



Western Governors University

2024-2025 CHAPTER PLAN



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CHAPTER SUMMARY

Mission Statement

The Western Governors University chapter of the American Marketing Association is dedicated to empowering students to become marketing-minded professionals across various disciplines by fostering a diverse, inclusive, and innovative community. We strive to inspire growth through knowledge sharing, professional development, and connecting like-minded individuals, preparing our members to lead and thrive in the ever-evolving marketing industry.

Pledge to Diversity, Equity, and Inclusion (DEI)

The Western Governors University chapter of the American Marketing Association is committed to creating an inclusive and equitable environment that celebrates diversity in all its forms. We believe that by embracing diverse perspectives, backgrounds, and experiences, we can foster innovation, promote fairness, and empower all individuals to reach their full potential. Our chapter is dedicated to providing opportunities for growth and collaboration, ensuring that every member feels valued, respected, and supported as we work together to shape the future of marketing.

★ **We created our chapter plan with accessibility in mind by using plenty of white space, clean, and simple designs—making it easy for everyone to engage with the chapter plan comfortably**

Student Leadership Team



Malcolm B. Robertson
President



Christopher Powe
President Elect



Maxine Ulmer
VP of
Programming
and Events



Stacey Flores
VP of Advertising
and Promotions

Executive Board & Advisors



Ashley Flynn
Primary Faculty
Advisor



Lauren Bellflower
Faculty Advisor for
Advertising and
Promotions



Tara Lale
Faculty Advisor
for Programming
and Events



Ryan D. Whisler
AMA WGU
Chapter Sponsor

CHAPTER SUMMARY

SWOT ANALYSIS

STRENGTHS

- Great industry experience among our leadership team.
- Nation-wide reach, as an online university we are not geographically bound.
- Significant chapter membership growth achieved since our launch in April 2024, demonstrating strong community engagement and interest in our initiative.
- Experienced and active co-advisors.
- Strong alumni base.
- Strong networks to secure industry speakers.
- Low cost - outside of the membership dues to join AMA National our students are able to participate in all events free of charge.

OPPORTUNITIES

- Opportunity for students to connect with local chapters where local chapters exist.
- While the student body is increasingly aware of our chapter we will continue to increase our reach.
- Increase the frequency and expand the number of channels used to communicate the chapter's focus on professional development.

WEAKNESSES

- Due to the online nature of WGU in-person gatherings must be limited.
- Many of our 58,000 WGU School of Business students are unaware of the AMA WGU Chapter.

THREATS

- WGU Marketing Team resources are stretched and thus we continually are working to gain support with website updates, mass email communication, etc.
- A majority of our members are employed full time as working adults with many competing priorities in their life.

PROFESSIONAL DEVELOPMENT INITIATIVES

Objective

To provide undergrad and graduate students, as well as alumni, with access to events and resources that promote professional growth, with a focus on personal branding, how to leverage artificial intelligence (AI) in the field of marketing, and future workshops like resume writing.

Event Types

- **AI and Professional Brand Workshops:** Covering topics such as AI's role in business, how to create and maintain a strong personal brand, and leveraging technology for career growth.
- **Future Workshop Plans:** Resume writing workshops to support students preparing for job searches and professional opportunities.

Target Audience

- Current undergrad and graduate students enrolled in business programs.
- Alumni who are interested in further developing their professional skills and networks.

MEMBERSHIP ENGAGEMENT

New Membership Onboarding:

Invitation Process: One month after students begin their WGU School of Business program, they will receive an email invitation to join the AMA WGU Chapter.

Marketing Strategy: Email campaigns and event promotions are directed at all business students to encourage participation. WGU Faculty also promotes AMA through student interactions.

Membership Management:

- Automatic reminders will be sent regarding membership expiration dates to ensure continuity.
- Membership benefits include engagement in large quarterly events, monthly events, a Teams channel where we post current updates about the chapter and content such as "Motivational Mondays". In addition we provide a monthly newsletter designed to keep members informed and involved. Members also get to be a part of chapter competitions.

Post-Graduation Membership Offer: Graduates receive a 1-year free professional membership upon completing their degree, allowing them to continue their engagement with the organization. We will share this as part of our promotions as well as send reminder emails post-graduation.

COMMUNITY AND SOCIAL IMPACT INITIATIVES

Objective

Encourage students to contribute to their local communities through impactful actions and professional skills.

Volunteer Marketing Support

Plan: Encourage students to sign up for community service projects, such as offering marketing support to public institutions (e.g., libraries or local organizations).

Execution:

- Students commit to volunteering a set number of hours, helping these institutions with marketing, branding, or social media strategies.
- We will collect impact statements from students, showcasing how their contributions made a difference in their community.

Outcome: Publish a special edition newsletter highlighting the stories of members who have made an impact, promoting their contributions to the broader membership and community.

GROUP IMPACT INITIATIVES

Objective

Collaboratively assist nonprofits and public institutions by leveraging member skills in marketing and branding.

Nonprofit Nomination Program

Plan: Invite members to nominate nonprofits or public institutions they believe could benefit from marketing or branding assistance.

Execution:

- Collect nominations from members.
- Select organizations based on need, mission alignment, and impact potential.
- Align with chapter members' passions by asking students to volunteer, thus forming groups of members to collaborate on marketing strategies for the selected organizations.

Marketing Competition

Plan: Host a competition where nominated organizations (e.g., a local pet shelter) receive marketing materials created by member teams.

Execution:

- Teams of members compete to create impactful marketing campaigns for the nominated nonprofit.
- A judging panel, including nonprofit leaders, selects the winning campaign, which will be used to promote the organization.

Outcome: This initiative not only helps the nonprofit but also provides students with valuable hands-on experience to build their professional portfolio.

VOLUNTEER MONTH INITIATIVE

Objective

Encourage widespread community involvement by dedicating a period to volunteering and community service.

Volunteer Month

Plan: Designate a full month as “Volunteer Month,” where members are challenged to find local volunteer opportunities.

Execution:

- Promote the initiative through internal communications and encourage members to document their activities.
- Provide a list of recommended volunteer organizations or activities in members’ local areas.

Outcome: At the end of the month, collect stories and images from members’ volunteer experiences and share them in a newsletter or on social media platforms.

Nonprofit Leadership Workshop

Objective

Help nonprofit leaders enhance their brand voice while providing students with the opportunity to apply their skills.

Plan: Hold a workshop where members can nominate nonprofit leaders or public institution representatives to participate in a professional branding session.

Execution:

- Students and their nominees attend the workshop together, where branding experts will guide them in refining the organization’s voice and marketing strategy.
- The workshop provides both students and nonprofit leaders with actionable insights and strategies to improve their community outreach.

Outcome: Strengthen partnerships between the organization and local nonprofits, while offering real-world marketing and leadership development for students.

FUNDRAISING

Currently, the AMA WGU Chapter focuses on providing value to our members at no cost through professional development and community initiatives and does not participate in fundraising activities.

INTERNAL AND EXTERNAL COMMUNICATIONS

A multi-channel communication approach ensures that both internal teams and external members remain engaged and well-informed about upcoming events, updates, and organizational news.

Internal Communication

- **Teams Channel:** Regular updates are provided through organized sections like “Motivational Monday” and event information. This is a place where students can come together and network with other members.
- **Biweekly Leadership Meetings:** Leadership meetings focus on strategic event planning, organizational updates, and leadership development.
- **Webex for Virtual Events:** Virtual events are conducted using Webex, including registration, surveys, and feedback collection.
- **Megaphone Announcements:** An internal tool that allows us to promote events through the WGU student portals of our business students.
- **Faculty Training:** WGU faculty is trained on how to promote AMA with students. They are given promotional materials they can use to share with students about member benefits or upcoming events.

External Communication

- **Website (www.wgu.edu/ama):** Information hub for upcoming events, membership details, and organizational updates.
- **Handshake:** WGU has a partnership with Handshake where we are able to post upcoming AMA events and drive attendance.
- **Newsletter:** A seasonal publication featuring upcoming events, organizational news, and highlights. An archive of past newsletters is available on our website.
- **Mass Emails:** Event-specific communications sent directly to internal members and WGU business students.
- **WGU School of Business Facebook Page:** External promotion of events and engagement with the broader audience through social media.
- **WGU YouTube Channel:** Post-event recordings are uploaded to the WGU official YouTube channel.

CHAPTER OPERATIONS

Organizational Structure

- **Organization chart:** A clearly defined outline of leadership roles and responsibilities, ensuring efficient decision-making and delegation of tasks.
- **Biweekly Leadership Meetings:** These meetings focus on event planning, professional growth opportunities for leaders, and overall organizational strategy.
- **Officer Transition:** Each officer is a 1-year position. We will have 1-2 officers that will be on a rolling term to help create a seamless transition to the new officers.
- **Officer Selection:** Officer can be nominated by faculty or be self-nomination. They must complete an interview with leadership and submit a video on why they want the specific role they are applying for. All officers must be an undergraduate student and in good academic standing to be selected.

Event Management

- **Virtual Event Coordination:** All events are hosted through Webex Webinars, from event registration to feedback collection, ensuring a smooth attendee experience. Each officer is given a role for the event.
- **Event Planning Process:** A planning spreadsheet is used for pre-event and post-event coordination, ensuring every step of the process is documented and executed efficiently. We also conduct a practice run with all leaders and speakers (if applicable) on Webex a few days before the event.

Leadership Development

- Leadership meetings include professional development opportunities for student leaders, with chances to speak or present during events, enhancing their skills and visibility within the organization.
- Leaders are also encouraged to create promotional materials and content for the chapter.

CALENDAR OF EVENTS

QUARTER 1

Building Your Social Media Playbook - Professional Development Initiative

Industry professionals will lead a session on creating an integrated marketing communications strategy using social media and other channels like audio and TV. The event will also include a competition to create an ad promoting AMA, with the winning ads used for chapter promotions.

Community and Social Impact Showcase - Community and Social Impact Initiative

A showcase event where students can present their community service projects, highlighting the contributions they have made to their community.

QUARTER 2

SEO Success and Marketing Tools - Professional Development Initiative

This event will cover practical applications through case studies, focusing on increasing page rankings and website optimization tools such as Wix, SquareSpace and Shopify.

Volunteer Month Showcase - Group Impact Initiative

A showcase event where students can present their stories, and images from their volunteer experiences that highlights the community impact.

QUARTER 3

Mastering Your Resume: Strategies for Career Success - Professional Development Initiative

A panel featuring WGU Career and Professional Development (CPD), HR systems experts, and hiring managers will discuss topics such as in-demand skills, resume formats, and building a standout portfolio. The event will also include an AMA student resume review session.

QUARTER 4

Navigating the Ethics of Modern Marketing - Professional Development Initiative

A discussion on the ethical and legal considerations in marketing, including intellectual property and tracking technologies. The session will focus on what technology allows you to track versus what should be ethically tracked, with an emphasis on DEI principles.

Marketing 101 Workshop for Non-Profits - Volunteer Month Initiative

Students nominate non-profits who will be offered the opportunity to attend a free workshop where they will learn marketing principles and have an opportunity to create materials they can use to market their organization.

BUDGET

Beginning Balance	\$0
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Revenue

Member Dues	\$0
WGU School of Business Allocations	\$19,800

Total Revenue	\$19,800
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Expenses

Website	\$0
Meeting Expenses	\$0
Meeting Presenter Expense	\$0
AMA Membership for Leadership	\$556
Giveaways, Swag, Prizes to Drive Student Attendance	\$400
WGU Student Hosted Competition Awards	\$5,000
Gift Cards as a Thank You to Speakers	\$200

Total Expenses	\$6,156
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Ending Balance	\$13,644
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