



WESTERN MARKETING ASSOCIATION

INNOVATE | INTEGRATE | MOTIVATE

ANNUAL REPORT 2025-2026



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EXECUTIVE SUMMARY



Executive Summary from the Executive Board

Dear AMA Team,

The Western Marketing Association has achieved almost every goal set in the chapter plan. During Marketing Week, we held a DEI panel with several alumni and hosted a different workshop and guest speaker each day of the week, focusing on everything from our Big Idea competition to our Ninth Annual Regional Conference! We attracted 50+ students to our events. Here are some of the remarkable professionals our chapter has worked with this semester:

- Steve Scebelo - Chief Commercial Officer - National Hockey League's Player Association (NHLPA)
- Josh Francis - Chief Executive Officer and Co-Founder - EEZ Co.
- Christopher Guabe - Chief Marketing Officer and Founder - Changent. (Ex-Nike)
- Maria Velasquez - Chief Growth Officer and Co-Founder - Cybersecurity Marketing Society
- Jeffrey McChesney - Chief Executive Officer and Founder - Target Arm

Working with several local and national clients and fulfilling their individual needs, taught our team all about different areas and focuses within marketing. Across our clients, each had their own goals ahead of them. To help achieve their goals, we leveraged:

- Social Media Marketing
- Social Media Scheduling
- Tourism Marketing
- Event Marketing
- Logo Creation & Branding
- Marketing Campaigns

Every week, we hosted a guest marketing professional either in-person or online. These marketing executives and alumni worked with our students using interactive workshops to demonstrate real-world scenarios and situations that could come up in the field. Creating connections through client work and fundraising were essential elements to the success of our chapter this year.

Agency teams worked with several clients this past semester ranging from EEZ Co. to Ability Beyond. Keeping our social media and website up-to-date and in-sync, keeps our IMC in line. The main objective is to keep students from our school and professionals within our community engaged with the work that we're doing.

Being a Host Chapter in 2025, we recognize that all members must work harder to maintain our past excellence. Having a diversified chapter both academically and ethnically, contributes to our well-rounded perspectives and events. Since all of our members are juniors and seniors, our future goal is to increase Freshman and Sophomore attendance.

Cultivating an environment, where diverse perspectives are encouraged, new ideas are presented and friendships are created, are the roots of the WMA. Our chapter cannot wait to continue working and learning through our future projects. Our students work to consistently improve their skill sets and lay the foundation for future members, paving the way for a new wave of young marketing professionals.



EXECUTIVE BOARD



Julia Meadows
Co-President
(Internal Affairs)



Stella Bandak
Co-President
(External Affairs)



Tessa Hilford
Agency Director



Jacob Carlson
Secretary



Akua Atakora
Treasurer



Kamaia John
Director of Social
Media



Emily Rodriguez
Director of DEI &
Social Impact

Sincerely,

Western Marketing Association Executive Board

Dr. Ron Drozdenko
Advisor

Donna Coelho
Advisor

CHAPTER OVERVIEW

Chapter Highlights



**WESTERN
CONNECTICUT
STATE
UNIVERSITY**

- Held 9 professional development events in the Fall, with 7 scheduled in the Spring
- Hosted 9th Annual Regional Conference
- Provided services for 5 different clients
- Hosted 4 Think Tank series and 3 skill workshops
- Continue to maintain relationships with our professional connections

Evaluation Metrics

Chapter Activity Evaluation Metrics

Extremely Successful



Very Successful



Moderately Successful



Fairly Successful



Not Successful



Overall we performed above and beyond our goals. After each of our weekly chapter meetings, members complete a survey to evaluate the effectiveness of the meeting in relation to their personal marketing goals on a scale from 1-5. Members also have a chance to submit comments regarding their experience each week.

Mission Statement

The Western Connecticut State University Collegiate Chapter of the American Marketing Association strives to provide students with opportunities for professional marketing development, personal growth, and community service.

PROFESSIONAL DEVELOPMENT



Leader Workshop Series

Goal: Host a minimum of 6 guest leader workshops throughout the Fall and Spring semesters, that allow members to meet with real-world business professionals. These workshops will provide members with knowledge in entrepreneurship, business innovation, personal branding, digital marketing, and brand management.

Evaluation: A total of eleven guest leader workshops were hosted in the Fall semester with **six additional ones** scheduled for the Spring semester. Guest leaders introduced fresh viewpoints during conversations between students and industry professionals. Association members were able to network and gain marketing field insights.



Patrick Moody - Tuesday, September 2, 2025
Marketing & Communications Director, Ion Solar Pros

Goal: 10 Members | **Results:** 10 Members

WCSU alumni and past WMA President, Patrick shared his recent experience leading a marketing campaign with past-UConn basketball star, Donovan Clingan through an NIL (name-image-likeness) deal.



Natalia Paskevicz - Tuesday, September 9, 2025
Digital AI Marketing Manager, Excelligence Learning Corp.

Goal: 10 Members | **Results:** 11 Members

Natalia spoke about her experiences leveraging AI as a marketing tool for leveraging marketing insights. Natalia led members through a skills workshop, teaching members how to utilize key performance metrics through lead scoring and AI data networks.



Elizabeth Perry - Tuesday, September 23, 2025
Head of Marketing, Dojo (Virtual)

Goal: 10 Members | **Results:** 12 Members

Elizabeth interacted with members through her discussion on the role of AI in marketing, legal considerations, and creative applications. Moreover, Elizabeth guided members on the implications of AI in marketing platforms like Adobe Illustrator, Canva, and Figma.



Ashley Acerbo - Tuesday, September 30, 2025
Senior Marketing Coordinator, Tradewind Aviation

Goal: 10 Members | **Results:** 11 Members

Ashley shared her experience navigating the exclusive world of luxury goods/service marketing. Tradewind Aviation is a private charter service known for serving luxurious and hard-to-reach destinations. Ashley emphasized the power of email marketing and the key components to boost ROI.



Kara Roos - Tuesday, October 7, 2025
Senior Director of Agency Partnerships, Guideline

Goal: 10 Members | **Results:** 14 Members

WMA alumni, Kara shared her experiences as a sojourner coming to work in the United States. Additionally, she shared her professional experience using AI insights to analyze data and leverage research insights.



PROFESSIONAL DEVELOPMENT



Josh Francis - Tuesday, October 14, 2025
CEO and Co-Founder of EEZ Co.

Goal: 10 Members | **Results:** 20 Members

As the CEO and co-founder of EEZ Co., a national wellness brand targeting moms, Josh led a think tank with members, sharing his company's current marketing position and future marketing goals/objectives. Members then broke into teams to discuss different strategies to break into a new market--college students/young adults. Groups then presented their target strategies.



Jennifer Accuosti - Tuesday, October 21, 2025
Senior Marketing Manager, MetroHartford Alliance

Goal: 10 Members | **Results:** 11 Members

Jennifer spoke about her experiences in marketing--specifically email marketing. She gave Agency@Ansell valuable insights into email marketing strategies for our client, Downtown Bethel.



Noah Dempsey - Tuesday, November 11, 2024
Marketing Coordinator, Delgado Stone Distributors

Goal: 10 Members | **Results:** 15 Members

As marketing coordinator, Noah has broadened Delgado Stone's audience through sponsorships with companies such as NASCAR, where his team created a branded race car. Additionally, Noah led members through a Hubspot workshop, discussing the importance of CRM, lead scoring, and analytics.



Bianca Nguyen - Tuesday, November 18, 2025
Marketing Specialist, PMC-STS Inc.

Goal: 10 Members | **Results:** 14 Members

Bianca shared her background in communication studies and graphic design, her 5+ years of marketing experience across roles in design, digital marketing, coordination, and her specialties in content and social media. Bianca emphasized the importance of getting the right internship, exploring different responsibilities, and truly understanding your customer.



Marketing & Innovation Week

Monday, October 27, 2025

Current Trends in Marketing

WCSU alum, Rich Feldman, led an interactive discussion about the rising trends in marketing among AI and storytelling. He suggested tools students should learn to stand out in job applications. Moreover, Rich explained the implications of AI and using storytelling to boost his company's CRM.



Goal: 10 Attendees

Participation: 11 Attendees

Evaluation: Students expanded their knowledge about current trends in marketing and were inspired by the implications of AI in storytelling.

Tuesday, October 28, 2025

AI Event Collaboration

WMA collaborated with both the Finance and Management Information Systems (MIS) Clubs on-campus to market and engage with speakers from Newtown Savings Bank. The speakers, David Myrcik Jr (VP of Deposit Operation) and Kasey Yakavonis (VP of Digital Solutions) led a panel about the implications of AI relevant to AI in banking and marketing.



Goal: 45 Attendees

Participation: 165 Attendees

Evaluation: Students were engaged in a discussion and presentation with banking and AI professionals.

Thursday, October 30, 2025

Social Impact Event

Ability Beyond, a local organization that serves Connecticut, New York, and is branching into international sectors. Representatives from the company spoke about their mission to serve the disabled community. Additionally, they discussed the company's elaborate business model involving employment, supplemental services, and day programs.



Goal: 10 Attendees

Participation: 14 Attendees

Evaluation: Students engaged in a think tank session with a prominent business in the local, national, and international sector.

PROFESSIONAL DEVELOPMENT



Marketing & Innovation Week

9th Annual Western Marketing Association Regional Conference

WMA Presents
AI & Storytelling
Oct. 31 8:30 am - 3:30 pm WS 218

Steve Scebelo
Chief Commercial Officer, NHL Player's Association
9 AM

Christopher Gaube
Chief Marketing Officer, Chagent; Ex-Nike
1:15 PM

Maria Velasquez
Chief Growth Officer and Co-Founder Cybersecurity Marketing Society
10:15 AM

Jeffrey McChesney
Chief Executive Officer and Founder, Target Arm
12 PM

Sports Marketing - AI - Cybersecurity - Social Media

Networking Food
Competitors Prizes
Pumpkin Painting Skill-Up Workshops

Sign Up TODAY by scanning our QR code! Follow us on our socials @westernmarketingassociation

Friday, October 31, 2025



Goal: 15 Attendees

Participation: 27 Attendees

Evaluation: Attendees gained practical knowledge of storytelling and AI in marketing and engaged directly with speakers. Students, faculty, and speakers provided positive feedback on the event's organization, quality, and interactivity:

- **Steve Scebelo**, Chief Commercial Officer at the National Hockey League's Player Association (NHLPA) led a think tank where students brainstormed marketing tactics for Gen Z audiences using storytelling and AI platforms.
- **Christopher Gaube**, Chief Marketing Officer and founder of his company, Chagent. and ex-advisor for Nike presented AI tools to maximize marketing campaigns.
- **Maria Velasquez**, Chief Growth Officer and Co-Founder of Cybersecurity Marketing Society, led students through a workshop emphasizing the importance of prompt writing by utilizing AI platforms to create business plans.
- **Jeffrey McChesney**, Chief Executive Officer and Founder of Target Arm, a drone retrieval product working closely with national security, spoke about the importance of using AI to understand and target your audience.
- **Kim Reddington**, Chief Executive Officer, at Rise Marketing Co. led a pumpkin-painting AI activity.



PROFESSIONAL DEVELOPMENT

Think Tank Series

Goal: Work hands-on with both local, non-profit, and nationally recognized businesses. In our Think Tank sessions, we gave advice to these clients and displayed ideas on how to improve the current issues their businesses were having.

Evaluation: Our members successfully collaborated with brands to brainstorm and implement creative strategies.

Downtown Bethel

Goal: x Members

Results: x Members

During a meeting hosted by our Agency Director, Tessa Hilford, our members brainstormed marketing strategies, including event marketing, logo redesign, and rebranding with members of the marketing board at Downtown Bethel. This session engaged members in discussion on PR and Tourism Marketing.



EEZ Co.

Goal: x Members

Results: x Members

Our student-run marketing agency met with Josh Francis, CEO and Co-Founder of EEZ Co, a national wellness brand. During this meeting, members engaged in discussion of marketing strategies for branching into a new target segment for the company, Gen Z consumers.



Bethel Arts

Goal: x Members

Results: x Members

Our client, Bethel Arts, collaborated with our members to discuss event and social media marketing. Participating members gained hands-on experience discussing the client's needs and goals and collaborating on strategies to implement.



National Hockey League Player's Association (NHLPA)

Goal: x Members

Results: x Members

During our Ninth Annual Regional Conference, presenter Steve Scebelo, led a conversation with attendees on marketing and PR strategies, including partnerships and celebrity collaborations, that the NHLPA could implement to attract Gen Z audiences.



Skills Workshops

Key Performance Indicator (KPI) Workshop | Tuesday, September 9, 2025

Goal: 10 Members | **Results:** 12 Members

Natalia Paskevicz, Digital AI Marketing Manager at Excelligence Learning Corporation, showed members how to use AI platforms like Microsoft CoPilot to analyze KPIs and design lead scoring consumer management systems using AI.



Hubspot Workshop | Tuesday, November 11, 2025

Goal: 10 Members | **Results:** 11 Members

Noah Dempsey, Marketing Coordinator at Delgado Stone Distributors, hosted a workshop where he dove into Hubspot. Our members learned the basics of operating Hubspot including how to interpret market analytics. Noah also taught members how to score leads and how different scores correlate to different marketing approaches.



AI Workshop | Friday, October 31, 2025

Goal: 15 Attendees | **Results:** 25 Attendees

Maria Velasquez, Chief Growth Officer and Co-Founder of the Cybersecurity Marketing Society, hosted a workshop teaching attendees how to write effective and conclusive prompts for AI engines. Attendees gained hands-on experience by using AI prompts to create comprehensive business plans including, sample social media posts, website layout, and branding.



PROFESSIONAL DEVELOPMENT



ICC Competitions

MLB x Deloitte Case Competition

Goal: Top 10 Chapter Finalist

Participation: 5 members

Evaluation: Our team ended up earning the Commendable Honor.

Chapter Plan

Goal: 1 Member to lead team

Participation: 2 Members

Goal: Earn full 10 points

Strategy: Executive board members met periodically throughout the summer and academic year to outline what was to come. We reviewed previous winning Chapter Plans and appointed one member to lead the team.

Sales Competition

Goal: 2 Members

Internal Sign-Up: 3 Members

Strategy: Members will practice sales pitches during a mock sales competition hosted during our meeting.

Design Lab

Goal: 1 Member - Team Leader

Participation: 5 Members

Goal: Place as a team

Strategy: Produce a creative marketing strategy plan.

Best Recruitment Video

Goal: Place in Top 10

Participation: 2 Members

Evaluation: We effectively developed a video that was informative, creative, and professional. Our members collaborated together to film and edit a video that represents WMA's mission.

Website Competition

Goal: 2 Members

Participation: 2 Members

Goal: To compete & place

Evaluation: The team created an updated version of our website using Wix, featuring an updated leadership and home page.

Instagram Highlight Reel

Goal: 2 Members

Participation: TBD

Strategy: Produce an engaging Instagram reel highlighting your chapter's experience at the 2025 AMA International Collegiate Conference.

Digital Marketing

Goal: 1 Member - Team Leader

Participation: 3 Members

Goal: Place as Top Small Chapter

Strategy: Design two digital marketing outputs by collaborating with a small team.

Perfect Pitch

Goal: 1 Member

Internal Sign-Up: 3 Members

Strategy: Participate in a 90 - second interview positioning yourself as "right for the job." Provide examples and qualifications as to why you're the ideal candidate. End goal is to get the job.

Undergraduate Research Competition

Goal: 1 member

Participation: 2 members

Goal: Place Honorable Mention

Strategy: The two competitors are working to compose the data generated from a research project with an environmental non-profit into a well-designed and coherent virtual presentation.

Marketplace Marketing Simulations

Goal: 5 Members

Internal Sign-Up: 5 Members

Goal: To place in the AMA ICC

Strategy: Students are actively preparing by exploring pros and cons of various marketing practices and strategizing for hypothetical scenarios.

Annual Report

Goal: 1 Member - Team Leader

Participation: 4 Members

Goal: Place as Top Small Chapter

Strategy: The Executive Board evaluated how this report met the objectives that were established in the Chapter Plan. When evaluating success, feedback from our members and from their internal experiences at WMA virtual events were also considered.

Marketing Strategy

Goal: Place as a team

Participation: 2 Members

Strategy: Study marketing strategies and practice applying strategies to past competitions.

PROFESSIONAL DEVELOPMENT



Agency@AnceLL



Agency@AnceLL is the student-run advertising agency of the Western Marketing Association. The average attendance of our weekly meetings was 11 members, seeing committed attendance from past and new members! The Agency@AnceLL demonstrated tenacity and grit taking on three new clients this year and delivering on their respective marketing needs. Our agency provided students with real-world experience in marketing strategy, social media management, market research, brand visibility, and logo design. This year we focused on working with non-profits and local businesses to successfully fulfill and exceed their marketing needs.

Our Teams



Downtown Bethel

Participation: 10 Members
Evaluation: Downtown Bethel is an initiative revamping the downtown area of Bethel, CT, and bringing economic growth to the town. Our agency created segments, branding, slogans, logos, and surveys to support their marketing plan for the coming years.



Ability Beyond

Participation: 5 Members(expected)
Evaluation: Ability Beyond is a nonprofit organization serving over 3,000 individuals with disabilities in Connecticut and New York. Our members will be developing slogans and designs for the organization's van wraps.



EEZ

Participation: 8 Members
Evaluation: EEZ co. is a growing children's wellness company that was looking for support in marketing strategy and social media. Our members developed content, strategized in a think tank, and worked on a social media plan.



Vintage Computer Club

Participation: 5 Members(expected)
Evaluation: WCSU's Vintage Computer Association is a new organization preserving and increasing access to vintage computers, and the launching their own vintage computer lab. In Fall, our members hosted a think tank with the VCA, and in Spring our members will expand upon and execute a marketing plan with the Vintage Computer Association.



Bethel Arts

Participation: 8 members
Evaluation: Bethel Arts is a non-profit organization that supports the arts in Bethel, CT. Our chapter worked with the organization to support social media strategy and content creation.

PROFESSIONAL DEVELOPMENT



Spring Semester



Time
Energy
Money
Power
Opportunity
Business Trainer

Robert Braathe - Tuesday, February 10, 2026
Business Consultant, TEMPO Business Training

Goal: 10 Members

Robert Braathe, a seasoned marketing professional and community leader, will be joining our chapter to speak about marketing yourself, exploring careers in marketing, and the impact of marketing within the community.

Ryan Toffey - Tuesday, February 17, 2026

Marketing Communications Manager, Applied Aerospace

Goal: 10 Members

Ryan Toffey, with experience in manufacturing, industrial, and public sector spaces, will join our chapter to share insights on creating clear, engaging messaging and navigating both in-house and agency roles while using marketing to support business and local government initiatives.

KaLyn McCullough - Tuesday, February 24, 2026

Public Relations Account Executive, Minzt + Hoke

Goal: 10 Members

Kalyn McCullough, a seasoned marketing and community relations professional, will join our chapter to share how she blends user-centric design with storytelling to build impactful content strategies, strengthen community engagement, and elevate brand presence across diverse audiences.

Jake Nimmo - Tuesday, March 3th, 2026

Marketing Operations Manager, Luxury Presence

Goal: 10 Members

Jake Nimmo will lead a hands-on workshop on Agentic AI for Marketing Ops, offering practical frameworks and real-world applications that help marketers streamline workflows, enhance decision-making, and unlock new levels of operational efficiency with AI-driven systems.

Caroline Chaves - Tuesday, March 24th, 2026

Demand Generation Marketing Manager, Olo

Goal: 10 members

Caroline Chaves, Demand Marketing Manager at Olo and proud WCSU alumna, will join our chapter to share how she leverages data-driven experimentation, especially A/B testing, to optimize campaigns, boost conversion performance, and maximize ROI across the full demand funnel.

Haley Castellari - Tuesday, April 7th, 2026

Digital/Email Marketing Specialist, American Cruise Line

Goal: 10 Members

Haley Castellari, a digital and email marketing specialist with a passion for sports marketing, will join our chapter to share how she blends audience segmentation, creative testing, and performance-driven email strategy to elevate fan engagement and deliver measurable results across sports campaigns.

Alexander Cornwall - Tuesday, April 21, 2026

Digital Marketing Manager, Triton International

Goal: 10 members

Alexander Cornwall, Digital Marketing Manager at Triton International, will join our chapter to share how he leverages data-driven digital strategy, SEO, and performance optimization to strengthen global B2B marketing, improve lead quality, and enhance visibility in highly competitive industrial markets.





Fundraiser

Eat Wings, Raise Funds is an event where Buffalo Wild Wings will partner with organizations to help raise funds. WMA is planning to work with Buffalo Wild Wings to host an event in March, during NCAA March Madness. People who dine on that certain day will have the option to donate 15% of their bill to us. Our goal was to raise \$200!

Fundraiser

Buffalo Wild Wings donated \$300 to WMA's Annual Regional Conference to cover food and drink costs. .

Fundraiser

WMA will earn \$100 per month starting in February for providing services to a pilates studio. Members will be designing, printing, and formatting inspirational stickers for The Sanctuary, a local pilates & yoga studio.

Donations

Bill Imada, Chairman and Chief Connectivity Officer (former CEO) at IW Group, Inc. has supported our members through his nonprofit the National Millennial and Gen Z Community (NMGZ). The NMGZ gives students the opportunity to attend events and speak with high-ranking industry professionals. This year, Bill donated a **total of \$2,500** to the club to allow our members to attend the Institute for Public Relations Distinguished Lecture and Awards Gala in New York City. Through these events, our members are able to collaborate with industry professionals to evolve their skills and network.

TOTAL OF ALL FUNDRAISERS: \$2,800



COMMUNITY, SOCIAL IMPACT AND DEI



Goal:

- Increase awareness within our community by utilizing our marketing skills to help non-profits and community organizations reach their goals.

Strategies:

- Provide members with multiple opportunities to partake in a variety of activities and outreach programs.
- Emphasize the benefits and learning opportunities acquired through working with our community.
- Connect members of the association to an organization that reflects causes they care about.



Ability Beyond

Our task: Ability Beyond is a nonprofit organization supporting over 3,000 individuals with disabilities in CT/NY. WMA will be brainstorming and developing van wraps for Ability Beyond Vans.



Vintage Computer Association

Our task: Assist WCSU's new Vintage Computer Association market their organization preserving and increasing access to vintage computers, and the launch of WCSU's new vintage computer lab.



Downtown Bethel

Our task: Downtown Bethel is an initiative revamping the downtown area of Bethel, CT, and bringing economic growth to the town. Our agency created segments, branding, slogans, and logos to support their marketing plan for the coming years.



Bethel Arts

Our task: Bethel Arts as a nonprofit supporting the Arts in Bethel, CT. Our team hosted a think tank, worked on social media strategy, and created content to support their mission.

The National Millennial & GenZ Community

The NMGZ was founded in 2015 by Bill Imada, Founder and Chief Connectivity Officer of the IW Group. Bill has brought together a nationwide community of millennial thinkers who strive to change the conversation about the upcoming generations by executing multiple think tank conversations with key influencers in media and businesses such as Walmart, Disney, Netflix, Verizon, and McDonald's.

Evaluation: We currently have two members who play an active role in the community which includes participating in various executive calls, attending conferences, career development webinars, and attending field trips. Our members attended events such as the IPR Distinguished Lecture and Awards Gala in New York City.

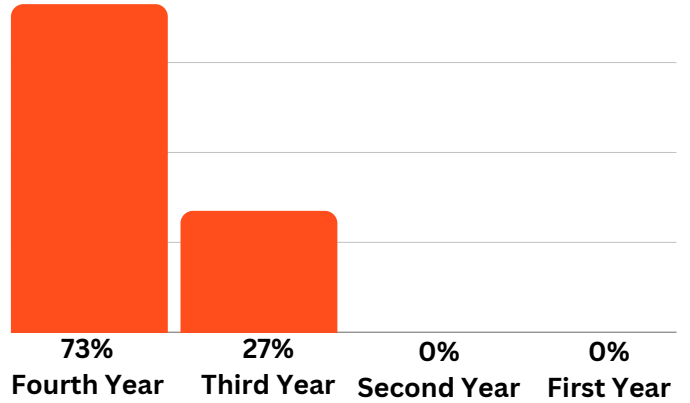
National
Millennial
+ Gen Z
Community

MEMBERSHIP



The membership of our Chapter has historically been concentrated with juniors and seniors - as they are avidly searching for ways to get ahead in their careers. This year, we are seeking to market towards sophomore and freshmen students.

Membership Mix



Target Markets	★★★★☆	We target all grade levels and majors of undergraduate students by hosting & attending recruitment activities.
Membership Mix	★★★★☆	Our members are diversified for gender and major, but the majority are upperclassmen.
Membership Mix Comparison	★★★★☆	From previous years, we have experienced high turnover from member graduation.
Membership Retention	★★★★☆	To address our turnover (11 members), we have been working to recruit new members.
Membership Involvement	★★★★★	100% of our members are involved in our student-run agency.
Level of Engagement	★★★★★	All members participate consistently in our Think Tanks and our Leadership Series.
Recruitment Strategies	★★★★★	Strategies include Clubs Carnival, Networking, Speaking to professors, and social & email marketing.
Specific Goal Achievement	★★★★★	We have made significant progress towards our goals set in the Chapter Plan.
Membership Count	★★★★★	15 Active AMA members.

RECRUITMENT



WCSU Latin Block Party, October 23, 2025

Goal: 1 Members

Participation: 2 Members Assisted

Goal: Recruit students, and create visibility for WMA at a community WCSU event at the beginning of the semester.

Strategy: Create a booth at the WCSU Latin Block Party, a university-wide event, to promote the Western Marketing Association, by promoting the benefits of membership .

Evaluation: Our WCSU Latin Block Party Booth made contact with several interested students and increased visibility for the association.



Spring Club Fair (Spring 2026)

Goal: 2 Members

Participation: TBD

Goal: Bring awareness to new underclassmen, and interested upperclassmen about WMA and how it can provide them with a handful of opportunities during their WCSU career.

Strategy: Set up a booth with our WMA flyers, hand out candy, our WMA sticker, and T-shirts. Having a raffle for students who follow our Instagram.

Evaluation: We can expect the average foot traffic of club fairs, creating interest with students of several years and majors.

Spring Kick-Off Meeting - January 27, 2026

Goal: 8 Members

Participation: 9 Members/4 Prospective

Goal: Present an overview of the Western Marketing Association to new and returning members. Recruit additional individuals to be actively involved in the various committees and agency.

Strategy: To host a meeting to bring all members up-to-date on new developments from break.

Additionally, we hope to monitor membership so as to not surpass our top small chapter threshold.

Evaluation: For our first meeting of the semester, our participation goal was exceeded, and both returning and new faces were involved.

Regional Conference

Goal: 10 Members

Participation: 12 Members

Goal: Recruit eager underclassmen, and upperclassmen who may not know about our organization.

Strategy: Advertise the benefits of attending our regional conference to all majors and have diverse speakers and events at the conference for participants.

Evaluation: Our regional conference nearly doubled our expected attendance and created further awareness and interest for WMA.

Social Media and Print Promotion

Goal: 1 member

Participation: 2 members

Goal: Increase awareness and engagement

Strategy: Raise visibility for the work WMA is doing and the benefits of joining. Engage students who show an interest and could be a valuable asset. Create an open line of communication for anyone interested.

Evaluation: Between October and January WMA's Instagram gained 36 followers, increasing by 2.1%. 2 prospective members reached out through Instagram.

COMMUNICATION

Internal Communications

Goal: Implementing effective communication methods between Executive Board, Chapter Members, and advisors through digital and traditional methods



Outlook

Goal: To send semi-weekly email blasts to all current members.

Evaluation: Throughout the entire semester, our secretary sent out approximately 40+ emails to our contact list. Subjects of these emails would include, but not be limited to, guest speakers, workshops, weekly meetings, regional conferences, and employment opportunities. Through each recruitment event, new emails would be added to our list to attract new and prospective members.



GroupMe

Goal: Keep constant communication between all members and advisors. Take advantage of this texting style of comm.

Evaluation: Utilizing GroupMe enabled all of our board and general members to be able to communicate quickly in a "text-message" fashion.



Google Drive

Goal: Transitioned from Drive to MS Teams to organize and refine our comm methods. Both are project management tools used to share documents, projects, and chapter information with executive board. Able to use work from prior years as a guide for the future.

Evaluation: We have excelled in the use of document sharing and group project interactions. Uses include: Chapter operations documents (attendance and minutes), CRC planning, social media strategy, image file sharing, and file review.



MS Teams

Goal: Multipurpose platform used by our E-Board members to both store digital files and host online Teams meetings with guest speakers.

Evaluation: Platform had a positive impact on our chapter as it kept our files organized and expanded our access to guest speakers through its digital meeting capabilities.

External Communications

Goal: To use social media platforms, including LinkedIn and Instagram, to communicate with members and followers on upcoming events, guest speakers, reminders, and chapter happenings through digital and traditional methods.

Evaluation: We succeeded in meeting our goals and surpassed expectations by implementing a social media strategy of consistent weekly posts that would drive more traffic to our website and meeting links as well as grow our following on LinkedIn, Instagram & Facebook.



LinkedIn

Goal: To thank guest speakers and share chapter updates and achievements.

Evaluation: LinkedIn connected our members with professionals in the marketing arena and facilitated the interaction between our team and prospective guest speakers for our weekly events. We have connected with 364 people and averaging 30 reactions each post, we have been able to grow our profile and professional network. Additionally, it helped members to expand their network as they prepare to enter the workforce. Lastly, this contributed to our social media strategy, consistently posting to further grow our page and drive more awareness of our chapter.



External Communications

WMA Website

Goal: Our two primary goals with our website were to first, provide prospective clients with a clear glimpse into the work our chapter completes and our capabilities as a team. Secondly, we geared our website to attract talent from our diverse WCSU community to both increase their diversity and the amount of members in our chapter.

Evaluation: The website was completely revamped and refreshed per the guidelines from the website expert we'd welcomed to speak at our agency meeting. A team lead was appointed for this and throughout the semester, he regularly communicated with other team members (and the Executive Board) on new tasks that needed completion, to constantly keep the website clean and up-to-date.

Epic Hire



Goal: To help organize events, communicate with members, manage and track attendance, and create partnerships with companies.

Evaluation: Utilizing Epic Hire enabled us to improve tracking meeting attendance and gave members the opportunity to network with a variety of employers. The E-Board also found success in better communicating with the general members and planning events.



Facebook

Goal: To share the work we were completing with friends and family of our members. Updates our followers with events that we're hosting.

Evaluation: Posts were scheduled in advance to comply with our overall planned social media calendar strategy. Our content consisted of event updates and guest speaker details. With our 41 followers, we have been able to connect with our more social and older audience while maintain a professional relationship but getting connected. Develop a positive IMC image for the WMA and AMA. Links to purchase tickets to our Regional Conference and to donate to our Fundraisers were also provided on the page.



Outlook

Goal: To create a communication bridge between our E-Board and students that are not currently a part of the WMA and AMA.

Evaluation: Created communication between our WMA team and students that were not yet members. Quite effective strategy as 60+ students were regularly reached with chapter updates, opportunities and event details. Student info was obtained from our interactive booth at both, our Fall and Spring 'Clubs Carnival' events.



Instagram

Goal: To display an active presence on Instagram. Post at least once a week updating our followers with meeting details and campus happenings.

Evaluation: We successfully were able to achieve all our goals by using Instagram as a way to communicate our weekly meetings and guest speakers. We also consistently reposted the events and content from other clubs on campus to further increase our user engagement. There was a content interaction increase of 36% and total likes of 902. As a result of high activity, we were able to increase awareness and reach a diverse group of students.

CHAPTER OPERATIONS



Goal: Create a dependable and strong team of leaders to develop structure, engagement and productivity goals for our chapter.

Evaluation: Our E-Board has created interpersonal and professional relationships with one another. This has fostered an environment rooted in communication, hard work and cohesion. Together, we'd been able to continue to achieve chapter goals.

Involvement Points

Strategy: We'd analyzed our attendance records to see who was committed to being involved. In turn, this created a conducive list to who'd join us at the AMA ICC and who'd hold board positions for the coming semesters.

Evaluation: We kept accurate and specific attendance records for both of our Agency and WMA meetings to gauge who was consistently attending and contributing.

Committee Reports

Strategy: Each E-Board member is required to update the entire chapter on internal team goals during each meeting.

Evaluation: Each E-Board member consistently updated the entire chapter regarding ICC logistics and project progress as well as social media engagement, event planning and giving-back initiatives.

Summer Meetings

During the Summer of 2024, bi-weekly meetings were held with Executive Board members, general members, and advisors. This helped create communication and a cohesive plan for the school year going-forward.

Chapter Plan

Results: The Chapter Plan was properly completed and submitted to the AMA meeting all requirements and guidelines.

Member Feedback

Strategy: We used a Likert scale for quantitative feedback for our post-meeting surveys. Members were asked about perceptions of quality of guest speakers and chapter improvements.

Evaluation: At the end of each of our meetings, an email was sent out obtaining private feedback on both our guest speakers and client work. Insights were gained to improve our meetings.

E-Board Mentoring

Strategy: General members who've displayed leadership qualities have been selected as potential future Executive Board Members. Special meetings have been held to work on certain projects.

Evaluation: Each current Executive Board member shared insights about responsibilities and job duties to these mentees allowing them access to behind the scenes of running a Top Small Chapter. This training has begun to cultivate a strong E-Board for future semesters.

Advisor Meetings

These meetings were held as often as needed. An open line of communication was kept between Executive Board members and the Chapter advisors to give and receive advice and guidance. These meetings often kept our E-Board focused on the major goals and objectives of the semester.

Co-President's Report

Strategy: At every meeting the Co-Presidents gave a status report highlighting the current project and goals at hand. They also presented the progress towards accomplishing these objectives.

Evaluation: This allowed us to keep members updated about what is happening in WMA from the eyes of our leader. It brought all members "up-to-speed" and kept all members informed. The President provided information about our Agency@Ansell, WMA speaker sessions and upcoming events.

Executive Board Meeting Structure

Weekly Executive Board meetings were held with the President, both Vice Presidents, Agency@Ansell Director, Treasurer, Secretary, Social Media Coordinator, Community Impact Director and our DEI Officer. Our agenda consisted of communication regarding scheduling guest speakers, ICC logistics and progress with Agency clients.

Annual Report

Results: A designated team worked on and edited our Annual report for over three months. It was then approved by the e-board and submitted in accordance with all AMA guidelines and requirements, properly and on-time.

BUDGET



WMA Budget 2025-2026

Beginning Balance		\$9,014.12
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Revenue		
<i>Student Government Association</i>		
	SGA Allocation AMA ICC	\$3,200.00
<i>Chapter Travel Aid</i>		
	Bill Imada	\$2,500.00

Expenses		
<i>Chapter Operations</i>		
	Website Domain	\$27.25
	Website Hosting	\$370.09
<i>Chapter Travels</i>		
	Institute for PR Galla	\$2,500.00
	AMA ICC 2026	\$15,488.88

<i>Fundraising</i>		
	General Fundraising	\$3,044.71
	AMA ICC Ticket Sales	\$1,375.00
	Marketing Week	\$137.61
	Dean Allocation for ICC	\$12,000.00

<i>Professional Development</i>		
	WCSU Day Of Giving	\$50.00

Total Expenses	\$18,436.22
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Total Revenues	\$22,257.32
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Retained Earnings	\$3,821.10
Ending Balance	\$12,835.22

WMA's Experience at WCSU

Our executive board feels that being a part of the Western Marketing Association has certainly enhanced our experience at WCSU both socially and academically. Our executive board has created the opportunity to:

- Gain real world experience by working with local clients
- Acquire soft and hard skills
- Connect and engage with business professionals through skill-based workshops
- Develop relationships with Alumni
- Create content for their portfolio

These opportunities have not only secured job or internship opportunities for our executive board but also for our general board members.

WMA & Campus Life

WMA has strengthened campus life by collaborating with other clubs and organizations such as Student Nursing Association, WCSU Dining, WCSU Professional Clothing Closet, and WCSU Undergraduate Admissions: Marketing. WMA promotes events, fundraisers, and opportunities for more than 45 other campus life organizations.

Valuable Life Skills

Organizing events and leading an organization has taught us a myriad of valuable life skills. Organizing events, such as our Annual Regional Conference, has taught us:

- Project management skills
- Communication skills
- Problem solving
- Budgeting
- Time management
- Networking skills

Leading an organization has given us the opportunity to work with people from several different backgrounds with different skillsets. One area we've done an excellent job in is matching the skills of our members with the requirements of our client's work. Putting out a competent product and asking for donations was the foundation of our successful Agency this year. Additionally, our skill-based guest speaker workshops have helped members develop new skills, new connections and an improved collegiate experience to bridge the gap from their graduation to their career.