Mark
... and rising
State University of New York, College at Oneonta
2009-2010 AMA Chapter Plan
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CHAPTER OVERVIEW

Mission Statement
OnMark is of and for AMA, our membership, and the students of SUNY Oneonta. Our members seek to engage in professional marketing services, with the expectation of exceeding our clients’ goals for the benefit of all. We pledge exceptional professionalism through hands on experience, and real world encounters, while continuously aiming to satisfy as many worthwhile needs of our campus and the local community as possible.

AMA Executive Board
The 16 members of the AMA Executive Board are a team of students who endeavor in every way to do what is in the best interest of all our constituent groups. Through careful planning, organizing and communicating, we work together to implement our activities and events in ways that will make us one of the finest AMA Chapters. We are eager to continue and enhance our previous successes.

Chapter Environment
We are a student organization within a small, rural college located in the mountains of New York State. This is both an advantage and a disadvantage for us as students who are exceptionally motivated. The advantage is that we are approximate enough to engage in outreach in many respects in many different directions. Furthermore, because of our track record of success, many local business entities and social support organizations are inclined to turn to us for help. The disadvantage is that we are somewhat isolated with no community of 10,000 people or more within a 60-mile radius. Over the years, our endeavors have distinguished OnMark as one of the most successful AMA Chapters within the highly reputable SUNY system.

Target Market
In order to increase membership and attract new students to our chapter, we needed to focus on who would benefit from becoming an AMA member. Below, we identified our potential target markets based on supposition and reasoning.

Primary Market: Business Economics and Accounting majors with marketing concentrations
Tertiary Market: All other academic majors

STRENGTHS
◊ Energetic and enthusiastic Executive Board with fresh ideas.
◊ One of the largest student run organizations at SUNY Oneonta.
◊ Strong core of diverse dedicated members from a variety of majors.
◊ Highly regarded organization within the campus and local community.
◊ Broad based involvement in local and national community service projects.
◊ Only undergraduate organization in the county dedicated to marketing.

WEAKNESSES
◊ Total membership numbers are down compared to recent years.
◊ Financial position that is somewhat eroded.
◊ Limited communications with the Albany NY Professional Chapter.
◊ Small rural town environment limits multinational corporation connections.
◊ Chapter Officer binders need updating to better enhance transitional communications between officers.
◊ Insufficient emphasis on providing graduating students with information concerning the AMA Bridge Program.
OnMark

OnMark is the official brand name of the SUNY Oneonta Marketing Club. The OnMark brand was developed in hopes of distinguishing our group among other AMA chapters while establishing more of a professional appearance. The current theme for the 2009-2010 academic year is “OnMark & Rising,” which serves as a platform for continual growth within our chapter. This year we are expanding to enhance our relationships with other SUNY Oneonta students, our local community, and neighboring businesses. In addition, we are striving to provide a solid foundation for future generations of OnMark.

Chapter Goal

OnMark’s goal is to serve as a resource to connect students with local firms in order to develop an interactive and career-oriented experience for post-graduate endeavors.

Chapter Objectives

OnMark’s objective is to provide members with hands-on participation in various marketing activities and real world experiences. We also want to offer valuable information and experience to members regarding career development, as well as networking opportunities with local and international businesses.

Career Planning

Goals

◊ Invite Oneonta alumni to offer their real world experiences and networking opportunities to OnMark members
◊ Reconstruct our career requirements packet to include a variety of majors and descriptions of future career opportunities
◊ Hold 2 Career Planning & Development seminars which focus on resume building, interviewing, and other career enhancing activities

Strategy

OnMark plans to have our former Oneonta AMA President Shayne Spencer inform students about the post-graduate employment process. His experiences with OnMark provided him with the knowledge and background to branch out into the business world and earn a position with Momentum Worldwide. We will also have Matt Munson, SUNY Oneonta’s Career Development Director facilitate resume building and cover letter skills through an interactive workshop involving AMA members. Our last strategy is to have our Vice President of Careers implement the career packet reconstruction process.

Media Kit Packet

Goals

◊ Have 5 AMA members update and maintain our media kit
◊ Approach 20 different local businesses with our media kit

Strategy

Last year OnMark created a media kit. We wished to expand our marketing and advertising outreach to local companies and organizations in order to reinvigorate and sustain a dynamic local economy. This year OnMark is revamping our media kit packets in the hope of making it easier for local businesses to get involved with OnMark.

Professional Outings

Goals

◊ Have 3 marketing focused outings throughout the year to provide members with networking opportunities and real world business views
◊ Have 7 AMA members attend each event

Strategy

OnMark plans to get in touch with businesses in the surrounding areas that are of interest to our members. We will also be promoting outings at our general interest meetings and through weekly internal communications such as our newsletter and e-mail.

Speakers

Goals

◊ Host 2 guest speakers including Oneonta alumni and campus affiliates
◊ Host 3 professional guest speakers including business owners, company executives, and marketing professionals
◊ Have 30 AMA members participate in each seminar

Strategy

OnMark plans to get member feedback through surveys on what speakers would interest them the most. We will also be contacting local and national companies to arrange professional speaker seminars. Our strategy includes networking with Alumni, Students, and the community to attract speakers.
Marketing Week

Goals
◊ Design and implement 2 marketing weeks to support our Chapter and the local community
◊ Host one event every day during “Marketing Week”
◊ Have 30 AMA members attend the events during the week
◊ Generate $3,000 in revenue for the local community

Strategy
OnMark’s strategy is to develop event ideas at executive board meetings in order to generate revenue into the local community. We will be informing AMA members about “Marketing Week” at general meetings and through internal communications.

Internship Assistance

Goals
◊ Inform members of potential internship opportunities in the Northeast region
◊ Provide members with an internship packet of 30 different possible opportunities to pursue
◊ Inform members about career fairs and internship opportunities through our campus’ Career Development Center and SUNY Systems Administration in Albany

Strategy
OnMark’s strategy is to team up with our Career Development Department to provide and help students with internships.

Marketing Projects

Goals
◊ Participate in 3 professional marketing projects throughout the year to prepare members for professional business situations with hands-on experience
◊ Have 10 AMA members participate in each of these projects

Strategy
Our members will be contacting various local businesses throughout the community and region offering OnMark’s services to those in need of assistance. OnMark has approached Domino’s Pizza, a local franchise of an international chain, with the prospect of creating a cooperative advertising promotion to increase brand awareness within the chain while increasing the membership of OnMark.

COMMUNITY SERVICE

Chapter Goals
OnMark’s goal is to seek out dynamic community service opportunities wherever possible that will allow our members to engage in a broad range of philanthropic activities. We also want to offer services that will not only benefit the campus but also the community and region through participation in charitable events, donations, and volunteer work.

Chapter Objectives
OnMark’s objective is to make members aware of the multiple community service avenues we have as an AMA chapter by continuously raising awareness, making donations, and participating in support efforts for charitable organizations. We wish to benefit national causes while also providing our members with opportunities to practice marketing skills and participate in community service events.

Muscular Dystrophy Telethon

Goals
◊ Have 5 AMA members participate in the Jerry Lewis Muscular Dystrophy Telethon
◊ Raise $150 in donations to support Muscular Dystrophy

Strategy
The Jerry Lewis Muscular Dystrophy Telethon works to overcome muscular dystrophy and related diseases through donations geared toward medical research. OnMark’s strategy is to connect with the local community to request charitable contributions by encouraging others to call in and make pledges to help the cause.

Runs and Walks

Goals
◊ Contribute and participate in 3 runs/walks per semester
◊ Participate in the “Friends for Recovery” walk to support patients recovering from substance abuse
◊ Partake in the “Pit Run” to support the Ricky J. Parisian Scholarship on behalf of a local police officer who was killed in the line of duty
Donate $100 to the “Rally for Mental Health” to support mental-health awareness programs and services
Play a part in the 2009 “Kidney Walk”
Take part in the “Heart Run & Walk” in support of the American Heart Association
Take part in working with the “Relay for Life” committee to support those suffering from cancer
Have 20 AMA members and 50 students participate and contribute to the runs/walks per semester

**Strategy**
OnMark is organizing The 2009 Oneonta Kidney Walk. This is a non-competitive, educational fundraiser that highlights awareness and prevention of kidney and urinary tract diseases. It also raises awareness of the importance of being an organ donor.

### Mentoring Program

**Goals**
- Provide high school students who are interested in the business field with valuable skills that can be used in all aspects of life
- Have 5 AMA members participate in the mentoring program

**Strategy**
OnMark is creating a mentoring program for students in Milford Central High School who have a desire to enter the business world. We will be working alongside students to prepare them for college courses by providing them with valuable marketing and business skills that will enhance their knowledge. We hope to broaden their views of the business world while also teaching skills that can be used in all aspects of life.

### NINASH

**Goals**
- Work alongside the NINASH foundation to help put disadvantaged children in India in school
- Have 10 AMA members participate in this project throughout the year

**Strategy**
OnMark is working alongside the NINASH Foundation helping to put “untouchable” children in India in school. NINASH works to mitigate suffering for the socially and economically disadvantaged within the US and abroad; to provide educational funding to promote literacy among children and adults throughout the world; and to assist the cultural community within the US and abroad by providing funding relating to artistic education.

### Jessica Dresser

**Goals**
- Work with the “Jessica Dresser Fund” to support a girl with cancer
- Generate $100 to support a child with cancer
- Have 10 AMA members participate in event preparation
- Have 25 non-members participate in the event

**Strategy**
OnMark is working with the Jessica Dresser Fund to support a local child with cancer. There will be a fundraising event in the form of a carnival held at the 6th Ward Booster Club. Our members will be working alongside the Jessica Dresser Fund planning and advertising committee as well as raising donations to support the cause.

### FUNDRAISING

**Chapter Goal**
OnMark’s goal is to generate revenue of $5,500 to better stabilize our Chapter’s financial position.

**Chapter Objective**
OnMark’s objective is to develop and establish long-lasting relationships with local businesses, student organizations, and students themselves participating in OnMark’s fundraising efforts.

### Student Fashion Society

**Goals**
- Raise $1,000 to support our Chapter’s financial position
- Have 10 AMA members participate in event preparation
- Have 100 non-members attend the event

**Strategy**
The Student Fashion Society of SUNY Oneonta hosts a very successful fashion show every year on campus. The venue has previously filled every year before, dazzling its audience with the latest edge from the talented Student Fashion Society. This year OnMark plans to co-host the event along with the Student Fashion Society, transforming it into an epic fundraising endeavor for both student organizations.
Corporate Sponsorship Program

Goals
◊ Acquire at least 2 local company sponsors
◊ Raise $1,000 to support our Chapter’s financial position

Strategy
OnMark’s corporate sponsorship program is an ongoing project that was created last year to help promote local businesses and raise valuable funds for our chapter. OnMark’s strategy is to expand the sponsorship program to offer promotional opportunities to community businesses for current and future endeavors.

Telethon

Goals
◊ Raise $1,000 to support our Chapter’s financial position
◊ Have 5 AMA members participate in the telethon

Strategy
OnMark’s strategy is to organize and conduct a telethon where AMA members will contact alumni, and local community residents asking for donations to support OnMark’s endeavors.

MEMBERSHIP

Chapter Goals
OnMark’s goal is to focus on increasing our American Marketing Association membership beyond the 59 that we had at the start of the school year. Additionally, our primary goal is to increase activities and involvement among our current members while emphasizing the benefits of being a part of AMA and OnMark.

Chapter Objectives
OnMark’s objective is to recruit current and incoming students by raising awareness of opportunities created by OnMark and AMA. We also hope to retain current members and amplify student activity within our club.

Membership Drives

Goals
◊ Have 3 membership drives per semester
◊ Have 10 AMA members participate in each drive
◊ Have 20 new students join our AMA Chapter

Strategy
OnMark’s strategy is to host 3 membership drives per semester in order to recruit more members into our club. We plan to organize membership drives in our school’s quad and campus dining halls. AMA members will be handing out flyers during these events while explaining our club’s purpose and how students can benefit from joining. There will also be a mailing list where students can leave their information.

Club Exploration Day

Goals
◊ Participate in “Club Exploration Day” at the beginning of the fall semester
◊ Have 10 AMA members work the booth
◊ Have 30 students join our mailing list

Strategy
Club Exploration Day, which attracts over 1,300 students, is held early in the Fall Semester at Oneonta’s Hunt Student Union. This event allows each club recognized by the Student Association to host a table to raise awareness and gain new members. OnMark will hand out free giveaways during these events to attract students to the table. Members will converse with students explaining our club’s purpose and how they can benefit from becoming AMA members. We will also provide advice concerning how other clubs can use our marketing services throughout the school year.

Awards Program

Goals
◊ Present one “Member of the Month Award” to the most active member, monthly
◊ Update our “Active Member Point System”
◊ Increase member participation and retention by 20%

Strategy
OnMark’s strategy is to encourage active participation and increase membership retention by offering members awards and incentives for becoming actively involved. Awards also serve as good resume builders for members.
## Team-Building Exercises

**Goals**
- Organize 3 team-building exercises per year
- Have 10 AMA members attend each team-building event

**Strategy**
OnMark’s strategy is to organize 3 team-building events throughout the year in order to improve member communication, trust and teamwork. One idea was to take part in a Low C.O.P.E. Course or “Challenging Outdoor Personal Experience.” These courses involve challenging activities that improve leadership, self-confidence, and cooperation.

## Recruitment and Retention

**Goals**
- Increase membership by at least 10% beyond the 59 members with which we began the year
- Increase active participation among our organization’s members by 20%
- Enhance our website to better communicate the breadth of our activities and the benefits of AMA membership
- Distribute Chapter Membership Cards identifying AMA status

**Strategy**
OnMark’s strategy is to improve our advertising campaign throughout the campus and community through internal and external communications such as flyers, e-mail, word of mouth, networking, and our website. We plan to have members speak at the beginning of classes to inform students about OnMark and its benefits. OnMark is also going to incorporate our awards program into the mix to attract and retain members.

## INTERNAL/EXTERNAL COMMUNICATIONS

### Chapter Goal
OnMark’s goal is to ensure active communication and promotion of OnMark activities among members, students, faculty, alumni, the Oneonta community, with other AMA chapters, and with the Albany Professional Chapter.

### Chapter Objectives
OnMark’s objective is to utilize print media and the Internet to establish strong internal and external communications. We also wish to establish a better connection with regional AMA Chapters and the Albany AMA Professional Chapter. Finally, we strive to promote and maintain positive relations between OnMark and SUNY Oneonta Alumni.

### OnMark & Up-to-Date

**Goal**
- Issue our monthly newsletter, “OnMark & Up-to-Date” to recognize our Member of the Month, report past activities, and inform members about current and upcoming events.

**Strategy**
OnMark will designate an executive board member to design and construct our monthly newsletter and make copies for all members.

### SunyOnMark.com

**Goals**
- Recreate the OnMark website in order to make it a more efficient form of communication
- Increase traffic to the site
- Update events, pictures and information on a weekly basis
- Create discussion board for members to exchange ideas and information

**Strategy**
OnMark will be reconstructing our current website into a more informative, user-friendly page. This is necessary in order to establish a strong online presence for OnMark as a chapter. We will provide members with a weekly updated schedule of events, a discussion board to exchange ideas, and contact information to expand involvement. It will also serve as a medium for OnMark’s members to communicate with each other and the community.

### Electronic Updates

**Goals**
- Use the campus-wide weekly broadcast e-mail to inform students about OnMark’s meetings, events, and community service projects
- Update e-mail contact list to establish a better connection with our members

**Strategy**
OnMark will designate an executive board member to update e-mail contact lists along with creating weekly e-mail to update general members.
**Alumni**

**Goal**
- Establish a better connection with alumni that will positively benefit our chapter

**Strategy**
OnMark will host one Alumni weekend to establish networking connections with former members. We plan on contacting alumni for speaker opportunities and will also be requesting Alumni donations to better our financial position and enrich our Chapter’s capabilities.

**Regional and Professional Chapters**

**Goals**
- Attend at least 1 regional AMA conference
- Contact and interact with the Albany AMA Professional Chapter 3 times a semester to build a beneficial relationship
- Communicate with regional AMA Chapters via e-mail and phone

**Strategy**
OnMark’s strategy will be to focus more of our attention on networking and communication with regional and professional chapters.

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**CHAPTER OPERATIONS**

**Chapter Goal**
OnMark’s goal is to maintain an exceptional reputation on the SUNY Oneonta campus and within the local community. It is our goal to provide students with opportunities to develop professionally with exemplary communication skills and foundations for networking.

**Chapter Objectives**
OnMark’s objective is to sustain the efficient organizational structure that has been used in previous years, while integrating valuable methods into our processes that are utilized in professional settings.

**General Membership Meetings**

**Goals**
- Hold 4 general membership meetings a month to announce upcoming events and opportunities
- Explain the role and importance of each position during our general membership meetings
- Have 40-60 students attend each meeting

**Strategy**
OnMark’s Executive Vice President will conduct weekly general membership meetings to announce past successes, current happenings, and upcoming events. After general information has been shared, the floor is then open for officers and students to interact freely and socialize with whomever they please. The social dynamics and interaction during our membership meetings allow students to better approach the Executive Board officers in a friendly and inviting setting. We endeavor to create the most positive atmosphere possible.

**Executive Board Meetings**

**Goals**
- Hold Executive Board meetings 4 times a month while school is in session to discuss upcoming activities, chapter operations, and general membership meetings
- Have 90% of our executive board members attend each meeting

**Strategy**
OnMark’s President will conduct executive board meetings throughout the semester. His role will be to organize the meeting time and location based on members’ availability.

**Officer Binders**

**Goals**
- Maintain organized officer binders for new officers to utilize in future years
- Make the transition process simpler for new officers

**Strategy**
OnMark’s strategy is to assign each Executive Board member new officer binders to keep better records of their work and accomplishments.
**Chapter Plan**

**Goals**
- Meet 8 times a month to plan and develop Chapter Plan/Annual Report ideas and concepts
- Use the Chapter Plan as a blueprint for our organization throughout the year

**Strategy**
Our Planning & Reports Counsel will head the Chapter Plan creation. He will work along side the President and Executive Vice President in mapping out challenging yet realistic goals for the year.

**Annual Report**

**Goal**
- Complete 90% of the goals that were presented in the Chapter Plan

**Strategy**
OnMark’s strategy is to focus the goals of our Executive Board members and general members throughout the year. We plan to create events and activities that will be of interest to both our members and the community at large. By building strong relationships with the community and our general members, we will surely increase the success rate of our chapter. Finally we plan to utilize every resource available within our chapter, community and campus in the hope of having our most successful year ever.
### August
- 25 - Executive Board Planning Session
- 30 - Welcome Back Bar-B-Que

### September
- 2 - Club Exploration Day
- 4 - School Spirit Day “Red Day”
- 6 - Jerry Lewis Muscular Dystrophy Telethon
- 11 - 9/11 Candle Light Ceremony
- 16 - Domino’s Pizza Franchise Speaker
- 18 - Membership Drive
- 20 - Friends for Recovery Walk
- 27 - Habitat for Humanity Golf Tournament
- 29 - Officer Report Form Due

### October
- 1 - Distribution of “OnMark & Up-to-Date” Newsletter
- 4 - Pit Run
- 6 - 10 AMA Marketing Week
- 7 - Graduation Fair Workshop
- 8 - Bake Sale
- 10 - Open House
  - Jessica Dresser Fundraiser
- 11 - Pie in the Sky Team Building Field Trip
- 12 - Chapter Plan Due
- 15 - October Exposure Fundraising Concert
- 20 - Friends for Recovery Walk
- 25 - Halloween Decorating
- 26 - Graduate and Professional Fair
- 28 - Guest Speaker
- 31 - Kidney Walk

### November
- 4 - Internship Panel
- 5 - Distribution of “OnMark & Up-to-Date” Newsletter
  - OnMark T-shirt Design Deadline
- 6 - MUSE Regional Conference
- 11 - Guest Alumni Speaker
- 18 - Internship Speaker
- 20 - Thanksgiving Donation Drive

### December
- 2 - Battle of the Red Dragons Fundraiser
- 3 - Distribution of “OnMark & Up-to-Date” Newsletter
- 4 - Candy Cane Sale
- 7 - Etiquette Dinner
- 18 - Winter Break Begins

### January
- 20 - Classes Resume
- 23 - Modern Marketing Concepts Inc. Trip

### February
- 4 - Distribution of "OnMark & Up-to-Date" Newsletter
- 8 - American Heart, Run, & Walk
- 12 - Membership Drive
  - Valentine’s Day Roses Sale

### March
- 2 - Annual Report Due
- 4 - Distribution of “OnMark & Up-to-Date” Newsletter
- 9-13 OnMark Marketing Week
- 11 - Change for the Children Charity Ball
- 21 - Make Lunches for Habitat for Humanity
- 23 - Membership Drive
- 26-28 - AMA International Collegiate Conference

### April
- 1 - Distribution of "OnMark & Up-to-Date" Newsletter
- 8 - AMA International Collegiate Conference
- 15 - Friends for Recovery Marketing Plan Due
- 16 - Professional Speaker TBA
- 18 - Into The Streets
- 22 - Earth Day Membership Drive
- 25-26 - Alumni Weekend
- 29 - Mock Interviews
  - Distribution of “OnMark & Up-to-Date” Newsletter

### May
- 3 - New Officer Transition Session
- 22 - Commencement
Please see our Chapter Plan itself for our pro forma financial statement