



*“The bad news is time flies.*

*The good news is you’re the pilot.”*

*-Michael Althsuler*

*Take Charge*

*Get Involved*

*Join AMA*

*Texas State University-  
San Marcos  
Chapter Plan 2008-2009*

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## Mission

The objective for the Texas State University-San Marcos American Marketing Association is to promote good will and professionalism among all majors and help members learn about the professional world while enhancing communication, leadership, and marketing skills.

## SWOT Analysis

### Strengths

- Excellent support from McCoy College of Business.
- Strong relationship with the Austin Professional Chapter.
- Well experienced advisors to support the business organization.
- Strong returning officers.
- Strong tradition and reputation of the Texas State Chapter.

### Weaknesses

- Low ratio of Executive Committee participation.
- Underdeveloped Alumni relationship.

### Opportunities

- Centrally located near Austin and San Antonio provides excellent opportunities to network and attend professional chapter events.
- Having a well-funded business school provides our organization with many resources.

### Threats

- Large proportion of non-traditional students affects the number of active members within campus organizations.
- Competition from other business organizations that offer class credit.
- Increasing amount of commuter population affects attendance of campus activities.

## Target Markets

- Primary: Current members, Marketing majors.
- Secondary: Other Business majors.
- Tertiary: Non-Business majors, Marketing Faculty.

## Goals

- Have students gain important real world knowledge of marketing.
- Enhance the level of participation with local community service activities.
- Raise \$9,510 for occurring operations and traveling expenses to the AMA International Collegiate Chapter Conference.
- Acquire 75 new members, gain 30 member renewals, and sustain an average attendance of 50-65 individuals per meeting.
- Encourage all returning members and new members to become more involved with AMA; have 80% of members participate in at least two AMA events.
- Provide a professional atmosphere for officers, the executive committee, and members.
- Become AMA International Collegiate Top Chapter.

## Goal

To bring real world marketing experiences into the classroom by inviting ten professional speakers throughout the year to polish students networking skills at each of our bi-weekly meetings where we plan to have 50-65 members attend. We also plan to have 16 professional development activities with an average expected attendance of 25-35 members.

## Strategy

By providing Texas State students a “hands on” approach by utilizing a professional atmosphere at each of our events.

### Bi-Weekly Meetings

*Fall and Spring Semester*

Have ten professional guest speakers discuss their experiences, achievements, and outlook of the marketing profession. The guests will cover a wide range of marketing careers that will appeal to different members as they network and gain professional contacts.

### Austin Professional Chapter

*Fall and Spring Semester*

Texas State AMA will continue to maintain a positive, interactive, and long-term relationship with the Austin AMA professional chapter by collaborating in the following activities: mentoring program, scholarship program, networking, monthly luncheons in Austin, and attendance at meetings.

### Mentoring Program

*Fall and Spring Semester*

In collaboration with the Austin AMA Professional chapter, Texas State AMA members will have the opportunity to partner and shadow an Austin professional in the career field of their choice. This will allow the student to build their network with established professionals

### Marketing Week

*Fall Semester*

During this week members will increase Texas State students' awareness about AMA and promote marketing as a career choice through distribution of Marketing Memos, career brochures, and applications. AMA will also host a Faculty Appreciation Luncheon and Resume and Interviewing Skills Workshop.

### Informational Field Trip

*Spring Semester*

AMA will conduct informational field trips to T3 and to GSD&M to obtain an insight of the advertising world.

### Dress for Success Day

*Spring Semester*

This is a new program that will benefit members on how to properly dress professionally in a business manner. This program will help students prepare them for future interviews.

### SPSS Workshop

*Spring Semester*

The SPSS workshop will teach students how to use predictive analytics to anticipate change and realize positive measurable benefits. This will be beneficial to students giving them a competitive advantage.

### Marketing Seminar

*Spring Semester*

The marketing seminar gives members an idea of where marketing can take you in life, what marketing is all about, how it is related to the business world. The event will help sharpen the career paths for members.

### Spring Conference

*Spring Semester*

The spring conference will bring chapters from Austin and San Antonio together enlighten students about marketing. We will also discuss chapter management and engage in networking.

### Resume and Interviewing Skills Workshop

*Fall and Spring Semester*

Host an on-campus workshop where we can increase students professional development and prepare them for future job interviews and career fairs.

### Job and Internship Fair

*Fall and Spring Semester*

Partner with Career Services to promote this event to all students. At AMA meetings, students will be encouraged to attend to make professional contacts that will impact their future career choices.

### Faculty Appreciation Luncheon

*Fall and Spring Semester*

Maintain a strong relationship with the marketing faculty by hosting a luncheon in appreciation of their continuing support and dedication to Texas State AMA.

### Alpha Mu Alpha

Encourage marketing students who are eligible to participate in this honor society.

### Graduate School Seminar

*Spring Semester*

This seminar will give students important information about why you would want to pursue graduate school within Business and what students need to know about applying.

### Take an Entrepreneur to Lunch

*Fall Semester*

This is an event where members have a chance to interview entrepreneurs about their jobs and ask questions related to their work field.

### Community Service/Fundraising

*Fall Semester and Spring Semester*

Community service and fundraising events will give members a chance to develop marketing skills, project management,

## Goal

To execute professional marketing skills that will help other schools and local organizations in the success of their community service activities by having at least 80% of members attend one community service event.

## Strategy

Utilize our marketing skills to aid and participate in the success of local community service events

### Students With Alternative Transportation (SWAT)

*Expected volunteers: 15*

To help inebriated students that need safe and sober transportation, AMA members will encourage students to take advantage of SWAT's services by passing out promotional materials developed by AMA at local bars and drive inebriated students to their homes in the SWAT Vehicle as we promote the importance of responsible and mature alcohol consumption.

### Southside Community Center's Annual Thanksgiving Dinner

*Expected volunteers: 20*

Every holiday, the Southside Community Center hosts an annual Thanksgiving Dinner for the Southside Emergency Shelter, residences and college students. The Texas State AMA plans to create awareness through advertisements placed in the AMA newsletter as we also utilize the use of AMA creative flyers and word-of-mouth to promote and participate in the annual event.

### Blue Santa Toy Drive

*Expected volunteers: 12*

Every year the San Marcos Police Department conducts the Annual Blue Santa Toy Drive to collect Christmas gifts for needy children in the San Marcos Area. Texas State AMA will promote the Blue Santa Toy Drive on campus by placing a collection box in the marketing department office and at our biweekly meetings during the fall semester as well as develop fliers to encourage Texas State Community as well as the San Marcos community to donate to this worthy cause.

### Red Ribbon Anti-Drug Awareness Week

*Expected Volunteers: 8*

Each October, schools and community organizations unite together to help raise a generation of drug free children by ensuring that they make healthy choices for their lives. Texas State AMA will promote Red Ribbon Anti-Drug Awareness Week on campus by gathering a group of members to set up a booth in the quad and pass out information, ribbons, t-shirts, and other anti-drug awareness material.

### San Marcos Youth Services Bureau

*Expected volunteers: 8*

The San Marcos Youth Services Bureau is a non-profit agency that concentrates on healthy youth development. AMA will partner with YSB through survey research to understand the lack of awareness and involvement, and overcome this problem through a marketing communication strategy.

### Career Day Fair

*Expected volunteers: 10*

Texas State Career Day will provide students with the opportunity to visit with employers regarding different careers, internships, part-time and summer jobs, and full-time employment after graduation. Texas State AMA members will assist Career Services by setting up booths for participating companies and help with cleaning at the end of the fair.

### Texas State's Annual Bobcat Build

*Expected volunteers: 10*

The Texas State's annual Bobcat Build is a yearly community service event where Texas State students and residences of San Marcos come together and help rebuild the beautiful city. AMA will assemble a group of ten volunteers to sign up for the event and work as an organization to do our part to enrich the city of San Marcos.

### School Supplies for DeZavala Elementary School

*Expected supplies and contributors: 3 large-size boxes and 50% contributors*

Texas State AMA members will be donating school supplies to students of DeZavala Elementary School to help further their education. Members will place a collection box in the Marketing Department of the McCoy College and at each of our to obtain suppliers. Texas State AMA will also partner with Movie Gallery as part of our strategy by offering free movie rentals in exchange for school supplies. Promotional materials will also be developed.

### Relay for Life

*Expected volunteers: 10*

Relay for Life is the American Cancer Society's signature activity that offers everyone in the community. The Texas State AMA plans to attend the event by encouraging members and officers to participate by raising money for the American Cancer Society by obtaining sponsors for each participant.

### Boys & Girls Club of South Central, TX

*Expected volunteers: 8*

AMA will come up with a fact sheet, a marketing campaign, and possibly help the Boys & Girls Club with promotions.

## Goal

To raise \$9,510 of revenue that will support ongoing operations of Texas State AMA's Professional Development and Community Service as Texas State AMA as well as defer the cost of members traveling to the Annual Conference.

## Strategy

To conduct fundraising activities that will appeal to Texas State Students, faculty members, and local residents of San Marcos.

### Taco Cabana Nights

*Fall and Spring Semester*

*Goal: \$ 270*

Those who visit Taco Cabana on specific nights will have the opportunity to drop their receipts in a fish bowl next to the cash register and the restaurant will give 20% of the total funds of receipts to AMA. The Texas State AMA plan to host five benefit nights at Taco Cabana the whole year. AMA officers will inform other members at our bi-weekly meetings, hand out fliers, and announce the event in classes.

### AMA Raffle

*Spring Semester*

*Goal: \$500*

Texas State AMA will be raffling the San Antonio Spurs memorabilia to Texas State students and faculty members as well as the local community. The raffle tickets will be sold for one dollar each.

### Campus Food Sales

*Fall and Spring Semester*

*Goal: \$300*

Texas State AMA will have food sales in the quad or mall area on campus. Hotdogs, chips, and soft drinks will be sold as well as hot chocolate during the fall semester.

### T-Shirt Sales

*Fall and Spring Semester*

*Goal: \$1500*

Texas State plans to conduct bi-weekly t-shirt sales at each of our bi-weekly member meetings, and at Texas State football games. The shirts will display the Texas State Bobcat emblem along with a design on the back of the shirt. T-shirts will also be sold on the quad and mall area of the campus. T-shirts were designed by AMA

### Coca-Cola

*Fall and Spring Semester*

*Goal: \$200*

AMA will participate in Coca-Cola's marketing event called "Fuel Up for Finals." We will be giving out cans of energy drinks such as Full Throttle and NOS during finals week. This is a great opportunity for members to experience a real world marketing campaign

### AMA Marketing Assessment

*Fall and Spring Semester*

*Goal: \$300*

The marketing assessment is a three part survey that gives 1) a post purchase survey 2) Secret Shopper Evaluation and 3) possible advertising strategies. The Marketing assessment will provide the business a good customer-oriented perspective. We ask for a donation of at least a \$100. The fundraiser will help Texas State AMA utilize our promotional skills.

### Auntie Anne's Pretzel Stand

*Fall and Spring Semester*

*Goal: \$100*

Texas State AMA will develop new marketing strategies to increase awareness of Auntie Anne's Pretzel Stand located within the Prime Outlet Mall Center. This will give members first hand experience of conducting marketing research as well as brainstorming and executing strategic marketing ideas. In return, Auntie Anne's will donate at least \$100 to AMA for our efforts.

### Sponsorships

*Spring Semester*

*Goal: \$300*

Texas State AMA will be applying for sponsorships from many corporate and local businesses to help cover expenses for the organizations trip to New Orleans, LA for the Annual Collegiate Conference.

### Etiquette Dinner

*Fall Semester*

*Goal: \$5040*

Every year AMA conducts the annual Etiquette Dinner which is effective in demonstrating to students how to conduct proper dining etiquette within a professional business environment.

### AT&T Center

*Fall and Spring Semester*

*Goal: \$1000 and memorabilias*

AMA will help the San Antonio AT&T Center with grassroots marketing, assist guest services, promotional handouts, conduct marketing surveys, assist in promotional pieces for the AT&T Center. This will be a continuous event throughout the school year. We will also receive a Spurs memorabilia which will be used for our AMA raffle.

## Goal

Acquire 75 new members, gain 30 member renewals, and sustain an average attendance of 50-65 individuals per meeting.

## Strategy

Through surveying member interest at the beginning of the year, we are able to identify opportunities in membership recruitment and activities. An end of year evaluation to our members will determine how effective our membership activities were. As membership is a critical part to Texas State's AMA Chapter, we understand that membership activities work two-fold in recruitment and renewal of memberships. Because our membership numbers are dependent on our membership activities, we have developed a number of events to foster socializing and school spirit while instilling a sense of pride in Texas State AMA.

### Encourage Membership

#### **Point System**

Every year, many members from our chapter attend the International AMA Conference. To provide a direct incentive for active involvement in Texas State's AMA Chapter, we have implemented a point system for our members where different activities and involvement in AMA are awarded for participation. Awards and varying amounts of sponsorship to the AMA National Conference will be awarded to members with the highest participation.

#### **Executive Committee**

The Executive Committee (EC) is a way for students to become more involved in AMA. Members on the committee have the opportunity to learn how AMA is ran by shadowing officers.

#### **Class Presentations**

With a good reputation throughout our University, we will contact various course professors in our business school and request to conduct short presentations about AMA to their class. We will also seek to give presentations to different sections of the required freshman course, University Seminar.

### Social Activities

#### **Skydive**

Members and potential members will participate in skydiving at an area skydiving facility in San Marcos. This event's will provide a fun activity for our members.

#### **End of Semester Social**

Texas State AMA will hold a social for members to come and relax. During this time, they will be able to play games and review everything Texas State AMA has accomplished in the fall and spring semester.

#### **Bowling Contest**

AMA will have a bowling contest at Texas State University's nearby bowling alley. Members will be able to cut loose by enjoying a fun and competitive event of bowling.

#### **Lazer Tag**

The week after AMA returns from the International AMA Collegiate Conference we will travel to Austin to play Lazer Tag.

### Recruitment Opportunities

In addition to class presentations, Texas State's AMA chapter also participates in several events each year with the ultimate goal of recruiting new members. We will hand out candy, t-shirts from past years, fliers with meeting dates and upcoming speakers, and AMA brochures.

#### **Event Participation**

- **Commuter Breakfast**
- **Texas State Showdown**
- Bobcat Days (High School Seniors)
- LBJ's Birthday Bash (Freshmen and Transfer Students)
- McCoy Experience (Potential Freshman Business Majors)
- Student Organization Fairs (All Students)
- Table outside McCoy Hall (Business Majors)
- Information Meetings (Current and Potential Members)

#### **AMA Bridge Membership**

AMA always encourages the acquisition of a Bridge membership to seniors and recent graduates of Texas State. The importance of staying with the AMA in a professional capacity is communicated by email and by guests from the Austin Professional Chapter speaking at our meetings several times a semester.

#### **Innovative Recruitment**

We will begin advertising on the homepage of Texas State Facebook users. This new type of advertising not only aids in recruitment, but provides professional development with this new subset of marketing.

### School Spirit

#### **Texas State Tailgate**

AMA plans to attend Texas State sporting events that will garner school spirit while increasing camaraderie among members. Texas State AMA will be present at the Texas State Football Game. Our participation will be a fun and spirited way to get to know each other while supporting our Texas State Bobcat football team.

#### **Member Benefits**

At our bi-weekly meetings, members will receive free food and a membership t-shirt that has our Texas State AMA tagline.

## Goal

To preserve and encourage returning members to become more involved in AMA activities by executing internal and external communication campus-wide and regionally by maintaining a highly efficient communication network and raising our communication advertising awareness and website visitation with all AMA members, faculty, and business professionals.

## Strategy

We believe that e-mail notifications, website information, a bi-weekly newsletter, a bulletin board, and fliers would be the most effective means of relaying our information to the student body, faculty members, alumni's, and external community.

### The Connection

The AMA newsletter is utilized for members to gather information about approaching events and speaker bios. Details about fundraisers, community service events, and guests will be provided in the newsletter.

### Bulletin Board

Located in McCoy Hall, the AMA bulletin board serves as a communication liaison between students and current information. Designed to catch the eye of passing students and faculty; specifics about upcoming fundraisers, community service, meetings, and speakers will be placed on the bulletin board.

### Press Releases

When hosting or attending an event, Texas State AMA would like to be recognized for their accomplishments of its programs and members as well as upcoming events. This will show the rewards earned and benefits provided through the organization with the goal of professional development in mind. We will accomplish this through our Marketing Memos, the marketing department newsletter, the Bobcat Newsletter and the San Marcos Daily Record. These accomplishments will also be stressed further in our bi-weekly meetings.

### Campus Media

AMA sends out informational press releases to all media around campus about upcoming meetings and events. The University radio station, KTSW, and the student-produced cable television newscast, The Bobcat Update, which is not only accessible to on-campus students, but is aired all over the San Marcos area, announces the information on air daily for at least a week prior to the event. The campus newspaper, the University Star, prints the same information weekly. Meetings and other important dates are displayed on an electric billboard in the quad and on televisions located on every floor of McCoy Business Building.

### Electronic Newsletter

A weekly electronic newsletter is sent to current and former AMA members, alumni, faculty, and to AMA constituents who have requested information and updates on meetings and events. The newsletter also sends progress reports on socials and meeting and event calendars.

### Consistent Use of Tagline

Due to the consistent use of the Texas State AMA tagline "Take charge. Get involved. Join AMA." This will be included on our bulletin board, website, connection, and fliers.

### Electronic Notification

Continue publication about AMA announcements and events through Bobcat Weekly, an Electronic Newsletter sent out to over 200 student organizations. E-mail is the number one resource used by Texas State AMA to maintain communication among both members and non-members. It is used to keep members informed about scheduled events and meetings; to increase student awareness and reach out to all Marketing majors; and to effectively communicate with the Austin AMA professional chapter.

### Fliers

Fliers will be handed out to students and faculty across campus. This will be done as a reminder for fundraisers, meetings, and community service events. Fliers are also strategically positioned in high traffic areas throughout the university for maximum exposure also in binding with other relevant majors.

### Classrooms

Working with a minimal amount of time before class starts, AMA officers will serve as a reminder for upcoming meetings and various events. Communication employs an alternative way to prompt students and faculty to take charge, get involved, and join AMA.

### Website <http://www.business.txstate.edu/ama>

More emphasis will be put on our Texas State AMA website. Here students and members can find weekly updated information on speakers and events. Students can get to know the officers through officer profiles, download membership forms, as well as viewing our updated calendar and electronic copies of both Marketing Memos and The Connection. We will use this as a major bridge for students to get involved with AMA and provide a chance to connect to a professional chapter.

### Non-traditional Media

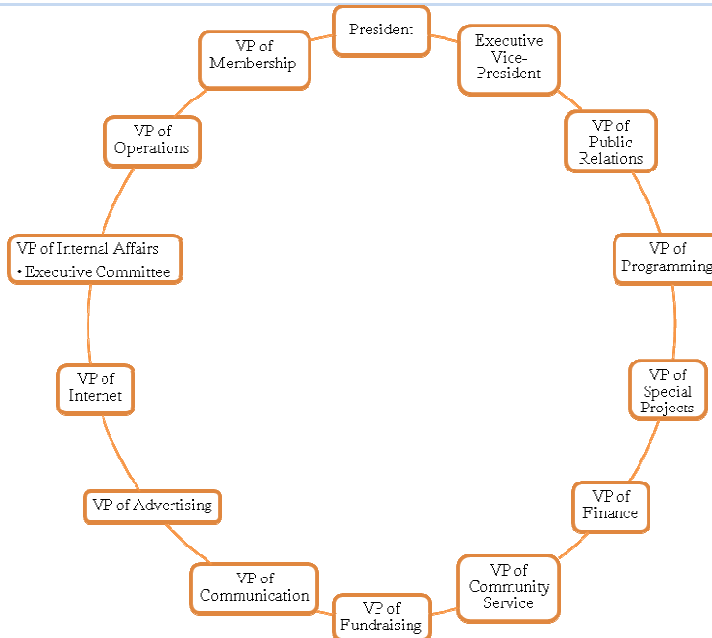
Non-traditional media will be further developed to communicate information of upcoming events. Opt – in advertising will be implemented such as postings on Facebook and TRACS in hopes of a higher response rate. Other nontraditional methods will be implemented including tents in all dining halls and a frame to show announcements.

### Letters to Faculty

Each semester, faculty members receive notes to announce in their classrooms about upcoming AMA events. We also send them thank you letters for coming to our bi-weekly meetings.

## Goal

Provide a professional atmosphere along with a healthy teamwork environment for officers, executive committee, and members to prepare them for the business world.



## Organizational Structure Observation

A team works best when all participants share the same goal and purpose for the organization. It is essential that all officers are aware of the long term and short term goals for the year in order to be successful.

### PLAN

- Conduct an officer retreat at the beginning of the year to brainstorm and work as a team to plan events for the year.
- Hold a Chapter Plan meeting to ensure that upcoming events are strategically planned out.
- Hold officer meetings in between member meetings to keep the office posted on upcoming projects, ensure good communications skills, and to prepare for the next member meeting.
- Select members to be a part of our Executive Committee.
- Develop a detailed budget that will help set financial goals and allocate funds throughout the year.

### CONTROL

- Provide a welcoming and inviting environment for all officers to come together and work as a team.
- Encourage officers to meet deadlines and avoid procrastination.
- Construct surveys to increase customer service through feedback from members.
- Officer evaluations will be conducted at the end of the fall semester.
- EC member evaluations will be conducted at the beginning of the spring semester.

### COORDINATION

- Attend Leadership Luncheons held by the Student Organization Council to gain long-term relationships with other organizations on campus.
- Provide access to information for members, faculty, and Texas State students to be notified of upcoming AMA events.
- Utilize the Executive Committee by holding EC meetings to inform them of all aspects of AMA events and gain support.
- President will meet weekly with the Faculty Advisors to ensure good communication and to meet the long-term goals.

### TRANSITION

- One engaged Executive Committee member will be chosen to attend each officer meeting.
- All officers are responsible for updating a notebook that will be passed down to the next officer during transition.
- Require all in-coming and out-coming officers to schedule a transition meeting with the Faculty Advisors and the President to discuss expected responsibilities of that position.
- Elections will take place on the last member meeting of each semester to fill open officer positions and allow interested members to run.

## August

- 2 - Texas State Showdown
- 24 - LBJ Birthday Bash
- 25 - Officer Retreat
- 27 - AMA Officer Meeting
- 28 - Rising Star Article

## September

- 1-30 - School Supply Drive
- 3 - AMA Member Meeting (informational)
- 3 - Student Organization Fair
- 3 - Commuter Breakfast
- 5 - Chapter Plan Workshop
- 9-11 - T-shirt Sale
- 10 - AMA Officer Meeting
- 11 - AMA Member Meeting
- 20 - Skydive
- 24 - AMA Officer Meeting
- 25 - Taco Cabana Night
- 27 - Tailgate

## October

- 1 - AMA Member meeting
- 4 - Tailgate
- 6-10 - Marketing Week
- 7 - Fall Resume and Interviewing Skills Workshop
- 8 - Fall Job and Internship Fair
- 8 - AMA Officer Meeting
- 9 - Food Sale
- 11 - Bobcat Day
- 11 - McCoy Experience Day
- 14 - T-shirt Sale
- 15 - AMA Members Meeting
- 15 - Mentoring Program applications due
- 16-18 - SWAT Promotion
- 18 - Tailgate
- 20 - Red Ribbon Drug-Awareness Day
- 22 - AMA Officers Meeting
- 29 - AMA Members Meeting

## November

- 1 - Tailgate
- 4 - Bowling Night
- 5 - AMA Officer Meeting
- 10-12 - Officer Evaluations
- 10 - Blue Santa Toy Drive Begins
- 12 - Etiquette Dinner
- 13 - Taco Cabana Night
- 15 - Bobcat Day
- 15 - McCoy Experience
- 15 - Tailgate
- 19 - Social Meeting
- 21 - Thanksgiving Dinner Event

## December

- 1 - Coca-Cola Event
- 1-6 - Transition Officer Meetings
- 3 - Officer Meeting

## January

- 28 -AMA Informational meeting

## February

- 1 - Boys & Girls Club Marketing Campaign
- 4 - AMA Officer Meeting
- 6 - Spring Conference
- 11- AMA Member meeting
- 12 - AMA Raffle
- 13 - Informational Field Trip
- 16 - Dress for Success Day
- 17 - Spring Resume Workshop
- 18 - AMA Officer meeting
- 19 - Taco Cabana Night
- 21 - Bobcat Day
- 21 - McCoy Experience
- 23 - Graduate School Seminar
- 25 - AMA Member Meeting
- 26 - Spring Job and Internship Fair
- 27 - SPSS Workshop

## March

- 2 - AMA Scholarship Deadline
- 4 - AMA Officer Meeting
- 11 - AMA Member Meeting
- 18 - AMA Officer Meeting
- 19 - Taco Cabana Night
- 25 - AMA Members Meeting
- 26-28 - AMA Collegiate Conference

## April

- 1 - Lazer Tag
- 4 - Bobcat Build
- 8 - AMA Officer Meeting
- 10-11 - Relay for Life
- 15 - AMA Members Meeting
- 16 - Taco Cabana Night
- 18 - Bobcat Day
- 18 - McCoy Experience
- 22 - AMA Officer Meeting
- 29 - End-of-Year Social

## May

- 1-10-Transition officer meetings

## Notes

- Coca-Cola events will be continuous throughout the Spring Semester.
- AT&T events will be continuous throughout the year.

**Beginning Balance** **\$14,631.00**

**Revenues**

Dues Local (\$48 per member, 105 members)	5,040
Dues National (\$42 per member, 105 members)	4,410
Dues Professional (Austin) (\$5 per member, 60 members)	300

**Fundraising**

Taco Cabana	270
Sponsorships	300
Campus Food Sales	300
Campus T-shirt Sales	1,500
AMA Raffle	500
AMA Marketing Assessment	300
AT&T Center	1,000
Coca-Cola	200
Auntie Anne's Pretzel Stand	100

**Etiquette Dinner**

Tickets (\$15 per ticket, 88 tickets)	1,440
Sponsorships	3,600

**Total Revenue** **\$18,760.00**

**Expenses**

Dues National (\$39 per member, 105 members)	4,095
Dues Professional (Austin) (\$5 per member, 60 members)	300

**Programming**

Gifts for Speakers	200
Speaker Parking Validation	32
Faculty Appreciation Luncheon	200
Resume Workshop	150
Spring Conference	1,000

**Operations**

Food for meetings/socials	1,820
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**Membership**

T-shirts - membership	650
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**Communications**

Advertising Supplies	55
Printing Expenses	150
Facebook Advertisement	125

**Community Service**

Red Ribbon Day	10
Thanksgiving Dinner at SMAC	50
Blue Santa Toy Drive	100
YSB Marketing Plan and Promotion	100

**Fundraising**

T-shirts	775
Food for Campus Sales	200
AMA Raffle	60

**Miscellaneous**

Etiquette Dinner	3,818.50
Printing and mailing plan and report	75

**Total Expenses** **\$13,965.50**

**Ending Balance** **\$19,425.50**