



California State University  
Northridge

CHAPTER PLAN

2018-2019

# *AMA Dreamin'*

MARKETING THE SOCIAL WAY



# Roadmap

AMERICAN MARKETING ASSOCIATION: CALIFORNIA STATE UNIVERSITY NORTHRIDGE

This Chapter Plan describes Matador AMA's goals and strategies for the 2018-19 year. The topics are in the following order:

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## Mission Statement

Matador AMA will serve as a pivotal touch point for all students seeking guidance and resources for professional careers and leadership development in marketing.

## Vision Statement for 2018 – 2019 school year

Similar to Southern California, Matador AMA brings something to the table for every member of our organization. No matter what focus or interest a student may have, we want to provide the chance for those students to figure out their career path, and this year we plan to offer a diverse array of professional events for students so that they see all the opportunities available to them in the marketing field.

Another reason Southern California is important to us is that it brings people from all cultures and ethnic backgrounds together. CSUN also has an inclusive culture, and we want students to see the benefits of their environment. The differences in our culture is what makes us so unique and interesting. Diversity is also essential to creating the best workplace environment and the best opportunities for our members, and we want to create a space where all these members can come together and appreciate what skills they have to offer. Matador AMA plans to promote this social diversity through extensive outreach and targeted member engagement, as well as through collaborative planning with other campus and local organizations.

## Theme for the 2018-19 Academic Year: “AMA Dreamin’ ”

At Matador AMA, each year we choose a “theme” to guide our promotion and branding efforts. This year the theme is “SoCal” and the tagline is “AMA Dreamin’, Marketing the SoCal Way.”

Considering that most of our new members who join are unsure what specific marketing career they will pursue, using a theme that exemplifies exploration and identity was a highly relatable choice. We liked the idea of giving people a “map” to consider all the great opportunities that await them, many of which are right outside their door. We want to spotlight all of the different opportunities to network, volunteer, socialize, and grow as a professional in SoCal. We believe this is the best way to get students excited about getting involved with AMA.

We aim to foster a strong community through our collaborations with a variety of industries that represent our member’s diversity and comradery. We also want to improve engagement with our members in a variety of ways this year, as our plan demonstrates. We believe the SoCal theme helps us achieve this goal, because it highlights all the reasons members should take pride in being a part of this particular SoCal community. Our goal this year is to make each member feel like a valued member of our organization, and help them see the value they all bring to our organization and the marketing community, and our theme helps reflect this.

## Matador AMA Executive Board

Powered by a passion for marketing, the CSUN American Marketing Association Executive Board constantly seeks ways to demonstrate how “Marketing the SoCal Way” will highlight the significance of marketing to students across the CSUN campus. We aim to provide opportunities and connections for our members they cannot obtain anywhere else. In doing so, we prepare ourselves for the professional world by overseeing directors, delegating tasks, and achieving goals in a professional manner.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>An influential set of guest speakers and Firm Tours</li> <li>Strong social media presence</li> <li>Consistent brand</li> <li>Dedicated and consistent executive board leadership quality</li> <li>4 Awards from ICC 2018</li> <li>Strong and diverse personalities amongst board members project an inclusive and welcoming atmosphere</li> <li>Mash-Up offers a competitive advantage to CSUN students</li> </ul>	<ul style="list-style-type: none"> <li>Lack of Early Promotion for events</li> <li>Low Member Involvement and Retention (lack of incentive system)</li> <li>Lack of Social Media Strategies &amp; Use of analytics</li> <li>Poor utilization of metrics, research, and data analytics</li> <li>Lack of consistent engagement on AMA communications and (SMS/slack)Tabling Capacity</li> <li>Poor upkeep of professional contacts</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>Connecting with other clubs campus clubs/AMA chapters</li> <li>Creating more member only opportunities (Internship system)</li> <li>Promoting across campus beyond the business school</li> <li>Seeking out Sponsorships opportunities for members</li> <li>Increase use of personal selling thru classroom talks</li> <li>Hosting more Fundraisers</li> <li>Offering more community outreach</li> <li>Nazarian College Resources (Handshake &amp; Matasync)</li> <li>Promoting AMA LA events</li> <li>Engaging Active CSUN Alumni</li> </ul>	<ul style="list-style-type: none"> <li>Time &amp; money constraints for students</li> <li>Distance from other AMA chapters and professionals</li> <li>Lack of engagement due to students being in commuter school, busy schedule</li> <li>Other business clubs on campus</li> <li>Image of a marketing association limits potential member recruitment</li> </ul>



## Matador AMA Membership Development Flow

This year, we plan to engage and develop members in a few ways:

- More targeted outreach:
  - We are focused on understanding how we can best reach new audiences. We will continue the tactics that have been successful at getting new members—which includes tabling and social media outreach. We will implement a new outreach system centered on classroom talks and make a pitch in classes with relevant audiences. Additionally we want to expand our outreach and classroom pitches to other specific schools such as Communications, Art and Graphic Design, and CTVA. We will also work closely with the career center and their handshake platform to increase engagement through-out the entire business school.
- Member follow-up and; engagement:
  - We plan on using more analytic tools to identify who our current audience is, and the best way to reach them. We have converted all our social media platforms into business accounts to achieve better, more accurate tracking. We also plan to use multiple features to foster engagement online, such as Instagram stories, polls, and Facebook event pages. We will focus more specifically on getting member feedback through surveys designed to see what events interest members. We will also updated our website and add new resources, such as member only content pages, and increased SEO to encourage member usage. Finally, we plan to promote our members more through incentive systems that highlight their involvement (e.g. member spotlights on social media). With all of these new tactics, we will start understanding who are members are and what they want, while giving them more personalized benefits as well.

## Professional Develop

The mission of Matador AMA's professional development section is to develop members' professional skills, hone members' networking abilities, provide internship opportunities, foster the connection between members and professionals, and expand members' knowledge about the industry. Matador AMA will offer these valuable opportunities to its members by hosting networking events such as the "Marketing Mash-Up," planning guest speakers with professional workshops, competing in AMA National competitions, and providing exposure to other forms of professional development activities.

The Career and Placement department, within Matador AMA, will be the key player to accomplishing the objectives of the Professional Development section. Career and Placement will work closely with Programs, Community Relations, and the Communications departments to ensure proper execution of events.

## Marketing Mash-Up

**Goal:** Host Matador AMA's Annual Marketing Mash-Up in Spring 2018, an opportunity for students to build connections with industry professionals, improve their networking skills, and establish potential relationships.

**Strategy:** Communicate with professionals early in the academic year to build a network of invitees for Mash-Up for the Spring semester.

**Goal:** Acquire food sponsors to reduce Matador AMA costs and provide local businesses an opportunity to expand their reach.

**Strategy:** Begin contacting local businesses in the beginning of Spring 2019 with a sponsorship package that includes a recap of the Spring 2018 Mash-Up in order to exemplify the value of the event and the marketing opportunity.

**Goal:** Increase student and professional attendance from Spring 2018 Marketing Mash-Up each by 25%.

**Strategy:** Social Media and Promotions, Communications, and Membership departments will develop an on-campus campaign to capitalize event promotion efforts towards a target market.

### Timeline:

- December: Create a list of professionals to contact and invite to Mash-Up
- December-January: Create and excel sheet of contact information
- Have a template of emails to send out to professionals
- Assign each department a list of professional to contact

**Budget:** \$1,100.00

### Expected Outcomes:

- A 10% increase in professional attendance from last year's Marketing Mash-Up (30)
- A 20% increase in student attendance from last year's Marketing Mash-Up (62)
- Increase and build relationships with professionals, current, and future AMA members

## AMA LA

**Goal:** Increase the attendance of AMA LA Events and Activities by 50% from last year

**Strategy:** Promote 1 AMA mixer, 1 professional event each month (via email, newsletter, and social media). Create Google Forms to see who will be attending and coordinate carpool arrangements to encourage attendance.

**Timeline:** Ongoing and continuous

**Expected Outcomes:**

- Have approx. 10-15 members show up to each networking or social event that is hosted by AMA LA of our choice

## Guest Speakers and Workshops

**Goal:** Acquire guest speakers that will provide members with valuable professional development information and host 2 workshops (one per semester).

**Strategy:** Gather data on member's interests in specific careers/industry. Contact professionals in the marketing industry by tapping into current networks, alumni connections, past guest speakers, and utilizing CSUN's Career Education, Professional Development office, and Alumni Office to speak at member meetings.

**Goal:** Hold Executive Board Retreats prior to Fall/Spring semesters; conduct workshops to prepare a Chapter Plan and Annual Report.

**Strategy:** Prepare Chapter Plan and Annual Report worksheets prior to Executive Board Retreats.

**Timeline:** Ongoing and continuous

**Expected Outcomes:**

- Host 12 guest speaker events a year (six per semester)
- Host two workshops (one per semester)
- Hold two Executive Board Retreats (prior to Fall/Spring)

## Firm Tours

**Goal:** Maintain at least two firm tours a semester with a minimum of 10-15 attendees

**Strategy:** Start contacting companies and schedule firm tours in advance. Make a calendar of all upcoming events and holidays to avoid overbooking. Promote the firm tours at least two weeks in advance and make sure carpool runs smoothly and safely.

**Timeline:**

- June-August: Make a list of marketing firms to tour and find contact information on who to contact. Begin sending emails to firms in August.

**Expected Outcomes:**

- Hold 4 firm tours a year (2 per semester)
- Minimum of ten attendees per firm/agency tour

## Professional Connections

**Goal:** Build and maintain stronger relationships with the professionals we network with

**Strategy:** Send seasonal cards to companies who participated in firm tours, speaker events and Mash up.

**Timeline:** Ongoing and continuous

**Expected Outcomes:**

- Better image for AMA that differentiates us from other clubs.

## Resources and Opportunities

**Goal:** Develop a better system to promote internships

**Strategy:** Reach out to the Campus Career Center, LinkedIn, and other contacts for internship opportunities. Make a Google Doc that includes all the internships. Work with the communications department to add a tab on the website that only members can access.

**Timeline:** Ongoing and continuous

**Expected Outcomes:**

- Provide regular list of intern opportunities on the member website.

## AMA ICC

**Goal:** Matador AMA members will attend AMA National's International Collegiate Conference in New Orleans, and compete in: Outbound Sales Competition, Perfect Pitch Competition, SABRE Business Simulation, Best Community and Social Impact Video Competition, AMA Collegiate Website Competition, AMA Conference T-Shirt Theme Competition, and AMA Marketing Week.

**Strategy:** Members will apply to competitions in fall. Members will go through an application process to attend the AMA ICC trip funded by Matador AMA, and selected members will apply for supplementary funding through the Matador Involvement Center.

**Timeline:** Ongoing and continuous

### Expected Outcomes:

- Members will submit applications for at least 4 competitions
- Six members will attend AMA ICC

## AMA Western Regional Conference

**Goal:** Be more involved in the planning of the AMA Western Regional Conference

**Strategy:** Maintain strong communication with local chapters, and assist with sharing, ideas, contacts in regular meetings about the event.

**Goal:** Bring at least 6 members to participate in the event

**Strategy:** Start promoting the event in October, and provide a carpooling system to encourage attendance

### Timeline:

- August- November: Participate in virtual meetings with local chapters.
- October: Begin Promotion

### Expected Outcomes:

- At least 6 Matador AMA members attend the conference and represent CSUN

## Alumni

**Goal:** Make an alumni contact list with at least 50 alumni contacts

**Strategy:** Organize a list of all Alumni with their name, year graduated, position of AMA, Job title, contact info. Get updates from the marketing department and Alumni Office.

**Goal:** Arrange an Alumni Mixer for AMA Professionals, to build strong connections between alumni in local firms and our organization.

**Strategy:** Email all professionals that expressed interest in the mixer with updated times and information with a formal invitation to the event. Get select alumni who are interested in chairing the event to help with outreach. Have AMA members help set up event.

**Timeline:** Ongoing and Continuous

### Expected Outcomes:

- Maintain contact with alumni through regular emails using list
- Hold at least one event including attendance of CSUN alumni

## Community and Social Impact

For Community and Social Impact, Matador AMA will provide opportunities for members to learn and build social skills while associating with the community. By partnering with local organizations, Matador AMA will establish its brand and encourage members to build relationships with local organizations. In addition, Matador AMA will connect with other organizations on campus to extend opportunities. To achieve this goal, the Community Relations department will work closely with the Programs Department to plan and execute socials and events. The success of our community and social impact will be measurable by recording the Matador AMA attendance and involvement per event.

## Implement New Fall Social/Fundraising Event

**Goal:** Host an event to give students the opportunity to connect with their fellow colleagues and collaboration while raising funds for AMA

**Strategy:** Determine targeted outreach strategy to bolster attendance, utilize promotional resources like social media, weekly newsletters, and flyers to raise awareness to generate a successful outcome.

**Timeline:** Ongoing and Continuous

**Budget:** \$800

**Expected Outcomes:**

- Hold event with at least 50 people in attendance

## Community and Social Impact Video Competition

**Goal:** Enter the Best Social Community Impact video competition again this year and create a video that represents a non-profit, similar to last year's submission

**Strategy:** Multi-media productions and community relations departments will collaborate to choose a cause. Create a detailed storyboard and mood board to initiate organized planning and consistent branding.

**Timeline:** Refer to calendar for details

**Expected Outcomes:**

- Produce a video that can be used by the nonprofit and that places in the competition

## Charity Events

**Goal:** Find a Non-profit to support through community service and have at least two events where AMA volunteers.

**Strategy:** Conduct research into local organizations to support, and survey members about their interests in organization. Promote events on all social media platforms and use the member incentive system to encourage attendance for both events. Keep in contact with the organization as to continue an ongoing relationship.

**Timeline:**

- July-August: Make a list of non-profits to host volunteer events and find contact information.
- Ongoing and continuous: Begin setting up volunteer events

**Expected Outcomes:**

- Have 15 or more Matador AMA members participate in volunteer events.

## Fundraising

Matador AMA strives to raise \$1,050 in revenue in the 2018-19 academic year. Our fundraising events will promote beneficial and exciting experiences. Aside from raising revenue to support operations, Matador AMA aims to raise additional funds to send members to AMA's International Collegiate Conference. Fundraising will involve participation from several departments including Programs, Community Relations, and Communications. Community Relations is vital in the success of fundraising and Programs and Communications will support in the implementation of events designed to raise funds. Fundraising will be evaluated whether the dollar amount goals were met, as well as comparing the amount of funds raised to the amount raised in the 2017-18 year. Surveying attendees at fundraisers will determine whether to hold the event again or if particular changes should be made.

## Sponsorships

**Goal:** Receive at least one corporate sponsorship by end of Spring 2019

**Strategy:** Research businesses who are already partnered with CSUN and reach out to their primary contact through email. Redevelop a "sponsorship package" to make this more appealing for organizations

**Goal:** Run 2 successful fundraisers, one per semester. One Fundraiser will be held at Neon arcade to strengthen our relationship with this business.

**Strategy:** Research Dave and Busters and other close by attractions to hold another fundraiser, begin building connections with them and negotiating terms of the event and fundraising opportunity. Promote fundraising events on all social media platforms at least two weeks in advance.

**Goal:** Obtain at least 2 food sponsors for both semesters for this school year

**Strategy:** Reach out to local restaurants in the Northridge area. Explain the benefits of how their food donation would help promote their business (such as special shout-outs on our social media, website and newsletter).

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**Timeline:**

- July-August: Make a list of nearby locations and find out the primary contact information
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**Expected Outcomes:**

- Gain one corporate sponsor
  - Hold at least 2 fundraisers that raise significant funds for AMA
  - Have a food sponsor for every member meeting
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### Social Events

**Goal:** Increase the number of social events (including some open to Alumni) to at least 2 per semester to strengthen the relationships between current AMA members and network with AMA Alumni.

**Strategy:** Set dates and budgets for each event early in the semester. Use research to find out what type of social events members would be more likely to attend.

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**Goal:** Increase the turnout to social events to have at least 15 attendees per event

**Strategy:** Start Promotion as early as 1-2 weeks prior to each social event. Promote and explain through social media all of the benefits and details of going to these socials. Have at least 5 executive board members show up early to welcome members at each social event. Use the member incentive system to reward member attendance at social events.

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**Timeline:** Ongoing and continuous

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**Expected Outcomes:**

- Have at least 10 AMA Alumni attend social events
  - Have at least 15 members attend planned social events
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### Membership

As we did last year, Matador AMA has bundled membership pricing and will centralize collection of all membership funds (and then forward one check to AMA National). The department will aim to maintain student national membership in the organization with an incentive system as well as encourage members to take on larger roles within the association. Additionally, the Membership department's goal will be to increase awareness of the marketing department and club across the university. Interactive tabling will be utilized to help boost recruitment and maintain visibility. Lastly, membership will strive to effectively track members and process membership information. The Membership department will work closely with the Communications and Social Media and Promotions departments to plan and execute strategies. The Membership department will utilize the Social Media and Promotions and the Communication Departments to distribute information to our subscribed members as well as helping acquire new ones. Membership success will be determined through the results of the Incentive System, this illustrates the activity level of members and who to approach for potential Executive Board members. Current Members: 57.

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### National Membership

**Goal:** Increase recruitment by at least 15 members, to surpass member numbers from last year.

**Strategy:** Explain the benefits of the price change to new or returning collegiate members. Promote discounted membership for the first two weeks. Continue regular social media posts, bi-weekly Newsletters. Make sure all time slots for tabling are met through Doodle (application) to increase promotion. Have board members complete at least two classroom pitches. Focus on pitches to non-marketing students and freshman by targeting lower division courses and classes outside of the business school.

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**Timeline:** Ongoing and continuous.

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**Expected Outcomes:**

- Gain at least 15 more members by the end of Spring 2019
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## Marketing Week

**Goal:** Host diverse events to allow for students to immerse in the marketing world and gain opportunities to network with professionals. Recruit new paid National AMA members through these promotions.

**Strategy:** Have events planned and lined up for each day of the week and promote the benefits of participating in each event. Events will include a Study Room, Resume Workshop, General Assembly event, Guest Speaker, Fundraiser, and Friday Movie Night Social. Promote using integrative and creative social media posts to target students across CSUN campus. Table all week as well as table at least one day in a different location on campus to promote outside the business school..

**Timeline:**

- September - October: Start preparing for events. (Refer to calendar for details.)

**Budget:** \$300

**Expected Outcomes:**

- Increase AMA visibility through increased event attendance and promotions
- Obtain 5 new members in October as the result of these promotion efforts

## Member Incentive System

**Goal:** Begin the new incentive system for keeping track of member attendance.

**Strategy:** Keep an attendance spreadsheet to keep track of attendance. Implement "Member of the Month" , and announce winners in monthly meetings. Use social media post to showcase the winners.

**Timeline:** Ongoing and continuous

**Expected Outcomes:**

- Increase participation and attendance at monthly events
- Award at least 5 members who attend regularly during 2018-2019

## Tabling

**Goal:** Improved and structured tabling strategy

**Strategy:** Create a "Table pitch" to prepare members with talking points. Update tabling supplies (e.g. add more giveaways and SWAG). Create "lead" list for interested members.

**Timeline:** Ongoing and continuous.

**Expected Outcomes:**

- Increase number of leads with more effective tabling.

## Member Involvement

**Goal:** Increase member engagement by determining their interests in events.

**Strategy:** Create surveys to determine member interests, to design more engaging events for members and determine barriers to participation in different events

**Timeline:** Ongoing and continuous.

**Expected Outcomes:**

- Get 60% of members to participate in survey
- Share findings with the Eboard to assist with future event planning

## Internal/External Communication

For external communications, we will continue the use of "Matador AMA" for all communication purposes rather than "CSUN" AMA. Matador AMA members will receive all information regarding Matador AMA, AMA Los Angeles, and AMA National through weekly newsletters, flyers, and classroom talks. The Communications, Social Media/Promotions, Multi-Media Productions departments, along with the AMA Ambassador will increase members' knowledge of chapter activities and current events while strongly encouraging participation. Social Media presence will be available on a variety of platforms to engage interaction between members and illustrate past, present, and upcoming events. For internal communications, board members will utilize platforms such as Slack, Dropbox and other similar applications to efficiently maintain transparent communication among departments.

Communication success will be measured by comparing numbers from the beginning of the year. This will include gaging the number of open/click rates on MailChimp, followers/engagement across all Social Media platforms, and measuring Executive Board reactions on Slack (application) for internal communications.

## Executive Board Communications

**Goal:** Strengthen professional communication between all Board Members to deliver information and address potential issues.

**Strategy:** Utilize Slack (app.), e-mail, along with personal text message or phone call, nudging individuals to acknowledge unaddressed matters (making professional communication a priority). Provide rewards to those Eboard members who consistently react on time

**Timeline:** Ongoing and continuous.

**Expected Outcomes:**

- Improve engagement on slack from past year (to 70% on all communications).

## Internal Documentation

**Goal:** Maintain important documents, photos, and videos in a centralized location for Board and Committee members to retrieve.

**Strategy:** Photos and videos documenting meetings and events will be placed in a Dropbox; files and documents are uploaded onto the Matador AMA Canvas webpage.

**Timeline:** Ongoing and continuous.

**Expected Outcomes:**

- Centralized location for all Matador AMA related documentation.

## Matador AMA Website

**Goal:** Develop high quality website to engage members and place in ICC competition.

**Strategy:** Update, innovate and maintain AMA website with current information and upcoming events. Create a member portal for exclusive access for information for members (including internship and job openings and power point slides from guest speakers) and develop a special member spotlight page (to focus on member of the month, etc.)

**Timeline:** Ongoing and continuous.

**Expected Outcomes:**

- Improve impression and click thru rates from previous years

## Social Media

**Goal:** Increase member engagement and exposure on all social media platforms by posting and gaining more followers.

**Strategy:** Utilize more personal branding in all platforms by including more member focused storytelling, highlighting Executive Board members and other members. Create and abide by a content calendar to ensure posts go out regularly. Have an active story and create Instagram highlight tags to increase awareness. Implement business accounts in all social media platforms to measure engagement.

**Timeline:** Ongoing and continuous.

**Expected Outcomes:**

- All Matador AMA platforms are active, engaging, and up-to-date.
- Increase awareness and; engagement in all social media platforms by 15%

## AMA Marketing Minute (Newsletter)

**Goal:** Improve newsletter strategies to increase member engagement.

**Strategy:** Synchronize emails, newsletters and social media posts, to be sent at a time members will most likely read (based on research/past experience). Add an internship section and other events to the newsletters, which can prompt more interest in both newsletter and website.

**Timeline:** Ongoing and continuous.

**Expected Outcomes:**

- Increase last year's newsletter overall open and click through rates for each semester by 5%.

## Chapter Operations

Matador AMA operations will ensure that all members of the Executive Board constantly work towards achieving the overall goals of the organization as well as consistently conveying the values and benefits of club involvement. Each member of the Executive Board will be held accountable for the tasks and duties outlined for their department. Stringent record keeping by the Finance department will allow financial success to be transparent and well maintained. Each member will work towards strengthening the Matador AMA brand by projecting the vision and values of the organization. To further progress as an organization, Matador AMA will continue to adapt to the continuous changes. Matador AMA plans to conduct surveys to collect feedback from members. The Executive Board will plan and attend retreats in which incoming board members will have an opportunity to learn from existing and departing Executive Board members. This retreat will also serve to establish the organization's goals and implementation strategies. Along with hosting retreats for Executive Board members we will have a director on-boarding activity to train and familiarize new directors with Matador AMA's operations.

### Finance

**Goal:** Keep organized record of all forms/receipts

**Strategy:** Make record of all forms and receipts the same day as received. Scan/copy all records. Maintain electronic file for all records. Upload files to canvas and personal flash drive, to keep ongoing record of activities

**Goal:** Efficiently use all of AS Budget

**Strategy:** Budget to events according to regulations and requirements set forth by AS. Make sure to spend all of budgeted money for each event and other specific allocations

**Goal:** Implement a petty cash account

**Strategy:** Learn more about this accounting method. Work with AS Agency/Budget rules. Set up a written document explaining the use, methods and guidelines of having a petty cash fund.

**Timeline:** Ongoing and continuous.

**Expected Outcomes:**

- Efficient communication with Executive Board and maintain equal understanding
- Use our allocated money in the most effective ways for our events and future

### Operations

**Goal:** To streamline the documentation of club activities in a central location to maintain transparency and consistency within the organization.

**Strategy:** Have one working calendar for all club departments to input events and activities, this calendar will be publicized on the Matador AMA website.

**Goal:** Each Executive Board member is accountable for all expectations associated with the position.

**Strategy:** Prepare an individualized contract outlining each Executive Board member's position and duties. The contract will be signed and constitutes their commitment to the position.

**Goal:** Identify strengths and weaknesses of the club and correct them before the end of each semester.

**Strategy:** Send a survey out twice a semester asking Matador AMA members how the association can be improved.

**Timeline:** Ongoing and continuous.

**Expected Outcomes:**

- Each Executive Board member gains leadership experience.
- Analyze and improve internal operations with aid from members' feedback.

### Retreats

**Goal:** Create an opportunity for the new Executive Board to receive training on all positions and establish working relationships with each other, ensuring cohesiveness in operations.

**Strategy:** Hold a retreat allowing new board members to familiarize themselves with their duties and network with current board members. Provide each Executive Board member with a binder containing a training manual for his or her position. Have a team building activity to strengthen relationships among the Executive Board.

**Expected Outcomes:**

- New board members are confident in their position and strong relationships are built within the Executive Board team

**Timeline:** Refer to calendar for details.

# Matador AMA Calendar

## July 2018

19-20 Summer Board Retreat

## August 2018

16 Executive Board Meeting  
30 Executive Board Meeting

## September 2018

4-5 Tabling "Meet the Clubs"  
6 First Member Meeting  
13 Member Meeting  
25 Industry Night  
25 AIGA Emerge - Grow  
27 Entrepreneurship Export Exchange  
27 Executive Board Meeting

## October 2018

1 ToolboxLA Grand Opening  
4 Member Meeting  
11 Executive Board Meeting  
11 Executive Board Social  
15 Study Room (Marketing Week)  
16 Resumer Workshop (Marketing Week)  
17 General Assembly LA Event (Marketing Week)  
18 Member Meeting (Marketing Week)  
18 Dave & Buster's Fundraiser

(Marketing Week)  
19 Firm Tour (Marketing Week)  
19 Movie Night Social (Marketing Week)  
25 Executive Board Meeting

## November 2018

1 Member Meeting  
3 AMA Western Regional Conference  
8 Executive Board Meeting  
15 Member Meeting  
16 Firm Tours  
29 Member Meeting

## December 2018

6 Executive Board Meeting  
6 Social  
15 Alumni Mixer

## January 2019

11-12 Winter Retreat  
17 Executive Board Meeting  
29-30 Tabling "Meet the Clubs"  
31 Member Meeting

## February 2019

7 Executive Board Meeting  
14 Member Meeting

15 Social  
20 Community and Social Impact Video Due  
21 Executive Board Meeting  
28 Member Meeting

## March 2019

7 Executive Board Meeting  
7 Social  
14 Member Meeting  
15 Firm Tour  
28 Member Meeting

## April 2019

4 Executive Board Meeting  
11 Member Meeting  
11-13 AMA ICC  
18 Executive Board Meeting  
25 Member Meeting  
26 Firm Tour

## May 2019

2 Executive Board Meeting  
9 Member Meeting (Elections)

# Budget

Beginning Balance		\$9,302.57	Revenues		
Expenses				Memberships	\$3,500.00
	Operations	-\$250.00		Fundraising	\$450.00
	Fall Mixer Event	-\$800.00		Donations	\$100.00
	Mash-Up Mixer	-\$1,100.00		Event Ticket Sales	\$500.00
	Marketing Week	-\$300.00		Associated Students	\$2,500.00
	Swag	-\$1,000.00			
	ICC Travel	-\$500.00			
	Advertising	-\$800.00	Total Expected Revenue		\$7,050.00
Total Expected Expenses		-\$4,750.00	Expected Ending Balance		\$11,602.57