

California State University, Northridge

Chapter Plan

2024-2025



Pop Your Potential with CSUN AMA!



California State University
Northridge

Chapter Plan

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Chapter Overview

CSUN AMA is the premier marketing club on campus, offering a unique educational journey that extends beyond the classroom. Join us to connect with industry professionals, access valuable resources, and elevate your marketing skills through hands-on experiences and networking opportunities.

Pop Your Potential with CSUN AMA!

The **mission** of the American Marketing Association Chapter at California State University, Northridge, is to educate students about the marketing industry while fostering professional development. We welcome students from all majors and backgrounds, offering an inclusive community and valuable resources to help them reach their full potential. Our mission is exemplified by the three Es outlined below.

Enhance

By participating in AMA, students can improve their professional and social skills. This program is designed to promote self-confidence and build professional credibility, providing a valuable personal and career development opportunities.

Educate

AMA provides students with an educational perspective on the world of marketing, offering insights into the various career opportunities the field presents for their future.

Engage

AMA provides students with opportunities to engage with professionals and gives access to resources that will aid them in their professional careers through hosting professional networking events, community service, firm tours, fundraising, and much more!

EXECUTIVE SUMMARY

We are committed to helping students unlock their full potential in the marketing industry through networking and career development opportunities. Our theme, "Pop Your Potential with CSUN AMA," encourages members to explore new possibilities, grow their skills, and take their careers to new heights.

DIVERSITY, EQUITY, AND INCLUSION

CSUN AMA aims to foster diversity, equity, and inclusion by consistently representing a diverse background in our student body, network of professionals, and the communities we impact to create a welcoming culture for all members of our club.

SWOT Analysis

STRENGTHS

- **Exclusive Presence:** As CSUN's only marketing club, it fills a unique niche for students seeking marketing opportunities.
- **Award-Winning Club:** A well-established chapter with a strong track record of receiving numerous awards, showcasing excellence and recognition.
- **Experienced Faculty Advisors:** Led by seasoned faculty advisors who provide invaluable guidance, mentorship, and expertise to support the chapter's growth and success.
- **Strong Institutional Support:** Supported by the Marketing Department, we ensure access to valuable resources and opportunities.

WEAKNESSES

- **Gender Imbalance in Leadership:** A low number of male VPs, limiting diverse perspectives in decision-making.
- **Lack of Advisory Board:** No advisory board in place to provide external guidance and industry insights.
- **Limited Leadership Time Commitment:** Leaders face time constraints due to part-time jobs and long commutes, impacting their ability to fully commit.

OPPORTUNITIES

- **Working with various companies:** Located in the greater Los Angeles area, the second most populous metropolitan region in the United States, we could collaborate with companies to raise the club's visibility.
- **Hosting industry specific networking events:** As the largest university in the San Fernando Valley, home to nearly 2 million people, members can build connections with industry professionals involved in the marketing field.
- **Collaborating with other universities' AMA chapters:** Collaboration with other AMA chapters within the California State University system, the largest public university system in the United States, strengthens relationships, shares resources, and expands connections.

THREATS

- **Lack of Motivation:** Being in an urban university, we face the challenge of members potentially losing interest due to the abundance of opportunities available outside the campus.
- **Competition with Other Clubs:** Other business clubs on campus compete for student attention and participation.

GOALS

Our goal is to cultivate an inclusive environment that equips our members with the knowledge, skills, and experiences necessary to excel in the marketing field while encouraging active involvement within local communities.

OBJECTIVES

- Have a minimum of 7 guest speakers each semester, including a professional panel at the end of each semester.
- Raise \$300 from donations and sponsorships.
- Hold at least one workshop meeting per semester.
- Organize one industry tour per semester.
- Build a community that values diversity, equality, and inclusivity.
- Acquire more than 150 new members by the end of Spring '25.

Professional Development

At AMA, we go beyond traditional education by equipping members with essential career skills, industry insights, and a strong professional network. Through tailored programs like industry tours, expert speakers, and workshops, we help members gain a competitive edge in their careers and internships.

Guest Speaker Events

Objective:

- Host a minimum of 6 -7 guest speakers at meetings per semester to offer members insider perspectives and actionable advice on building successful career portfolios.

Implementation:

- Utilize existing connections, LinkedIn networks, and alumni referrals to secure guest speakers.
- Partner with the Nazarian College of Business and Economics to utilize alumni and faculty networks for potential speaker opportunities.

Coffee Chats With Professors

Objective:

- Organize two coffee chat sessions annually to foster meaningful discussions between members and professors to explore career trajectories, and academic mentorship.

Implementation:

- Conduct outreach with faculty from different departments, such as marketing, finance, and management, to encourage participation.
- Promote the event on social media, highlighting professors and complimentary refreshments.

Firm Tours

Objective:

- Organize one firm tour per semester, with at least 35 members per tour, to ensure meaningful interaction with company professionals.

Implementation:

- Organize a tour with CSUN alumni Bill Imada to visit IW Group
- Connect with AMA alumni and guest speakers to arrange firm tours, expanding our network of participating companies across various industries.

Skill-Building Workshops

Objective:

- Provide at least one workshop per semester focusing on topics including resume building, interview skills, and portfolio development to offer resources to students catering to their current and future needs.

Implementation:

- Reach out to Nazarian Career Center, Intersect LA, and alumni.
- Promote events two weeks prior via social media, newsletters, and meetings to boost attendance.

ICC Competitions

Objective:

- Participate in at least 6 ICC competitions, including a Website Competition, Best Recruitment Video Competition, Marketplace Simulations Competition, and Chapter T-shirt competition.

Implementation:

- Delegate specific roles to board members to carry out each project based on skills.
- Organize board meetings to discuss and work on competitions in teams.

Marketing Mash-Up

Objective:

- Host a networking event featuring over 30 industry professionals and 60 student participants.

Implementation:

- Three months in advance of event, finalize contact list and invite guest speakers from past meetings and mash-ups, CSUN alumni, and new connections from various industries.
- Promote event a month in advance in meetings, on social media, and in classroom pitches.

Marketing Week

Marketing Week will run from October 1st to October 4th, offering a week of activities to engage students. Our events are designed to help members learn about marketing, develop marketing skills and network with professionals and peers. No matter your experience, AMA offers a community eager to grow together.

Objective:

- Achieve attendees for each event (See goals by events) and boost membership outreach by increasing new sign-ups for emails at tabling events.

Implementation:

- Promote Marketing Week events one week in advance on Instagram, TikTok, and LinkedIn, including location and time details.
- Encourage students to sign up for AMA's newsletter and follow us on social media for updates.
- Promote future events and meetings during Marketing Week to boost attendance.

Tuesday, October 1st	Tabling in front of Nazarian College of Business and Economics (aim for 60 email sign ups)
Wednesday, October 2nd	Resume Workshop hosted by CSUN CEPD (Career Education and Professional Development) staff (aim for 15 attendees)
Thursday, October 3rd	Member Meeting with IntersectLA: Portfolio Workshop (aim for 50 attendees)
Friday, October 4th	Social at Northridge's Dave & Buster's (aim for 20 attendees)

By implementing these initiatives, AMA equips members with essential marketing skills, including communication, analytical thinking, time management, teamwork, and networking, preparing them for professional success in their future careers.

Community & Social Impact

CSUN AMA is committed to community engagement through a Thanksgiving food drive and participation in the Valentine Project to support children affected by illness. We will also collaborate with campus organizations to provide marketing support for sustainability efforts, offering our members valuable hands-on experience.

Volunteering

Objective:

This year, we will host two volunteer events. These initiatives will allow our members to give back and strengthen community ties.

Implementation:

- Have AMA participate in a food drive by encouraging donations of non-perishable foods and high-demand personal hygiene items to CSUN Food & Pop-Up Produce Pantry in honor of Thanksgiving.
- Organize a volunteering event in February to participate in the Valentine Project by preparing and sending personalized packages that will be received by children from birth to 21 years whose lives are affected by cancer or chronic illness.

Support Other Initiatives

Objective:

Collaborate with two campus organizations or initiatives by providing marketing support for their projects. This initiative will strengthen relationships within the campus community while offering our members hands-on marketing experience to develop valuable skills.

Implementation:

- Collaborate with the Marketing Educators Association.
- Partner with the event Creator Economy on October 29 to help creators build their influence with CSUN REACH.
- Encourage participation in events hosted by these organizations.
- Promote their projects and events on social media platforms, including Instagram, TikTok, and LinkedIn.

Fundraising

We aim to raise \$300 in donations for 2024-2025 by partnering with local businesses through fundraisers and social media promotions. Additionally, we plan to secure 16 active sponsors by the end of the school year, obtaining food sponsors for all meetings and promoting these partnerships through social media.

Fundraising

Objective:

CSUN AMA aims to raise \$300 in monetary and in-kind donations for 2024-2025 through existing and new partnerships in the San Fernando Valley.

Implementation:

- Contact a minimum of 25 local businesses per semester via email, phone calls, and in-person visits, to promote options to hold fundraisers at their establishments.
- Provide shoutouts on our social media platforms (Instagram, LinkedIn) for all partnerships.
- Pending fundraiser with Dave's Hot Chicken (CSUN AMA will receive 20% of purchases made by CSUN AMA Members) and BON BON Tea House (for an all-day fundraiser).

Food Sponsorship

Objective:

CSUN AMA aims to establish an endowment of sponsors by partnering with business owners in the San Fernando Valley, targeting 16 active sponsors by the end of the 2024-2025 school year.

Implementation:

- Identified existing partners and researched potential sponsors.
- Obtain food sponsors for all 16 meetings for the academic year through phone calls, emails, and in-person visits.
- Promoted sponsors through social media posts and Instagram stories featuring members enjoying their food.

Membership

CSUN's AMA Membership department is dedicated to recruiting and retaining members by promoting the benefits of association membership and ensuring a positive experience for all. We develop strategies to highlight AMA's values and organize events that foster support and connection among members.

Member Recruitment

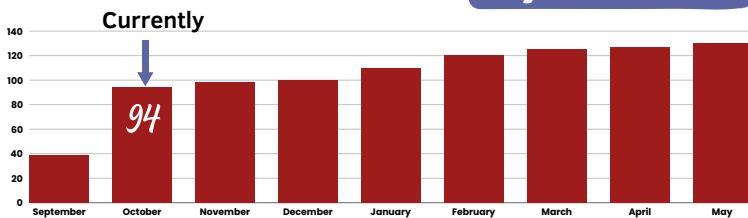
Objective:

- Recruit a total of 130 members by the end of Spring 2025.

Implementation:

- Run in-class pitched to Marketing-major required classes.
- Promote membership sign-ups at "Meet The Clubs", Marketing Week tabling, and regular tabling events at Bookstein Hall.
- Attract students at the College Fair with sweet treats to showcase the benefits of AMA.

Projected Metrics



September-May, 2024-2025 Members

Classroom Pitch

Objective:

- Visit a minimum of 15 classes per semester to promote AMA.

Implementation:

- Develop a two-minute engaging pitch focusing on networking, hands-on experience, and member success stories to share in relevant classes.
- Coordinate with professors to secure five-minute slots in 15 classes throughout the semester.
- Use visual aids with QR codes for sign-ups and begin with an interesting statistic or success anecdote.

Tabling

Objective:

- Collect contact information from at least 60 interested students during tabling events.

Implementation:

- Create an attractive display with banners, club information, and promotional materials.
- Offer small incentives, such as candies or raffle entries, in exchange for signing up with their emails.
- Track email sign-ups in real-time and aim for at least five new contacts per hour of tabling.

Member Retention

Objective:

- Send monthly survey to receive feedback from members and organize two events per month.

Implementation:

- Send weekly reminders for meeting events to encourage attendance.
- Greet every member at meetings and events.
- Offer raffle awards for event attendance.
- Follow up surveys with members to measure their interest in AMA events.
- Tracking expiration dates on Excel spreadsheets and sending email reminders for renewals.

Feedback Surveys

Objective:

- Identify areas of improvement to maximize members satisfaction.

Implementation:

- Offer more opportunities based on response to enhance more engagement.
- Add a check-in session to improve members connection with club leaders.
- Create simple and direct surveys that can be completed under five minutes.



Meeting Check-In

Events

Objective:

- Aim for a 70% member attendance per event.

Implementation:

- Ask members what marketing skills they are interested in developing, such as career, network, and communications skills.
- Coordinate with other clubs to secure interactive events members can join.
- Use visual flyers and advance promoting on social media platforms.

Internal & External Communications

CSUN AMA's external communications focus on building a robust online presence and fostering professional connections. We aim to launch a user-friendly website to promote activities, attract new members, and highlight alumni success while increasing engagement through consistent social media activity. To ensure efficient internal communications, we will be using platforms such as Slack and Canvas.

Internal Communications

Slack

Objective:

Implement clear and direct communication between members and teams, ensuring efficiency in event planning and chapter operations.

Implementation:

- Implement a 24-hour response time for board members via Slack.
- Regularly update Slack with information on meetings, events, media content, and sign-up sheets.

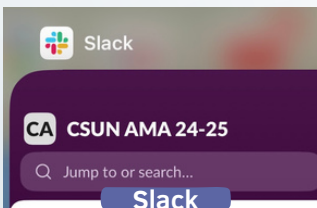
Canvas

Objective:

Maintain consistent and up-to-date information and resources for members' use.

Implementation:

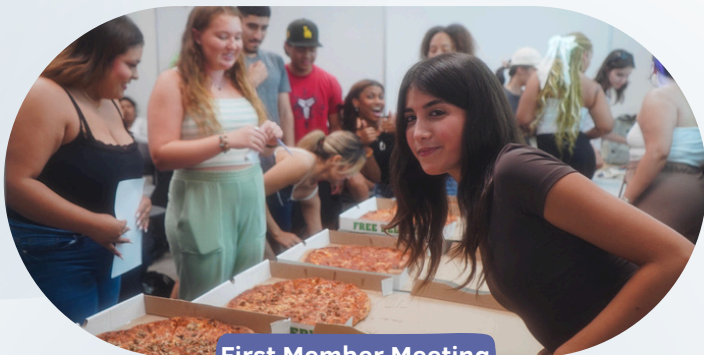
- Regularly update Canvas with information on meetings, events, media content, and sign-up sheets.
- Publish and monitor sign-up forms on Canvas for upcoming events and activities.
- Record documents for future reference.



Slack



Canvas



First Member Meeting

External Communications

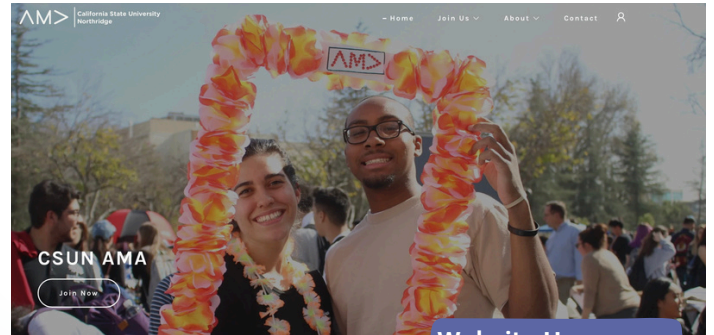
Website

Objective:

Create an engaging and user-friendly CSUN AMA Club website to promote activities, attract new members, and provide valuable marketing resources for students and professionals.

Implementation:

- Design a visually appealing website with intuitive navigation and mobile responsiveness, organizing sections for events, membership information, resources, and an "About Us" page that highlights the club's mission and benefits.
- Include a section showcasing member and alumni achievements, featuring testimonials that illustrate how AMA has supported their marketing careers.



Website Homepage

Outreach

Objective:

Invite at least two professional alumni guest speakers for general meetings and four new professional contacts for the Marketing Mash-Up, providing enhanced networking opportunities for our members. Additionally, we aim to add 50 viable contacts to our database of alumni and professional contacts through continued outreach this year.

Implementation:

- Reach out to ten professionals a week via email or LinkedIn.
- Partner with CSUN's career center to secure 2 alumni professional contacts in marketing who may be interested in sharing their industry knowledge.

Social Media

Objective:

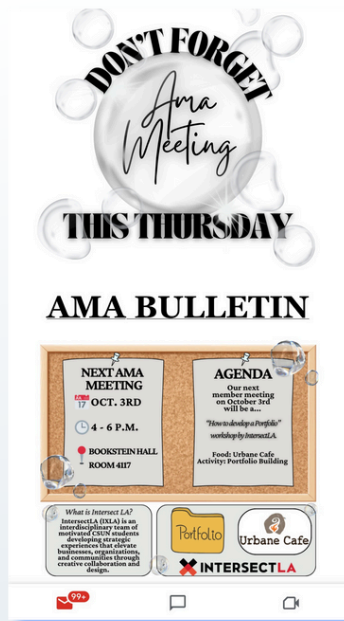
Communicate effectively with members and non-members about CSUN AMA news, events, and opportunities through consistent social media engagement on platforms like Instagram and TikTok. Aim to increase Instagram followers by 8% (from 1,908 to 2,000) and TikTok followers by 144% (from 82 to 200) while staying aligned with current trends.

Implementation:

- Post consistently on social media, especially Instagram, at optimal times to reach a broader audience. Engage with members and non-members through comments and direct messages to foster interaction and promote AMA events.
- Share regular posts and stories on Instagram that highlight upcoming events and club updates, aiming for 2,000 followers through engagement, effective use of hashtags, and partnerships with other student organizations.
- Create trendy, high-quality content on TikTok that resonates with students and showcases CSUN AMA events, adhering to TikTok's algorithm to maximize exposure and achieve a minimum of 100 followers. Stay current with TikTok trends to attract a wider audience.



Instagram



Newsletter

Newsletter

Objective:

Develop a dynamic CSUN AMA Club newsletter to inform members and the broader community about upcoming events, industry insights, and valuable resources, while fostering engagement and encouraging new memberships.

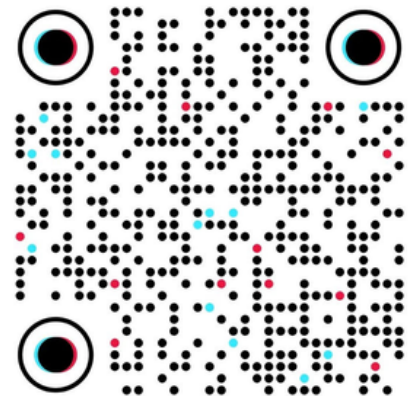
Implementation:

- Distribute the newsletter monthly on a consistent day, such as the first Monday, to provide timely updates.
- Include a calendar of upcoming events, workshops, and internship opportunities, with clear calls to action for registration and participation.
- Promote the newsletter through social media, club meetings, and events, and provide a simple sign-up form on the club's website to capture email addresses from interested individuals.



First Member Meeting

Follow Us On TikTok



@csunama
AMA CSU Northridge

Chapter Operations

OPERATIONS

Objective:

Schedule meetings with the Internal and External teams to discuss the current budget and best utilization of activity investments.

Implementation:

- Determine how departments can utilize the budget by holding meetings to develop action plans for their events and deciding which events to prioritize.

MEETINGS

Objective:

Hold biweekly meetings with guest speakers, workshops, and social events to foster community among AMA members, aiming for at least 70% attendance at each event.

Implementation:

- Promote meetings through all social media outlets and email newsletters.

EXECUTIVE MEETINGS

Objective:

Hold biweekly meetings, either in-person or via Zoom, to discuss and share plans for upcoming events, aiming for at least 95% attendance at each meeting.

Implementation:

- Establish a consistent schedule to encourage regular attendance.
- Distribute meeting minutes in a timely manner.
- Have the Chief of Staff communicate meeting dates to the executive board via Slack.

FINANCE

Objective:

Accurately record all financial forms and receipts for submission to the Associated Students Organization (AS) and to effectively manage the AS budget to ensure sufficient funding for future semesters.

Implementation:

- Create electronic folders for all records, forms, and receipts, and store them in Google Drive with a backup on personal drives.
- Effectively allocate the budget for in-person events and ensure that at least 90% of the AS funds are spent on club events.
- Maintain regular communication with AS and learn about budgeting through AS-sponsored financial workshops.

LEADERSHIP TRANSITION, ARCHIVES, & KNOWLEDGE

Objective:

Provide thorough training for all Executive Board positions, ensure opportunities for relationship-building among members, and effectively prepare new Board members for their roles.

Implementation:

- Hold retreats during Summer and Winter breaks to familiarize the Board with their duties and each other's roles.
- Update Canvas with position descriptions and protocols each semester.
- Hold elections in early April to give the new leadership board enough time to transition.

Calendar of Events

Fall 2024

June 2024

15 - Summer Retreat Day 1
16 - Summer Retreat Day 2

August 2024

29 - Board Meeting

September 2024

03 - Meet the Clubs (Day 1)
04 - Meet the Clubs (Day 2)
05 - Member Meeting: Introductions
09 - Classroom Pitches Begin
12 - Board Meeting
19 - Q&A with CydCor Recruiters
26 - Board Meeting
30 - Marketing Week Begins

October 2024

02 - Chapter Plan Deadline
03 - Portfolio Workshop hosted by IntersectLA
04 - Marketing Week Ends
10 - Board Meeting
17 - Marketing Challenge
24 - Board Meeting
25 - Western regional conference
31 - Halloween Movie Night

November 2024

07 - Board Meeting
14 - Agency 101 Workshop with Joy Anderson/Food Drive
21 - Board Meeting

December 2024

05 - Panel with Professionals

Spring 2025

January 2025

TBD - Winter retreat day 1
TBD - Winter retreat day 2
23 - Board Meeting
30 - Branding 101

February 2025

06 - Board Meeting
13 - The Valentine Project
20 - Board Meeting
26 - Annual report deadline
27 - Member Meeting

March 2025

06 - Board Meeting
13 - Member Meeting
20 - Board Meeting

March 2025 Continued

27 - Marketing Mash-Up

April 2025

03 to 05 - AMA ICC
03 to 05 - MEA
10 - Member Meeting
17 - Board Meeting
24 - Member Meeting
TBD - Leadership Election

May 2025

01 - Board Meeting
08 - Member Meeting

Budget

Revenue		Expenses	
Membership Dues	\$4750	Corporate Tours	\$4000
College Fund	\$8620	Guest Speaker Panels	\$1200
		Career Workshops	\$400
		Marketing Week	\$470
		Marketing Mashup	\$1000
		Physical Marketing	\$800
		Digital Marketing	\$250
		Promotional Content	\$500
		Food Meeting Expenses	\$2000
		Administrative Costs	\$400
		AMA National Dues	\$1400
		Decorations	\$150
		AMA T Shirts	\$300
Total Revenue	\$13,370	Total Expenses	\$12,870