

*CHAPTER PLAN*

*2017-2018*

**TEMPLE  
UNIVERSITY**

**FOX SCHOOL OF BUSINESS  
AMERICAN MARKETING ASSOCIATION**

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# CHAPTER OVERVIEW

## MISSION STATEMENT

The Temple University Chapter of the American Marketing Association (TU-AMA) transforms students' lives; we offer our members opportunities to become experienced marketers and proven leaders by advancing their business knowledge, enhancing their skill sets, and expanding their personal networks.

## SITUATION ANALYSIS

### STRENGTHS

- Strong brand awareness in the Fox School of Business due to AMAICC competition results and rankings
- Active and experienced faculty advisors
- Frequent and diverse meetings that offer more opportunities for member involvement
- Relationships with other campus organizations

### WEAKNESSES

- Graduation of all members of the Collegiate Case Competition Team that placed 1st during the 2016 AMA International Collegiate Conference
- Reduced experience among leadership with 5 underclassmen on the executive board, compared to 1 the previous year

### OPPORTUNITIES

- New methods of accepting membership dues will ease the application process
- Implementation of new mentorship program will encourage new member participation
- High density of professionals in the Greater Philadelphia Area and a strong Temple University alumni base to recruit professionals from
- Ability to partner with other student organizations that offer different skill sets

### THREATS

- All student organizations in the Fox School of Business meet during the same designated time periods, creating competition for membership
- New competition among marketing-specific student organizations at the Fox School of Business
- Other student organizations have a competitive advantage when recruiting members by enforcing mandatory membership in order to fulfill graduation requirements
- Increase in national AMA membership dues may strain recruitment
- Reduced options for events and socials due to primary campus venue closing
- Reduced food options for TU-AMA Annual Regional Marketing Conference due to Temple University switching food suppliers

## TARGET MARKET

To successfully recruit and provide value to members, our chapter must understand the characteristics and needs of our Target Markets.

#### **PRIMARY MARKET:** *Students pursuing a B.B.A. in marketing at the Fox School of Business*

Students who are interested in a career in marketing expect their membership in TU-AMA to provide them with the skills and knowledge necessary to succeed in their desired fields. These members will benefit highly from fully involved chapter membership.

#### **SECONDARY MARKET:** *All other undergraduate students attending Temple University with an interest in marketing, including students pursuing a minor in marketing.*

Students with a secondary interest in marketing require a tailored TU-AMA experience focusing on their specific needs. Students who are not marketing majors benefit greatly from participating in Experiential Professional Development activities. These activities provide students with experiences that may not be available within their school or major. Undecided business students, specifically, benefit greatly from participating in Industry Exposure Professional Development activities to help them gauge their interest in marketing.

# PROFESSIONAL DEVELOPMENT

## PROFESSIONAL DEVELOPMENT GOALS

Professional Development goals aim to strengthen members' professional skills, develop their knowledge, and prepare them for a successful future by fulfilling three goal categories: Networking, Industry Exposure, and Experiential.

### NETWORKING

#### Host a Marketing Internship & Career Reception.

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

**Strategy:** Reach out to recruiters through LinkedIn and contact professionals from prior speaker sessions. Promote the reception through marketing professors, weekly emails, meeting announcements, social media posts, and our chapter website [tu-ama.org](http://tu-ama.org).

#### Strengthen TU-AMA's alumni relations.

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

**Strategy:** Reach out to Temple Alumni through LinkedIn, personal networks, and contact information stored in the TU-AMA alumni database. Add members from the class of 2017 to our database.

### INDUSTRY EXPOSURE

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

**Metric:** Host 5 events and achieve attendance of 100 unique members throughout the week.

**Strategy:** Schedule 3 speaker sessions, arrange an in-office visit to a local business headquarters, schedule a social event, and present the results of fundraising efforts benefiting a visiting speaker. Promote the reception through campus plasma screen ads, weekly emails, meeting announcements, social media posts, and [tu-ama.org](http://tu-ama.org).

#### Host Consumer Insight events.

**Metric:** Host 2 Consumer Insight events with an average attendance of 60 members.

**Strategy:** Recruit speakers by reaching out to professionals on LinkedIn and contacting TU-AMA alumni. Promote the events through campus plasma screen ads, weekly emails, meeting announcements, social media posts, and [tu-ama.org](http://tu-ama.org).

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

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

**Strategy:** Recruit speakers by reaching out to professionals on LinkedIn, contacting TU-AMA alumni, and taking advantage of Philadelphia's local marketers. Provide members with an opportunity to network with speakers following each presentation. Promote the events through weekly emails, meeting announcements, social media posts, and [tu-ama.org](http://tu-ama.org).

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

**Metric:** Register 125 attendees and achieve 5,000 impressions on social media.

**Strategy:** Recruit speakers and workshop hosts by reaching out to professionals on LinkedIn and utilizing personal networks. Provide opportunities for conference attendees to advance business skill through a case competition and workshop, learn about varying industries through speaker sessions, and grow their professional networks by participating in meet-and-greets with professionals. Promote the conference through campus plasma screen ads, emails to Collegiate AMA presidents, Eventbrite, weekly emails to members, meeting announcements, social media posts, and [tu-ama.org](http://tu-ama.org).

### EXPERIENTIAL

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

**Metric:** Involve 40 members as student consultants and designate 12 members as project managers and junior account executives.

**Strategy:** Promote organization-wide involvement by hosting Cherry Consulting meetings every other week, providing real-world marketing experience and offering networking opportunities. Allow students to decide which marketing skills they develop by allowing them to select the projects they work on.

#### Increase participation in AMAICC competitions.

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

**Strategy:** Encourage the executive board and other active members to participate in AMAICC competitions to enhance professional development and marketing skills: AMA Collegiate Case Competition, Website Competition, Outstanding Marketing Week Competition, ICC T-Shirt Design Competition, SABRE Business Simulation, Perfect Pitch Competition, Best Community and Social Impact Video Competition, Chapter T-Shirt Competition, Outbound Sales Competition, Marketing Strategy Competition

# PROFESSIONAL DEVELOPMENT

## EXPERIENTIAL (continued)

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

**Metric:** Earn a “finalist” distinction for the written case and present at the AMAICC.

**Strategy:** Offer a 3-credit elective course — with weekly meetings and a core 10-member team — to develop the written case report. Pair upperclassmen, who have previously worked on an AMAICC case, with underclassmen to develop knowledge, experience, and understanding of the case.

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

**Metric:** Achieve participation of 30 members.

**Strategy:** Partner general members with Cherry Consulting student consultants to resolve a real marketing issue faced by GoPuff. Promote the opportunity to present solutions to GoPuff’s founders, tour the GoPuff headquarters, and network with executives.

**Enable members to develop their skillsets by hosting workshops.**

**Metric:** Host 2 workshops a semester with an average attendance of 50 members.

**Strategy:** Reach out to professionals on LinkedIn, contact TU-AMA alumni, and take advantage of Philadelphia’s local marketers in order to procure professionals who can teach members valuable skills. Collaborate with Cherry Consulting to provide members with consulting skill workshops.

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

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

**Strategy:** Introduce the case (sponsored, written, and judged by the Wall Street Journal) to participants one month before the conference. Reward the first-place team with a one-day visit to the Wall Street Journal headquarters in New York City, including a lunch with the CMO of Dow Jones.

# COMMUNITY AND SOCIAL IMPACT

## COMMUNITY AND SOCIAL IMPACT GOALS

Community and Social Impact goals aim to strengthen members’ social awareness and benefit the community by using members’ professional skills.

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

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

**Strategy:** Launch a collaboration between Cherry Consulting and the social impact committee to provide pro-bono consulting by using members’ skills to conduct market research, create deliverables, manage social media, and promote events.

**Fundraise for philanthropic programs.**

**Metric:** Raise \$4,000 for nonprofit organizations.

**Strategy:** Collect donations for Alex’s Lemonade Stand, Hootathon, Relay for Life, and H2O For Life by organizing fundraising socials, raffles, canning events, and bake sales; collaborating with other student organizations; creating and promoting a Community and Social Impact video; and encouraging members to donate when paying membership dues.

**Provide members with social impact exposure that will allow them to learn how to use their professional skills to benefit the local community.**

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

**Strategy:** Coordinate events with Cristo Rey, a nonprofit organization that prepares low-income students in the Philadelphia area to succeed in postsecondary education. Members will enhance their own skills while helping high school students prepare for their futures.

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

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

**Strategy:** Find non-profit organizations in the Philadelphia area or around Temple University’s campus that would benefit from the time, energy, and dedication of TU-AMA members.

# FUNDRAISING

## FUNDRAISING GOALS

Fundraising goals aim to leverage members' marketing skills to raise money for the chapter's operational costs. Fundraising activities account for 25% of TU-AMA's planned revenue.

### Acquire sponsors for TU-AMA.

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

**Strategy:** Create a corporate sponsorship committee to market TU-AMA to potential sponsors with sponsorship materials. Ensure positive sponsorship experience by sending monthly reports.

### Strengthen sponsor relations.

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

**Strategy:** Invite high-level sponsors to speak at TU-AMA speaker sessions in order to increase their brand awareness, provide an opportunity for them to recruit TU-AMA members, and introduce them to the students they are supporting.

### Provide marketing services to local businesses through Cherry Consulting.

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

**Strategy:** Have student consultant teams conduct market research, work with demographic data, plan and market events, manage social media strategies, and create content for clients. Gauge satisfaction through client feedback forms.

### Increase chapter fundraising events.

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

**Strategy:** Through the fundraising committee, identify and implement innovative ideas for fundraising. Appoint committee members to manage each event. Involve TU-AMA members, as well as other students on campus.

# MEMBERSHIP

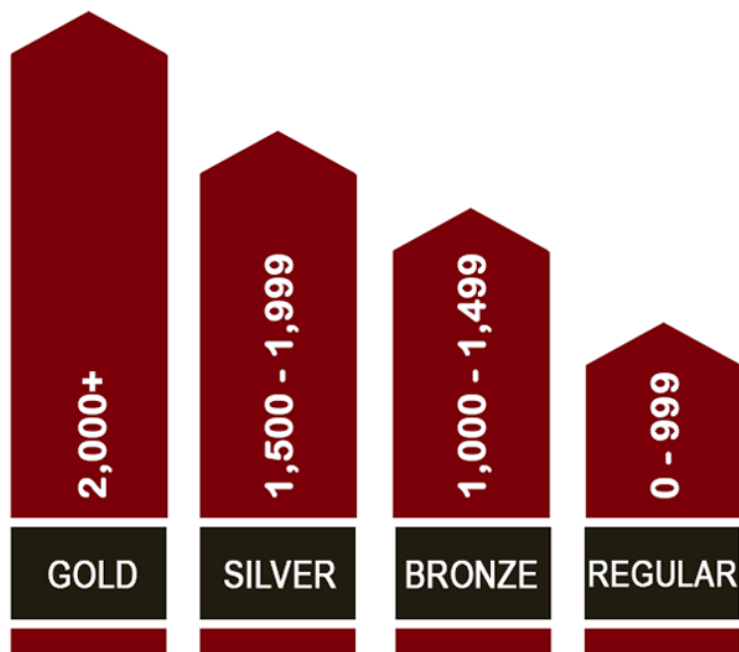
## MEMBERSHIP GOALS

Membership goals aim to recruit and retain members within the target market by promoting the value provided by TU-AMA.

### Increase member participation in TU-AMA.

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

**Strategy:** Promote TU-AMA's Citizenship Program to encourage members to become more involved in TU-AMA. Reward Gold Status members with branded gifts and the opportunity to attend the AMAICC.



**10 POINTS**  
Create a LinkedIn Profile  
Complete a Feedback Survey

**30 POINTS**  
Attend a Social Event  
Write a Blog Post for tu-ama.org

**50 POINTS**  
Attend a Committee Meeting  
Attend the Career Reception

**100 POINTS**  
Attend a Cherry Consulting Meeting  
Attend a Speaker Session/Workshop  
Attend a Social Impact Event  
Attend a Consumer Insights Event

**250 POINTS**  
Attend the Regional Conference

# MEMBERSHIP

## MEMBERSHIP GOALS (continued)

### **Bolster membership for the 2017-2018 school year.**

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

**Strategy:** Promote the benefits of membership in TU-AMA early in the academic year, through recruitment events, and continue to provide exciting and interesting events thereafter.

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

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

**Strategy:** Encourage general body members to get involved by having executive board members personally interact with them before and after meetings. Consistently ask for feedback and suggestions from new members through email surveys. Gauge satisfaction through a mid-year survey sent to all members.

### **Establish personal networks among members.**

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

**Strategy:** Establish a committee for planning socials. Partner with local businesses to provide food and a space convenient for students, co-host socials with other student organizations, and subsidize event costs for members.

### **Strengthen relations between new and veteran members.**

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

**Strategy:** Promote the new mentorship program to freshmen, sophomores, and transfer students as a way to build a relationship with chapter leadership, enhance skills, develop a better understanding of the organization, and make social connections.

# COMMUNICATIONS

## COMMUNICATIONS GOALS

Internal/External Communication goals aim to optimize effective communication within the chapter and between the chapter and outside parties by maintaining consistent, direct, and relevant lines of communications to target audiences.

### INTERNAL

#### **Increase attendance of TU-AMA events.**

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

**Strategy:** Design brand-specific graphics for weekly speaker sessions, workshops, and special events. Share graphics on campus plasma screen ads, social media, tu-ama.org, weekly emails and newsletters, and meeting announcements.

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

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

**Strategy:** Create an aesthetically pleasing and engaging newsletter by promoting new internships, including graphics, and featuring member-created content. Invite committee members to contribute ideas on information they find valuable. Distribute the newsletters at Friday meetings, which historically have the highest attendance of all TU-AMA weekly meetings, in order to maximize circulation. Gauge satisfaction through a mid-year survey.

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

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

**Strategy:** Implement a system for executive board members to submit announcements and relevant information to be included in the weekly email. Include meeting times and locations, background information on Friday speaker session professionals, and internship and professional development opportunities to encourage members to open emails.

#### **Increase website traffic to tu-ama.org.**

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

**Strategy:** Use WordPress to develop a simple and sleek design that allows for easy navigation and adheres to AMA rebranding guidelines. Update the website with content that keeps students engaged about the happenings of TU-AMA and the marketing industry.

# COMMUNICATIONS

## EXTERNAL

### **Improve TU-AMA's social media engagement.**

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

**Strategy:** Allow committee members to become more involved by managing a social media platform and creating content providing information about TU-AMA and promoting events. Engage with other universities' AMA accounts to gain more exposure for our pages. Utilize paid advertising to sponsor our Annual Regional Marketing Conference. Have committee members create giveaway campaigns to increase engagement.

### **Promote TU-AMA to potential sponsors.**

**Metric:** Reach out to 100 companies with a pitch email.

**Strategy:** Rebrand sponsorship material to adhere to new AMA branding guidelines. Identify potential sponsors through LinkedIn, company websites, and personal networks. Send pitch emails with sponsorship material attached.

### **Increase video content on YouTube.**

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

**Strategy:** Create videos to deliver helpful information, recap significant events, and document the TU-AMA year. Post videos to YouTube, Facebook, Twitter, and Instagram.

### **Promote TU-AMA to potential Cherry Consulting clients.**

**Metric:** 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.

**Strategy:** Create a Content Team to design infographics and update information on the Cherry Consulting web page. Create a Strategy Team to distribute infographics to local businesses and direct potential clients to the web page.

# CHAPTER OPERATIONS

## OPERATIONAL GOALS

Operational Goals aim to ensure successful management functions within TU-AMA.

### **Increase member satisfaction with TU-AMA.**

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

**Strategy:** Execute Professional Development, Community and Social Impact, Fundraising, Membership, and Internal/External Communications goals in order to provide members with value. Send a mid-year survey to all TU-AMA members and incentivize responses by offering rewards.

### **Ease leadership succession planning.**

**Metric:** Name 2 committee leaders per committee each semester.

**Strategy:** Delegate tasks to members who are active and interested in getting more involved in their committees. Provide insight to directors' roles and responsibilities throughout the year to gauge members' interest in a transition into an executive board position.

### **Facilitate communication among the executive board.**

**Metric:** Host weekly executive board meetings with 90% attendance

**Strategy:** Use doodle.com to find an optimal time for executive board members to meet each semester. Discuss general chapter operations and goal progression to ensure all directors are informed on the function of the chapter as a whole.

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

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

**Strategy:** Continuously update existing executive board transition packets and create transition packets for new positions. Host an all-day "executive board retreat" planning session, with outgoing and incoming executive board members, at the conclusion of the academic year.

### **Restructure Cherry Consulting to increase member engagement and client satisfaction.**

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

**Strategy:** Introduce new Project Manager and Junior Account Executive positions. Interview Cherry Consulting Student Consultants to fill the positions to ensure strong leadership within the projects. Use Trello Project Management App and host meetings twice a month to communicate with project managers, track progress, and provide clients with deliverables at the end of the consultation. Gauge satisfaction through client feedback forms.

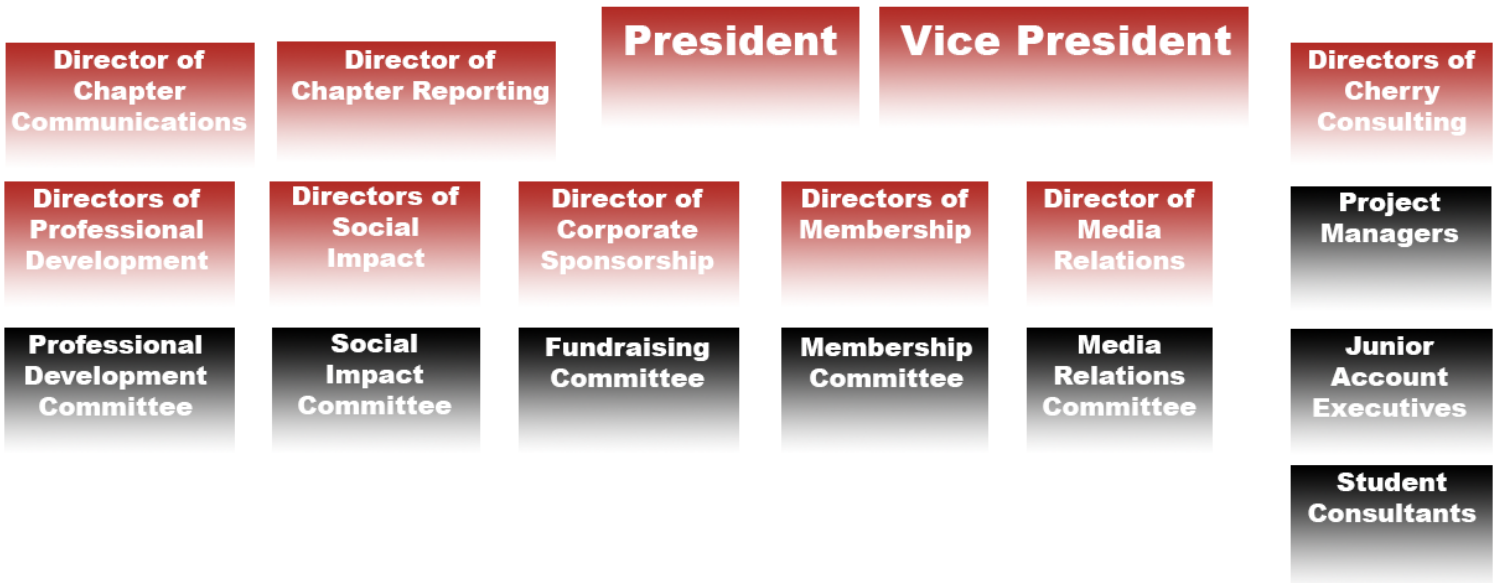


# CHAPTER OPERATIONS

## OFFICE

The TU-AMA office is located at 1801 Liacouras Walk Philadelphia, PA 19122, Alter Hall A502c.  
Operational hours are MF 10:00am-12:00pm, TWR 10:00am-2:00pm.

## CHAPTER STRUCTURE



## EXECUTIVE BOARD OVERVIEW

The TU-AMA Executive Board consists of 15 members.

### President

### Vice President

### Chapter Reporting

### Corporate Sponsorship

### Professional Development: Internal

### Professional Development: External (2)

### Social Impact (2)

### Membership: Member Administration

### Membership: Recruitment and Retention

### Media Relations

### Chapter Communications

### Cherry Consulting: Client Engagement

### Cherry Consulting: Student Engagement

Directors of Professional Development, Social Impact, Corporate Sponsorship, Membership, and Media Relations lead Committee Meetings every other Monday throughout the year. Directors of Cherry Consulting lead Cherry Consulting Meetings every Monday and every other Wednesday. Cherry Consulting projects are lead by Project Managers and Junior Account Executives.

In addition to fulfilling the roles and responsibilities within their respective positions, executive board members also work to assist in general chapter operations and contribute to the national case competition team.

Positions on the executive board grow and change with the needs of the chapter. This year, several changes and additions were made to TU-AMA's Executive Board:

- Reintroduction of a Director of Chapter Reporting
- Introduction of a Director of Chapter Communications
- Separation of Internal and External Directors of Professional Development
- Separation of Client Engagement and Student Engagement Directors of Cherry Consulting

# CALENDAR

## MAY

- 05. Executive Board Retreat

## AUGUST

- 17. Cristo Rey High School Business Bootcamp
- 23. Temple Fest (Day 1)
- 24. Temple Fest (Day 2)
- 30. First Executive Board Meeting

## SEPTEMBER

- 01. SPO Fair
- 06. Outbound Sales Competition Registration Opens
- 08. Kick-off Meeting
- 15. Wawa Speaker Session
- 18. InDesign Skills Workshop
- 20. Manestream Speaker Session
- 22. Xfinity Live! Philadelphia Speaker Session
- 24. Grace Cafe Volunteering
- 26. Phillies vs Nationals Social
- 29. Red Tettermer O'Connell + Partners Speaker Session

## OCTOBER

- 02. MKTG Week: Chipotle Speaker Session
- 03. MKTG Week: Honeygrow In-Office Visit
- 04. MKTG Week: Saxbys Speaker Session
- 05. MKTG Week: Water Pong Tournament Social
- 06. MKTG Week: Alex's Lemonade Stand Foundation Speaker Session
- 06. Membership Deadline
- 11. Chapter Plan Deadline
- 13. Under Armour Speaker Session
- 18. Farotech Speaker Session
- 20. Ipsos Speaker Session
- 26. Back on My Feet Gala
- 27. TU-AMA's Annual Region Conference: "Adapting Content to the Future" with Wall Street Journal, Vox Media, Brownstein Group, and one additional company

## NOVEMBER

- 01. Automattic Speaker Session
- 01. Website Competition Deadline
- 03. DeepMind/Google Speaker Session
- 08. Outstanding Marketing Week Competition Deadline
- 10. MRM/McCann Speaker Session
- 15. Hubspot Speaker Session
- 15. ICC T-Shirt Design Competition Deadline
- 29. 76ers Vs Wizards Social

## DECEMBER

- 01. Urban Outfitters/URBN Speaker Session
- 06. Piano Speaker Session
- 06. Mary Kay Case Competition Due
- 06. Hugh G. Wales Faculty Advisor Award Due
- 08. goPuff Think Tank/In-Office Visit

## JANUARY

- 03. SABRE Business Simulation Registration Opens
- 10. Marketing Strategy Competition Registration Opens
- 17. Perfect Pitch Competition Registration Opens
- 24. Best Community and Social Impact Video Competition Deadline
- 24. AMA Student Marketer of the Year Deadline
- 25. Ice Skating Social
- 26. Speaker Session

## FEBRUARY

- 02. Speaker Session
- 09. Speaker Session
- 10. Hootathon
- 15. Annual Report Deadline
- 16. Speaker Session
- 22. Minute to Win It Social
- 23. Speaker Session

## MARCH

- 02. Speaker Session
- 09. Speaker Session
- 16. Speaker Session
- 23. Speaker Session
- 30. Speaker Session

## APRIL

- 05. AMAICC
- 13. Speaker Session
- 20. Speaker Session
- 20. Relay for Life
- 27. End of Year Banquet

## MAY

- 01. Executive Board Retreat
- 02. AMA Olympic Games

## RECURRING EVENTS

- Every Monday. Executive Board Meeting
- Every Other Monday. Committee Meeting
- Every Other Monday. Cherry Consulting Meeting
- Every Other Wednesday. Cherry Consulting Meeting
- Every Wednesday. Case Competition Meeting

# BUDGET

## **BEGINNING BALANCE**

**\$6,858.51**

## **REVENUES**

**\$28,100.00**

Membership Dues .....	\$18,600.00
Regional Conference Registration .....	\$800.00
Corporate Sponsorship .....	\$4,500.00
Fundraising Events.....	\$400.00
Cherry Consulting .....	\$2,000.00
College Council Funding .....	\$1,000.00

## **EXPENSES**

**\$27,690.00**

National Dues .....	\$10,000.00
AMAICC Hotel .....	\$6,250.00
AMAICC T-Shirts .....	\$250.00
AMA Branded Gifts (Members) .....	\$1,000.00
AMA Branded Gifts (Speakers & Regional Conference) .....	\$900.00
Member Scholarships .....	\$190.00
Promotional/Branding Events .....	\$150.00
GoDaddy Website Hosting .....	\$150.00
End of Year Banquet .....	\$500.00
TU-AMA Regional Conference .....	\$1,250.00
External Conference Costs .....	\$600.00
Social Event Expenses .....	\$1,500.00
Professional/Guest/Speaker Travel Expenses .....	\$750.00
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 .....	\$2,000.00
Other .....	\$1,000.00

## **INCOME**

**\$410.00**

## **ENDING BALANCE**

**\$7,268.51**