



DAKOTA COUNTY

TECHNICAL COLLEGE

2010-2011 CHAPTER PLAN
FOR THE AMERICAN MARKETING ASSOCIATION
COLLEGIATE CLUB



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Executive Summary

Dakota County Technical College (DCTC) established its American Marketing Association's student club in the Fall of 2005. In this short time, the members have grown to over 25 for our small college.

Our organization is proud, among other activities, to have raised funds for local non-profits, collected groceries for the disadvantages, and raised funds for the AMA club in the past year.

This year's theme is "Preparing for the Future." Our primary goal is helping our local community, growing membership, and building students' leadership skills.

Our Chapter Plan is the foundation for a successful year. By accomplishing and exceeding our organizations goals, members receive outstanding rewards that will benefit them professionally and personally.

Mission Statement

Dakota County Technical College's AMA student club is dedicated to enhancing the experience of the student by providing leadership building opportunities, reinforce marketing skills through real-world experiences, developing civic engagement with the local community, and offering professional networking and training with its connection with the Minnesota Chapter of AMA.

Dakota County Technical College AMA Club Status Report

Overview of the college

Dakota County Technical is an accredited college and a part of the Minnesota State Colleges and Universities System. Year after year, we place more than **90%** of our graduates in their field **within six months** of graduation. And, as always, we offer **lifetime placement assistance** to graduates.

At DCTC, you'll find examples where our partnerships with local, state and national businesses benefit our students. Thanks to the work of our program advisory committees, we maintain active **partnerships with more than 500 businesses and industries** to ensure that students are receiving the skills employers are seeking, using the latest technology possible.

Our instructors don't just know this stuff, they live it. Instructors at DCTC have worked extensively in their professions and remain active in the industry. They bring their business and industry experience into their classrooms, shops, labs and studios. And our instructors do more than teach - they advise and mentor students. They make themselves available to students not just for help in coursework, but for help in achieving results, whether that's finding a new job or improving current one.

DCTC is home to a diverse population. The college's international students come from all over the world, including countries in **Africa, Europe, Asia, South America, and the Middle East**.

The college also has representation from African American, Native American, Asian American, and Hispanic cultures. The college has a Multicultural Student Recruiter/Advisor on staff to help you deal with the unique challenges you may face. The advisor serves as an advocate for you and has a thorough understanding of your special concerns.

The college has a full-time enrollment of approximately 4,000 students on two campuses. The Rosemount campus houses the majority of programs while the Apple Valley campus holds most of the business-related courses. DCTC AMA club activities are typically held on the Apple Valley campus where business courses are held.

Target Markets

Primary:	Classroom and online students of the marketing and business programs at DCTC
Secondary:	Non-business students, faculty, staff, and alumni

Membership Analysis

Number of AMA Chapter Members:	20				
Number of AMA Chapter Alumni:	60 since established in 2005				
Year(s) in AMA: 1 st :	10	2 nd :	7	3 rd :	3

S.W.O.T. Analysis

Strengths:

- Ability to participate in Minnesota (MN) Professional AMA chapter
- Attending the MN AMA Professional Conference
- Attending educational seminars with MN AMA chapter
- Attending networking with MN AMA chapter
- Support from Faculty and Advisors
- Cultural Diversity
- Access to guest speakers and tours of MN marketing firms and other communication facilities
- Mentorship program and job shadowing experiences available to students
- Participation in civic engagement
- Communication among Board members
- General Member Participation

Opportunities:

- Further Contact with Business Professionals
- Increased Responsibility for New and General Members
- Additional Fundraising and Community Service Opportunities
- Leadership Experience
- More membership means we may be able to do a competition this year
- Correct information was provided that students can attend the conference via ground transportation only

Weaknesses:

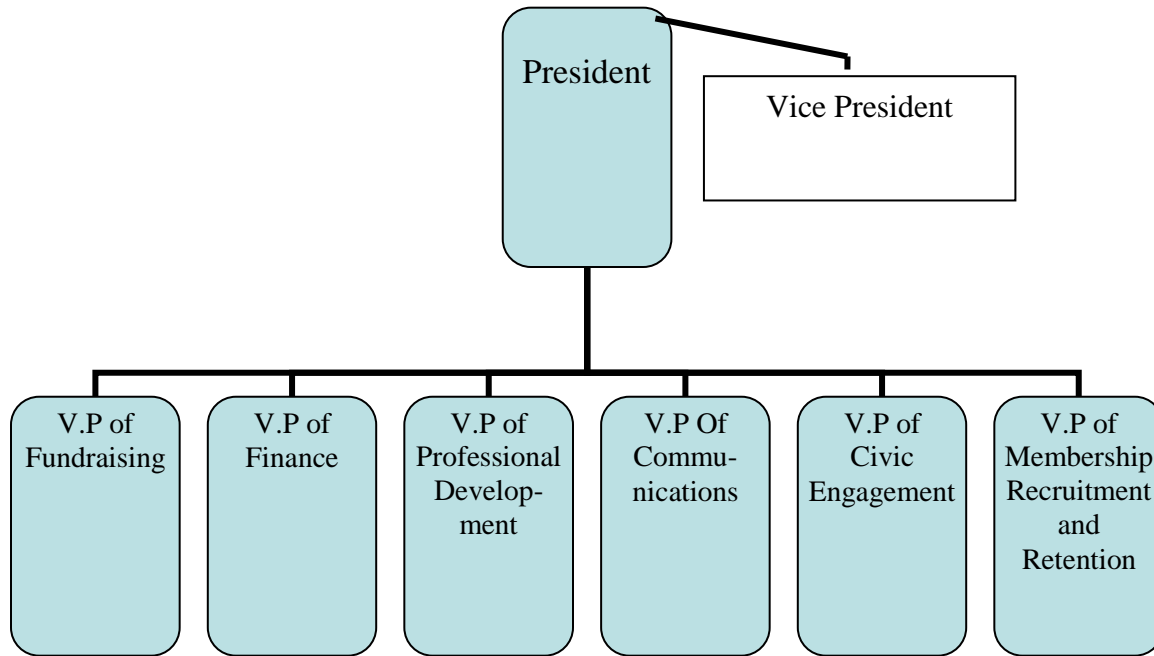
- Limited Board Member Experience
- Lack of leadership experience of officers
- Overall membership participation in organized events
- Due to misinformation on transportation costs not covered by student funding, potential officers were not be able to attend annual conference in New Orleans in '09 for training
- Usually a first year and second year course held on same day as meetings. However, only a first-year course is offered on meeting day affecting members attending meetings.

Threats:

- Conflicting Schedules
- Many members work full-time
- Members with family responsibilities
- Loss of Members Due to Graduation
- Limited Discretionary Income of Members

Chapter Structure

Since Dakota County Technical College is new into the family of AMA, we have structured our club as defined below by filling primary leadership roles:



Fundraising

Although the Student Government offers most of the funding available for initiatives for the DCTC AMA club, fundraising is an important part of making up the difference in the budget.

Fundraising Goal: Our goal is to obtain funding to make up the difference of shortfall from funding by the DCTC Student Government.

Objective for the Year: To raise about \$750 through fund-raising activities

Strategy 1 – Tradeshow Workers – Work for a Twin Cities tradeshow where hourly salary for each worker goes directly to the AMA student club.

Strategy 2 – Sales Calls to the Marketing Program Advisory Board – Call the DCTC Marketing Program Advisory Board members for donations to the club.

Civic Engagement

As a technical and community college, the DCTC AMA members are highly interested in giving back to the local communities where students tend to live and work. Civic engagement is, therefore, one of the stronger areas for the DCTC AMA club.

Civic Engagement Goal: To become better stewards of our communities by becoming involved through fundraising activities and volunteerism.

Objective for the Year: Participating in three local non-profit activities in the school year serving individuals in the Greater Rosemount, Minnesota area.

Strategy 1 – Feed the Poor – Run a food drive to feed the poor in the local area.

Strategy 2 – Raise funds to donate to a local charity – Sell framed art, donated to the club, on ebay with proceeds going to the local Community Action Program.

Membership

The lifeblood of any organization is its membership. Retention, along with growth, is key to a stable DCTC AMA student club.

Membership Goal: To grow new membership while retaining existing student members.

Objective 1 for the Year: To grow the membership by 15 new students.

Strategy 1 – Officer Recruitment of Members – Each officer is committed to recruiting at least two new students for the year.

Strategy 2 – Talks in Business Classes – Existing members of DCTC AMA club will go into business courses and discuss the benefits to AMA membership and available events and networking activities during the school-year.

Objective 2 for the Year: To retain 40% of the existing membership. Note: Approximately 50% of AMA student members graduate each year at a two-year college.

Strategy 1 – Contact Members Drive – Contact existing members when membership is due to resign to the student club or help transition graduates to the Minnesota Professional AMA organization.

Professional Development

Due to proximity to the Twin Cities, Professional Development for the DCTC AMA student club members is easily accessible. The Minnesota AMA Professional Chapter offers activities almost weekly in which the DCTC AMA members can participate. The annual conference for the state is also offered less than ½ hour from the college. In addition, Minnesota AMA Professional Chapter members offer students tours of their businesses and are guest speakers in classes.

Professional Development Goal: To communicate the various professional development activities available to students in the Twin Cities area and network for business tours and guest speakers for DCTC AMA club.

Objective 1 for the Year: Offer two business tours during the school year.

Strategy 1 – Recruit two businesses to offer tours to DCTC AMA students for understanding operations at marketing businesses.

Objective 2 for the Year: Provide six guest speakers in classes during the school year.

Strategy 1 – Recruit six guest speakers from various marketing fields to inform DCTC AMA club members about professions and businesses in marketing.

Objective 3 for the Year: Participate in the Minnesota Chapter of AMA events throughout the school-year including the annual conference.

Strategy 1 – Communicate regularly with students on events occurring in the Twin Cities area through the Minnesota Chapter of AMA.

Finance

With an annual shortfall of monies available through the DCTC Student Government funding, the Finance area is dedicated to making sure we are updated regularly on budgeting issues, account codes, completing all state paperwork on purchases for the club

Finance Goal: Work with student government and reporting budgeting issues to the DCTC's AMA club to assure sufficient funding for the club's initiatives.

Objective for the Year: To keep the DCTC AMA club in the black and properly fill out state paperwork for purchases as determined by the DCTC AMA account held in the college's Finance Department.

Strategy 1 – Work with Student Government – Work for a Twin Cities tradeshow where hourly salary for each worker goes directly to the AMA student club.

Strategy 2 – Work directly with the DCTC's Finance Department – Work directly with DCTC Finance Department for purchasing and reports on credits, deposits, and encumbrances. Proper paperwork must be filled out by the treasurer and the advisor for purchasing to occur for the club.

Communications

The communications area of the club is responsible for informing others DCTC students and the community about the "good works" of the organization. In addition, this area provides information on upcoming events students can attend.

Communications Goal: To communicate to the club members, other students, faculty and staff, and local communities about the DCTC AMA club through press releases, articles, emails, and flyers.

Objective for the Year: Produce one communications piece at least once a month during the school year for the "publics" discussed above.

Strategy 1 – Email to Current Students – Communicate to online and classroom AMA student club members via email about events and membership benefits.

Strategy 2 – Information to Student Newspaper about DCTC AMA Club – Write one article a semester for the DCTC student marketing communicator to be distributed. Also provide short updates for the newspaper events calendars.

Strategy 3 – Information to local newspapers – Write one article a semester for the local community newspapers about the "good works" of the DCTC AMA club.

Strategy 4 – Update our user friendly website for AMA each month

Strategy 5 – Keep the facebook.com page for DCTC AMA club updated regularly.

Calendar of Events

<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>
<ul style="list-style-type: none"> -Membership drive in business classes; bring food. Officers promote AMA in the classes. -Elections for Open Chairs -Guest Speaker in Class - One seminar with MN AMA chapter - One networking event with MN AMA chapter - Verify the amount approved by the student senate -Tour a marketing-related facility. 	<ul style="list-style-type: none"> - Food Drive for local food shelf - Guest Speaker in Class - One seminar with MN AMA chapter - One networking event with MN AMA chapter - Article in student newspaper - Refreshment in business courses for membership drive - Membership Drive in business classes 	<ul style="list-style-type: none"> -Guest Speaker in Class - One seminar with MN AMA chapter - One networking event with MN AMA chapter - MN AMA Annual Conference - Continue Food Drive for local food shelf - Feed Meal to the Homeless 	<ul style="list-style-type: none"> - One seminar with MN AMA chapter - One networking event with MN AMA chapter - Take Food Collected to Local Food Shelf - Article in local newspapers - Tour Radio Station - Tour Advertising Agency/Marketing Firm
<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>
<ul style="list-style-type: none"> - Membership Drive in Business Classes - One seminar with MN AMA chapter - One networking event with MN AMA chapter - Fundraiser for Community Action Program through sale of art on Ebay - Guest Speaker in Class 	<ul style="list-style-type: none"> - One seminar with MN AMA chapter - One networking event with MN AMA chapter - Guest Speaker in Class - Article in student newspaper - Submit budget request paperwork for next school-year for the club - Fundraiser by calling Marketing Program advisory board members 	<ul style="list-style-type: none"> - Tour a Marketing Research Firm - One seminar with MN AMA chapter - One networking event with MN AMA chapter - Guest Speaker in Class - Collect monies from students to assist in payment of their trip to International Conference 	<ul style="list-style-type: none"> -Elections for all Chairs -Guest Speaker in Classes - Professional Presentations of Students to Business leaders - Article in the local newspaper -International Conference

Budget
Pro Forma Income Statement

Fiscal Year 2009-2010

Revenues:

College Student Senate Activity Funding	6,200
Collecting Student International Conference Fee	1,350
General Fundraising	750
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Total Revenues:	\$ 8,300

Expenditures:

Minnesota AMA Conference in November	715
Funding for Guest Speakers	200
Food for membership recruitment events	250
Faculty Advisor Pay	600
International Conference	6,200
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Total Expenditures:	7,515

Ending Balance: **\$585**