout the university. During our Marketing Week in October, we had our first ever meeting with Swamp Records club on music and entertainment marketing. We also had a joint meeting with STRIKE Magazine with a speaker from Saks Fifth Avenue and Forbes. Through Marketing Week and other collaborative meetings, we were able to successfully reach new groups of students and diversify the industries we discuss.

Executive Board

Goal: Improve communication within the executive board and between members.

Evaluation: ★★★★★

Outcome: GroupMe communications are answered by the executive board within just a couple hours. Turning on notifications for emails and direct messages from Instagram and Facebook enabled the answering of all members in a timely manner. We implemented social time into the beginning of the meeting, as well as Q&A at the end of every meeting in order to increase communication and familiarity between members in the virtual setting.



CHAPTER OPERATIONS

Operational Goals aim to ensure successful management functions within UF AMA throughout the 2020 - 2021 academic year.

AMA Top-25 Chapter

Goal: Develop a more substantial relationship with the AMA International by implementing new initiatives.

Evaluation: ★★★★★

Outcome: UF-AMA has implemented several initiatives to improve our overall chapter ranking. We placed a higher emphasis on improving our Marketing Week that won first place last year at the Marketing Week Competition. Additionally, we plan to have members present at the AMAICC in March. This academic year had a large focus on how we can still be a competitive chapter during Coronavirus. We also started communications throughout Florida AMA chapters and discussed COVID Initiatives with them as well to collectively figure out how to deal with this year. We initiated a social with all Florida chapters and even offered virtual regional conferences nationwide. This year was less than ideal for everyone, and as soon as it's safe to have larger in-person gatherings, I believe we will meet more of our goals and have higher retention rates with our members.

Executive Board Meetings

Goal: Accomplishing all of our yearly goals by creating a cohesive executive board culture

Evaluation: ★★★★★

Outcome: This year, we added a weekly updates form that all executive board members would fill out before our meetings that helped the meetings go by more efficiently and made sure that everyone was on the same page. This greatly reduced the amount of time that these meetings took, and also helped executive board members not forget their updates and goals for the week. While we had planned to have 20 executive board meetings throughout the year, by the end of the year we will have exceeded the number of planned executive board meetings by three.

General Body Meetings

Goal: Conduct at least 20 general body meetings on Thursdays from 6:30 to 7:30 pm.

Evaluation: ★★★★★

Outcome: Although we didn't reach the 20 meetings that we wanted to have this year, we emphasized the quality of speakers over quantity of speakers. With this year being on Zoom, we decided to use the online platform to our advantage and include speakers that would not have been able to speak at our meetings in person. Instead of having the same recruiters we normally invite, we branched out to include other marketing professionals such as American Society of Health-System Pharmacists, Hilton Social Media, and Georgetown Integrated Marketing Communications.

Executive Board Transition Guides

Goal: Allow a seamless transition between the new executive board and old executive board once elections are done.

Evaluation: ★★★★★

Outcome: We successfully completed this goal and transitioned more than half of our fall executive board positions to new members. We can attribute most of our success in this transfer of power to the detailed transition guide that clearly outlines the duties and responsibilities of each position. Our transition guides will undoubtedly help ensure longevity in the organization of the UF-AMA Chapter and help it improve each year.

EXECUTIVE BOARD



Kaley Edmonds
Co-President



Alison Wynne
Chapter Development



Sarah Kendall
Co-President



Erin Ulmer
Public Relations Director



Jack Hermes
VP Professional Development



Katherine Curran
Marketing Director



Caylin Duffy
VP Finance



Jared Yale
Marketing Director



Ty Hostettler
VP Membership

Milena Chib & Julian Reyes
Corporate Relations Directors



Zoe Smith
VP Communications



Renni Korniloff
Service Director



Logan Hyder
Chapter Development



Bryce Holwell
Social Director

BUDGET

BEGINNING BALANCE **\$187.00**

REVENUES **\$3,755.00**

Fall Membership Dues \$1,980.00

Spring Membership Dues \$600.00

Corporate Sponsorship \$1,175.00

EXPENSES **\$266.88**

Supplies \$266.88

INCOME **\$3,942.00**

ENDING BALANCE **\$3,675.12**