OnMark and Beyond

State University of New York, College at Oneonta
2011-2012 AMA Chapter Plan
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Mission Statement
OnMark is of and for AMA, our membership and the students of SUNY Oneonta. Our members seek to provide professional marketing services with the expectation of exceeding our client’s goals. We pledge outstanding professionalism, through hands on experience and real world encounters, while continuously aiming to satisfy as many needs of our campus and local community as possible.

AMA Executive Board
The 13 members of our AMA Executive Board are part of a vital team of students who extend themselves 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 that make us one of the finest AMA chapters. We are eager to improve upon our previous successes and generate new ones.

Chapter Environment
We are a student organization within a small, rural college located in the Catskill Mountains of New York. The closest community with more than 15,000 people is approximately 60 miles away from our campus. This is an advantage and disadvantage for us as exceptionally motivated students. The disadvantage is that we have limited access to large businesses. However, in recognition of our track record of success many local business entities and social support organizations are inclined to contact us for help. 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 have will focus on those who would most benefit from being AMA Members. We have identified our ideal target markets below.

**Primary Market:** Business Economics and Accounting majors with Marketing concentrations.

**Secondary Market:** Music Industry, Fashion Merchandising, Computer Art, and Communication majors.

**Tertiary Market:** All other academic majors at SUNY Oneonta.

Strengths
- Highly valued organization within the campus and local community
- Enthusiastic E-Board with innovative ideas
- One of the largest student run organizations at SUNY Oneonta
- Pride ourselves on valuable professional development projects
- Strong core of diverse, dedicated members from a variety of majors
- Involvement in local and national community service projects

Weaknesses
- Membership numbers have increased compared to recent years, and will be difficult to exceed
- Restricted access to student transportation due to changes in university policy
- Limited communications with the Albany, NY Professional Chapter
- Small rural town environment limits multinational corporation connections
- Insufficient emphasis on providing graduating students with AMA information.

Opportunities
- OnMark is the only marketing organization on campus
- There are many chances to participate in supportive activities on behalf of local enterprises
- Student clubs ability to request our assistance and utilize club resources

Threats
- Cost of AMA Membership defers involvement
- Lower application cost for other campus organizations takes away from membership
- Scheduling conflicts due to time constraints prevent member involvement
- Growing demands for our expertise surpass the growth of our resources
Professional Development

ONMARK

SUNY Oneonta’s Marketing Club has branded ourselves as OnMark. The OnMark brand was developed to distinguish our group from other AMA chapters, while establishing a professional reputation. The current theme for the 2011-12 academic year is “OnMark and Beyond.” We chose this theme because OnMark is much more than just an average club; we have many different qualities and very few unreachable goals. Currently we are expanding our efforts to enhance our relationships with other SUNY Oneonta organizations, our local community and businesses. This year OnMark plans to compete and thrive in all AMA Conference competitions. We also plan to create a concrete foundation for future OnMark members to ensure success.

CHAPTER GOAL

OnMark’s goal is to assist in connecting students with regional firms in order to develop networking skills and professional capabilities for post-graduate endeavors. We will also participate in as many AMA Conference activities as possible.

CHAPTER OBJECTIVES

OnMark’s objective is to provide members with hands-on participation in various marketing activities from which they can gain real world expertise. We also want to offer valuable information and experience in the form of résumé workshops, internship coordinator presentations and beneficial relationships with the Career Development Center.

Career Planning

GOALS

• Invite 3 OnMark alumni to offer their real world experiences and networking opportunities to current members
  Host 3 established business professionals from within our region
• Expand our career requirements packet to include a comprehensive range of career opportunities
• Hold 2 Career Planning & Development seminars per semester that focus on resume building, interviewing, and other career enhancing activities

STRATEGY

Our plans is to have our former Vice President of Membership, Alicia Gursky, inform students about entering the job market. Her experiences with OnMark provided her with the knowledge and background to branch out into the business world and earn a management position with W.B. Mason. Other alumni we will host include our previous OnMark President, Yiannis Halvatsis, and our former Vice President of Planning and Reports, Chris Ulrich. They will hold a seminar which will enhance the club’s knowledge of post-graduate career opportunities. We will also have a Career Development Director facilitate a resume and cover letter building workshop involving AMA members. In addition we will have Kelly Kugler, our Vice President of Career Opportunities, implement the career packet reconstruction process.

Professional Outings

GOALS

• Conduct 3 marketing focused outings to provide members with networking opportunities and real world business viewpoints
• Have 11 AMA members attend each event

STRATEGY

OnMark plans to connect with businesses in the surrounding areas that are of interest to our members. General interest meetings and weekly broadcasts such as our newsletters and emails will be ways we promote these outings.

Speakers

GOALS

• Host 3 guest speakers including Oneonta alumni, and campus affiliates
• Host 3 professional guest speakers including business owners, company executives, and marketing professionals
• Have 32 AMA members participate in each seminar

STRATEGY

OnMark plans to use member feedback from previous years to determine which speakers were most interesting to them. In addition, we will contact local and national companies to arrange seminars hosted by professional speakers. Our final strategy is to network with alumni, current students, and the community.
GOALS
• Design and implement 2 marketing weeks per year to support our chapter and the local community.
• Host one event every day during “Marketing Week” (Sunday-Saturday).
• Have 20 AMA members attend each event during both weeks.
• Generate $4,000 in revenue for the local community during each week.

STRATEGY
OnMark’s strategy is to develop event ideas at sites of interest to our members in order to generate revenue for the local community. We will be informing AMA members about “Marketing Week” at general meetings and through social media outlets.

Internship Assistance

GOALS
• Educate members about prospective internships in the Northeast region
• Provide members with a packet containing at least 30 internship opportunities
• Inform members about career fairs and internship opportunities through SUNY Oneonta’s Career Development Center

STRATEGY
OnMark takes part in as many run, walk and scholarship fund solicitations as possible. These are non-competitive yet educational fundraisers that generate awareness about the importance of disease prevention and other worthy causes.

Community Service

CHAPTER GOALS
OnMark’s goal is to seek diverse community service opportunities that will allow our members to engage in philanthropic activities. We strive to offer services that will not only benefit the campus but the community and region as well. We will do this through participation in charitable events, donations and volunteer.

CHAPTER OBJECTIVES
OnMark’s objective is to make members aware of the abundant community service prospects we offer. As an AMA chapter, we continuously raise awareness, make donations, and participate in supportive efforts for charitable organizations. We wish to benefit national causes while also providing our members with opportunities to practice marketing skills in the form of community service.

Runs, Walks and Scholarships

GOALS
• Contribute to and participate in 3 runs/walks per semester
• 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
• Have 20 AMA Members and 50 Students participate and contribute to the runs/walks per semester
• Participate in the annual Division of Economics and Business Scholarship Phone-a-thon

STRATEGY
OnMark takes part in several runs, walks and scholarship fund opportunities every year. These are fundraisers to generate funds for disease prevention and other worthy causes and local scholarships.

Community Wellness Drive

GOALS
• Work alongside “Opportunities for Otsego” to provide at least 100lbs of canned and dried food for the less fortunate in our county
• Team up with a local soup kitchen “Saturdays Bread” to prepare and serve meals. Have 10 AMA members participate
• Create a Thanksgiving and Christmas dinner food drive to provide 100lbs of canned and dried foods
• Adopt a family to sponsor for the Holiday Season
• Donate $100 towards Toys for Tots
• Send care packages to our troops over seas

STRATEGY
OnMark’s strategy is to inform members at general meetings and through social media sites to bring in canned and dried food donations. We also plan to contact local food markets and grocery stores in the community to request much-needed donations. In addition, we hope to donate our services to aid families in need through volunteering in soup kitchens around the area.
GOALS
• Provide assistance for specific family needs as well as the community
• Assist in the rebuilding of regional schools, parks and downtown areas
• Have 15 AMA Members and 10 general members participate

STRATEGY
OnMark will plan weekend trips to nearby areas that were affected by hurricane Irene. We will make ourselves available to community members and organizations in need of being re-stabilized. As a group we will strive to assist communities to overcome hurricane devastations.

NINASH
GOALS
• Work alongside the NINASH foundation of India to help put disadvantaged children in school
• Have 10 AMA members participate in this project throughout the year

STRATEGY
OnMark is to work with the NINASH Foundation to generate funds for underprivileged children in India. NINASH works to mitigate suffering of the socially and economically disadvantaged within the US and abroad. They provide educational funding to promote literacy among disadvantaged children and adults throughout the world.

FUNDRAISING
CHAPTER GOAL
OnMark’s goal is to generate revenue of $2,500 to secure our Chapter’s financial position and assist our members in attending the International Collegiate Conference.

CHAPTER OBJECTIVE
Our main objective is to develop and establish long-lasting relationships with local businesses, fellow students, and campus organizations through fundraising efforts in support of our diverse activities.

Corporate Sponsor Program
GOALS
• Maintain at least 3 local company sponsors
• Raise $1000 to support our Chapter’s financial position

STRATEGY
OnMark’s corporate sponsorship program is a continuous project that was created to help promote local businesses in exchange for donations for our chapter. As a group we aim to expand the sponsorship program by offering promotional opportunities to small and large community businesses for current and future endeavors.

Media Kit Packet
GOALS
• Approach 20 different local businesses with our media kit
• Raise $1000 to support our Chapter’s financial position

STRATEGY
OnMark will create media kits to promote our marketing and advertising capabilities to local companies and organizations. By doing this we are sustaining a struggling local economy. We will develop our media kits with a broad selection of propositions for local businesses to become involved with OnMark.

Bake Sales
GOALS
• Hold 6 bake sales throughout the year
• Raise $400 to support our Chapter’s financial position
• Have 12 AMA members participate in each bake sales each semester

Hurricane Irene and Flooding Relief

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STRATEGY
OnMark’s strategy is to hold bake sales throughout the year in our community to raise funds for our Chapter. We plan to have the sales in the late fall, winter and early spring to maximize our profit.

Recycling Drive

GOALS
• Hold 2 recycling drives throughout the year
• Raise $100 to support our Chapter’s financial position
• Have 10 AMA members and 15 non-members participate in the drives

STRATEGY
OnMark’s strategy for this event is to have AMA members collect recyclables throughout the campus and community. In addition we will have drop-off locations open to the public. OnMark will be promoting this event with flyers, social networking and word of mouth.

Social Events

GOALS
• Raise $700 to support our Chapter’s financial position
• Have 15 AMA members participate in each social event

STRATEGY
OnMark’s strategy is to organize and conduct two social events each semester. Current AMA members will contact alumni, and community residents to obtain our fundraising goals.

Car Washes

GOALS
• Raise $300 to support our Chapter’s fundraising goals
• Hold 2 car wash events per semester
• Have 10 AMA Members participate in each car wash

STRATEGY
OnMark’s strategy for this event is to collaborate with a local gas station in order to host car washes that will attract a large number of residents from our community. Along with providing this service, we will advertise our Chapter’s future goals and past achievements.

Membership

CHAPTER GOALS
OnMark’s goal is to increase our American Marketing Association membership beyond the 104 that we had at the beginning of the academic school year. Our primary goal is to also increase our activities and the involvement of our current members by emphasizing the benefits of AMA and OnMark.

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

Membership Drive

GOALS
• Hold 3 membership drives per semester
• Have 8 AMA members participate in each drive
• Have 10 new students join our AMA Chapter

STRATEGY
Host membership drives each semester to recruit new members into our club. We plan to organize drives in our campus quad and dining halls. AMA members will be handing out flyers during these events while explaining our club’s purpose and benefits of joining. There will also be a mailing list where students can provide their information.

Club Exploration Day

GOALS
• Participate in “Club Exploration Day” at the beginning of the fall semester
• Have 5 AMA members work the booth
• Have 50 students join our mailing list
STRATEGY
Club Exploration Day attracts over 1,450 students. It is held early in the Fall Semester. This event allows each club recognized by our Student Association to host a table in the hope of gaining new members. OnMark will hand out informational flyers and brochures about our chapter to attract students to the table. Members will converse with students explaining our club’s purpose and how others can benefit from becoming AMA members. We will also promote our chapter’s services which other clubs can use throughout the school year.

Awards Programs

GOALS
• Award 1 “Member of the Month Award” to our most active member
• Update our “Active Member Point System” regularly
• 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. The point system aids the executive board in deciding which members will be invited to attend the International Collegiate Conference.

Team-Building Exercises

GOALS
• Organize 2 team-building exercises per semester
• Have 12 AMA members attend each team-building event

STRATEGY
OnMark’s strategy is to organize 4 team-building events throughout the year to improve member communication, trust and teamwork. One team-building exercise would be to take part in a trust building activity. Another would involve outdoor adventures.

Recruitment and Retention

GOALS
• Increase membership by at least 10 individuals beyond our initial 104 members
• Increase active participation among our organization’s members by 20%
• Enhance our website to better communicate our activities and the benefits of AMA membership

STRATEGY
OnMark’s strategy is to improve our outreach through the use of flyers, email, word-of-mouth, social networking sites, and our website. We plan to have members speak at the beginning of their classes to inform students about OnMark and our many benefits. OnMark will also expand our awards program in the hope of attracting and retaining members.

Internal and External Communications

CHAPTER GOAL
OnMark’s goal is to ensure active communication and promotion of our chapter’s activities among members, students, faculty, alumni, the community, other AMA chapters, and the Albany Professional Chapter.

CHAPTER OBJECTIVES
OnMark’s objective is to utilize all forms of media to establish strong internal and external communications. We plan to establish a lasting connection with other regional AMA Chapters as well as the Albany AMA Professional Chapter. We also strive to promote and maintain positive relations with SUNY Oneonta Alumni.

OnMark & Up To Date

GOAL
• Issue a monthly newsletter entitled, “OnMark & Up-to-Date.” In this we will recognize the current “Member of the Month,” report past activities, and inform members about current and upcoming events

STRATEGY
OnMark’s Executive VP will design, construct and distribute the monthly newsletter to all members.
GOALS
- Revamp the OnMark website to create 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, information and questions

STRATEGY
The VP of Computer Services will update our website into a more informative and user-friendly page. This is necessary to establish a strong online presence for OnMark. We will provide members with a weekly updated schedule of events, a discussion board to exchange ideas, and contact information to expand involvement. Another way we will increase traffic to the site is to add relevant pictures, videos, and current AMA related projects.

Electronic Updates

GOALS
- Use the campus-wide weekly broadcast email to inform students of OnMark’s meetings, events, and community service projects
- Update Email contact list to establish a more accurate connection with our members

STRATEGY
OnMark’s Vice President will update our chapter’s email contact list and create weekly emails to keep general members informed.

Alumni

GOALS
- Maintain a strong connection with alumni that will benefit our chapter
- Establish connections through our alumni with their current companies for projects and experience

STRATEGY
OnMark will host an Alumni weekend to establish networking connections with former members. We plan on contacting alumni about speaking opportunities and we will also be requesting Alumni donations to enrich our Chapter’s financial capabilities.

Social Networking

GOAL
- Maintain online social networking groups that serve as a form of communication to interested parties

STRATEGY
OnMark will be using social networking sites such as Facebook, Twitter, LinkedIn and our website to increase our Chapter’s awareness, membership and events. In addition we will use our schools website Campus Connection to communicate with other clubs and the Student Association.

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 email and phone

STRATEGY
OnMark’s strategy will focus on networking and communicating with regional and professional chapters.
Chapter Operations

CHAPTER GOALS
OnMark’s goal is to uphold an exceptional reputation on the SUNY Oneonta campus and within the local community. It is our goal to provide students with opportunities to develop exemplary communication skills, professional development, and the fundamentals of networking for future career prospects.

CHAPTER OBJECTIVES
OnMark’s objective is to continually improve the organizational structure that has been successful in previous years. We will add valuable methods that can be utilized in a professional setting.

General Membership Meetings

GOALS
- Hold weekly membership meetings
- Explain current events pertaining to each Executive Board position
- Have 30-50 students attend each meeting; 15-20 AMA members attend each meeting

STRATEGY
The social dynamics and interaction during our membership meetings allow students to approach our Executive Board officers in a friendly and welcoming setting. We strive to create the most positive atmosphere possible. After general information has been shared, the floor is open for officers and students to interact based on mutually respective interests.

Executive Board Meetings

GOALS
- Hold weekly Executive Board meetings to discuss current and upcoming projects
- Have our entire Executive Board attend each meeting

STRATEGY
OnMark’s President will conduct Executive Board meetings throughout the semester. Their role will be to organize the meeting time and location based on each member’s availability. They will also facilitate the items of discussion.

Officer Binders

GOALS
- Maintain organized officer binders to ease the transition for new executive board members

STRATEGY
OnMark’s strategy is to have each Executive Board member pass down their current, updated officer binders to keep better records of their positions, projects and accomplishments.

Chapter Plan

GOALS
- Meet 3 times a week to plan and develop Chapter Plan ideas and concepts
- Use the Chapter Plan as a foundation for our organization

STRATEGY
Our Planning & Reports Counsel will lead in the creation of our Chapter Plan. She will be accompanied by the President and interested members in mapping out strategic goals for the year.

Annual Report

GOAL
- Hold 3 weekly meetings to develop Annual Report
- Complete 90% of the goals that were presented in the Chapter Plan

STRATEGY
OnMark’s strategy is to implement the goals we presented in the Chapter Plan through Executive Board members and general member participation during the year. We intend to follow the planned events and activities that interest both members and the community. By building strong local relationships we will increase the success rate of our Chapter. Finally, we plan to utilize every resource available within our Chapter, community, and campus to have the most successful year possible.
Calendar of Events

August
23 - Executive Board Planning Session
31 - Club Exploration Day

September
2 - School Spirit Day “Red Day”
3&4 - Blood Drive
3&4 - Jerry Lewis Muscular Dystrophy Telethon
11 - 9/11 Candle Light Ceremony
13 - Officer Report Form Due
17 - Car Wash
18 - Friends for Recovery Walk
21 - Guest Speaker Alicia Gursky

October
1 - Open House and Hospice Walk
2 - Pit Run
4 - Chapter Plan Due
5 - Distribution of “OnMark and Up-to-Date”
3-9 - AMA Marketing week
15 - Graduation Fair Workshop
17 - College Camp
19 - Resume Building Workshop
21 - Guest Speaker
24 - Membership Drive
26 - SUNY New Paltz Conference
29 - Halloween Decoration
30 - Kidney Walk
31 - AMA Saves Lives Due

November
2 - Distribution of “OnMark and Up-To-Date”
10 - Internship Panel
12 - Saturday’s Bread
16 - Guest Alumni Speaker
16 - Thanksgiving Donation Drive
17 - OnMark T-shirt Design Deadline
30 - Internship Speaker

December
7 - Distribution of “OnMark and Up-To-Date”
11 - Case Competition Due
12 - Battle of the Red Dragons Fundraiser
13 - Candy Cane Sale
14 - College Camp
16 - Winter Break Begins
31 - AMA Saves Lives Due

January
25 - Classes Resume
29 - Modern Marketing Concepts Inc. Trip

February
1 - Distribution of “OnMark and Up-To-Date”
12 - American Heart Run and Walk
14 - Membership Drive
14 - Valentine’s Day Rose Sale
21 - Etiquette Dinner
21 - Annual Report Due

March
7 - Distribution of “OnMark and Up-To-Date”
8-14 - OnMark Marketing Week
15 - Make Lunches for Habitat for Humanity
15 - Membership Drive
18 - AMA Saves Lives Due
22-24 - AMA International Collegiate Conference

April
4 - Distribution of “OnMark and Up-To-Date”
14 - Into the Streets
18 - Professional Speaker
23 - Earth Day Membership Drive
24 - Mock Interviews
25 - New Officer Elections
28 - Alumni Weekend
29 - Habitat for Humanity Golf Tournament
30 - New Officer Transition Session

May
2 - New Officer Transition Session
2 - Distribution of “OnMark and Up-To-Date”
19 - Commencement