

ANNUAL REPORT

2017-2018

**TEMPLE
UNIVERSITY**

**FOX SCHOOL OF BUSINESS
AMERICAN MARKETING ASSOCIATION**

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CHAPTER SUMMARY

LETTER FROM THE PRESIDENT

It has been an incredible year for the growth and development of the Temple University chapter of the American Marketing Association (TU-AMA). As a well-established and high-ranking chapter, TU-AMA did not require major improvements; instead, this year's executive board focused on optimizing the value provided to members and encouraging further member engagement.

It has been a year full of highlights for TU-AMA. The Directors of Media Relations split into two separate roles, a Director of Media Relations and a Director of Chapter Communications, allowing for a separation of internal and external communication responsibilities. The Directors of Cherry Consulting — our in-house consulting firm — also split to become internal- and external-facing, allowing for more focus on member development and client satisfaction. Two new positions, a Director of Corporate Sponsorship and a Director of Chapter Reporting, became part of the executive board, streamlining the process for acquiring sponsorships and submitting official AMA documents. With an improved executive board structure, individual board members could redirect focus away from chapter operations and toward member engagement on a personal level. Consequently, attendance at meetings reached an average of 71 students per meeting, a 48.95% increase from attendance last year.

Additionally, this year's case team placed as a semi-finalist in the Mary Kay case competition. With only one team member having prior experience in the case competition, this was a truly impressive feat.

We are proud to have made such an impact on the lives of the young professionals that comprise our organization. It has been my honor to serve as President, and I am excited to present TU-AMA's 2017-2018 Annual Report.

Sincerely,



Ethan Greenstein
President, 2017-2018

GOAL EVALUATION

- ★☆☆☆☆ The event or activity did not occur.
- ★★★★☆ The event or activity did not reach the goal.
- ★★★☆☆ The event or activity partially met the goal, but could be improved to increase value.
- ★★★★☆ The event or activity met the goal and provided sufficient value to members.
- ★★★★★ The event or activity surpassed the goal and provided members with superior value.

CHAPTER HIGHLIGHTS

- Sold out our 5th Annual Regional Marketing Conference.
- Registered 21 teams for our Wall Street Journal Case Competition.
- Achieved 90,975 social media impressions across 5 platforms.
- Raised \$5,437.50 for non-profit organizations.
- Secured \$5,650 in chapter sponsorship from the support of 16 corporate sponsors.
- Accepted 13 projects for our student-run consulting firm, Cherry Consulting.
- Hosted "Project: Career," a professional skills training event for low-income high school seniors.
- Increased member engagement, documented via an 15.4% increase in top-tier students in our Citizenship Program.



PROFESSIONAL DEVELOPMENT

PROFESSIONAL DEVELOPMENT GOALS

Professional Development activities strengthened members' professional skills, developed their knowledge, and prepared them for a successful future by focusing on three goal categories: Networking, Industry Exposure, and Experiential.

NETWORKING

Host a Marketing Career & Internship Reception.

Goal: Feature 10 recruiters and register 50 members and 20 non-members.

Result: Featured 26 recruiters from 12 companies and registered 46 members and 18 non-members.

★★★★☆

On February 7, 2018, TU-AMA hosted our 3rd Annual Marketing Career & Internship Reception. We hosted recruiters from 12 companies hiring for co-op roles, summer internships, and full-time positions in the marketing field. Our reception was a great opportunity to attract new sponsors and strengthen our relationships with current sponsors.

"As a freshman, I am really working towards building my professional network and developing my professional demeanor. Speaking with marketing professionals is helping me grow as a marketing major."

- Amanda Elbassiouny
Freshman TU-AMA Member



Strengthen TU-AMA's alumni relations.

Goal: Invite back 8 Temple alumni as speakers and add 100 alumni to our existing database.

Results: Invited back 16 Temple alumni as speakers and added 140 alumni to our existing database.

★★★★★

We hosted 16 Temple University alumni who spoke to current TU-AMA members at speaker sessions.

1. Alex Falcone, Class of 2016, ManeStream
2. Kaja Rasmussen, Class of 2014, XFINITY Live!
3. Jen Honovic Herczeg, Class of 2011, Chipotle
4. Abbey Harris, Class of 2017, Ipsos
5. Justin Lewis, Class of 2013, GfK
6. Anthony Bubel, Class of 2008, Automattic
7. Alex Brannan, Class of 2017, Horizon Media
8. Alexa Dziak, Class of 2014, Ogilvy & Mather
9. Marianne Hoffens, Class of 2016, AmerisourceBergen
10. Marissa Cieciorcka, Class of 2015, Publicis Media
11. Jon Goldberg, Class of 2012, Publicis Media
12. Jung Park, Class of 2016, Cocktail Culture Co
13. Zachary Lowe, Class of 2004, AstraZeneca

14. Maurizio Mazza, Class of 2012, 160over90
15. Sammie Hogan, Class of 2017, Sidecar
16. Sigourney Hudson-Clemons, Class of 2012, Imagination

In addition to the 16 Temple University alumni speakers, 9 alumni recruiters attended our Career and Internship Reception, and 8 alumni attended our 5th Annual Regional Marketing Conference.

TU-AMA uses our alumni database to find speakers for speaker sessions and potential sponsors. This year, we collected information for 160 alumni, increasing the number of alumni in our database from 153 to 293.

PROFESSIONAL DEVELOPMENT

INDUSTRY EXPOSURE

Host "Everybody Meets, Everybody Eats" themed marketing week.

Goal: Host 5 events and achieve attendance of 100 unique members.

Result: Hosted 5 events and achieved attendance of 132 unique members.

★★★★★

TU-AMA's annual marketing week featured the theme "Everybody Meets, Everybody Eats." We hosted three speaker sessions, an in-office visit, and a social event. Highlights of the week include achieving 12,780 impressions on social media, recruiting 13 new members, and donating \$1,250 to the charity Alex's Lemonade Stand Foundation during our Keynote Speaker Session. Based on these achievements, TU-AMA entered the Outstanding Marketing Week Competition.

MONDAY

October 2, 2017

81 Members

★★★★★

Jen Herczeg, Senior Marketing Strategist at Chipotle, talked to students about marketing during an organizational crisis and business expansion. She also talked about Chipotle's \$50 million marketing campaign, the largest in the company's history.

TUESDAY

October 3, 2017

18 Members

★★★★★

Honeygrow representatives Jen Denis, Chief Brand Officer; Stacie Hayes, Vice President of Marketing; and Kyle Huff, Social Media Strategist led TU-AMA students on a visit to the Philadelphia Headquarters and talked about location-based marketing.

WEDNESDAY

October 4, 2017

101 Members

★★★★★

Nick Bayer, CEO and Founder of Saxbys, talked to students about the importance of company culture, adhering to your brand's mission statement, and his company's recent rebranding.

THURSDAY

October 5, 2017

53 Members

★★★★★

TU-AMA hosted a social at the Draught Horse, an off-campus restaurant, to facilitate networking and increase familiarity among members. Members participated in a friendly water-pong tournament to get to know each other.

FRIDAY

October 6, 2017

90 Members

★★★★★

Jay Scott, founder of Alex's Lemonade Stand Foundation — a nonprofit focused on fighting childhood cancer — was the keynote speaker at the end of TU-AMA's Marketing Week. He spoke about his philanthropic inspiration and the importance of stories in building a brand.

Expose members to various industries by hosting speaker sessions throughout the year.

Goal: Host 12 speaker sessions per semester with an average attendance of 60 members.

Result: Hosted 14 speaker sessions in the fall and 13 in the spring with an average attendance of 75 members (8 speakers sessions in the spring are planned, but will occur after the annual report deadline).

★★★★★

Fall

Wawa



Todd Miller, Director of Digital Marketing Strategy and Solutions

September 15, 2017

87 Members

★★★★★

RTO+P



Steve O'Connell, Partner and Executive Creative Director

September 29, 2017

101 Members

★★★★★

ManeStream



Alex Falcon, Business Development Manager

September 20, 2017

79 Members

★★★★★

Chipotle



Jen Herczeg, Senior Marketing Strategist

October 2, 2017

81 Members

★★★★★

XFINITY Live!



Kaja Rasmussen, Digital Marketing Manager

September 22, 2017

86 Members

★★★★★

Saxbys



Nick Bayer, CEO and Founder

October 4, 2017

101 Members

★★★★★

PROFESSIONAL DEVELOPMENT

Alex's Lemonade Stand



Jay Scott, Founder
October 6, 2017
90 Members
★★★★★

Under Armour



Nick Hood, Retail Marketing Athlete
Experience Specialist
October 13, 2017
85 Members
★★★★★

Farotech



Chris Carr, President and Chief
Executive Officer
October 18, 2017
70 Members
★★★★★

Automattic/WordPress



Anthony Bubel, Growth and
Marketing Engineer
November 1, 2017
59 Members
★★★★☆

Spring

Ogilvy & Mather



Alexa Dziak, Account Supervisor
January 26, 2018
70 Members
★★★★★

AmerisourceBergen



Marianne Hoffens, Communications
Coordinator
Marissa Williams, Communications
Strategist
February 2, 2018
70 Members
★★★★★

Publicis Media



Laurie Mellon, Vice President of
Early Careers
John Goldberg, Senior Analyst of
Strategy and Analytics
Marissa Cieciorcka, SEO Associate of
Content Strategy
February 9, 2018
41 Members
★★★★☆

Deepmind/Google



Emmanuel Matthews, Program
Manager
November 3, 2017
66 Members
★★★★☆

Horizon Media



Alex Brannan, Assistant OOH
Strategist
November 10, 2017
61 Members
★★★★☆

Hubspot



Bonnie Valentine, Sales & Marketing
Consultant
November 15, 2017
60 Members
★★★★☆

Urban Outfitters



Caitlin Hoagland, Asst. Product
Development/Production Coordinator
Wesley Barnes, College Recruiter
December 1, 2017
90 Members
★★★★★

Postmates



POSTMATES

April Conyers, Head of Corporate
Communications
February 16, 2018
61 Members
★★★★☆

Cocktail Culture Co.



Jung Park, Founder
February 26, 2018
52 Members
★★★★☆

AstraZeneca



Zac Lowe, Director of Enterprise
Media Strategy
March 16, 2018

Honeygrow



honeygrow

Stacie Jayes, Vice President of
Marketing
March 19, 2018

PROFESSIONAL DEVELOPMENT

Visit Philly



Britney Norman, Senior Manager of Integrated Marketing Programs
March 23, 2018

Sidecar



Sammie Hogan, Team Member
April 20, 2018

Reminder Media



Ethan Acree, Recruiting Manager
March 30, 2018

Imagination and Jaguar



Sigourney Hudson-Clemons, Senior Account Manager
April 23, 2018

160over90



Maurizio Mazza, Director of Marketing
April 13, 2018

Target



Anita Galiano, Lead Executive Recruiter
April 27, 2018



Host consumer insights events.

Goal: Host 2 consumer insights events with an average attendance of 60 members.

Result: Hosted 2 consumer insights event with an average attendance of 76 members.

★★★★☆

On October 20, 2017, TU-AMA hosted Abbey Harris, Research Analyst at Ipsos, and Justin Lewis, Research Manager at GfK, to speak to TU-AMA about the consumer insights industry. Students asked questions about working in market research and learned about the industry from these experienced professionals.

On February 23, 2018, TU-AMA hosted a second consumer insights event in collaboration with the Temple University Marketing and Supply Chain Management Department featuring Sean Dix, Executive Vice President of Ipsos, Abbey Harris, Research Analyst at Ipsos, and Chris Wilson, Chief Revenue Officer of comScore. Sean Dix and Abbey Harris presented to members about how Ipsos uses insights to help major brands such as Google, Budweiser, and Cigna produce effective advertisements. Chris Wilson talked about how comScore develops strategies to plan, track, and evaluate media buying. After the presentations, members engaged in a Q&A panel with the 3 professionals to learn more about the consumer insights industry.



PROFESSIONAL DEVELOPMENT

Host TU-AMA's 5th Annual Regional Marketing Conference: "Adapting Content to the Future."

Goal: Registered 125 attendees and achieve 5,000 impressions on social media.

Results: Registered 170 attendees and achieved 19,877 impressions on social media.

★★★★★

On October 27, 2017, TU-AMA hosted its 5th Annual Regional Marketing Conference. The theme, Adapting Content to the Future, explored the need for brands to change their approaches to engaging with new age consumers. Matthew Ray, Creative Director at ChatterBlast Media; Sean Carney, Public Relations Account Director at Brownstein Group; Zach Kahn, Brand Marketing Specialist at Vox Media; and keynote speaker Fara Warner, Vice President of Dow Jones Custom Content at the Wall Street Journal, spoke at the conference. TU-AMA raised \$380 by raffling 6 prize baskets donated by sponsors. TU-AMA and The Wall Street Journal also hosted a case competition at the conference. More information on the case competition can be found under the goal "Host a case competition at TU-AMA's Annual Regional Marketing Conference" on page 8.

TU-AMA registered 170 attendees for the conference, including 99 TU-AMA members and 39 members from AMA collegiate chapters at West Chester University, The College of New Jersey, Lehigh University, Shippensburg University, Virginia Polytechnic Institute and State University, and Pennsylvania State University.

TU-AMA featured a custom Snapchat filter during the conference that was used 171 times and achieved 9,671 impressions. We achieved an additional 10,150 impressions with 34 conference posts on Instagram, Facebook, and Twitter. A conference recap video was created and posted on our Youtube channel and received 56 views, bringing our social media impressions of the conference to 19,877.



THE WALL STREET JOURNAL.

WSJ



The sponsors of our conference were Harmelin Media, WSI, Delaware Valley Industrial Resource Company, Under Armour, Mikey Robins, Pita Chip, Wawa, City View Pizza and Grill, Saxbys, Red Bull, and Temple University Marketing and Supply Chain Management Department.



PROFESSIONAL DEVELOPMENT

EXPERIENTIAL

Provide members with the opportunity to gain hands-on marketing experience through Cherry Consulting, TU-AMA's in-house consulting firm.

Goal: Involve 40 members as student consultants, 12 as project managers, and 12 as junior account executives.

Result: Involved 106 members as student consultants, 13 as project managers, and 13 as junior account executives.

★★★★★

TU-AMA members worked on 13 marketing projects as student consultants. Each project was lead by a project manager and a junior account executive.

Fall Projects

6 projects, 6 project managers, 6 junior account executives
95 student consultants

US Dream Academy: 10 TU-AMA student consultants worked throughout the semester to increase brand awareness for the US Dream Academy by developing a social media campaign and designing promotional flyers. A unique campaign strategy was developed for Facebook, Twitter, Instagram, and Snapchat according to each platform's users and features.

National Italian Museum of America: 12 student consultants developed a marketing strategy for targeting potential donors for the National Italian Museum of America. The team identified target markets and conducted research on them. The marketing plan included the introduction of a blog on the National Italian Museum of America's website, pop-up museum events, an Italian landmark tour of Philadelphia, SEO development, social media strategies, and pursuing becoming a Smithsonian Affiliate.

What If Innovation Festival: 13 student consultants created a marketing communications proposal for the What If Innovation Festival to increase student engagement before, during, and after the event. Secondary research was segmented by major and utilized to suggest content for social media posts and promotional materials. One student consultant accepted a full-time position on the What If Innovation Festival team to implement the proposal and market for the organization.

Jen Braverman: 7 student consultants conducted a SWOT analysis on a local artist's website and social media presence. The analysis was used to create a marketing strategy report for Jen Braverman to more effectively showcase her work and generate leads for her paint party business. The project continued into the spring semester, as the project manager had to step down, subsequently leaving the team to reorganize the project timeline to ensure quality results.

Internal Cherry Consulting Strategy: 4 student consultants rebranded Cherry Consulting by developing a mission statement, planning newsletters for clients, and refining the information presented on the Cherry Consulting page on the chapter website.

Internal Cherry Consulting Content: 14 student consultants rebranded Cherry Consulting by creating a new logo, developing a new social media strategy and social media content, and producing a Cherry Consulting promotional video for the firm's page on the chapter website.

Spring Projects

7 projects, 7 project managers, 7 junior account executives
66 student consultants

Philadelphia Flyers: 24 student consultants will conduct primary and secondary market research for Philadelphia's National Hockey League team to redesign and market their season ticket holder package.

Pennsylvania Innocence Project: 6 student consultants will design brochures and communication templates, develop social media and email campaigns, and analyze SEO performance.

Viral Ideas Marketing: 7 student consultants will research digital marketing podcast opportunities for Viral Ideas Marketing, design infographics, and create blog content. They will also focus on SEO and content marketing.

Nostalgic Eye Care: 8 student consultants will develop social media campaigns and conduct secondary research on Customer Relationship Management systems.

Lilu: 8 student consultants will conduct secondary research to gain insight on the target market, design in-app promotions, and create social media and blog content.

BBy: 8 student consultants will conduct secondary research, customer acquisition analysis, and A/B testing.

Internal Cherry Consulting Content: 5 student consultants will continue the work of the Internal Cherry Consulting Content team from last semester and create newsletters and infographics, research SEO, and develop a marketing strategy for the firm.



PROFESSIONAL DEVELOPMENT

Increase participation in AMAICC competitions.

Goal: Compete in 10 competitions and place in 50% of competitions entered.

Result: Registered to compete in 12 competitions.

★★★★☆

TU-AMA members will compete in 12 AMAICC competitions. We have entered the Outstanding Marketing Week, Best Community and Social Impact Video, and Best Recruitment Video Competitions for the first time. 3 members competed in the Outbound Sales Competition and 4 will compete in the Perfect Pitch Competition. A team of 5 members will compete in the Stukent Mimic Pro Simulation.

Entered	Placed	Competition
✓	Semi-Finalist	AMA Collegiate Case Competition
✓	TBA at AMAICC	Website Competition
✓	TBA at AMAICC	Outstanding Marketing Week Competition
✓	No	ICC T-Shirt Design Competition
✓	TBA at AMAICC	Stukent Mimic Pro Simulation
✓	TBA at AMAICC	Perfect Pitch Competition
✓	TBA at AMAICC	Best Community and Social Impact Video Competition
✓	TBA at AMAICC	Best Recruitment Video Competition
✓	TBA at AMAICC	Chapter T-Shirt Competition
✓	No	Outbound Sales Competition
✓	TBA at AMAICC	Marketing Strategy Competition
✓	TBA at AMAICC	AMA Sales Competition

Continue to uphold a standard of excellence in the AMA Collegiate Case Competition.

Goal: Earn a "finalist" distinction for the written case and present at the AMAICC.

Result: Earned a "semi-finalist" distinction for the written case.

★★★★☆

11 members of TU-AMA met weekly to develop and submit a written case report for the AMAICC case competition. We paired each underclassmen with an upperclassmen to conduct primary and secondary research and develop marketing tactics and strategies. Our team conducted 4 focus groups and created and distributed a survey with 784 responses. Although we did not meet our goal of earning a finalist distinction and being invited to present at the AMAICC, members still gained valuable experience working on the case competition, and as a semi-finalist, the team placed in the top 14 among competing chapters.

Work with a local business to solve a marketing problem through a Think Tank.

Goal: Achieve participation of 30 members.

Result: Did not host a Think Tank.

☆☆☆☆☆

We did not host a Think Tank with GoPuff because of a miscommunication between our two organizations. After several attempts to reschedule the event, TU-AMA decided to prioritize other upcoming events and opportunities for our members, such as the Career and Internship Reception and New York City office tours.

Develop members' professional skills by hosting workshops.

Goal: Host 2 workshops per semester with an average attendance of 50 members.

Result: Hosted 3 workshops in the Fall and 3 workshops in the Spring, for a total of 6 workshops with an average attendance of 63 members.

★★★★★

Fall



InDesign Skills Workshop

Tracy Agostarola, Assistant Professor at Temple University
September 18, 2017
63 Members
★★★★★



Creating A Personal Brand Workshop with Profiles

Alyssa McCarthy, Talent Acquisition Manager
October 30, 2017
60 Members
★★★★★



SEO Workshop with I'm From the Future

Rasa Vella, HR & Office Operations Manager
Leigh McKenzie, Digital Marketing Strategist
December 6, 2017
54 Members
★★★★☆

Spring



"Scream Your Dream" Personal Branding Workshop with i-g Creative

Cheldin Rumer, CEO
January 29, 2018
69 Members
★★★★★



Project Management Workshop- Cherry Consulting

Anika Luthra, Marketing Graduate Student
January 31, 2018
65 Members
★★★★★



Sales Fundamentals Workshop with WeWork

Mark Cook, Senior Sales Lead
February 12, 2018
64 Members
★★★★★

PROFESSIONAL DEVELOPMENT

Host a case competition at TU-AMA's Annual Regional Marketing Conference.

Goal: Register 10 teams of 4 members each for a total of 40 participants.

Result: Register 21 teams of 4 members each for a total of 84 participants.

★★★★★

Competing teams submitted a written case for evaluation a week before the regional conference. TU-AMA's Directors of Professional Development, President, and Vice President judged the anonymous written cases and selected the top 10 teams to present their marketing strategies to the Wall Street Journal during TU-AMA's Annual Regional Marketing Conference. The top 2 teams traveled to New York to tour the Wall Street Journal headquarters and to present their solutions on how the Wall Street Journal can run a successful student ambassador program and increase the amount of subscriptions from college students.

COMMUNITY & SOCIAL IMPACT

COMMUNITY AND SOCIAL IMPACT GOALS

Community and Social Impact activities strengthened members' social awareness and benefited the community by using members' professional skills.

Provide pro-bono marketing services to local nonprofit organizations that better the Philadelphia and Temple University community.

Goal: Fulfill the marketing needs of 1 nonprofit and 1 student organization a semester and achieve a client satisfaction rating of 80%.

Result: Fulfilled the marketing needs of 2 nonprofits and 2 student organizations in the fall, 1 nonprofit and 1 student organization in the spring, and achieved a client satisfaction rating of 83% for fall projects.

★★★★☆

In the fall, TU-AMA provided pro-bono consulting services through Cherry Consulting for the U.S. Dream Academy and the National Italian Museum. The U.S. Dream Academy is a nonprofit organization that provides children in high crime and poverty stricken areas with academic and social enrichment. The National Italian Museum is an aspiring nonprofit institution dedicated to celebrating the strong Italian culture in Philadelphia. In the spring, Cherry Consulting provided pro-bono services for the PA Innocence Project, a nonprofit organization that works to secure exonerations for wrongfully convicted prisoners. In the fall, members provided consulting services for the What If Innovation Festival, a university-wide event sponsored by Temple University's Career Center. Cherry Consulting, our own student organization, was a client in the fall and spring.

Fundraise for philanthropic programs.

Goal: Raise \$4,000 for nonprofit organizations.

Results: Raised \$5,437.50 for nonprofit organizations (an additional \$2,000 is expected to be raised after the annual report deadline).

★★★★★



Hootathon is Temple University's fundraising dance marathon that benefits the Child Life Department of the Children's Hospital of Philadelphia. TU-AMA's 32-member Hootathon team raised a total of \$4,187.50 for the Children's Hospital of Philadelphia.



Alex's Lemonade Stand Foundation funds childhood cancer research, raises awareness, and supports the families of children who are affected by the disease. TU-AMA members contributed and raised a total of \$1,250 by donating \$5 when paying their membership dues (\$465), hosting a bake sale on campus (\$217), selling lemon sticks (\$198), and soliciting faculty donations (\$370).



H2O for Life provides safe water and sanitation for over 295,000 people in the developing world with well projects, rain tanks, and sanitation stations. TU-AMA members plan to raise \$500 through canning events, raffles, and a taco sale.



Relay for Life is a fundraiser for the American Cancer Society where students fundraise as a team and attend an event to hear survivors' stories and learn about the impact of cancer. In spring 2017, a team of 16 TU-AMA members raised \$1,196 for Relay for Life. This spring, we plan to increase participation to 20 members and therefore increase and the amount raised for the organization to \$1,500.

COMMUNITY & SOCIAL IMPACT

Provide members with social impact exposure that will allow them to leverage their professional skills to benefit the local community.

Goal: Involve 25 members in aiding the professional development and business exposure of 200 Cristo Rey Philadelphia High School Students.

Result: Involved 15 members in aiding the professional development and business exposure of 240 Cristo Rey Philadelphia High School Students.

★★★★☆

TU-AMA partnered with Cristo Rey Philadelphia High School for events that would allow TU-AMA members to leverage their professional skills to help prepare high school students for their futures in business. Cristo Rey is a college preparatory high school in North Philadelphia that serves exclusively low-income students and maintains 100% college placement rate. Cristo Rey pairs its students with local businesses in a unique work study program in order to subsidize their tuition, enhance their professional experience, and build their network before they attend college.



CRISTO REY
PHILADELPHIA
HIGH SCHOOL



Freshman Business Boot Camp

August 17, 2017

2 Members, 150 Students

TU-AMA members taught 6 sessions of a business communications workshop during Cristo Rey's Freshman Work-Study Boot Camp. Members taught freshmen about phone etiquette and workplace communication.

"Project: Career" Preparation Course

January 24, 2017

3 Members, 90 Students

TU-AMA members taught 4 classes of Cristo Rey seniors. They shared tips on networking and taught students how to prepare an elevator pitch to use when meeting professionals at the upcoming "Project: Career" Networking Night.

"Project: Career" Networking Night

January 26, 2017

10 Members, 90 Students

"Project: Career" is a formal networking event jointly organized by TU-AMA and Cristo Rey High School. 10 TU-AMA members and 35 business professionals from partnering companies networked with Cristo Rey students to better their networking skills.

Engage in volunteer events that benefit the Philadelphia community and develop the social responsibility of members.

Goal: Schedule 3 service events a semester and achieve an average attendance of 15 members.

Results: Scheduled 3 service events in the Fall, 3 service events in the Spring, and achieved an average attendance of 14 members.

★★★★☆

Grace Cafe

September 24, 2017

17 Members

TU-AMA members helped Grace Cafe serve meals for over 200 Philadelphians suffering from food insecurity, including veterans, people overcoming addiction, and people suffering from mental illnesses.

Grace Cafe

February 11, 2018

11 Members

TU-AMA members participated in a second volunteering day with the Philadelphia soup kitchen.

Back On My Feet Gala

October 26, 2017

15 Members

TU-AMA members volunteered at the Back On My Feet Gala to help the organization raise funds through silent auctions to combat homelessness in Philadelphia.

Hamilton Children's Education Fund Volleyball Tournament

February 16, 2018

16 Members

3 TU-AMA teams competed in a charity volleyball tournament to benefit the family of a Temple University staff member who passed away.

Philabundance Can Drive

November 1- November 30, 2017

20 Members, 233 Cans

TU-AMA members collected non perishable goods to donate to Philabundance, the largest food bank in the Philadelphia area.

Human Rights Campaign Gala

February 24, 2018

6 Members

TU-AMA members volunteered at the 22nd annual HRC Gala. Members helped with the silent auctions to help the organization raise money for the LGBTQIA+ community.



FUNDRAISING GOALS

Fundraising activities leveraged members' marketing skills to raise money for the chapter's operational costs. Fundraising activities account for 22.35% of TU-AMA's revenue.

Acquire sponsors for TU-AMA.

Goal: Receive support from 6 corporate sponsors to raise \$4,500.

Result: Received support from 16 corporate sponsors to raise \$5,650.

★★★★★

TU-AMA's Director of Corporate Sponsorship lead a committee of 3 members to secure the support of corporate sponsors.

Gold Sponsors

Arrosoft Solutions (\$1,000)
Publicis Health (\$750)

Silver Sponsors

Delaware Valley Industrial Resource Center (\$500)
Harmelin Media (\$500)
Comcast Spotlight (\$500)
Northwestern Mutual (\$500)

Bronze Sponsors

Profiles (\$200)
Enterprise (\$200)
QVC (\$200)
Burlington (\$200)
PEAK Technical Staffing Agency (\$200)
Seer Interactive (\$200)
Target (\$200)
Aerotek (\$200)
Lincoln Financial Group (\$200)

Regular Sponsors

WSI Internet Marketing (\$100)

Nonmonetary Sponsors

Saxbys (~\$200 in beverages)
Under Armour (~\$110 in raffle prizes)
Wawa (~\$500 in gift cards)
Mikey Robbins (~\$100 in food)
Pita Chip (~\$60 in raffle prizes)
Temple University Marketing and Supply Chain Management Department (~\$2,000 in operational resources)

Strengthen sponsor relations.

Goal: Host 2 sponsor speaker sessions with an average attendance of 50 members.

Results: Hosted 2 sponsor speaker sessions and 1 sponsor workshop with an average attendance of 50 members (1 speaker session is planned, but will occur after the annual report deadline).

★★★★☆

Alyssa McCarthy, Talent Acquisition Manager at Profiles, led 58 TU-AMA members in a "Creating A Personal Brand" workshop on October 30, 2017. Laurie Mellon, Vice President of Early Careers; John Goldberg, Senior Analyst of Strategy and Analytics; and Marissa Cieciorcka, SEO Associate of Content Strategy at Publicis Health, spoke to 41 members about the health media industry and internship opportunities on February 9, 2018. Anita Galiano, Lead Executive Recruiter at Target will speak to members about executive leadership on April 27, 2018. After the workshop and speaker sessions, TU-AMA members had time to talk to the professionals to learn more about the companies that sponsor our organization

Provide marketing services to local businesses through Cherry Consulting.

Goal: Secure 4 paying clients, generate \$1,000 in revenue, and achieve a client satisfaction rating of 80%.

Results: Secured 5 paying clients and generated \$1,350. Since all paying clients are spring projects, client satisfaction ratings will not be completed until the end of the academic year.

★★★★★

TU-AMA will receive \$750 from BBY, \$200 from the Philadelphia Flyers, \$200 from Lilu, \$100 from Nostalgic Eyecare, and \$100 from Viral Ideas Marketing upon completion of spring Cherry Consulting projects. In addition, TU-AMA also received \$1,000 from Temple University Student Activities for a Cherry Consulting project completed in the spring of 2017.

Increase chapter fundraising events.

Goal: Plan 2 fundraising events per semester to raise \$400.

Results: Planned 1 fundraising event in the fall and raised \$380.

★★★★☆☆

During our 5th Annual Regional Marketing Conference, we raffled 6 prize baskets and by doing so raised \$380 for our organization. Due to the success of this first fundraiser and our increased corporate sponsorships, the executive board decided that all further fundraising activities for the year would benefit nonprofit organizations instead of TU-AMA.

MEMBERSHIP

MEMBERSHIP GOALS

Membership activities recruited and retained members within the target market by promoting the value provided by TU-AMA.

Increase member participation in TU-AMA.

Goal: Document 40% of members achieving at least Bronze Status, with 15% of members achieving Gold Status in TU-AMA's Citizenship Program.

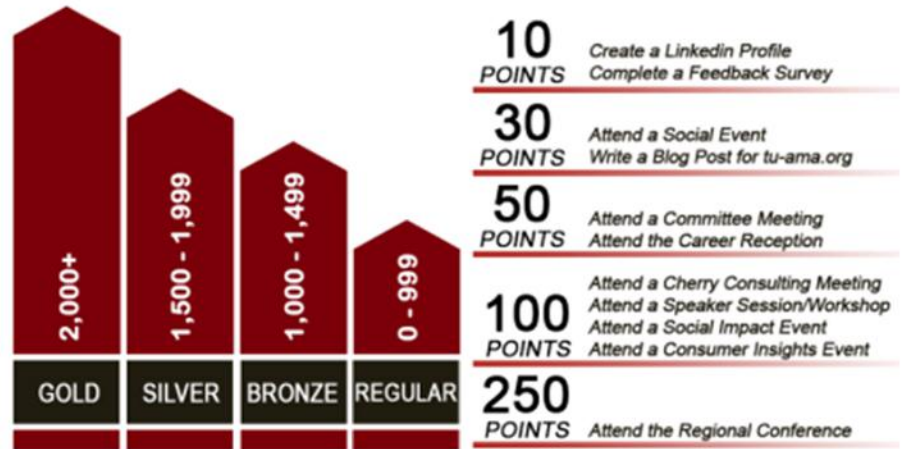
Result: Documented 49.11% of members achieving at least Bronze Status, with 32.14% of members achieving Gold Status in TU-AMA's Citizenship Program.

★★★★★

TU-AMA encourages members to be more engaged in the organization with the Citizenship Program. TU-AMA recorded 72 members achieving Gold Status, 11 achieving Silver Status, and 27 achieving Bronze Status. Gold Status members will receive TU-AMA travel mugs and lanyards. They were also offered the opportunity to apply to represent TU-AMA at the 2018 AMAICC. Of this group, 16 will attend the AMAICC with the executive board.

72 Gold Members
11 Silver Members

27 Bronze Members
114 Regular Members



Bolster membership for the 2017-2018 school year.

Goal: Recruit 200 members, including 15% non-marketing majors, 20% freshmen, and 35% renewing members.

Results: Recruited 224 members, including 20% non-marketing majors, 22% freshmen, and 31% renewing members.

★★★★☆

TU-AMA has 2 recruitment periods each academic year. During fall, the most active recruitment period, TU-AMA registered 175 members. We promoted the benefits of TU-AMA membership at Temple Fest, a student organization informational event held during a university-wide Welcome Week, and the Student Professional Organization (SPO) Fair held at the Fox School of Business. Members of our executive board handed out informational pamphlets, distributed promotional products, and engaged in one-on-one conversations with prospective members. During the SPO Fair, we featured a Snapchat filter that was used 42 times and achieved 2,968 impressions.

During the spring recruitment period, TU-AMA registered 49 members. We sent email reminders to those with expiring memberships to encourage them to renew. TU-AMA also created a recruitment video by asking members and alumni "why do you AMA?" We shared the video on social media and played it at the spring kick-off meeting.

Temple Fest

August 23- August 24, 2017
Collected 351 email leads

SPO Fair

September 1, 2017
Collected 154 email leads

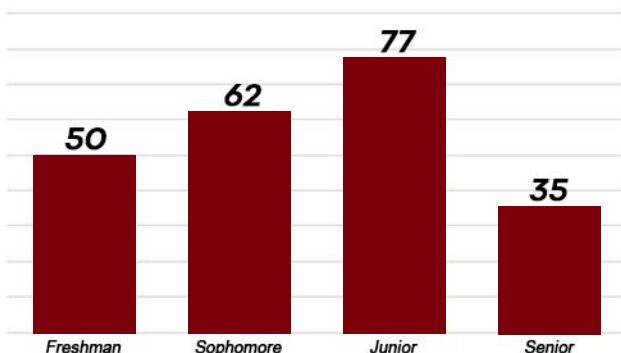
Membership Renewal Emails

January 12, 2018
Sent 54 email reminders

"Why do YOU AMA?" Video

January 22, 2018
Received 34 views

Membership By Class Year



Membership By Recruitment Period



MEMBERSHIP

Reinforce TU-AMA's professional, friendly, and fun organizational culture.

Goal: Achieve a satisfaction rating of 80% on members' evaluation of professional development, social events, and personal connections created and maintained.

Results: Achieved a satisfaction rating of 86% on members' evaluation of professional development, social events, and personal connections created and maintained.

★★★★☆

In our mid-year member survey sent on December 10, 2017, we asked members to evaluate and make suggestions on TU-AMA's professional development opportunities, social events, and quality of personal connections. We will implement the member suggestions in the spring semester and compare member satisfaction from the mid-year survey to the end-of-year survey at the end of the spring semester.

Establish personal networks among members.

Goal: Host 4 social events per semester with an average attendance of 30 members.

Results: Hosted 4 social events in the fall and 4 social events in the spring, for a total of 8 events with an average attendance of 39 members (3 social events in the spring are planned, but will occur after the annual report deadline).

★★★★★

TU-AMA's Director of Membership Recruitment and Retention lead a committee of 7 members during committee meetings to plan creative and engaging social events for the chapter.

Fall

Phillies vs Nationals Game

September 26, 2017

39 Members

Members attended the Phillies vs Nationals game at Citizens Bank Park. Executive board members took this time to interact with new general body members.

Marketing Week Water-Pong Networking Social

October 5, 2017

53 Members

During TU-AMA's Marketing Week, members participated in a friendly tournament, and networked at a local restaurant.

76ers vs Wizards Game

October 29, 2017

46 Members

TU-AMA partnered with Temple's Professional Sales Organization to bring members to the Wells Fargo Center to meet with 2 sales and marketing department executives who gave an overview of the industry and a walk through day-to-day operations within their roles. Afterwards, members attended the game between the Sixers and the Wizards.

FAMAly Feud

December 12, 2017

42 Members

7 teams competed in a game of "Family Feud" with Temple University-themed survey questions.

Professional Development (Average 88% satisfied)

100% of survey respondents said they felt speaker sessions provided value to them.

77% of survey respondents said they learned useful skills from Cherry Consulting.

86% of survey respondents said they will continue to attend Cherry Consulting meetings in the spring.

Social Events

20% of survey respondents said they had night class conflicts during social events. In the spring, we will schedule more social events on dates that do not have night classes.

Personal Connections with Directors (Average 85% satisfied)

100% of survey respondents said they felt directors were approachable during committee meetings.

76% of survey respondents had positive attitudes towards committee meetings.

78% of survey respondents said they will continue to attend committee meetings in the spring.



Spring

Ice Skating

September 26, 2017

17 Members

TU-AMA partnered with Temple's Supply Chain Association to organize an ice skating event at the Blue Cross River Rink for members.

Minute to Win It

March 1, 2018

TU-AMA will compete against the Business Honors Student Association in a competitive, game-show atmosphere where each team tries to complete tasks in under 60 seconds.

Rock Climbing

April 19, 2018

TU-AMA members will participate in team building exercises on a new rock climbing wall on campus.

AMA Olympics

May 1, 2018

TU-AMA will host our 2nd annual AMA Olympic Games where member will compete in a variety of team competitions.

MEMBERSHIP

Strengthen relations between new and veteran members.

Goal: Assign 4 underclassmen and transfer student mentees per executive board director, totaling 52 mentees.

Results: Assigned 6-7 underclassmen and transfer student mentees per executive board director, totaling 93 mentees.

★★★★☆

Mentees were assigned to executive board members upon completion of their AMA application. Mentors contacted their mentees through email or text message at checkpoints during the year to maintain a consistent relationship. Mentors and mentees met to discuss professional skills and ways to get more involved in TU-AMA. Examples of mentor/mentee activities include working together to build a mentee's LinkedIn profile, attending socials together, and meeting for coffee to discuss their first semester of college.

COMMUNICATIONS

COMMUNICATIONS GOALS

Internal/External Communication activities optimized effective communication within the chapter and between the chapter and outside parties by maintaining consistent, direct, and relevant lines of communications with target audiences.

INTERNAL

Increase attendance of TU-AMA events.

Goal: Increase average attendance of events by 20% compared to last year's average attendance.

Result: Increased average attendance of events by 42.71% compared to last year's average attendance.

★★★★★

To increase attendance at meetings and events, TU-AMA designed brand-specific graphics for weekly speaker sessions, workshops, and special events. We then shared the graphics via campus plasma screen ads, social media, our chapter website, weekly emails and newsletters, and meeting announcements. Consequently, we saw a 42.71% increase in overall attendance.

	2016-2017 Attendance	2017-2018 Attendance	Attendance Increase
Overall	44	63	42.71%
Speaker Sessions	48	75	56.25%
Workshops	48	63	31.25%
Social Impact Events	14	14	0.00%
Social Events	27	39	44.44%
Committee Meetings	52	76	46.15%
Cherry Consulting Meetings	48	69	43.75%

ADAPTING CONTENT TO THE FUTURE
 FARA WARNER | The Wall Street Journal
 Vice President, Dow Jones Custom Content

MATTHEW ROY | ChatterBlast Media
 Creative Director

SEAN CARNEY | Brownstein Group
 Account Director, Public Relations

ZACH KAHN | Vox Media
 Brand Marketing Specialist

October 27th, 2017 | 10:00 am - 4:30pm
 Alter Hall | MBA Commons, 7th Floor
 Registration begins at 9:15 am

THE WALL STREET JOURNAL
 VOX
 brownstein group
 CHATTERBLAST

PRESENTED BY
 AM> AMERICAN MARKETING ASSOCIATION
 Temple University
 @tuowisama

RED TETTEMER O'CONNELL + PARTNERS

Behind the Scenes of Producing an Advertisement

Steve Red
 President & CEO

Steve O'Connell
 Executive Creative Director

JOIN US!
 September 29, 2017
 Alter LL35
 12-12:50 PM

PRESENTED BY
 AM> AMERICAN MARKETING ASSOCIATION
 Temple University
 @tuowisama

HubSpot

Guest Speaker:
Bonnie Valentine
 Smarketer

JOIN US!
 November 15, 2017
 Alter Z38
 12-12:50 PM

PRESENTED BY
 AM> AMERICAN MARKETING ASSOCIATION
 Temple University
 @tuowisama

Adapting to the Retail Landscape

UNDER ARMOUR

Guest Speaker:
Nick Hood
 Retail Marketing Athlete Experience Specialist

JOIN US!
 October 13, 2017
 Alter LL35
 12-12:50 PM

COMMUNICATIONS

Keep members up to date — in print — on news, events, and meetings.

Goal: Distribute 15 weekly newsletters a semester and achieve a satisfaction rating of 80% on members' evaluation of the newsletter's value.

Result: Distributed 9 newsletters each in the fall and spring and achieved a satisfaction rating of 86.36% on members' evaluation of the newsletter's value (6 newsletters in the spring are planned, but will be distributed after the annual report deadline).

★★★★☆

TU-AMA's Director of Chapter Communications and a general body member designed newsletters with upcoming TU-AMA events, internship opportunities, and background information about the day's speaker. 9 newsletters were created in each semester instead of the planned 15 because when setting the goal, we did not account for Fridays with other events instead of speaker sessions, such as 5th Annual Regional Marketing Conference and consumer insights events. In our mid-year survey, we asked members to rate their satisfaction with the weekly newsletters. 86.36% of respondents said they were either "satisfied" or "extremely satisfied" with the TU-AMA newsletter.

Keep members up to date — electronically — on news, events, and meetings.

Goal: Send 15 weekly emails each semester with a 60% open rate.

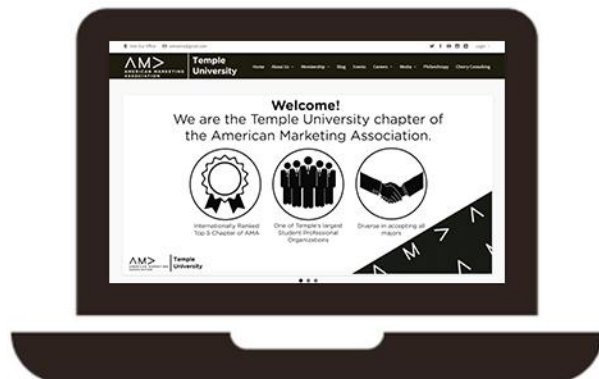
Results: Sent 21 emails in the fall (15 weekly, 6 additional) and 15 in the spring with a 65.50% open rate (7 emails in the spring will be sent after the annual report deadline).

★★★★☆

Executive board members used a Google forum to submit announcements and relevant information for the Director of Chapter Communications to include in the weekly email. Weekly emails included information about upcoming meetings and events. Additional emails were sent for special announcements such as internship opportunities and conference registration.

"Coming back from winter break, I was concerned about not having a spring internship lined up like the majority of my friends had. However, after receiving a list of 5-6 internship opportunities from the AMA listserv I knew I still had a chance. I applied to three of them and to my surprise all three responded seeking more information about me. So thanks to TU-AMA, I am now in a 12-week internship program with HiTouch Enterprises."

- Jacob Coleman
Sophomore TU-AMA Member



Increase website traffic to tu-ama.org.

Goal: Increase page views by 20% compared to last year's views.

Result: Decreased page views by 7.61% compared to last year's views.

★★☆☆☆

We rebranded our Wordpress website, tu-ama.org, to adhere to the new National AMA Re-Branding Guidelines. The main page of tu-ama.org contains relevant information for members, including rotating announcement graphics of upcoming events, a calendar of events, and slides from the most recent meeting. We created a philanthropy page to highlight our social impact activities, redesigned the Cherry Consulting page to make contacting our consulting firm easier, added 4 photo albums to our photo gallery and introduced a video gallery, added a "Member of the Month" page to encourage member engagement, and posted 17 blog posts written by 6 TU-AMA student bloggers. Our Director of Chapter Communications also constantly updates the Internship & Jobs page of our website with opportunities for our members. We also entered tu-ama.org in the AMAICC Website Competition.

We received a 7.61% decrease in website views. We believe the decrease in views is a result of our increased social media presence. Previously, members would use the calendar on the chapter website to find information about meetings. This year, meeting information was announced on Snapchat, Twitter, and Instagram, so members did not need to visit the website as often.

TU-AMA will continue to update and improve our website, as it is a useful tool for membership recruitment, the membership application process, and a preferred source of meeting information for some members.

EXTERNAL

Improve TU-AMA's social media engagement.

Goal: Increase engagement on Twitter, Facebook, and Instagram by 20% compared to last year's engagement statistics.

Result: Increased engagement on Twitter, Facebook, and Instagram by 159.29% compared to last year's engagement statistics.

★★★★★

TU-AMA's Director of Media Relations and 3 committee leaders managed TU-AMA's social media presence. We did not utilize paid advertising for our Regional Conference, as stated in our chapter plan, because ticket sales exceeded expectations without paid advertising. Our first meeting of the year featured a giveaway to new followers of TU-AMA's Facebook, Twitter, and Instagram pages. TU-AMA's social media activities increased followers by 14.44%, impressions by 52.98%, and engagements by 159.26%.

		2016-2017	2017-2018	Increase
Total	Followers	2,771	3,171	14.44%
	Posts	104	186	78.85%
	Impressions	59,470	90,975	52.98%
	Engagements	2,174	5,637	159.29%
Facebook	Likes (Followers)	1,389	1,410	1.51%
	Posts	5	19	280.00%
	Reach (Impressions)	2,534	9,096	258.96%
	Engagements	383	324	-15.40%
Twitter	Followers	976	1,084	11.07%
	Posts	81	92	13.58%
	Impressions	51,990	41,044	-21.05%
	Engagements	1,381	2,217	60.54%
Instagram	Followers	406	553	36.21%
	Posts	15	68	353.33%
	Impressions	3,961	27,854	603.17%
	Engagements	410	2,883	603.17%
Youtube	Videos (Posts)	3	7	133.33%
	Views (Impressions)	985	342	-65.28%
Snapchat	Friends (Followers)	0	124	N/A
	Filter Views (Impressions)	0	12,639	N/A
	Filter Uses (Engagements)	0	213	N/A



Meet the Eboard

15 Instagram posts

7110 Impressions, 683 Engagements

The "Meet the Eboard" campaign introduced the executive board to TU-AMA members. Its purpose was to encourage interaction at meetings early in the year.

5th Annual Regional Marketing Conference

6 Instagram Posts, 3 Facebook Posts, 14 Twitter Posts, 1 Youtube Video, 1 Snapchat Filter

19,871 Impressions, 696 Engagements

The Regional Marketing Conference campaign promoted ticket sales for our conference. TU-AMA kept a live-tweet stream during conference presentations and created a recap video for those not in attendance.

Marketing Week

5 Instagram posts, 4 Facebook Posts, 7 Twitter Posts, 1 YouTube Video

12,780 Impressions, 1,052 Engagements

The Marketing Week campaign promoted marketing week activities and gave recaps for those who could not attend the events.

Member of the Month

4 Instagram Posts

1,751 Impressions, 160 Engagements

The "Member of the Month" campaign highlights a TU-AMA member who showed outstanding performance in the past month. It encourages members to become more involved in TU-AMA and recognize those who have dedicated their time and efforts to chapter initiatives.

COMMUNICATIONS

Increase video content on YouTube.

Goal: Produce 5 videos highlighting TU-AMA's 2017-2018 school year. Increase average views by 10% compared to last year's views.

Results: Produced 7 videos highlighting TU-AMA's 2017-2018 school year. Decreased average views by 65.28% compared to last year's views.

★★☆☆☆

TU-AMA's Director of Media Relations and members of the media relations committee created 6 videos and posted them to our Youtube channel and shared them on Facebook, Twitter, and during TU-AMA meetings. Even though we increased our video production by 133.33%, we still experienced a decrease in views partially due to 1 video last year that was largely popular and no largely popular videos this year.

Promote TU-AMA to potential sponsors.

Goal: Reach out to 100 companies with a pitch email.

Results: Reached out to 156 companies with a pitch email.

★★★★★

TU-AMA restructured our sponsorship packages and rebranded our sponsorship materials. We identified potential sponsors through LinkedIn networks, company websites, and personal networking. TU-AMA's Director of Corporate Sponsorship, members of the sponsorship committee, and members of the TU-AMA executive board reached out to 156 companies with sponsorship inquiries.

The TU-AMA Office Intro

September 7, 2017
66 Views

Why I AMA

January 22, 2018
34 Views

What is TU-AMA?

September 10, 2017
109 Views

Relay For Life Promo

January 22, 2018
8 Views

Marketing Week Recap

October 12, 2017
78 Views

Hootathon Recap

February 6, 2018
16 Views

Regional Conference Recap

November 30, 2017
56 Views

Promote TU-AMA to potential Cherry Consulting clients.

Goal: Distribute infographics to 10 potential clients and increase website traffic to the Cherry Consulting's web page by 10% compared to last year's views.

Results: Contacted 15 potential clients and decreased website traffic to the Cherry Consulting's web page by 22.09% compared to last year's views.

★★★☆☆

Instead of using infographics as planned, the Directors of Cherry Consulting developed a personalized pitch for each client they contacted. They included previous samples of Cherry Consulting projects when contacting potential clients through emails and LinkedIn messages, but did not start directing clients to the website until the spring semester because of the ongoing website rebrand. Despite the decrease in website views, Cherry Consulting still accepted a record number of clients.

CHAPTER OPERATIONS

CHAPTER OPERATIONS GOALS

Operational activities ensured successful management function within TU-AMA.

Increase member satisfaction with TU-AMA.

Goal: Achieve an overall satisfaction rating of 85% on the mid-year survey.

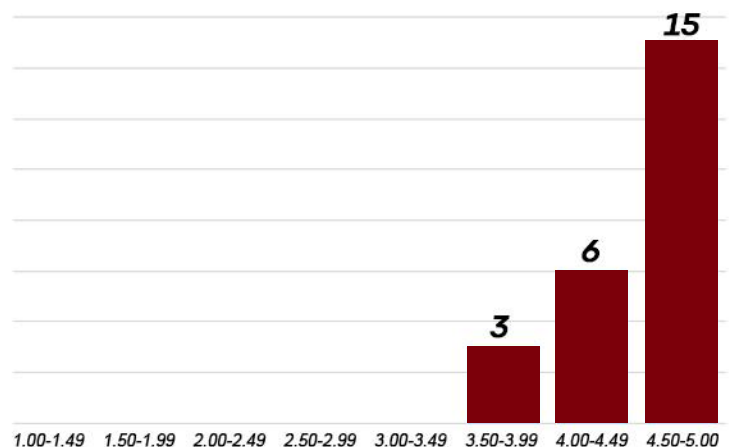
Result: Achieved an overall satisfaction rating of 87.50% on the mid-year survey.

★★★★☆

A mid-year survey was sent to members on December 10, 2017. The survey asked members to rate their satisfaction of Committee Meetings, Cherry Consulting Meetings, Speaker Sessions, and Workshops on a scale of 1 to 5. Of the 24 members who completed the survey, 87.50% of their average responses yielded a satisfaction rating between 4 and 5.

Members were incentivized to complete the survey with the chance of winning a Wawa gift card. Next year, TU-AMA will provide more incentive for members to fill out the survey in order to increase the responses.

Member Survey Average Score Distribution



CHAPTER OPERATIONS

Ease leadership succession planning.

Goal: Name 2 committee leaders per committee each semester.

Result: Named 3 leaders of the Professional Development committee, 1 leader of the Social Impact committee, 1 leader of the Sponsorship committee, 4 leaders of the Membership committees, and 3 leaders of the Media Relations committee.

★★★★☆

Every other Monday, TU-AMA hosts committee meetings to further engage members. Members who showed initiative and interest in taking on a leadership role in TU-AMA were named committee leaders and given more responsibility. The 3 Professional Development committee leaders set up for conferences and events and wrote thank-you notes for speakers. The Social Impact committee leader led the H2O For Life fundraising campaign. The Sponsorship committee leader headed sponsorship outreach. The Membership Recruitment and Retention committee leader planned a social event for the chapter. The 3 Membership Administration committee leaders processed the results of the Regional Conference feedback survey and the mid-year survey, added alumni to the alumni database, and analyzed membership information. Each of the 3 leaders of the Media Relations committee ran one of TU-AMA's social media platforms: Snapchat, Instagram, or Twitter.

Facilitate communication among the executive board.

Goal: Host weekly executive board meetings with 90% attendance.

Results: Hosted weekly executive board meetings with 97% attendance.

★★★★★

Prior to the fall semester, all members of TU-AMA's executive board completed a Doodle poll to determine which meeting time was best for weekly executive board meetings. At meetings, executive board members discussed general chapter operations to keep all directors informed about chapter operations, as some executive board members could not attend all TU-AMA events due to class conflicts. The executive board held 14 meetings in the fall and 7 in the spring (7 executive board meetings in the spring are planned, but will occur after the annual report deadline).

Enhance the executive board transition process in order to well prepare the 2018-2019 executive board for successful leadership.

Goal: Achieve a 90% satisfaction score, measured through an end-of-year feedback survey.

Results: The end-of-year feedback survey will be completed at the start of the next academic year, after the executive board transition process.

★★★★☆

Current executive board members continuously updated their transition packets throughout the year. The Directors of Chapter Reporting and Corporate Sponsorship created new transition packets for their positions. The executive board retreat, where the transition packets will be shared with new executive board members and ideas and improvements for next year will be discussed, is planned for May 1, 2018. At the beginning of the next academic year, a survey evaluating the executive board transition process will be completed by new executive board members to further refine TU-AMA's leadership transition.

Restructure Cherry Consulting to increase member engagement and client satisfaction.

Goal: Appoint 1 Project Manager and 1 Junior Account Executive per project and achieve a client satisfaction rating of 80%.

Results: Appointed 1 Project Manager and 1 Junior Account Executive per project and achieved a client satisfaction rating of 83%.

★★★★☆

To increase member engagement in Cherry Consulting, TU-AMA introduced new leaderships positions for each project. Interviews at the beginning of each semester determined a Project Manager and Junior Account Executive for each project. 24 students interviewed for a leadership position for 6 projects in the fall, and 22 students interviewed for 7 projects in the spring. Student engagement — as measured by average attendance — increased by 43.75% compared to last year's Cherry Consulting engagement.

To increase client satisfaction, TU-AMA implemented new communication strategies within Cherry Consulting. The Trello app was used sparingly throughout the year, as the Groupme app was a more familiar and useful communication tool for members. Meetings with project managers occurred on an as-needed basis in the fall but were hosted bi-weekly in the spring. Communication with Project Managers and Junior Account Executives ensured each client received a deliverable at the end of each project. Spring projects are ongoing, but fall projects received an average client satisfaction rating of 83%.

ADDITIONAL ACTIVITIES

ADDITIONAL PROFESSIONAL DEVELOPMENT ACTIVITIES

- ▶ **Johns Hopkins Conference:** On November 4, 2017, 8 TU-AMA members attended the Johns Hopkins American Marketing Association's 5th Annual Regional Conference, where a team of 4 TU-AMA members placed first in the Procter & Gamble case competition.
- ▶ **University of Pennsylvania Conference:** 13 TU-AMA members attended the University of Pennsylvania Wharton Undergraduate Marketing Conference on February 9, 2018.
- ▶ **Study Judges:** 6 of our members registered as student judges to evaluate entries in AMAICC's Outstanding Marketing Week Competitions.
- ▶ **AMAICC:** TU-AMA will bring 30 members to the American Marketing Association's 40th Annual International Collegiate Conference.
- ▶ **New York City Office Tours:** On April 15, 2018, 15 TU-AMA members will visit the corporate offices of GIPHY, Facebook, and Horizon Media in New York City.

ADDITIONAL COMMUNITY & SOCIAL IMPACT ACTIVITIES

- ▶ **Chapter Mentoring- Eastern University:** On January 26, 2018, TU-AMA's President and Vice President met with the President and Vice President of Eastern University's AMA chapter to explain the structure of TU-AMA's executive board and how each of TU-AMA's events is organized. Our President and Vice President also discussed recruiting activities and how to achieve higher membership retention and engagement.
- ▶ **Chapter Mentoring- Virginia Polytechnic Institute and State University:** After TU-AMA's 2017 Regional Conference, members of Virginia Polytechnic Institute and State University's AMA chapter reached out to our Vice President asking her for advice on how to host a successful event. She provided a list of the top 5 keys to success and the top actions our chapter took in planning our conference.

ADDITIONAL FUNDRAISING ACTIVITIES

- ▶ **College Council Allocations:** The College Council of the Fox School of Business provides incentive for Student Professional Organizations (SPOs) to provide quality meetings for students through a point allocation system. SPOs report upcoming events to College Council and in return receive a points. Each point is worth \$1 and SPOs receive these funds in January. Some examples of events TU-AMA has earned points for are workshops or speaker sessions (25 points), hosting alumni speakers (50 points), or participating in a philanthropic events (25 points). We have earned \$2,418 in College Council allocations for our organization's activities.

ADDITIONAL MEMBERSHIP ACTIVITIES

- ▶ **Square Credit Card Reader:** In order to ease the dues paying process, TU-AMA began accepting credit card payments through Square. This year, 65 members paid their dues with a credit card.

ADDITIONAL CHAPTER OPERATIONS ACTIVITIES

- ▶ **Wall Street Journal Collegiate Outreach:** One of TU-AMA's Directors of Professional Development facilitated a connection between the National AMA Alliances Department and executives from the Wall Street Journal so that Wall Street Journal could work with AMA Collegiate at a broader level than the Temple University's chapter.
- ▶ **Office Hours:** The 15 members of TU-AMA's executive board fulfilled 2 office hours a week in our office in Alter Hall.
- ▶ **Touch Base Meetings:** TU-AMA's President and Vice President met with each executive board member twice a semester to discuss their roles on the executive board and to address any potential concern from the directors.
- ▶ **Executive Board Bonding:** The 15 members of TU-AMA's executive board participated in 6 bonding events throughout the year: Summer Getaway Weekend, Fall Getaway Weekend, Friendsgiving, Winter Getaway Weekend, Philadelphia Winter Wonderland Day, and Secret Santa.

BUDGET

BEGINNING BALANCE

\$6,858.51

REVENUES

\$33,018.00

Membership Dues	\$20,595.00
Regional Conference Registration	\$1,375.00
Corporate Sponsorship	\$5,650.00
Fundraising Events.....	\$380.00
Cherry Consulting (2016-2107).....	\$1,000.00
Cherry Consulting (2017-2018).....	\$1,350.00
College Council Funding	\$2,418.00
Case Competition Winnings	\$250.00

EXPENSES

\$29,604.10

National Dues	\$11,200.00
AMAICC Hotel	\$7,500.00
AMAICC T-Shirts	\$500.00
AMA Branded Gifts (Members)	\$1,000.00
AMA Branded Gifts (Speakers & Regional Conference)	\$817.45
Member Scholarships	\$345.00
Promotional/Branding Events	\$121.85
GoDaddy Website Hosting	\$150.00
End of Year Banquet	\$500.00
TU-AMA Regional Conference	\$538.39
External Conference Costs	\$316.00
Social Event Expenses	\$1,044.41
Professional/Guest/Speaker Travel Expenses	\$300.00
Professional Development Expenses	\$300.00
Membership Expenses	\$200.00
Media Relations Expenses	\$200.00
Social Impact Expenses	\$200.00
Cherry Consulting Expenses	\$300.00
Food and Refreshment Expenses	\$2,571.00
Other	\$1,500.00

INCOME

\$3,413.90

ENDING BALANCE

\$10,272.41