



WESTERN MARKETING ASSOCIATION

INNOVATE | INTEGRATE | MOTIVATE

ANNUAL REPORT 2022-2023

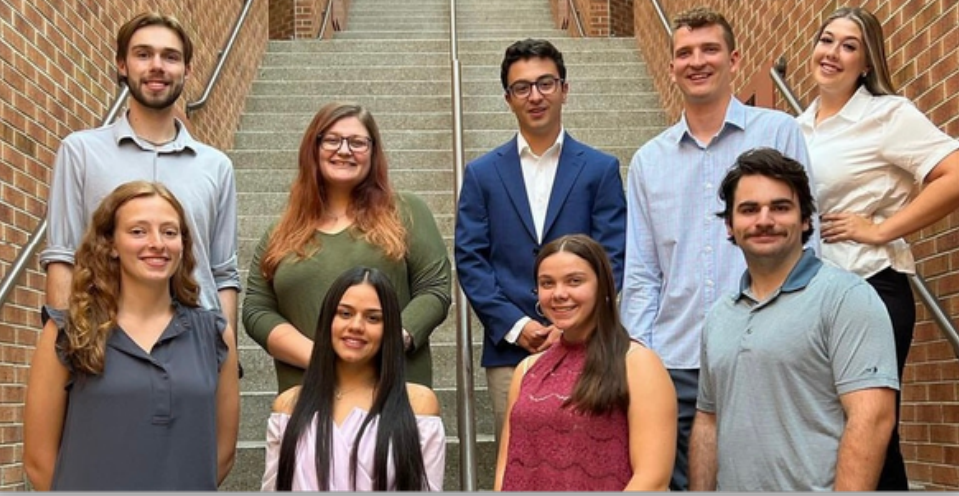


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EXECUTIVE SUMMARY



Executive Summary from the Executive Board

Dear AMA Team,

The Western Marketing Association has achieved almost every goal set in the chapter plan. Maintaining our top-small chapter, platinum status and hosting events that embrace DEI has kept our chapter on track. 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 Sixth Annual Regional Conference! We attracted 50+ students to our events. Here are some of the remarkable professionals our chapter has worked with this semester:

- Bill Imada - Chief Connectivity Officer - I.W. Group
- Steve Scebelo - President of NFL Players Association
- Alycia Hamilton - SVP Group Account Director - Digatas North America
- Rich Feldman- Head of Marketing, Finario
- Luis L. Sierra M.S. - Director, Collegiate Communities - American Marketing Association

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
- Targeted Ads
- Social Media Scheduling
- Website Modification
- Photo & Video Editing
- Trade-show Exhibit-booth Creation

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 the 7 Angels Theatre, a small, local business to the National Powerboat Association, a national recreational association. 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.

Achieving Platinum Chapter Status in 2021, we recognize that all 20+ members must work to continue to shine. Having a diversified chapter both academically and ethnically, contributes to our well-rounded perspectives and events. Since over 90% of our members are juniors and seniors, our 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.

Sincerely,

Western Marketing Association Executive Board

Dr. Ron Drozdenko
Advisor

Donna Coelho
Advisor



EXECUTIVE BOARD



Patrick Moody
President



Dominic Chiodi
Agency Director



Sophie Leeds
Vice President - Community Impact



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VICE PRESIDENT PROFESSIONAL DEVELOPMENT



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SOCIAL MEDIA DIRECTOR



MOLLY BELL
COMMUNITY IMPACT DIRECTOR



DANIELA ZAPATA -
DEI OFFICER



NICHOLAS VARBARO
TREASURER

CHAPTER OVERVIEW

Chapter Highlights



**WESTERN
CONNECTICUT
STATE
UNIVERSITY**

- Finalists for Case Competition 2023, Wall Street Journal
- Held 12 professional development events in the Fall, with 11 scheduled in the Spring
- Hosted 6th Annual Regional Conference, with at least one outside chapter attending
- Grew our member participation to full capacity
- Hosted 10 skill workshops with additional scheduled for Spring 2023
- 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 Associations strives to provide students with opportunities for professional marketing development, personal growth, and community service.

Leader Workshop Series

Goal: Host a minimum of 15 guest leader workshops throughout the Fall and Spring semesters, that allow members to meet with real-world business professionals. These guest leaders will provide members with knowledge in digital & interactive marketing, real-world case studies and DEI initiatives.

Evaluation: A total of thirteen guest leader workshops were hosted in the Fall semester with thirteen additional ones scheduled for the Spring semester. Guest leaders brought new perspectives to discussions and sparked dialogue between students and professionals. Association members were able to network and learn about the marketing arena.



Steve Scebelo
President, NFL Players Association

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

WCSU Alum, Steve Scebelo joined us as a keynote speaker this year at our 6th annual Regional Conference. Steve spoke about his diversity initiative DRIVEN. He also hosted a creative design competition with our chapter and members which was competed at our event.



Emily O'Toole
Operations Manager, Rebel Interactive Group

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

Emily O'Toole, a former WMA President joined us at our Regional Conference this year. She executed an activity in which our attendees were able to learn more about themselves and how to thrive in their future career environment. Being a manager, she emphasizes the importance of employee validation and how it promotes success.



Hannah Lafontaine
Associate Creative Director, Rebel Interactive Group

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

As a Marketer, Hannah realized that she enjoyed being a designer. During her hands-on Canva workshop, she taught students the importance of the basics of design, such as the usage of color, lines, shapes, and texture.



Rich Feldman
Head of Marketing, Finario

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

Rich Feldman is an expert in integrated marketing and has worked with some of the most well-known agency brands in the world. He presently serves as the Head of Marketing for Finario, a cloud-based FinTech solution for large enterprises, where he oversees all marketing initiatives, including those for digital, content, events, and promotions.



Luis L. Sierra, M.S.
Director, Collegiate Communities, American Marketing Association

Goal: 10 Members | **Results:** 13 Members

We had the pleasure of meeting Luis, in person at ICC 2022 and this past semester for a speaker session at WCSU. Sierra provided tips for ICC, professional chapters, student programming, first generation mentorship, diversity leadership institute, the AMA training info, while covering all the AMA benefits that come with your membership!



PROFESSIONAL DEVELOPMENT



Eljay Feuerman
Client Partner, Director of Insights & Ideation, IW Group

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

Eljay had met with our chapter and spoke to some of his marketing endeavors at IW Group. He dove into his role as Client Partner, speaking to one of his largest campaigns, the Moonlight Forest for the LA Arboretum.



Isabelle Ivankovich
Associate Account Executive, Amazon Web Services

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

Former President of the Montana State University-Bozeman AMA chapter, Isabelle was able to meet with us and highlight all of her AMA and marketing experience. She provided pointers for, ICC, internship advice, and stressed the importance of CRM in her role at AWS.



Kevin Warner
Global Director of Consumer Experience, Edgewell Personal Care

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

Kevin Warner's specialties are consumer behavior and online sales. Specializing in consumer experience, Kevin took us through the agency, client and vendor side of marketing. He highlighted the intricacies of email marketing, website optimization and hosted an interactive workshop based on CREMO, a brand who's digital presence, he manages!



Natalie Carnazza
Associate Marketing Manager, Hudl

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

Strategy-driven, Natalie has a strong background in marketing, communications, and the sports industry. Now as an Associate Marketing Manager, she spoke about the importance of strategically coming up with ideas and time-management skills for a specific campaign to increase visibility.



Alycia Hamilton
SVP Group Account Director, Digitas

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

Being well-rounded in her director position, Alycia shares her past and current managerial experiences. She explains how to efficiently navigate through the career journey by giving tips on how improve interviews and resumes.



Michael Bell
Senior Associate Director of Vendor Management, Boehringer Ingelheim

Goal: 10 Members | **Results:** 8 Members

Michael was able to open the eyes to many of our members by presenting two case studies, one being DEI focused. Explaining the intersection between marketing and operations, he showcased a mini workshop to challenge our members to help link these two different areas of business, showing how they work together.



Marketing & Innovation Week

Monday, October 10, 2022

Canva Workshop

In-Person

Hannah LaFontaine, of Rebel Interactive Group, led a Canva workshop to demonstrate basic Canva features and the potential the platform allows to enhance students' careers.



Goal: 10 Members

Participation: 10 Members

Evaluation: Our attendance goal was met, and students are continuing to use Canva to strengthen their digital design skills.

Tuesday, October 11, 2022

HubSpot Workshop

In-Person

Jake Nimmo, of Swag.com, guided attendees through HubSpot software use, techniques, and industry practices.



Goal: 10 Members

Participation: 15 Members

Evaluation: Students were able to get an insider's look into a platform commonly used in the business world today and our attendance goal was exceeded.

Wednesday, October 12, 2022

Big Idea Competition

In-Person

This annual interactive competition was open to all students who express interest in the entrepreneurial world. Participants presented their ideas to the attendees and were judged by a panel consisting of Richard Feldman, Kimberly Reddington, and Bill Imada



Goal: 10 Attendees

Participation: 20 Attendees

Evaluation: Three students presented their Big Idea and the winner got a grand prize of \$500. Our winner's idea was Stylin' Pups, a customizable pet collar that consumer's can interchange.

Thursday, October 13, 2022

Alumni Panel-DEI

In-Person

WCSU alumni Caroline Chavez and Genesis Hernandez answered current student's questions on PWC's initiatives on Diversity, Equity, and Inclusion.



Goal: 10 Members

Participation: 7 Members

Evaluation: Students were encouraged to think critically about connecting DEI in marketing to PWC. With each panelist being of Hispanic descent, Caroline and Genesis were excited to be working for a corporation that prioritizes DEI, as PWC does.

PROFESSIONAL DEVELOPMENT



Marketing & Innovation Week

Friday, October 14, 2022

Design Competition- Embrace your Mosaic
With members previous workshop done with Hannah Lafontaine on Canva, students utilized these skills to create a sticker that actively represents the theme of "Embrace your Mosaic". Steve Scebelo judged participants stickers that promoted the theme consistently.



Goal: 10 Members
Participation: 25 Attendees
Evaluation: Attendees were presented with strategic and critical thinking activities, as well as given insight to achieving success in the modern business world.

6th Annual Western Marketing Association Regional Conference



SPEAKERS WORKSHOPS NETWORKING

EMBRACE YOUR MOSAIC
DEI IN MARKETING

WESTERN CONNECTICUT STATE UNIVERSITY
FRIDAY 14 OCTOBER | TIME 9:00 AM - 3:00 PM

Friday, October 14 2022



Goal: 10 Members
Participation: 11 Members and 1 Outside Collegiate AMA Chapter

Evaluation: Our 6th Annual Regional Conference was a success. Participants were apart of workshops, competitions, and a networking session. We kicked off our conference hearing from:

- Rich Feldman, Marketing Strategist at Finario, spoke about current marketing trends and how to look for them in advertisements. He conducted a workshop using hypothesis testing on Bic Lighters on how to market to families more effectively.
- Emily O'Toole, Operations Manager at Rebel Interactive Group presented the connection between love language and how it is shown in the workplace. She hosted a workshop, where we answered a questionnaire that determined our preferred love language. This activity allowed participants to understand themselves and others. This promoted how to be an effective manager and how to ultimately promote success within a company.
- Steve Scebelo presented his campaign for DEI at NFL Players INC, called "Driven". He went through the product development of the campaign and how it addresses the diversity gap to create opportunities directed towards diverse entrepreneurs, and to spread awareness on DEI as a whole.

Design Competition: Winning Sticker
Steve Scebelo chose this design as the top winning sticker due to the consistency in design, catch phrase, and WCSU's brand.



Conducting the whole conference 100% in-person after almost two years of Covid-19 restrictions was an exciting achievement for the Western Marketing Association.

PROFESSIONAL DEVELOPMENT

Think Tank Series

Goal: Brainstormed with two local businesses to give feedback and techniques that would grow either consumer experience and or their online presence. In our Think Tank sessions, we were able to give advice to these clients and display ideas to improve current issues their business was having.

Evaluation: We were able to assist a total of 2 Connecticut based businesses.

Online Presence

Goal: 10 Members

Results: 10 Members



Andrew Pastilha of Refresh Crafx came to us seeking marketing support! He needed ideas when it came optimizing his social media presence for his graphic design business.

Consumer Engagement

Goal: 10 Members

Results: 8 Members



Elite Shop CT consulted with us to review their demographics, optimize their pricing models, seek advice on social media consistency and merchandising. The owner provided a physical tour of the location and discussed a full business and marketing plan with our team.

Skills Workshops

Social LinkedIn/Personal Branding

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

Natalie Carnazza, Brand Marketing Coordinator at Hudl and former WMA Chapter President, hosted an interactive LinkedIn and Personal Branding workshop in which students had the opportunity to receive excellent tips for a proper LinkedIn profile in addition to insights for the do's and don't when it comes to networking.

HubSpot

Goal: 5 Members | **Results:** 7 Members

Jake Nimmo, Marketing Operations Manager at Swag.com, hosted an interactive workshop showcasing details and features of Hubspot and Google Ads. He stressed the importance of automation, described his background in coding and showed how he collects customer insights utilizing LinkedIn polls.

Website Redesign

Goal: 10 Members | **Results:** 18 Members

Hannah LaFontaine, Associate Creative Director at Rebel Interactive Group, hosted an in-depth website redesign workshop where she critiqued our current chapter website and provided specific changes she'd make to improve UX, accessibility, aesthetics and content. She emphasized the need for your website to be geared toward your target audience.

Canva Workshop

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

Associate Creative Director at Rebel Interactive Group, Hannah LaFontaine hosted an interactive Canva workshop to design your own sticker themed "Embrace Your Mosaic." Hannah covered all the intricacies and details within Canva. This event prepped our members for the sticker competition at our 6th Annual Regional Conference.



COMING
SOON!

Executive & Alumni DEI Panel - April 18th, 2023

Goal: 10 Members

WMA has invited several alumni and marketing executives to speak to our chapter. Topics of discussion will consist of DEI and its impact on business, challenges of being the minority and benefits and shortcomings of working for a DEI centric company.

PROFESSIONAL DEVELOPMENT



ICC Competitions

Wall Street Journal Student Case Competition

Goal: Top 10 Chapter Finalist
Participation: 8 members
Evaluation: We achieved our goal at placing in the Top 10 for the Case Competition and will be competing at ICC with 4 of our members.

Chapter Plan

Goal: 1 Member to lead team
Participation: 3 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 form a sales pitch to the well-known brand, Sherman Williams, regarding painting supplies. Members will use their communication and marketing skills to demonstrate a sales scenario.

T-Shirt Competition

Goal: 3 Members
Participation: 5 Members
Goal: Win best T-Shirt
Strategy: Hosted our own internal t-shirt competition to gather ideas and collaborate so a final design was created.

Best Recruitment & Social Impact Video

Goal: Place in Top 10
Participation: 3 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: 3 Members
Goal: To compete & place
Evaluation: The team created a new version of our website using Wix, featuring an updated leadership and home page.

Exhibit Booth

Goal: 4 Members
Internal Sign-Up: 5 Members
Strategy: Form a design plan that showcases our small chapter and the achievements we have reached over the years. Finalized a plan that would be interactive for all at ICC.

Perfect Pitch

Goal: 1 Member
Internal Sign-Up: 1 Member
Strategy: Participate in a 90 - second interview positioning yourself as "right for the job." Provide two to three key examples for why you're the ideal candidate. Support these qualifications with examples. End goal is to get hired and close the deal

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 Lead
Participation: 3 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.

PROFESSIONAL DEVELOPMENT



Agency@Anzell



Agency@Anzell is the student-run advertising agency of the Western Marketing Association. The average attendance of our weekly meetings was 20 members, which was exciting as we'd certainly seen a spike in interest in the club! The Agency@Anzell 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 website design, SEO, logo design, social media management, market research, brand visibility, and UX design. This year we focused on working with small businesses, and alumni to successfully fulfill and exceed their marketing needs.

Our Teams

7 Angels Theater

Participation: 10 Members
Evaluation: 7 Angels Theater needed a complete social media overhaul. Our team prepared a comprehensive marketing plan aiming to increase brand awareness and enhance their digital footprint through a social media schedule.

Therapy Kinctions

Participation: 5 Members
Evaluation: Therapy Kinctions, a pediatric therapy LLC is actively looking to spread brand awareness throughout the CT/NY area. We are working with the owners to revamp their social handles and use google tools to boost them in searches.

National Powerboat Association

Participation: 6 Members
Evaluation: The National Powerboat Association is seeking help with our members to create a new social media strategy, as well as coordinate and organize promotional content for the NPBA 2023 event. Members have also started updating and auditing current information and resources for the association.

Agency@Anzell

1 AMA Website Competition Team
Participation: 2 Members
Evaluation: Starting in August 2022 a website development task team was made to begin making changes in preparation for the submission. Overall three students spent over 40 hours making edits and analysis using their Wix, Google Analytics, CRM, and SEO Skills

2 AMA Recruitment Video Competition Team
Participation: 3 Members
Evaluation: A team was assigned and from there a storyboard layout began. Over the course of the semester plans were made and others were recruited to join the team. Upon many edits and revisions a video was submitted by using their video production skills.

3 AMA Undergraduate Research Competition Team
Participation: 2 Members
Evaluation: Students actively prepared for this competition by compiling and consolidating research done for an environmental non-profit. All material was thoroughly reviewed prior to submission.

4 WMA Social Media Strategy Team
Participation: 2 Members
Evaluation: A team leader was assigned during the Fall of 2022 and two members met periodically throughout the semesters to make sure strategy was continuously being updated and implemented by their research.

5 WALL STREET JOURNAL CASE COMPETITION
Participation: 8 Members
Evaluation: During the fall semester a group of 8 members worked on creating a case for the Wall Street Journal Case competition. Twice weekly meetings were set, and mini deadlines were imposed to reach the highest level of productivity. Students wrote a comprehensive marketing strategy that included market segmentation, survey distribution, research, analytics, and creative design.

PROFESSIONAL DEVELOPMENT



Spring Semester



Bridgette Pasquarella
Director, Advertising Effectiveness, Warner Bros. Discovery

Goal: 10 Members

Bridgette Pasquarella will be speaking to her position at Warner Bros. in advertising effectiveness. Showing our team her campaigns and strategies, she'll emphasize the importance of marketing in the entertainment industry.



Isabela Ricardo
Senior Analyst, Digital Engagement

Goal: 10 Members

As part of the Verizon Adfellows Program, Bela Ricardo worked for four different businesses, including American Express, where she eventually got a senior position as a media analyst. She'll be coming in to speak about how marketing intersects with finance.



Jared Randle
Junior Comms Strategist, Droga5

Goal: 10 Members

Junior Comms Strategist, Jared Randle will be visiting our chapter to speak in the spring. He'll be highlighting his projects and work with Droga5 through a workshop, with a DEI flare. Projects for their clients will also be shared. Their clients include, JPMorgan Chase, Meta, and The New York Times.



Kimberly Reddington
Freelance Marketing Strategy Consultant, linkedkim

Goal: 10 Members

Freelance Marketing Strategist, Kim will highlight one of her projects at linkedkim as well as provide us insights from her volunteering with several organizations such as the Pink Chair Project. She may also dive into her role as Digital Marketing Manager for On the Mend Medical Supplies & Equipment.



Kassandra Ruiz
ArtDirector, Matathon Strategies

Goal: 10 Members

Having earned her MFA, Communication from Pratt Institute and now holding position as Art Director at Marathon Strategies, Kassandra Ruiz is going to highlight how meaningful it is to convey a story behind meaningful design, branding and marketing campaigns.



Alejandro Calderon
Associate Account Executive, Alliant - The Audience Company

Goal: 10 Members

Alejandro Calderon is going to present a presentation and workshop rooted in the intersection of marketing and digital audiences. He's a data-focused marketing professional, a person we're excited to have returning to speak to our members.



PANCHINKO

Fundraiser

Working alongside Apple TV and PACHINKO, our task was to gain the most amount of sign-ups for Apple TV +. With PACHINKO as the premiering program on the platform, we were able to **place 3rd place nationally** in acquiring the most amount of signups on the platform! It was an excellent opportunity to work with the Apple TV + team and raise \$250!

Puerto Rico

Fundraiser

In support of the tragedies that'd taken place in Puerto Rico, our chapter raised \$300 through our fundraising efforts. Specifically at the Hispanic Heritage Month event, we'd created custom goodie bags filled with Hispanic and ethnic candies as an incentive to donate to our fundraiser. Students were excited to try the different candies and contribute to a good cause as well.

Outlets we'd utilized to encourage donation:

- Hispanic Heritage Month Event
- Social Media
- Email Marketing
- Word-of-Mouth

Custom T-Shirts

Fundraiser

Nothing says chapter morale like custom tees! Designing and creating custom WMA tees was an experience as our chapter learned the intricacies of Canva. We sold our tees at campus wide events raising \$200 from our weekly meetings and bingo night! Spreading chapter morale, and raising money while doing so, were two direct benefits of this fundraiser.



COMMUNITY, SOCIAL IMPACT AND DEI

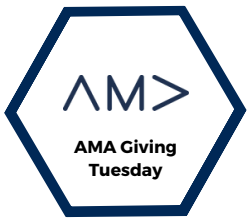


Goals:

- Increase awareness within our community by utilizing our marketing skills to help a non-profit, and members of our community reach their respective goals - especially amidst the pandemic
- Fundraise money to organizations in need

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



AMA Giving Tuesday
Our task: Our Chapter discussed and decided to raise money for the AMA Giving Tuesday Campaign. In all, \$150 was donated.



Puerto Rico - Hurricane
Our task: We took the initiative to raise funds for Puerto Rico. Our goal was to help those who had lost their homes and required assistance acquiring basic necessities.



WCSU Alumni Association
Our task: Our Chapter has hosted a think tank series with the WCSU Alumni Association where we were able to discuss and brainstorm ideas for increasing upcoming attendance.



WCSU Day of Service
Our task: Our chapter leaders recruited several WMA members to volunteer in the community. Activities consist of gardening, picking up litter, raking and clearing up trails. This was an important event for the betterment of our WCSU community.



Executive & Alumni DEI Panel - April 18th, 2023
Goal: 10 Members
WMA has invited several alumni and marketing executives to speak to our chapter. Topics of discussion will consist of DEI and its impact on business, challenges of being the minority and benefits and shortcomings of working for a DEI centric company.

The National Millennial & Gen Z Community



The NMC 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 Disney, Netflix, Verizon, and McDonald's.

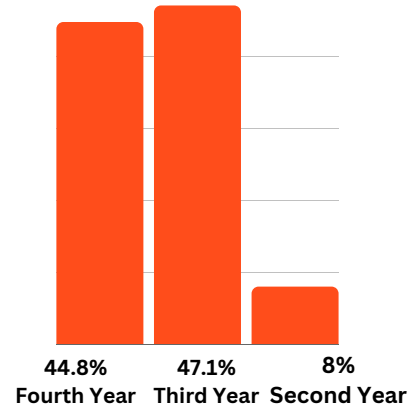
Evaluation: We currently have two members who play an active role in the community which includes participating in various executive calls, attending conferences, and career development webinars.

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, seeing an increase in the rate of sophomores has us hopeful for the future of our chapter.

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 (10 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	★★★★★	20 AMA members.

RECRUITMENT



Fall Clubs Carnival (Student Government Association)

Goal: 5 Members

Participation: 10 Members Assisted

Goal: To recruit diverse students from various grades, majors, and interests at one of the largest events in the beginning of the semester

Strategy: Create a booth at Clubs Carnival, a university wide event, to promote the Western Marketing Association, by promoting the benefits of membership and collecting contact info via an interactive game and raffle

Evaluation: Our Clubs Carnival event was quite successful in gaining more contact information from 50+ prospective students and increasing club awareness



Hispanic Heritage Month Career Panel (Latin American Student Organization)

Goal: 4 Members

Participation: 8 Members

Goal: Work with LASO to promote the Western Marketing Association and connect with attendees to acquire a diverse group of prospective members.

Strategy: Set up a booth with our WMA flyers, hand out goodie bags with Hispanic candies, and our WMA sticker. We also promoted our Puerto Rico Fundraiser at the event as well to help reach our goal of donations.

Evaluation: A highly successful event, where we received attendee's emails to add them to our weekly emailing list. As well, as raised \$300 at the event for Puerto Rico.



Spring Kick-Off Meeting

Goal: 10 Members

Participation: 15 Members

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.

Presenting To Marketing 101 and 200 Classes

Goal: 1 Member

Participation: 1 Member

Goal: Recruit eager underclassmen that are beginning their journey into the marketing arena. The goal here is to reduce attrition and increase the diversity among members in majors and ages.

Strategy: The designated representative would present using a PowerPoint, to showcase who we are, what we do, how to get involved and why it's beneficial to join highlighting our constant networking and experiential opportunities.

Evaluation: Assigned member worked with professors to coordinate time slots to come in and present to students. Our chapter had new members join and said the presentation encouraged them to come to our meeting.

Spring Clubs Carnival

Goal: 3 Members

Participation: 6 Members

Goal: Meet at least 10 new people interested in joining the WMA and AMA

Strategy: Engage students who show an interest and could be a valuable asset. Speak about client work and networking opportunities the chapter provides, in addition to creating an open line of communication for anyone interested.

Evaluation: Our Clubs Carnival event was fairly successful in gaining more contact information from 50+ prospective students while increasing chapter awareness.

COMMUNICATION

Internal Communications

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



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.



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.



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.

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. 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'd geared our website 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.

Chapter Tees

Goal: To create WMA branded T-Shirts and have them sold to all of our members + students at each of the events we'd hosted / participated in.

Evaluation: Purchased 50 tees for our chapter. Sold one to each and every member + sold quite a few at school events such as the Hispanic Heritage Month event and our campus-wide Bingo night.



Facebook

Goal: To share the work 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. 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 apart of the WMA and AMA.

Evaluation: Created communication between our WMA team and students that were not yet members. Quite effective strategy as 50+ 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 661% and total likes of 324. 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 2022, 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

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.

President's Report

Strategy: At every meeting the President gave a status report highlighting the current project and goals at hand. He 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@Ancell, WMA speaker sessions and upcoming events.

Executive Board Meeting Structure

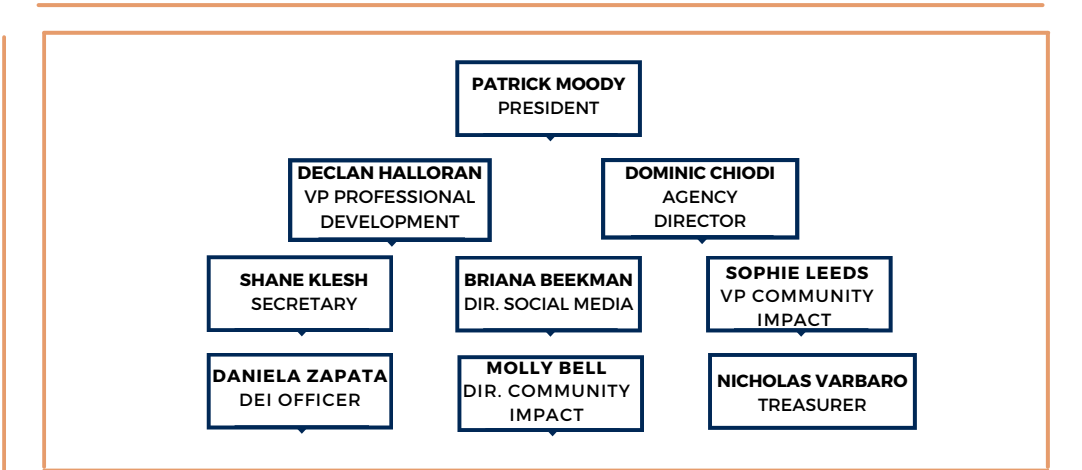
Weekly Executive Board meetings were held with the President, both Vice Presidents, Agency@Ancell Director, Treasurer, Secretary, Social Media Coordinator, Community Impact Director and our DEI Officer. Our agenda consisted of communication regarding scheduling guest speakers, ICC logistics and progress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

WMA Budget 2022-2023

Opening Balance		\$13,167			
Revenue			Expenses		
Student Government Association			Chapter Operations		
	Fall Clubs Carnival	\$150		Fall Clubs Carnival	\$150
	Spring Clubs Carnival	\$150		Spring Clubs Carnival	\$150
	Interest Meeting	\$100		Operations	\$200
	Big Idea Competition	\$150		Website Domain	\$10
	AMA ICC 2023	\$10,745		Website Hosting	\$204
	Regional Conference	\$150		Promotional Products	150
	Sticker Competition	\$60			
	Website Development/Fees	70			
	AMA Memberships	\$725	Professional Development		
				AMA ICC 2023	\$10,745
Fundraising	Pachinko	\$250		Marketing Week	\$60
	Puerto Rico	\$300			
	T-Shirts	\$200			
	AMA ICC Ticket Sales	\$2,100	Community & Social Impact		
				Community Fundraiser	\$500
	Fundraiser to Community	\$350			
	Total Revenues	\$15,500		Total Expenses	\$12,169



CLOSING STATEMENT



What did you learn from organizing and executing events?

We learned how to properly and efficiently host an event. The event tasked us in figuring out a way for people to purchase tickets to attend our annual conference.



What can your club/organization improve for next semester?

We are looking to improve on our ways of reaching out and organizing guest speakers in our calendar.

We created a team that was tasked in acquiring speakers, this has been a positive and negative. Having a group of people working on this has allowed us to reach out to a lot more people, however we ran into trouble when booking with overlap.

Changing up our strategy to have people reach out and redirect to one person had improved our efficiency. We plan on making a google calendar where our speakers can see our availability and sign up for a day/time.

Do you have any feedback on engage? Any issues or concerns?

We have no feedback nor any issues/concerns regarding engage.

