A Letter From the President and Executive Vice President,

As we look back on our six years as an official collegiate chapter, so much has changed. We began as a group of 13 students in Spring of 2016 setting the foundation for the future. Today we stand almost 100 strong with much more experience, and yet our mission is the same: to further the professional development for our members and be a light in the community.

Reach, Evolve, Innovate was the theme that helped us continue our operations and reach success despite the COVID-19 pandemic. We grew as an organization more than we expected despite an unprecedented year. Last year’s experiences working during the COVID-19 pandemic led to the foundation of this year’s theme: Setting the Standard. We have been recognized nationally and locally as leaders, and intend to demonstrate what it means to be marketing professionals. In order to continue setting the standard, we made big changes to move forward and grow our organization.

As an Executive Board, we strove for all our efforts to have significant thought, strategy, and effort. This year we added the position of Vice President of Social Impact to lead our pro bono, community involvement, and our diversity, equity, and inclusion efforts, which we realized needed a more dedicated focus. This position has allowed us to become more involved in efforts that our organization cares about, such as judging a local DECA competition and volunteering for a food drive. Under this role, we added a new Director of Diversity, Equity, and Inclusion, as well as the existing Director of Community Outreach and Director of Pro Bono Marketing positions. Other Director positions were added to assist with tasks as our organization continues to grow. These positions include the Director of Digital Analytics, Director of Professional Development Communications, and Director of Business Analytics.

One of our primary focuses this year was to implement data collection to capture what our members want to experience in our chapter. We used surveys in interviews to gather information on the demographics of our members, their goals, and their desires for AMA events. We used this data to alter and add events to suit the needs of our members. We also made an intentional effort to mentor other clubs and organizations on our Montana State University campus. Our participation as presenters at the Student Organization Leadership Conference gave us the opportunity to connect with other on-campus organizations and share how we operate with clubs who are trying to enhance their own operations.

Our non-profit this year is Eagle Mount, a Montana organization that focuses on inclusive recreation. With the help and support of a generous community, Eagle Mount opens up a world of adventures - skiing, horseback riding, swimming, camping, rock climbing, kayaking, cycling, fishing, and more — that foster freedom, joy, strength, focus, and confidence. Set under the beauty of Montana’s legendary big sky, Eagle Mount focuses on people’s abilities, while gently supporting their disabilities.

Setting the Standard pushed our chapter to make positive change that will continue to impact our organization. We set the standard as a student organization, working to help other organizations grow and being an example of a professional student group. We set the standard in the community, volunteering to help those in our community and implementing new roles to assist in these efforts. We set the standard as a professional organization, connecting our members with business professionals and hosting competitions to improve our skills. This year was full of learning and opportunity, helping us pave the path to becoming a force in our community and beyond.

Isabelle Ivankovich  
President

Shayna Armer  
Executive Vice President
Provide a safe experience while offering professional development opportunities for members.

While complying with local COVID-19 protocols, we offered in-person events for our members this year. Our university allows for full classrooms as long as masks are worn. We enforced this mask policy and had members spread out as much as possible. We also have encouraged members to get vaccinated to attend the International Collegiate Conference (ICC) in Chicago this year.

Increase professional networking opportunities for members.

Compared to past years, more opportunities have been provided than ever before. Highlights include a Sales Panel and an agency crawl where we toured four marketing agencies and allowed members to network with the professionals.

Engage with the greater Bozeman and Montana communities.

This year we strove to find opportunities to connect and engage with the Montana communities. Our pro bono team, is crafting a strategic marketing plan for our adopted non-profit client, Eagle Mount. We also connected with high school business students by serving as judges at the Business Professionals of America (BPA) Conferences and the Bozeman DECA competition. On campus, the Office of Student Engagement invited us to present on our Chapter’s operational excellence at the annual Student Organizations Leadership Conference. As a chapter, we have volunteered more than 100 hours in Montana communities.

Raise $40,850 to cover various Chapter expenses and send 25 students to the International Collegiate Conference in Chicago.

Through our fundraising efforts thus far we have raised $21,723 toward sending students to the International Collegiate Conference. These fundraising efforts are ongoing and much of our fundraising will be completed in February due to our local competitions and our annual Spring Regional Conference. We anticipate sending at least 20 students to ICC this year.

Engage 60% of members in chapter activities.

With 65 out of 80 members engaging in at least one meeting in the fall semester, we exceeded this goal with 81% of members active at meetings. We attribute this success to the effort put forth by the Membership Relations and Communications teams.

Increase throughput for Chapter operations.

Through the use of a new monthly Executive Board reporting system and the implementation of a data collection and feedback system, we successfully increased throughput for Chapter operations. We added a new Executive Board member, the Vice President of Social Impact, to consolidate and improve our efforts in outreach and inclusion.
PROFESSIONAL DEVELOPMENT

Goal: Focus on developing more diverse marketers.

Add a Vice President of Social Impact to our Executive Board.

Result: In October 2021 we added the Vice President of Social Impact who focuses on our pro bono project, community outreach effort, and DEI. Consolidating these efforts under one leader has allowed us to put more emphasis on setting the standard as a student organization that cares about the community and our students, giving us opportunities to work with the JEDI committee and keeping DEI in the conversation at all times. Reporting to this Executive Board member, we placed the Director of Pro Bono Marketing, Director of Community Outreach, and a new Director of Diversity, Equity, and Inclusion.

Participate in 75% of events organized by the Jabs Equity, Diversity, and Inclusion Committee (JEDI).

Jabs is the name of our College, and its JEDI committee consists of faculty, staff, and students. We have participated in 100% of the events, including an evening with local female Asian entrepreneurs and a “Mind the Gap” event to educate on the gender wage gap. Two of our Executive Board members are on the JEDI Leadership Team and help plan events and other College-wide DEI efforts.

Celebrate the Jabs Year of Women in Business by inviting women to speak at 50% of our professional development meetings or more.

In the first semester, 55% of our presenters were women. We attribute this to an active effort to focus on a more diverse group of speakers overall.

Goal: Engage at least 33% of our members with an Advisory Board member.

Encourage members to submit a personal resume that our Advisory Board and sponsors can access to provide AMA members with additional job insights.

Two members submitted a resume for our Advisory Board and sponsors to access. Although we have not had many members upload their resumes, we do connect sponsors and Advisory Board members with students if there is a specific need. This effort will be continued in the spring semester.

Increase the number of Advisory Board members from 13 to 15.

Result: We currently have 14 Advisory Board members. This year we lost one members because they moved out-of-state, and we added two. The new Advisory Board members work in broadcast media and healthcare management.
AMA members will be paired with one of our Advisory Board members to receive one-on-one professional development tips and career advice.

(Upcoming)

While our Advisory Board mentorship program has not yet begun for this academic year, we continue to gauge interest and plan to implement it in the spring semester.

Goal: Host an average of two or more professional networking opportunities (defined as at least one industry professional engaged with members) per month for AMA members.

Host at least two internal professional networking opportunities for members per semester.

We have had 17 professional networking opportunities for members thus far. This has been done through a variety of different events including speakers, panels, tours, etc. We exceeded our goal with a 600% attainment. Maximum effort was put forth to increase these opportunities for members this year.

Prepare a week dedicated to marketing events in which students can participate and network with industry professionals.

This year’s “Make Your Mark” Marketing Week was extremely successful. Based on data received from students, it was not only well attended (122 total member appearances), but members found it to be extremely valuable. We had five days of programming, with a presentation, panel, competition, bonding event, and a field trip. The topics covered included: sales, digital marketing, and marketing agency work. With members resuming in-person studies it was important to foster this idea of community within our College and Bozeman. We had sales professionals from Bozeman and the greater Montana area to give insight into sales careers. This helped prepare students for the sales competition the following day, which had a 210% attainment of its goals. Marketing Week also included an opportunity to bond with peers, which resulted in an increased sense of belonging. On Friday we toured four agencies around Bozeman, which resulted in a student job offer from one of the agencies. Our focus was to provide networking opportunities not only on campus but in the community as well. We doubled our initial goal by inviting 24 professionals to participate.

Spring Conference: We will host a conference in February.

(Up-Coming)

We will host our Second Annual Spring Conference on February 25 to teach members about marketing and offer them opportunities to network with industry leaders. Speakers at this event will include representatives from Nike, Disney, WNBA, Kimberly-Clark, AMA, and more. Because we are inviting out-of-state speakers to our mountain town, we will be holding a ski day followed by an après ski networking event for sponsors, speakers, and students.
Goal: Prepare members for post-graduation by providing professional development experience.

Provide experiences through our M-Trail Marketing Services agency, the Mentorship Program with our Advisory Board, the AMA Case Competition, the Undergraduate Research Competition, and pro bono marketing plan for a local non-profit organization.

We have done more M-Trail work than ever before, participated in the AMA Case Competition, Undergraduate Research Competition, and are in progress with the pro bono marketing plan. All of these have had the maximum effort put forth, however, there is room for improvement with the Mentorship Program as it has not been as popular among members as we had hoped.

Fill all Director positions by the middle of October 2021.

This goal was achieved by the end of September 2021 and we also added five more director positions to accommodate interested members.

Guarantee that at least 80% of our events will be professional development opportunities.

With 12 professional development events so far out of 15 total events, we have exactly 80% professional development opportunities. With our upcoming conference and competitions, we anticipate the share of professional development opportunities growing until the end of the year.

Increase student involvement in M-Trail Marketing Services: 12 members throughout the year.

We have had 14 total members involved in M-Trail projects so far and will have more in the coming months, thus exceeding this goal. We created teams to have all age groups and disciplines represented.

Goal: Increase the number of members attending ICC by 10% and increase the number of competitions entered.

Maintain the number of competitions entered (14), competing in at least two new competitions.

We are entering/have entered the following competitions: Best Recruitment Video Competition, Collegiate Case Competition (Finalists), Chapter T-Shirt Competition, BluHorn Grant/Scholarship | Entered, Marketing Strategy Competition, Outstanding Marketing Week Competition, Perfect Pitch Competition, SABRE Business Simulation, Marketplace Business Simulation, Social Impact Scholarship, Student Marketer of the Year, Undergraduate Research Competition, Website Competition, AMA Diversity Leadership Scholarship.

Competitions Page on Website: Incorporate a Competitions Page on our website.

We successfully implemented a page on our website that has links to all of the relative competition pages on AMA’s website. This helps members become better informed about competitive opportunities.

Earning Points: Provide members with more involvement opportunities to earn points to fund their trip to ICC.

We increased the number of opportunities that general members can earn points to fund their trip to ICC in Chicago. Members had opportunities to earn points through volunteering, attending meetings, participating in M-Trail projects, or taking on leadership positions.

Point Updates: Update members at every general membership meeting on the number of points they have earned to date and the relative amount of money they have earned to fund their trip to Chicago.

A link to membership points was included on the member portal on our website. Members were reminded of this portal frequently at meetings. In the future, we plan on sending members their current points twice a semester with a reminder about how the point system works.

The Chapter will use funds to prepay the fee for members committed to going by early bird registration.

This is in progress and members are being made aware of this policy so they can take advantage of it.
COMMUNITY & SOCIAL IMPACT

Goal: Mentor at least one local youth business organization.

Mentorship with Bozeman DECA Chapter: Continue partnership with Bozeman High School’s DECA Chapter.

We connected with Bozeman High School and Gallatin High School’s DECA Chapters by judging at their local competition and by inviting them to our Spring Conference. With the addition of a new high school in our community, we exceeded this goal and doubled our reach.

DECA State Career Development Conference: Volunteer at the end of January as judges for the DECA State Career Development Conference.

We volunteered at the local competition instead of the State Career Development Conference because of conflicting commitments. In the future, we would like to volunteer at both but ultimately preferred the one-on-one connection that the local competition provided.

DECA Day: Invite DECA students to at least one AMA event per semester.

We did not invite DECA students to events during the fall semester. However, our participation with the Bozeman DECA Chapters increased substantially in the spring semester as we helped with their local competition and invited them to the Spring Conference which will have all-day programming.

Goal: Increase hours volunteered by 10%.

Volunteer Communication: Improve communication about volunteer opportunities with general members to give them time to sign up and commit to volunteering.

We gave members adequate time to sign up and commit to volunteering by sending out communications up to two weeks in advance. We also had the Executive Board communicate with their Directors to encourage volunteering. More effort could be put forth to communicate to general members.

Points for Volunteering: Ensure members are aware of the point system for every hour of volunteering to help fund their way to Chicago.

For each volunteer communication sent out, members were reminded of the opportunity to gain points through volunteering. Members were also frequently reminded at general membership meetings. In the future, we may consider reminding members about the point system at every meeting or via twice a semester individual emails.

AMA National Giving Day: Generate 100% Executive Board participation.

100% of the Executive Board participated in AMA National Giving Day. This was done by Executive Board members sending Venmo donations to our Chapter’s Venmo account, which was then donated to AMA National by our Vice President of Finance.

Non-Profit Volunteer Opportunities: Provide members ample opportunities and time to support our non-profit and increase overall member engagement with it.

While we have had approximately 55 volunteer hours, efforts to engage a larger number of individuals with our non-profit are needed. We plan on doing this by including all volunteering opportunities in announcements at every meeting.
Goal: Provide pro bono marketing services for one local non-profit.

Company Videos: Create three 30-second videos and a three-minute video for our chosen non-profit. (On-Going)

We are in the process of ideating these three 30-second videos for Eagle Mount. These videos are intended to be completed by the end of the school year.

Broadcast Air-time: Secure an air-time donation from a local broadcast affiliate that we will use for ad spots for our non-profit.

We have secured an in-kind donation for $1,500 worth of run-time from ABC-Fox Montana. Eagle Mount can use this to run the 30-second videos during the timeline suggested in the Plan.

Marketing Plan: Create a dedicated cohort of marketing students to prepare a pro bono Marketing Plan for our chosen non-profit. (On-Going)

We have a team of eight students who are working on the Marketing Plan for Eagle Mount. We have had strong communication with Eagle Mount’s Executive Director, its Director of Marketing and our internal team and this is on track to finish by Spring Break. Upon completion of this plan, the team will present findings and suggestions to Eagle Mount.

Pro Bono Marketing Implementation: Members will help a chosen non-profit implement at least one of the suggestions made in the Marketing Plan. (Up-coming)

Since the Marketing Plan is not yet completed we have not implemented any suggestions, however, this will be completed by the end of the year.

Goal: Provide marketing services for local businesses and school organizations.

M-Trail Discounted Rates: Offer discounted consulting service rates to local non-profits and other MSU student organizations.

We offer our consulting services to local non-profits and student organizations at a 33% discount. We do this intending to provide high-quality marketing work that doesn’t financially burden the organizations.

Community Networking: Involve students in our consulting branch and provide opportunities to reach the greater Bozeman community by promoting the services of M-Trail. (On-Going)

We hosted interest meetings and one-on-one interviews with students to inform them about involvement opportunities with M-Trail. We plan on continuing to promote M-Trail’s services as we work to build and confirm new teams for pending projects.

Financial Reach: Provide at least $10,000 worth of marketing services for local businesses and non-profits.

All but one of our M-Trail clients this year have been local businesses and non-profits. We have to date provided $5,775 in marketing services for local businesses and anticipate providing close to the $10,000 goal by the end of the year with four projects still in process.
Goal: Provide an average of two volunteer opportunities for students per month.

Move-In Day: Engage 50% of the Executive Board to help with the Freshman Move-In Day to increase awareness of AMA to incoming students.

60% of our Executive Board participated in the Freshman Move-In Day, thus increasing awareness of AMA.

Service Saturday: Engage 15% of AMA members in monthly “Service Saturday” opportunities.

(On-Going)

So far we have engaged six members in the monthly “Service Saturday” opportunities. This is 7.5% of our goal, so we are on track for 15% completion by the end of the year. In the future, we hope to exceed this goal by increasing member communications.

Can the Griz: The Chapter will donate at least 80 cans of food to help the Marketing department reclaim its title in Jabs as the department to donate the most cans to the Gallatin Valley Food Bank.

In total, our Chapter donated 128 pounds of food to the Gallatin Valley Food Bank for the Can the Griz food drive. This was well over 80 cans and exceeded our goal of 80 cans. We also volunteered 14 hours at local grocery stores to collect cans on behalf of our Chapter.

Jabs Welcome Event: 50% of the Executive Board will volunteer at the welcome tent during the first two days of classes.

Jabs did not need volunteers for this event, so we did not complete this strategy.

Coffee and Donuts: Between our Executive Board and general members, we will have 15 members volunteer to hand out coffee and donuts to students during the first week of classes and finals week.

Three of our Executive Board members handed out donuts to students to volunteer with the chapter and promote AMA to students in Jabs. We had a harder time finding General Members to sign up during the summer and had not chosen Directors yet, which we believe contributed to the lower engagement. We did have this booth fully staffed with the Executive Board so there was still effort.

Non-Profit Volunteering: We will provide at least two opportunities for our members to engage with our chosen non-profit client as volunteers.

We provided 15 opportunities for members to volunteer with Eagle Mount so far between the organization’s dance classes, the Halloween Party, the auction, and the Holiday Party. We are hoping for more widespread volunteering in the spring.
FUNDRAISING

Goal: Generate $10,000 in revenue via M-Trail Marketing.

Large Projects: M-Trail will complete at least three projects valued at more than $2,500 which amounts to 20 or more hours of consulting services per project.

We have one completed project of this size. We have one more project pending a team creation to begin by the end of the year.
- Queue, $2,500
- Harvest Cleaning $3,300 (completed)

Mid-Sized Projects: M-Trail will complete at least two marketing consulting projects valued at more than $1,000, providing up to 20 hours of service per project.

We have three projects of this size either in progress or completed.
- Warriors and Quiet Waters, $1,100
- Montana Nurses Association, $1,050
- Montana Conservation Corps, $1,075 (completed)
- Power Yoga $1,000 (completed)

Small Projects: M-Trail will complete as many small projects as possible totaling at least $500, typically including small projects for campus organizations and Jabs.

We have one project of this size in progress, with more projects pending team creation to begin by the end of the year.
- One Valley Community Foundation, $400

Goal: Raise $12,500 in revenue from corporate sponsorships.

Corporate Sponsorship Package: Update our current sponsorship package to target large corporations in addition to traditional local prospects.

We have updated our sponsorship package to reflect current information but decided not to target large corporations as we have had much better success in Montana. We believe this is due to the lack of other university competitions.

Alumni Sponsorship Package: We will create a new sponsorship package to target AMA alumni.

We have not created a new Alumni Sponsorship Package. We plan to do this by the end of the school year for use in the 2022-2023 school year.

Competitions Sponsors: Obtain sponsors for our Chapter competitions.

We have secured sponsors for each of our Chapter competitions. Our sponsors include Consolidated Electrical Distributors sponsoring our Outbound Sales Competition for $1,000, Big Sky Staffing sponsoring our Perfect Pitch competition for $1,000, and Navitec sponsoring our National Sales competition for $1,500.
Marketing Week Sponsorships: Secure a sponsor for Marketing Week.
We secured a private donation for Marketing Week for the amount of $1,000. We hoped to raise $2,000 but were able to secure more general sponsors to recoup those funds.

Conference Sponsorships: Secure sponsors for our Spring Conference.
(On-Going)
So far we have raised $1000 for our upcoming Spring Conference. We have yet to secure a title sponsor but have one event sponsored and a general donor. We will continue to fundraise in the coming weeks and are actively working with local businesses to secure a sponsorship.

Goal: Secure $8,150 in grants.
We have secured $4,533 in grants, and have $2,500 more pending approval by the donor.

University Grants: Apply for four grants through MSU including Mass Funding, Alderson Funding, Jabs Dean’s Funding, and Match Funding.
We have applied to all of these. We have secured the maximum amount of $750 from Match Funding, and $2,783 from Mass Funding. We will hear about Jabs Dean’s and Alderson by the end of February.

New Grants: Research external corporate and foundation grant opportunities and apply for at least two.
We applied for the Bozeman Health Grant and received $1,000. We have also applied to another local grant for $500 and should know in the next few weeks if we secured this funding.

Goal: Generate $2,000 in revenue from Jabs sweatshirt sales.
We generated $1,980 in sweatshirt sale revenue, which was a record amount for our Chapter.

Sweatshirt Voting: At the first General Membership meeting, attendees will vote on the style and color of sweatshirts to be sold to increase awareness about the sale.
We did this at our first meeting and received positive feedback from members. This year, our members chose a navy hoodie to sell.

Sales Timeline: Sell sweatshirts during Marketing Week to allow for distribution before Winter Break.
After much consideration, we decided to use Marketing Week to increase awareness about sweatshirt sales. We sold for the two weeks after and increased sales 9.1% from last year.

Sweatshirt Sales: Executive Board members will have a table in the lobby of Jabs and have a sample of the sweatshirt. Students can pay via Venmo or online for convenience.
We had a table in the lobby in Jabs that we staffed with Executive Board members and Directors lasting two weeks, a week longer than last year. We did not use the website for sales, but Venmo proved to be very efficient for sales.

Leverage Social Media: We will promote sweatshirt sales as well as sweatshirt distribution on social media.
Not only did we promote the sweatshirt sale sales and distribution on our social media, but we also used the College’s Instagram, LinkedIn, and Facebook pages to promote them. Additionally, we had 100% of the Executive Board share to their personal social media.
Alumni Emails: Leverage alumni email lists to promote sweatshirt sales.

We used this strategy and procured five sales from our efforts. This accounted for 9% of our sales we believe would not have happened if not for this effort.

Goal: Earn $750 from service work.

**MSU Gig Work:** As service work opportunities arise for stadium or arena cleanup, and/or cafeteria work, we will arrange and coordinate member engagement to earn service work funding.

So far this year we have only earned $100 from service work. MSU changed the system to sign up for these opportunities and we did not adjust properly last semester. We do plan on signing up to earn money at the Spring Career Fair which should earn us about $500 and get us closer to our goal.

Goal: Cultivate lasting relationships with current and prospective sponsors.

**Thank Yous:** We will send out individual handwritten thank you cards for sponsors, donors, and anyone who financially supports our Chapter.

We have sent thank you cards to everyone who has financially supported our chapter. In the future, we plan on doing this simultaneously with when we receive the donation to stay timely and professional.

**Sponsor Meetings:** To improve our relationships with our sponsors an in-person or virtual event will be held to show our appreciation for their support.

(On-Going)

We have an end-of-the-year meeting planned where we will invite our sponsors as a method of appreciation and a way to share how their generosity allowed us to reach our goals.
MEMBERSHIP

Our chapter currently has 80 active members, a 33% increase from last February when we had 60 members.

Membership Breakdown

We had an increase in students majoring in Marketing this year, whereas last year it was more evenly split between the different business majors. This is likely because the number of Marketing students in our College has increased 20% from last year.

Goal: Increase membership by 15%.

Catapalooza Event: Host a booth at Catapalooza and have at least 8 members volunteer to recruit at least 60 potential AMA members.

We hosted a booth at Catapalooza and exceeded our goal by having 9 members volunteer to recruit members. We also had 74 new potential members as a result of Catapalooza, exceeding both of our goals.

Involvement Fair: Table at the Fall Involvement Fair to recruit at least 30 potential AMA members.

We participated in the Fall Involvement Fair to increase awareness about AMA. We did not keep track of how many people we talked to, however, based on anecdotal data we estimate around 20 people were engaged.

Classroom Visits: Each Executive Board member will visit at least three classrooms to promote our Chapter.

Each Executive Board member visited at least three classrooms to promote our AMA Chapter. The classrooms that we are visiting include all marketing classes offered, freshman and sophomore management classes, and upper-level design and film/photography classes. We did not go to design or film/photography classes during the fall semester, however, we are planning to go to these classrooms during the spring semester.

Greek Life Visits: Two Executive Board members will visit at least two sororities and three fraternities to recruit at least 25 potential AMA members.

We visited three fraternities but we were unable to set up visits with any sororities. Out of these visits we had two potential members, however, none of them applied to become members. In the future, we plan on sending information rather than visiting due to the low level of interest generated.

Personalized Membership Outreach: The Vice President of Membership will send personalized emails to all attendees of the first general membership meeting.

During each general membership meeting, the Vice President of Membership gathered contact information for all potential members and sent personalized emails to them each week with information about being a member, our membership application, and our Chapter’s upcoming events. For each student that filled out an application, the Vice President of Membership would then send each student a personalized welcome email that included their code to enroll with AMA national, as well as an invitation to reach out with any questions.
Engage Underclassmen: The Vice President of Membership will focus on increasing engagement of freshman and sophomore students by setting up meetings after general membership to meet with individuals at one of the dining halls.

The Vice President of Membership and her Directors of membership would reach out to first-time meeting attendees, freshman, and sophomores at the end of general membership meetings to welcome them, provide information about AMA and answer any questions related to the application process. The Vice President of Membership will further this engagement during the second semester by setting up meetings to meet with freshman and sophomores at dining halls and coffee shops.

Goal: Increase membership retention by 8%.

Fill Director Positions: To ensure that general members feel like they have a purpose in the organization, the Executive Board will encourage individuals to take director positions.

All director positions were filled by the end of September and as directors graduated their positions were filled. Directors had high retention from the first semester to the second semester, with 20 of 27 coming back. All but one person that was enrolled in school returned for the second semester.

Personalized Retention Outreach: Our Vice President of Membership will reach out to lapsing members with personalized messages to encourage them to renew their membership.

The Vice President of Membership reached out to lapsing members via email at the start of each month to encourage any members lapsing in the following month to renew their membership. There were 10 members who renewed their membership through this route last semester.

Goal: Engage 40% of members in meetings and professional development opportunities.

M-Trail Consulting Services: The continuation of our consulting branch will engage at least 12 members.

So far this year we have engaged 14 new and existing members. We plan on engaging at least 6 more throughout the spring semester, overall exceeding our goal.

Director Positions: Each member of the Executive Board has director positions to assist in accomplishing their respective goals. These director positions will be filled by the end of October.

Director positions were filled by the end of September.

General Membership Meetings: Engage an average of 30% of members at general membership meetings.

We engaged an average of 34% of current members and 44% of either active or prospective members in general membership meetings.

Mentorship Program: The continuation of our Mentorship Program will engage at least five members with our Advisory Board.

The Mentorship Program has not begun yet but we continue to gather interest.

Pro Bono Work: Through our pro bono work for Eagle Mount, we will engage 10 members. This will be accomplished by volunteer opportunities and marketing services provided.

There are currently 10 members engaged in pro bono work for Eagle Mount and we anticipate adding more members as more volunteer opportunities arise this semester.

Executive Board Participation: Executive Board members will be expected to participate in all General Membership meetings.

Executive Board members attended all General Membership meetings that they were able. Due to COVID-19, we had some absences, but overall participation was very high.
Our digital communications strategies primarily focus on reaching prospective members, who are typically business or design students, and connecting with our membership. Social media channels are directed toward our members to inform them of upcoming opportunities and events. Our email newsletters reach multiple audiences, including our sponsors, our Advisory Board, prospective members, current members, and other key stakeholders.

Create a content strategy to increase brand awareness.

A dynamic content strategy was established by several of the Communications directors to increase brand awareness and engagement. This included creating communications plans for our larger events, such as Marketing Week and the Spring Conference, with the goal of promoting events and AMA to prospective students.

Improve engagement with Chapter social media and email efforts.

Overall, the chapter’s social media and email efforts were improved and strategically developed. Through digital analytics, which was evaluated by the new Director of Digital Analytics, we were able to create strategic edits to our communication practices. Instagram was the platform with the most engagement.

Analyze audience participation reports frequently and make a change to strategies as necessary.

A new position was implemented to make strategic recommendations regarding digital communications. The Director of Digital Analytics worked to analyze the metrics from all communication channels and presented findings to the Vice President of Communications.

Goal: Create a content strategy to increase brand awareness.

E-Newsletters: Release an informative and engaging e-newsletter once a month with upcoming events, educational articles, and additional announcements.

We released one e-newsletter for the fall semester and have two scheduled for the spring semester. There is room for improvement in the number of newsletters and this is something we plan on focusing more on in the future.

Email: Utilize emails to increase awareness about AMA events and accomplishments.

We sent membership meeting emails and reminder emails to prospective members and active members the week prior and the day of, respectively, for every AMA meeting and event. These emails were essential in communicating our events with members, especially those who may not have classes in Jabs Hall where we hang our event posters.

Instagram Posts: Leverage Instagram to share meeting information, event highlights, and a “Meet the Board” series.

We created and posted Instagram content to share meeting information multiple days before to give our members time to add it to their schedule. Event highlights were posted following the event and a “Meet the Board” campaign was posted during the fall semester to help members feel connected to the organization.

Instagram Stories: Use Instagram Stories to promote events and news.

We used Instagram Stories to promote every event and news update. We also used the replies on these to answer questions about events and interact with members and potential members.
**Facebook: Post on Facebook to update members on Chapter news and events.**

We created and posted Facebook content to update members on Chapter news and events. We found that many parents of members and alumni interacted with these posts. We found that Instagram created more engagement, so we did not post on Facebook as much as other platforms to reach our target audience.

**Facebook Events: Promote meetings and events with Facebook Events.**

While we posted meeting information on Facebook, we did not post on Facebook Events. Given that most of our members prefer Instagram, we decided not to focus on this channel.

**YouTube: Feature our recruitment video and pro bono videos.**

We posted our recruitment video on YouTube and have plans to post pro bono videos upon completion. In the future, we plan on promoting these videos more on our other channels to increase views.

**Twitter: Manage our Twitter account and update it with Chapter news and events.**

We posted chapter updates on our Twitter page but did not post event updates. If the data from members support it, we will improve our efforts to utilize Twitter.

**LinkedIn: Leverage LinkedIn for keeping in touch with members, alumni, and sponsors.**

We leveraged LinkedIn to network with members, alumni, sponsors, and other members of the community and introduced a Director of Professional Development to facilitate this.

**News Releases: Write three news releases per semester regarding AMA activities and successes, and have two of them featured on outlets such as local media, Jabs, KGLT, and the Office of the President.**

We wrote three news releases that were published to our AMA website but were not published on community outlets. We hope to generate six news releases and have at least one published externally this semester.

**White Boards: Write on classroom walls around Jabs Hall at least six days before general membership meetings so all students can see the announcements.**

We wrote on the whiteboards in Jabs Hall and hung posters at least six days before the general membership meeting. Previous data supported this as a method of communication so we will continue this effort.

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**Goal: Improve engagement with Chapter social media and email efforts.**

**E-Newsletters: Release an informative and engaging e-newsletter once a month, and increase engagement from 21% to 30% of the Chapter Member audience by the end of the academic year.**

We released e-newsletters with an engagement of 35.9% of the Chapter Member audience. This was a massive increase from years past and exceeded our projected goal of 30%. Though we had high engagement, we did not send as many e-newsletters as we originally intended.

**Email: Send out 5 emails per month and increase the average open rate from 42.6% to 50% by the end of the academic year.**

Increase the open rate from 42.6% to 54.4% for the Chapter Member audience by the end of the academic year. We increased the click-through rate from 1.9% to 5% within the Chapter Member audience by the end of the academic year.

**Increase the open rate from 21.2% to 25% and the click-through rate from 0.4% to 2.5% within the Prospective Member audience by the end of the academic year.**

We increased the open rate of emails to the Prospective Member audience from 21.2% to 35.1% and the click-through rate from 0.4% to 1.5%. We believe the maximum effort was put forth in this area however we did not reach the 2.5% we hoped. This was likely due to inaccurate goal setting.
**Instagram:** Post on Instagram an average of 1 time per week, and increase the number of followers by 15% by the end of the first semester, and an additional 10% by the end of the academic year.

We posted on Instagram on average one time per week and increased the number of followers by 16.3% by the end of the first semester and are on track to reach an additional 10% by the end of the academic year.

**Instagram Stories:** Post on Instagram stories two times a week, and have an average of 120 views per story.

We posted on Instagram stories on average two times per week and had average views of 126 per story.

**Facebook:** Post on Facebook an average of 1 time a week, and increase page likes by 10% annually.

We posted on Facebook on average one time per week and increased the number of followers by 7.3% by the end of the first semester and are on track to reach our goal of 10% by the end of the academic year.

**Facebook Events:** Create one Facebook Events to promote and engage members and prospective members for each general membership meeting.

We did not utilize Facebook Events to communicate general membership meetings to members, and do not plan on implementing this.

**YouTube:** Post on YouTube an average of 1 time a semester, and have a total number of views of 500.

Result: While we did not reach our views goal, we did post one YouTube video last semester (Recruitment Video) and plan on posting four times this semester (pro bono).

**Twitter:** Communicate information regarding biweekly events via tweets, and increase the number of followers by 10% by the end of the academic year.

We increased our follower count by 1%. Ultimately we did not focus our connection efforts on this channel.

**LinkedIn:** Increase the number of LinkedIn followers by 15%.

We increased the number of LinkedIn followers by 25.6%. We did this by encouraging members to interact and follow us on LinkedIn and encouraging Executive Board members and Directors to update their role on LinkedIn as an employee of AMA at MSU.

**Executive Board Interaction:** 100% of the Executive Board will interact on all Social Media posts.

We achieved 100% interaction of the Executive Board on all Social Media posts. The Vice President of Communication let the Executive Board know when posts went live and they interacted shortly after.

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**Goal:** Analyze audience participation reports frequently and make changes as necessary.

**Director of Digital Analytics:** Add a Director of Digital Analytics to organize, analyze, and present data.

We successfully added a Director of Digital Analytics in September 2021. This has allowed our Vice President of Communications to make better informed strategic decisions on digital communications.

**Semester Reports:** Each semester, the Director of Digital Analytics will compile an analytics report for Instagram, Facebook, LinkedIn, and Twitter. From there, strategies will be changed as necessary.

The Director of Digital Analytics compiled a report for the communication channels and suggested edits to communication practices to the Vice President of Communications as appropriate.

**Social Media Scheduler:** The Director of Social Media will leverage a social media scheduler to schedule posts for Instagram, Facebook, and Twitter.

We did not use a social media scheduler this year but instead utilized content calendars and reminders. This is something we would like to plan for and implement in the future.
CHAPTER OPERATIONS

Create a Strategic Plan to provide direction and vision for AMA at Montana State.

Input: Collect data from the following groups using surveys, focus groups, and interviews.

Individual interviews have been conducted with Executive Board members to gather feedback on previous chapter operations and what can be improved. A survey is currently being created and will be sent out to key stakeholders.

Analysis: Analyze data received to determine stakeholders’ evaluation of organizational strengths and weaknesses, as well as brand perception.

(Up-Coming)

Data analysis will take place once interviews and surveys are completed. This project will take place during this semester.

Executive Board Retreat: Host an Executive Board Retreat to brainstorm and determine strategic initiatives for the organization in four areas - Stakeholder, Operations, Financial, Learning & Growth.

(Up-Coming)

The Executive Board Retreat will take place this semester to outline our three-year strategic plan and receive input from each member.

Vision and Values: Draft vision and values to unite with the Chapter’s mission, and provide tactical direction for future leadership.

(Up-Coming)

During the Executive Board Retreat, we will draft a vision and values to use for the strategic plan. These will be passed on to future boards to give them direction for the next few years.

Three-Year Roadmap: Create a three-year roadmap to provide strategic direction for the organization’s future.

(Up-Coming)

The three-year roadmap and strategic plan will be written by the President and Executive Vice President, with the help of the Executive Board, during the spring semester.
Goal: Improve organization for Chapter operations.

**Creative Briefs: Use creative briefs to improve communications between the Executive Board and directors.**

Creative briefs were used to improve communications on the marketing team between the Vice President of Marketing and the Director of Graphic Design for poster creation.

**Utilize Collaborative Programs: Use Google Docs, email, GroupMe etc to communicate among members.**

The Executive Board utilized Google Docs to work on collaborative documents and Google Slides to work on presentations. Email was used regularly to distribute the agenda and minutes before meetings, as well as share information and meeting details with general members. GroupMe was used as the primary instant messaging platform for Executive Board members to communicate on short notice.

**Officer Transition Program: After elections, the outgoing Executive Board will send the incoming Executive Board documents and meet with their successors to help guide them in the transition.**

Following elections, the outgoing Executive Board will send the incoming Executive board documents and meet with their successors to help guide them in the transition.

(Up-Coming)

Goal: Collect data from members to constantly improve Chapter operations.

**Director of Business Analytics: Add a Director of Business Analytics to collect qualitative and quantitative data from members to analyze and create new strategies for membership and programs activities.**

A Director of Business Analytics was added and successfully implemented a system to gather feedback, organize data, and give recommendations based on the feedback given. This position has successfully helped create new membership and program strategies to tailor to the needs of our members.

**Post-Meeting Member Survey: Incorporate post-meeting member surveys to see which events members value most. This data will be considered when creating the following year’s calendar.**

The Director of Data Analytics sent a survey to members following each general membership meeting and discovered which events were received the most positively. This information was used to determine spring semester events and will continue to be used when creating the calendar for the 2022-2023 academic year.

Goal: Increase collaboration opportunities with the Advisory Board.

**Executive Board Meetings: Invite the Advisory Board to attend one Executive Board meeting per semester.**

Instead of inviting the Advisory Board to an Executive Board meeting, we attended one of the Advisory Board meetings in an attempt to not inconvenience their schedules.

**General Membership Meetings: Invite the Advisory Board to attend or present at an average of one general membership meeting per semester.**

We did not have the Advisory Board at an event in the fall semester but hope to in the spring.

**End of Year Event: At the end of the school year, Executive Board members will partake in a celebratory event hosted by the Advisory Board.**

(Up-Coming)

The end of the year event will take place in May and will be hosted by the Advisory Board.
CALENDAR OF EVENTS

August 2021
22- Move in day volunteer
23- Catapalooza- St. Patrick’s day theme
23- Exec board meeting
25- First day of classes
25 -Welcome Booth
28- Volunteer: Service Saturday
30- General membership meeting - “Become a pizza AMA”

September 2021
6- Exec board meeting
REGISTRATION OPENS -- Outbound Sales Competition (postponed until Fall 2022)
13- General membership Meeting- How to stand out in interviews against applicants
15- Fall Involvement Fair- 10-2
20- Exec board meeting
24- Advisory Board Meeting- 9:30-12 JABS 207
27- General membership meeting - Changes in marketing techniques
29- CHAPTER PLAN DUE

October 2021
1- Meet & Greet w/ William Collins
4- Exec board meeting
6- Meet the business recruiters- 5-8
6- Volunteer: Meet the business recruiters 3-9
MARKETING WEEK - MAKE YOUR MARK
11- Panel event: Sales Advice - Careers & Responsibilities
12- Outbound Sales Competition
13- Presentation: Digital Marketing
14- Fun Event: Pumpkin Painting
15- Agency Crawl
18- Exec board meeting
25- General membership meeting- Data-driven Strategic Consulting
27- WEBSITE COMPETITION DUE

November 2021
1- Exec board meeting
3- OUTSTANDING MARKETING WEEK DUE
6- Volunteer: Service Saturday
8- General membership meeting- Outdoor marketing
17- MARKETING STUDENT OF THE YEAR DUE
17- ADVISOR AWARD DUE
14- Volunteer: Can the Griz
15- Exec board meeting
22-26 Thanksgiving Break
29- Exec board meeting

December 2021
6- General membership meeting- Earbud karaoke and Ugly Sweater Contest
8- CASE COMPETITION DUE
16- Last day of classes

January 2022
19- First day of classes
19- Exec board meeting
19- Undergraduate Research Due
26- General membership meeting - Panel Event: MSU Sports Marketing

February 2022
2- Exec board meeting
SALES WEEK
7- Sales Coaching Clinic
8- Navitec National Sales Competition
9 - Big Sky Staffing Perfect Pitch Competition
9- ANNUAL REPORT DUE
11- REGISTRATION OPENS -- Various ICC activities
11- BEST RECRUITMENT VIDEO DUE
16- T-SHIRT DESIGN DUE
16- Exec board meeting
23- General membership meeting - Resume/ Cover letter workshop
24-26- AMA MONTANA STATE 2ND ANNUAL CONFERENCE

March 2022
2- Exec board meeting
9- General membership meeting - What to expect at ICC
14- Spring Break
17-19- AMA ICC
23- Exec board meeting
30- General membership meeting - Sustainability

April 2022
6- Exec board meeting
13- General membership meeting- Web design
20- Exec board meeting
27- General membership meeting- Elections

May 2022
4- Exec board meeting
5- End of year celebration
9- Volunteer: Coffee and muffins for finals week
12- Last day of classes
13- Graduation
## BUDGET

### INCOME

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<th></th>
<th>BUDGET</th>
<th>ACTUAL</th>
<th>% OF BUDGET</th>
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<tr>
<td>Membership</td>
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<td>Grants</td>
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<td>Sponsorships</td>
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<td>Merchandise Sales</td>
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<tr>
<td>Spring Conference</td>
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<td>Consulting Services</td>
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### EXPENSES

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<td>ICC</td>
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### TOTAL NET

|                      | $285.64 | $13,280.94 | 4458.12%    |

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20
Striving to further the professional development for our members and be a light in the community.