



WESTERN MARKETING ASSOCIATION

INNOVATE | INTEGRATE | MOTIVATE

ANNUAL REPORT 2023-2024

Western Connecticut State University • Danbury, Connecticut



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EXECUTIVE SUMMARY



Executive Summary from the Executive Board

Dear AMA Team,

The Western Marketing Association has achieved almost every goal set in the chapter plan. Maintaining our top-small chapter, platinum status and hosting events that embrace DEI has kept our chapter on track. During marketing week, we held a DEI panel with several alumni and hosted a different workshop and guest speaker each day of the week, focusing on everything from our Big Idea competition to our Seventh Annual Regional Conference! We attracted 50+ students to our events. Here are some of the remarkable professionals our chapter has worked with this semester:

- Eljay Feuerman - Vice President and Senior Client Partner, Director of Insights & Ideation - I.W. Group
- Steve Scebelo - President of NFL Players Association
- Kevin Warner - Global Director of Consumer Experience
- Rich Feldman - Head of Marketing, Finario
- Ashwin Kulothungun - Associate Partner, MBL

Working with several local and national clients and fulfilling their individual needs, taught our team all about different areas and focuses within marketing. Across our clients, each had their own goals ahead of them. To help achieve their goals, we leveraged:

- Social Media Marketing
- Targeted Ads
- Social Media Scheduling
- Website Modification
- Photo & Video Editing
- Trade-show Exhibit-booth Creation

Every week, we hosted a guest marketing professional either in-person or online. These marketing executives and alumni worked with our students using interactive workshops to demonstrate real-world scenarios and situations that could come up in the field. Creating connections through client work and fundraising were essential elements to the success of our chapter this year. Agency teams worked with several clients this past semester ranging from the Art & Color, a small, local business to The Children's Center of New Milford, an education center, childcare, and daycare. Keeping our social media and website up-to-date and in-sync, keeps our IMC in line. The main objective is to keep students from our school and professionals within our community engaged with the work that we're doing.

Achieving Top Small Chapter in 2023, we recognize that all 20+ members must work to continue to shine. Having a diversified chapter both academically and ethnically, contributes to our well-rounded perspectives and events. Since over 90% of our members are juniors and seniors, our goal is to increase Freshman and Sophomore attendance.

Cultivating an environment, where diverse perspectives are encouraged, new ideas are presented and friendships are created, are the roots of the WMA. Our chapter cannot wait to continue working and learning through our future projects. Our students work to consistently improve their skill sets and lay the foundation for future members, paving the way for a new wave of young marketing professionals.



EXECUTIVE BOARD



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Sincerely,

Western Marketing Association Executive Board

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CHAPTER OVERVIEW



Chapter Highlights



- Semi-Finalists for Case Competition 2024, The Sheth Foundation
- Held 11 professional development events in the Fall, with 10 scheduled in the Spring
- Hosted 7th Annual Regional Conference, with at least one outside chapter attending
- Grew our member participation to full capacity
- Hosted 10 skill workshops with 10 additional scheduled for Spring 2024
- Continue to maintain relationships with our professional connections

Evaluation Metrics

Chapter Activity Evaluation Metrics

Extremely Successful



Very Successful



Moderately Successful



Fairly Successful



Not Successful



Overall we performed above and beyond our goals. After each of our weekly chapter meetings, members complete a survey to evaluate the effectiveness of the meeting in relation to their personal marketing goals on a scale from 1-5. Members also have a chance to submit comments regarding their experience each week.

Mission Statement

The Western Connecticut State University Collegiate Chapter of the American Marketing Associations strives to provide students with opportunities for professional marketing development, personal growth, and community service.

Leader Workshop Series

Goal: Host a minimum of 15 guest leader workshops throughout the Fall and Spring semesters, that allow members to meet with real-world business professionals. These guest leaders will provide members with knowledge in digital & interactive marketing, real-world case studies and DEI initiatives.

Evaluation: A total of eleven guest leader workshops were hosted in the Fall semester with ten additional ones scheduled for the Spring semester. Guest leaders brought new perspectives to discussions and sparked dialogue between students and professionals. Association members were able to network and learn about the marketing arena.



Steve Scebelo
President, NFL Players Association

Goal: 10 Members | **Results:** 12 Members

WCSU Alum, Steve Scebelo joined us as a keynote speaker this year at our 6th annual Regional Conference. Steve spoke about his diversity initiative DRIVEN. He also hosted a creative design competition with our chapter and members which was competed at our event.



Emily O'Toole
Manager, Sales and Operation, Chasm Partners

Goal: 10 Members | **Results:** 12 Members

Emily O'Toole, a former WMA President joined us at our Regional Conference this year. She executed an activity in which our attendees were able to learn more about themselves and how to thrive in their future career environment. Being a manager, she emphasizes the importance of employee validation and how it promotes success.



Hannah Lafontaine
Marketing Manager, Rebellion Group

Goal: 10 Members | **Results:** 10 Members

As a Marketer, Hannah realized that she enjoyed being a designer. During her hands-on Canva workshop, she taught students the importance of the basics of design, such as the usage of color, lines, shapes, and texture.



Eljay Feuerman
Vice President, Senior Client Partner, IW Group

Goal: 10 Members | **Results:** 15 Members

Eljay had met with our students at our regional conference. There, he conducted a workshop from one of his real clients, Haku Vodka. They split off into groups and created their own marketing plan catering to the company's wants.



Josh John
Director, Cardiovascular Marketing, Boehringer Ingelheim

Goal: 10 Members | **Results:** 10 Members

Josh gave insight on a type of marketing our members were not familiar with. He incorporated how health and marketing go hand in hand in terms of branding, customer service, and strategy.



PROFESSIONAL DEVELOPMENT



Debbie Horne - Tuesday, September 5, 2023
Director, Communications and Marketing, Special Olympics of CT



Goal: 10 Members | **Results:** 15 Members

As director Debbie manages 35 employees and brings an annual revenue of \$3 million where she supports 70+ local programs and looks after 10,000 athletes. She emphasized the use of social media channels and the importance of fundraising events. Debbie oversees a leadership program that targets leadership development for 50+ student ambassadors.



Mike Brooks - Tuesday, September 12, 2023
Senior Director, Product Marketing, Kaseya



Goal: 10 Members | **Results:** 10 Members

Mike started with his own Martial Arts business that brought him loads of experience and, with that, he ended up opening his own marketing start-up company. He later on sold it to the company he works for now, Kaysea, IT and Security Management. Product Marketing is his niche where he deals with sales, webinar campaigns, and product launches.



Sissi Riveria - Tuesday, October 3, 2024
Account Executive, OMG.re



Goal: 10 Members | **Results:** 15 Members

Sissi works for a large real estate firm based in New York City where she focuses on social media marketing for high-end rentals. Some of her duties include developing campaigns, A to B testing, collaborating with clients to improve performance, developing a full marketing plan for clients, and data management.



Kevin Novella- Tuesday, September 19, 2023
Senior Account Manager, POTOO



Goal: 10 Members | **Results:** 12 Members

Kevin Novella works for an online brand protection agency that collects data on unauthorized sellers. He communicates with various distributors and marketplaces to distribute and verify information on certain products.



Jake Nimmo- Tuesday, December 5, 2023
Manager, Marketing Operations, Swag.com



Goal: 10 Members | **Results:** 14 Members

Jake, a WCSU Alum taught our members a new way to go about analytical data in marketing known as GA4. He touched on the many different topics regarding platforms, collecting data, operations, and systems in terms of analytics.



Chris Alleva- Tuesday, November 7, 2023
Retention Strategist, Structured



Goal: 10 Members | **Results:** 8 Members

Chris is a WCSU alumni who is now working as a Retention Strategist at Structured Agency. Attendees were led through a discussion on the importance of Email and SMS Marketing in the world today. Chris enlightened members on strategies such as: retention flow, cross-selling and layering segments.

PROFESSIONAL DEVELOPMENT



Marketing & Innovation Week

Email & SMS Workshop

Kevin Warner, of Edgewood Personal Care, created a workshop that sharpens our members email and SMS knowledge. Our members used real business conversations and issues to draft emails and text message alerts.

Monday, October 23, 2023



Goal: 10 Members

Participation: 12 Members

Evaluation: Our attendance goal was met, and students are continuing to use email and SMS to strengthen their resumes

Website / CRM Workshop

Hannah LaFontaine, of Rebellion Group, guided attendees through Website and Customer Relationship Management improvements.

Tuesday, October 24, 2023



Goal: 10 Members

Participation: 15 Members

Evaluation: Hannah hosted an in-depth website redesign workshop where she critiqued our current chapter website.

Big Idea Competition

This annual interactive competition was open to all students who express interest in the entrepreneurial world. Participants presented their ideas to the attendees and were judged by a panel consisting of Richard Feldman, Kimberly Reddington, and Caroline Chaves

Wednesday, October 25, 2023



Goal: 10 Attendees

Participation: 25 Attendees

Evaluation: Five students presented their Big Idea and we had two winners! LOF Ski, adjustable equipment for the disabled won \$300! Chrysilis, a second-hand baby clothing online marketplace won \$200!

Alumni Panel-DEI

WCSU alumni Sissi Rivera, Anna Adebambo, Adam Jehu and Andrea Madrid answered current student's questions on Diversity, Equity, and Inclusion.

Thursday, October 26, 2023



Goal: 10 Members

Participation: 7 Members

Evaluation: Students were encouraged to think critically about connecting DEI in marketing to PWC. With each panelist being of Hispanic descent, members were able to gauge DEI in a variety of workplaces.

Marketing & Innovation Week

7th Annual Western Marketing Association Regional Conference

Friday, October 27, 2023



Goal: 15 Members
Participation: 20 Members

Evaluation: Our 7th Annual Regional Conference was a success. Attendees participated in workshops, competitions, and a networking session. We kicked off our conference hearing from:

- Steve Scebelo, President at the NFL Players Inc., presented his campaign for DEI at NFL Players INC, called "Driven". He went through the product development of the campaign and how it addresses the diversity gap to create opportunities directed towards diverse entrepreneurs, and to spread awareness on DEI as a whole.
- Eljay Feurman, Vice President & Senior Client Partner at IW Group Inc., he conducted a workshop from one of his real clients, Haku Vodka. They split off into groups and created their own marketing strategy and tactics, catering to the company's wants.
- Ashwin Kulothungun, Associate Partner at MBLM, led an engaging conversation on MBLM's Brand Intimacy Model. He presented the analytics on how men and women perceive brands; what is most important to them, if a brand can win them back and how storytelling can affect the brands image.
- Kimberly Reddington, Founder of RISE Marketing Co., led our participants through a powerful workshop on storytelling campaigns.



PROFESSIONAL DEVELOPMENT



Think Tank Series

Goal: Worked hands-on with a local business, Art & Color, to give feedback and techniques that would grow consumer experience and their online presence. In our Think Tank sessions, we were able to give advice to this client and display ideas to improve current issues their business was having.

Evaluation: We were able to successfully improve their online presence and how the clients viewed them.

Online Presence

Goal: 8 Members

Results: 10 Members

The owners expressed their concern with social media and how it could be improved. We completely remodeled their social media and provided a how-to for them to continue it moving forward.



Consumer Engagement

Goal: 10 Members

Results: 8 Members

Art & Color owners visited our club to discuss consumer engagement and improving their customer base. After further discussion with the owners and our team we were able to create a marketing plan focused on gaining and retaining more clients.



Skills Workshops

CRM Workshop | Tuesday, October 10, 2023

Goal: 10 Members | **Results:** 12 Members

Emily O'Toole, Sales Operations Manager at Chasm Partners and former WMA Chapter President, hosted an interactive workshop when working on trying to get a new lead. Our members had to follow a test prompt and create an email copy focussing on strategy and execution.



Cremo Branding Workshop | Monday, October 23, 2023

Goal: 10 Members | **Results:** 15 Members

Alumni Kevin Warner gave our members a workshop that highlights an area of work he does on a daily basis. Brand Site Management is something he specializes in and had our members look at the website of Cremo to analyze it in deeper detail. Our members went around and pointed out what they noticed to be a positive attribute as well as something they would change and he gave insight on both.



Website Redesign | Tuesday, October 24, 2023

Goal: 10 Members | **Results:** 12 Members

Hannah LaFontaine, Associate Creative Director at Rebel Interactive Group, hosted an in-depth website redesign workshop where she critiqued our current chapter website and provided specific changes she'd make to improve UX, accessibility, aesthetics and content. She emphasized the need for your website to be geared toward your target audience.



Analytical Workshop | Tuesday, December 5, 2023

Goal: 7 Members | **Results:** 10 Members

Jake Nimmo, Marketing Operations Manager at Swag.com, hosted an interactive workshop showcasing details and features of GA4, strategy, and data. Our members learned from person to product and how an item triggers an event to the user. Our members created their own funnel system in order to understand this better.



Client Campaign Workshop | Tuesday, February 5, 2023

Goal: 10 Members | **Results:** 10 Members

WMA's current Agency Director, Dominic Cassarino, held a workshop for his current employer, Comma Vintage. Our members provided perspectives and ideas about a problem the company was facing in real-time. This allowed our members to face problems that occur in the current business sector and how companies go about solving them.



PROFESSIONAL DEVELOPMENT



ICC Competitions

Sheth Foundation Student Case Competition

Goal: Top 10 Chapter Finalist

Participation: 8 members

Evaluation: Our team ended up placing in the Top 15 as semifinalists. They competed against 100 other colleges in this case.

Chapter Plan

Goal: 1 Member to lead team

Participation: 3 Members

Goal: Earn full 10 points

Strategy: Executive board members met periodically throughout the summer and academic year to outline what was to come. We reviewed previous winning Chapter Plans and appointed one member to lead the team.

Sales Competition

Goal: 2 Members

Internal Sign-Up: 3 Members

Strategy: Members will form a sales pitch to the well-known brand, Sherman Williams, regarding painting supplies. Members will use their communication and marketing skills to demonstrate a sales scenario.

T-Shirt Competition

Goal: 3 Members

Participation: 5 Members

Goal: Win best T-Shirt

Strategy: Hosted our own internal t-shirt competition to gather ideas and collaborate so a final design was created.

Best Recruitment & Social Impact Video

Goal: Place in Top 10

Participation: 3 Members

Evaluation: We effectively developed a video that was informative, creative, and professional. Our members collaborated together to film and edit a video that represents WMA's mission.

Website Competition

Goal: 2 Members

Participation: 3 Members

Goal: To compete & place

Evaluation: The team created a new version of our website using Wix, featuring an updated leadership and home page.

Instagram Highlight Reel

Goal: 2 Members

Participation: Members

Strategy: Produce an Instagram reel highlighting your chapter's experience at the 2024 AMA International Collegiate Conference. Create engaging and informative Instagram reel videos summarizing key highlights, insights, and experiences.

Perfect Pitch

Goal: 1 Member

Internal Sign-Up: 1 Member

Strategy: Participate in a 90 - second interview positioning yourself as "right for the job." Provide two to three key examples for why you're the ideal candidate. Support these qualifications with examples. End goal is to get hired and close the deal

Undergraduate Research Competition

Goal: 1 member

Participation: 2 members

Goal: Place Honorable Mention

Strategy: The two competitors are working to compose the data generated from a research project with an environmental non-profit into a well-designed and coherent virtual presentation.

Marketplace Marketing Simulations

Goal: 5 Members

Internal Sign-Up: 5 Members

Goal: To place in the AMA ICC

Strategy: Students are actively preparing by exploring pros and cons of various marketing practices and strategizing for hypothetical scenarios.

Annual Report

Goal: 1 Member - Team Lead

Participation: 3 Members

Goal: Place as Top Small Chapter

Strategy: The Executive Board evaluated how this report met the objectives that were established in the Chapter Plan. When evaluating success, feedback from our members and from their internal experiences at WMA virtual events were also considered.

PROFESSIONAL DEVELOPMENT



Agency@Ancell



Agency@Ancell is the student-run advertising agency of the Western Marketing Association. The average attendance of our weekly meetings was 20 members, which was exciting as we'd certainly seen a spike in interest in the club! The Agency@Ancell demonstrated tenacity and grit taking on three new clients this year and delivering on their respective marketing needs. Our agency provided students with real-world experience in website design, SEO, logo design, social media management, market research, brand visibility, and UX design. This year we focused on working with small businesses, and alumni to successfully fulfill and exceed their marketing needs.

Our Teams

J.Rouge Fitness

Participation: 6 Members

Evaluation: J.Rouge fitness was looking to redesign social media platforms and website. Our team gave J. Rouge an updated and brand new webpage to match their brand. Social media platforms were posted on frequently, in which our team increased engagement.

Art & Color

Participation: 5 Members

Evaluation: Art & Color needed some extra help with advertising due to their large customer base. Our members helped them increase customer and brand awareness through advertising on their social media platforms.

New Milford Children's Center

Participation: 5 Members

Evaluation: The New Milford's Children Center is looking to increase their demographics, campaign work, and a design for print mail. Our team has been working closely with them to develop a plan that will target all their needs.

Agency@Ancell

1

AMA Website Competition Team

Participation: 3 Members

Evaluation: Starting in August 2023 a website development task team was made to begin making changes in preparation for the submission. Overall three students spent over 40 hours making edits and analysis using their Wix, Google Analytics, CRM, and SEO Skills.

2

AMA Recruitment Video Competition Team

Participation: 3 Members

Evaluation: A team was assigned and from there a storyboard layout began. Over the course of the semester plans were made and others were recruited to join the team. Upon many edits and revisions a video was submitted by using their video production skills.

3

AMA Undergraduate Research Competition Team

Participation: 2 Members

Evaluation: Students actively prepared for this competition by compiling and consolidating research done for an environmental non-profit. All material was thoroughly reviewed prior to submission.

4

WMA Social Media Strategy Team

Participation: 2 Members

Evaluation: A team leader was assigned during the Fall of 2023 and two members met periodically throughout the semesters to make sure strategy was continuously being updated and implemented by their research.

5

SHETH FOUNDATION CASE COMPETITION

Participation: 8 Members

Evaluation: During the fall semester a group of 8 members worked on creating a case for the Sheth Foundation Case competition. Twice weekly meetings were set, and mini deadlines were imposed to reach the highest level of productivity. Students wrote a comprehensive marketing strategy that included market segmentation, survey distribution, research, analytics, and creative design.

PROFESSIONAL DEVELOPMENT



Spring Semester



Allen Van Natter - Tuesday, February 20th, 2024
CEO/Founder, Van Natter Consulting Group

Goal: 10 Members

Allen Van Natter is the founder of his own consulting agency that focuses on how businesses can gain more money. He had our members perform an activity that allowed them to do an “elevator pitch” style speech.



Travis Schultz - Tuesday, February 27th, 2024
Marketing Manager, SCS Direct Inc

Goal: 10 Members

A WCSU alumni, Travis Schultz is now a Marketing Manager at SCS Direct. He is in charge of managing all Amazon and social advertising. Travis is also head of managing several marketplaces.



Hannah Lafontaine - Tuesday, March 19th, 2024
Marketing Manager, Rebellion Group

Goal: 10 members

Hannah Lafontaine started at Rebellion Group as an intern in 2018 when it was called Rebel Interactive Group. Now she is a Marketing Manager there and has gained skills such as: design, agency leadership, and digital marketing.



Jeannette Brown - Tuesday, March 26th, 2024
CRM/ Email Marketing Specialist, Vineyard Vines

Goal: 10 Members

Jeanette has become a seasoned professional when it comes to email marketing. She will dive into how to encourage customer relationships on various platforms and how copywriting emails is a big marketing task.



Rich Feldman - Tuesday, April 16th, 2024
Head of Marketing, Finario

Goal: 10 Members

Rich Feldman is an expert in integrated marketing and has worked with some of the most well-known agency brands in the world. He currently serves as the Head of Marketing for Finario, a cloud-based FinTech solution for large enterprises, where he oversees all marketing initiatives, including those for digital, content, events, and promotions.



Amanda Santos - Tuesday, April 23rd, 2024
Senior Global Strategist, Ogilvy NY

Goal: 10 Members

Amanda Santos has been working in consumer behavior and competitive analysis for six years. Starting off as a Social Strategist and then climbed the latter to Senior Global Strategist in just over a year. She is now working with Coca-Cola and Coca-Cola Creations.

Buffalo Wild Wings

Fundraiser



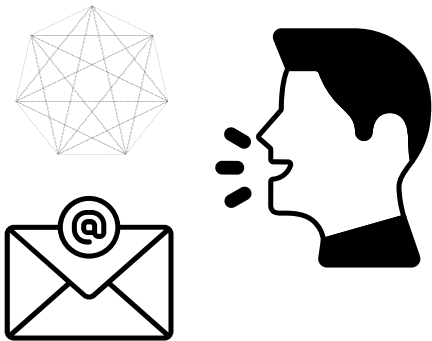
Eat Wings, Raise Funds is an event where Buffalo Wild Wings will partner with organizations to help raise funds. On April 5th, 2024, they are hosting an event for the Western Marketing Association in which people who dine on that certain day will donate a percentage of their bill to us. We hope to reach our goal of \$250!

Networking

Fundraiser



In the Spring of 2024, our chapter is hosting a networking fundraiser that will invite alumni and people in the Western Marketing Association network. Students will be able to grow their network and learn some facts, tips, and insights from industry professionals. Our chapter hopes to raise money through entry, raffle baskets, and donations.



Outlets utilized to encourage donation:

- Career Success Center
- Social Media
- Email Marketing
- Word-of-Mouth

Client

Donations



Our clients Art & Color and the New Milford Children's Center recognize how important it is to give back to those helping them. Our chapter has received over \$250 in order to fund our chapter's activities and development.

COMMUNITY, SOCIAL IMPACT AND DEI

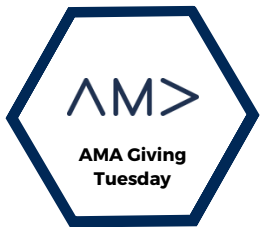


Goals:

- Increase awareness within our community by utilizing our marketing skills to help a non-profit, and members of our community reach their respective goals - especially amidst the pandemic.
- Fundraise money to organizations in need.

Strategies:

- Provide members with multiple opportunities to partake in a variety of activities and outreach programs.
- Emphasize the benefits and learning opportunities acquired through working with our community.
- Connect members of the association to an organization that reflects causes they care about.



AMA Giving Tuesday

Our task: Our Chapter discussed and decided to raise money for the AMA Giving Tuesday Campaign. In all, \$150 was donated.



DEI Panel

Our task: WMA invited several alumni and executives which included Adam Jehu, Anna Adebambo, Andrea Madrid, and Sissi Rivera. Topics of discussion included DEI and its impact on business, challenges of being a minority, as well as the benefits and shortcomings of working for a DEI centric company



NFL Players Association Driven Program

Our task: Increase awareness of a diverse program that promotes entrepreneurial efforts dealing with product development associated with the NFL. This program emphasizes underrepresented small businesses and acquires them licensing to sell NFL Merchandise

WCSU Professional Clothing Closet

Our task: Our Chapter worked closely with the Career Success Center by volunteering in organizing and rearranging the free clothes that students can acquire for their professional needs.



WCSU Day of Service

Our task: Our chapter leaders recruited several WMA members to volunteer in the community. Activities consist of gardening, picking up litter, raking and clearing up trails. This was an important event for the betterment of our WCSU community.

The National Millennial & GenZ Community

The NMC was founded in 2015 by Bill Imada, Founder and Chief Connectivity Officer of the IW Group. Bill has brought together a nationwide community of millennial thinkers who strive to change the conversation about the upcoming generations by executing multiple think tank conversations with key influencers in media and businesses such as Disney, Netflix, Verizon, and McDonald's.

Evaluation: We currently have two members who play an active role in the community which includes participating in various executive calls, attending conferences, career development webinars, and attending field trips. Our two members traveled to Los Angeles where they spoke with companies and various executives.

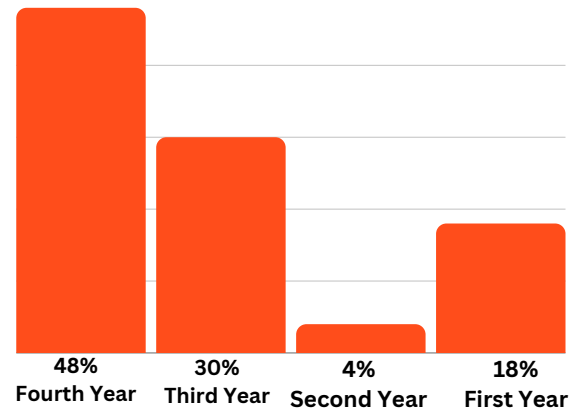


MEMBERSHIP



The membership of our Chapter has historically been concentrated with juniors and seniors - as they are avidly searching for ways to get ahead in their careers. This year, seeing an increase in the rate of sophomores has us hopeful for the future of our chapter.

Membership Mix



Target Markets	★★★★★	We target all grade levels and majors of undergraduate students by hosting & attending recruitment activities.
Membership Mix	★★★★☆	Our members are diversified for gender and major, but the majority are upperclassmen.
Membership Mix Comparison	★★★★☆	From previous years, we have experienced high turnover from member graduation.
Membership Retention	★★★★☆	To address our turnover (10 members), we have been working to recruit new members.
Membership Involvement	★★★★★	100% of our members are involved in our student-run agency.
Level of Engagement	★★★★★	All members participate consistently in our Think Tanks and our Leadership Series.
Recruitment Strategies	★★★★★	Strategies include Clubs Carnival, Networking, Speaking to professors, and social & email marketing.
Specific Goal Achievement	★★★★★	We have made significant progress towards our goals set in the Chapter Plan.
Membership Count	★★★★★	20 AMA members.

RECRUITMENT



Fall Clubs Carnival (Student Government Association) - September 6, 2023

Goal: 5 Members

Participation: 8 Members Assisted

Goal: To recruit diverse students from various grades, majors, and interests at one of the largest events in the beginning of the semester.

Strategy: Create a booth at Clubs Carnival, a university wide event, to promote the Western Marketing Association, by promoting the benefits of membership and collecting contact info via an interactive game and raffle.

Evaluation: Our Clubs Carnival event was quite successful in gaining more contact information from 50+ prospective students and increasing club awareness.



Freshman Orientation Day (Summer 2023)

Goal: 4 Members

Participation: 6 Members

Goal: Bring awareness to incoming freshman about WMA and how it can provide them with a handful of opportunities during their WCSU career.

Strategy: Set up a booth with our WMA flyers, hand out candy, our WMA sticker, and T-shirts. We also promoted our ICC Vlog from April to encourage them on a part of the experience WMA provides.

Evaluation: A highly successful event, where we received attendee's emails to add them to our weekly emailing list. We gained 3 freshman active members.



Spring Kick-Off Meeting - January 23, 2024

Goal: 10 Members

Participation: 15 Members

Goal: Present an overview of the Western Marketing Association to new and returning members. Recruit additional individuals to be actively involved in the various committees and agency.

Strategy: To host a meeting to bring all members up to date on new developments from break. Additionally, we hope to monitor membership so as to not surpass our top small chapter threshold.

Evaluation: For our first meeting of the semester, our participation goal was exceeded, and both returning and new faces were involved.

Presenting To Marketing 101 and 200 Classes

Goal: 1 Member

Participation: 1 Member

Goal: Recruit eager underclassmen that are beginning their journey into the marketing arena. The goal here is to reduce attrition and increase the diversity among members in majors and ages.

Strategy: The designated representative would present using a PowerPoint, to showcase who we are, what we do, how to get involved and why it's beneficial to join highlighting our constant networking and experiential opportunities.

Evaluation: Assigned member worked with professors to coordinate time slots to come in and present to students. Our chapter had new members join and said the presentation encouraged them to come to our meeting.

Spring Clubs Carnival - January 24, 2024

Goal: 3 Members

Participation: 6 Members

Goal: Meet at least 10 new people interested in joining the WMA and AMA.

Strategy: Engage students who show an interest and could be a valuable asset. Speak about client work and networking opportunities the chapter provides. In addition to creating an open line of communication for anyone interested.

Evaluation: Our Clubs Carnival event was fairly successful in gaining more contact information from 30+ prospective students while increasing chapter awareness.

COMMUNICATION

Internal Communications

Goal: Implementing effective communication methods between Executive Board, Chapter Members, and advisors through digital and traditional methods



Outlook

Goal: To send semi-weekly email blasts to all current members.

Evaluation: Throughout the entire semester, our secretary sent out approximately 40+ emails to our contact list. Subjects of these emails would include, but not be limited to, guest speakers, workshops, weekly meetings, regional conferences, and employment opportunities. Through each recruitment event, new emails would be added to our list to attract new and prospective members.



GroupMe

Goal: Keep constant communication between all members and advisors. Take advantage of this texting style of comm.

Evaluation: Utilizing GroupMe enabled all of our board and general members to be able to communicate quickly in a "text-message" fashion.



Google Drive

Goal: Transitioned from Drive to MS Teams to organize and refine our comm methods. Both are project management tools used to share documents, projects, and chapter information with executive board. Able to use work from prior years as a guide for the future.

Evaluation: We have excelled in the use of document sharing and group project interactions. Uses include: Chapter operations documents (attendance and minutes), CRC planning, social media strategy, image file sharing, and file review.



MS Teams

Goal: Multipurpose platform used by our E-Board members to both store digital files and host online Teams meetings with guest speakers.

Evaluation: Platform had a positive impact on our chapter as it kept our files organized and expanded our access to guest speakers through its digital meeting capabilities.

External Communications

Goal: To use social media platforms, including LinkedIn and Instagram, to communicate with members and followers on upcoming events, guest speakers, reminders, and chapter happenings through digital and traditional methods.

Evaluation: We succeeded in meeting our goals and surpassed expectations by implementing a social media strategy of consistent weekly posts that would drive more traffic to our website and meeting links as well as grow our following on LinkedIn, Instagram & Facebook.



LinkedIn

Goal: To thank guest speakers and share chapter updates and achievements.

Evaluation: LinkedIn connected our members with professionals in the marketing arena and facilitated the interaction between our team and prospective guest speakers for our weekly events. We have connected with 259 people and averaging 25 reactions each post, we have been able to grow our profile and professional network. Additionally, it helped members to expand their network as they prepare to enter the workforce. Lastly, this contributed to our social media strategy, consistently posting to further grow our page and drive more awareness of our chapter.

COMMUNICATION

External Communications

WMA Website

Goal: Our two primary goals with our website were to first, provide prospective clients with a clear glimpse into the work our chapter completes and our capabilities as a team. Secondly, we geared our website to attract talent from our diverse WCSU community to both increase their diversity and the amount of members in our chapter.

Evaluation: The website was completely revamped and refreshed per the guidelines from the website expert we'd welcomed to speak at our agency meeting. A team lead was appointed for this and throughout the semester, he regularly communicated with other team members (and the Executive Board) on new tasks that needed completion, to constantly keep the website clean and up-to-date.

Chapter Tees

Goal: To create WMA branded T-Shirts and have them sold to all of our members + students at each of the events we'd hosted / participated in.

Evaluation: Purchased 50 tees for our chapter. Sold one to each and every member + sold quite a few at school events such as the Hispanic Heritage Month event and our campus-wide Bingo night.



Facebook

Goal: To share the work we were completing with friends and family of our members. Updates our followers with events that we're hosting.

Evaluation: Posts were scheduled in advance to comply with our overall planned social media calendar strategy. Our content consisted of event updates and guest speaker details. With our 41 followers, we have been able to connect with our more social and older audience while maintain a professional relationship but getting connected. Develop a positive IMC image for the WMA and AMA. Links to purchase tickets to our Regional Conference and to donate to our Fundraisers were also provided on the page.



Outlook

Goal: To create a communication bridge between our E-Board and students that are not currently apart of the WMA and AMA.

Evaluation: Created communication between our WMA team and students that were not yet members. Quite effective strategy as 50+ students were regularly reached with chapter updates, opportunities and event details. Student info was obtained from our interactive booth at both, our Fall and Spring 'Clubs Carnival' events.



Instagram

Goal: To display an active presence on Instagram. Post at least once a week updating our followers with meeting details and campus happenings.

Evaluation: We successfully were able to achieve all our goals by using Instagram as a way to communicate our weekly meetings and guest speakers. We also consistently reposted the events and content from other clubs on campus to further increase our user engagement. There was a content interaction increase of 36% and total likes of 902. As a result of high activity, we were able to increase awareness and reach a diverse group of students.

CHAPTER OPERATIONS



Goal: Create a dependable and strong team of leaders to develop structure, engagement and productivity goals for our chapter.

Evaluation: Our E-Board has created interpersonal and professional relationships with one another. This has fostered an environment rooted in communication, hard work and cohesion. Together, we'd been able to continue to achieve chapter goals.

Involvement Points

Strategy: We'd analyzed our attendance records to see who was committed to being involved. In turn, this created a conducive list to who'd join us at the AMA ICC and who'd hold board positions for the coming semesters.

Evaluation: We kept accurate and specific attendance records for both of our Agency and WMA meetings to gauge who was consistently attending and contributing.

Committee Reports

Strategy: Each E-Board member is required to update the entire chapter on internal team goals during each meeting.

Evaluation: Each E-Board member consistently updated the entire chapter regarding ICC logistics and project progress as well as social media engagement, event planning and giving-back initiatives.

Summer Meetings

During the Summer of 2023, bi-weekly meetings were held with Executive Board members, general members, and advisors. This helped create communication and a cohesive plan for the school year going-forward.

Chapter Plan

Results: The Chapter Plan was properly completed and submitted to the AMA meeting all requirements and guidelines.

Member Feedback

Strategy: We used a Likert scale for quantitative feedback for our post-meeting surveys. Members were asked about perceptions of quality of guest speakers and chapter improvements.

Evaluation: At the end of each of our meetings, an email was sent out obtaining private feedback on both our guest speakers and client work. Insights were gained to improve our meetings.

E-Board Mentoring

Strategy: General members who've displayed leadership qualities have been selected as potential future Executive Board Members. Special meetings have been held to work on certain projects.

Evaluation: Each current Executive Board member shared insights about responsibilities and job duties to these mentees allowing them access to behind the scenes of running a Top Small Chapter. This training has begun to cultivate a strong E-Board for future semesters.

Advisor Meetings

These meetings were held as often as needed. An open line of communication was kept between Executive Board members and the Chapter advisors to give and receive advice and guidance. These meetings often kept our E-Board focused on the major goals and objectives of the semester.

President's Report

Strategy: At every meeting the President gave a status report highlighting the current project and goals at hand. He also presented the progress towards accomplishing these objectives.

Evaluation: This allowed us to keep members updated about what is happening in WMA from the eyes of our leader. It brought all members "up-to-speed" and kept all members informed. The President provided information about our Agency@Ansell, WMA speaker sessions and upcoming events.

Executive Board Meeting Structure

Weekly Executive Board meetings were held with the President, both Vice Presidents, Agency@Ansell Director, Treasurer, Secretary, Social Media Coordinator, Community Impact Director and our DEI Officer. Our agenda consisted of communication regarding scheduling guest speakers, ICC logistics and progress with Agency clients.

Annual Report

Results: A designated team worked on and edited our Annual report for over three months. It was then approved by the e-board and submitted in accordance with all AMA guidelines and requirements, properly and on-time.

BUDGET



WMA Budget 2023-2024

Revenue			Expenses		
Student Government Association			Chapter Operations		
	Spring Clubs Carnival	\$150		Spring Clubs Carnival	\$150
	AMA ICC Ticket Sales	\$3,000		Website Domain	\$10
	Promotional Products	\$480		Website Hosting	\$344
				Promotional Products	\$344.57
				Big Idea Competition	\$500
Fundraising					
	General Fundraising	\$2,460	Profesional Development		
	AMA ICC Ticket Sales	\$4,656		AMA ICC 2024	\$14,819
	Marketing Week	\$180		WCSU Day Of Giving	\$50.00
	Fundraiser to Community	\$500			
	Dean Allocation for ICC	\$10,969			
	SGA Allocation for ICC	\$3,163			
				Total Expenses	\$16,217
	Total Revenues	\$25,558			
	Retained Earnings	\$9,341			
	Ending Balance	\$24,341			

WMA's Experience at WCSU

Our executive board feels that being a part of the Western Marketing Association has certainly enhanced our experience at WCSU both socially and academically. Our executive board has created the opportunity to:

- Gain real world experience by working with local clients
- Acquire soft and hard skills
- Connect and engage with business professionals through skill-based workshops
- Develop relationships with Alumni
- Create content for their portfolio

These opportunities have not only secured job or internship opportunities for our executive board but also for our general board members.

WMA & Campus Life

WMA has strengthened campus life by collaborating with other clubs and organizations such as Student Nursing Association, WCSU Dining, WCSU Professional Clothing Closet, and WCSU Undergraduate Admissions: Marketing. WMA promotes events, fundraisers, and opportunities for more than 45 other campus life organizations.

Valuable Life Skills

Organizing events and leading an organization has taught us a myriad of valuable life skills. Organizing events, such as our Annual Regional Conference, has taught us:

- project management skills
- communication skills
- problem solving
- budgeting
- time management
- networking skills

Leading an organization has given us the opportunity to work with people from several different backgrounds with different skillsets. One area we've done an excellent job in is matching the skills of our members with the requirements of our client's work. Putting out a competent product and asking for donations was the foundation of our successful Agency this year. Additionally, our skill-based guest speaker workshops have helped members develop new skills, new connections and an improved collegiate experience to bridge the gap from their graduation to their career.