



UIC



University of Illinois
at Chicago

Annual Report
2019 - 2020

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Chapter Summary

Letter From the President

The University of Illinois at Chicago American Marketing Association (UIC-AMA) focuses on providing members with the connections, analytical tools, and creative space to help them practice marketing in the most beneficial and enjoyable way possible as well as build a strong network with some of the top marketers in the community.

Since restructuring our chapter in Fall 2018 and till today, we have made huge strides to improve our organization in such a short time. Based on members' reflections from last year we decided to focus on workshops similar to speaker sessions to provide our members with hands-on experience using different marketing tools.

Moreover, We found that it is important to raise more funds to be able to bring more students to the AMA ICC at NOLA, plan our own first regional conference as well as pay for chapter operations. Hence, we built our first sponsorship booklet including our different packages and secured the first two sponsors in the history of UIC-AMA which increased our budget by \$3300 and encouraged the UIC marketing department to fund a higher percentage of our trip to AMA ICC NOLA, given our fundraising efforts through sponsorship and events.

Additionally, our chapter was able to build a new recruitment process and workflow for upcoming projects for our agency and improve its operations which resulted in adding more E-board members to the team and securing two clients as our first business clients. This also resulted in an increase in revenue

At UIC-AMA, we take pride in helping each other grow, succeed, and to make a difference. We aim to be the place where young marketers go to be themselves, find their true passion and be inspired everyday to become the innovative and analytical marketers that they aim to become and that will help solve the world's toughest problems in the future.

It has been my honor to serve as President, and I am excited to present UIC-AMA's 2019-2020 Annual Report.

Sincerely,



Luna Awad
AMA UIC President, 2019 -2020

Goal Evaluations

- ☆☆☆☆ The event or activity did not occur.
- ★☆☆☆ The event or activity did not meet the goal.
- ★★☆☆ The event or activity partially met the goal and could be greatly improved to increase value to members.
- ★★★☆☆ The event or activity mostly met the goal but could still be improved to increase value to members.
- ★★★★★ The event or activity met or exceeded the goal and provided superior value to members.

Chapter Highlights

- Registered 52 members overall in 2019-2020
- Raised \$3000 more than last academic year as of February 14th
- Served the community by volunteering 200+ hours and more 200+ planned for the remainder of the year
- Secured first 2 real business clients for our In-House Agency
- created and started mentor-ship and apprenticeship programs
- Planned First annual regional conference & AMA Chicago collegiate meetup for April 2020
- Secured first 2 sponsors in the history of UIC-AMA
- Funded 30 members with the help of UIC to attend AMA ICC NOLA and participated/will participate in 13 competitions



Professional Development

The Purpose of the professional development events and activities is to enhance our members' professional and networking skills, expose them to different industries, and help them build a professional network with some of the biggest companies in Chicago.

Networking

Provide members with the career tips and secrets to help them become successful entrepreneurs.

Goal: Entrepreneurship Panel including 5-6 of our successful entrepreneurs members and alumni while having at least a 50% chapter attendance to the event,

Result: Invited 5 UIC-AMA aAlumni and members who own their business that they started during high school, college or even before. They shared some tips about how to start your own business and make it successful as well some of the mistakes to avoid and how to stay motivated through any problems that may arise while starting your own business.

Evaluation: ★ ★ ★ ☆

Summary: 2 UIC-AMA Alumni and 3 current members spoke about their journey starting their own business idea and making it a successful reality. They talked about how they started, what motivated them to keep going even when it was difficult to balance being an entrepreneur and a student at the same time, their mistakes and failures throughout this journey and how they overcame it. We had 40% chapter attendance and 100% engagement during the opening activity 'Sell me this pen' and the Q&A session.

Reflection: To drive attendance to the event, we promoted it on social media and word of mouth. We emphasized the importance of the event for those students who are interested in entrepreneurship and wish to start their own business. The event was towards the end of the semester which brought our attendance to a lower level than usual. We plan to host big events like this one towards the middle of the semester instead of the end in the future.



Connect our members with internship & full-time opportunities by networking with recruiters.

Goal: Recruiter's Panel inviting 4-5 recruiters with 50% chapter attendance.

Result: On February 25th, We will have our confirmed recruiter's panel with 3 companies attending till now with another one in progress (Tampico, Bosch, Digitas).

Evaluation: N/A

Summary: Recruiters/panelists attending the Recruiter's Panel will participate in a rotational panel with our members. Each panelists will be in charge of one table with 8-10 students to talk about their company, available opportunities at their company, and cover one topic related to applying for jobs such as tips about (Interviews, elevator pitch, resume building, networking and much more). Panelists will rotate to a different table with a different group of 8-10 students every 20 minutes to allow students to learn about their companies, career tips and more opportunities and also get recruiters to meet with different students that could be potential job candidates for their companies. There will also be a shared drive for each company where the notes written by members will be taken and kept there to avoid any repetition of questions throughout the event.

Reflection: Our expectation of the Recruiters' Panel is that it will provide our members with the opportunity to learn about job openings in these companies. Also, to help them become more confident when applying for jobs and internships. This event will also help us strengthen our relationship with these companies that might lead to more sponsorship opportunities in the future.

Leverage Alumni network to help members build connections with some of the top marketing and technology companies.

Goal: Host an Alumni Panel & Networking Night bringing back 4-5 AMA-UIC alumni with at least 50% of chapter attendance.

Result: Planned an Alumni & Members Panel Night bringing back 4 UIC-AMA Alumni and 1 current senior member to share their experience and knowledge with members and network with them.

Evaluation: N/A

Summary: On February 20th, UIC-AMA will be hosting the Alumni & Members Panel Night. Alumni & members will share their experience with UIC-AMA members and relate it back to their past involvement with UIC-AMA and how they still benefit from being part of the professional AMA Chicago chapter.

Reflection: Building these strong alumni networks helps in bringing more opportunities to members. Alumni that join our events and meet with members always share job opportunities from their companies with UIC-AMA and provide our members with referrals. Current UIC-AMA members who also have past internships, can connect our chapter with companies that they have worked with in the past.



Strengthen connections with other AMA Chapters to provide members with more real-life marketing opportunities.

Goal: Attend 2 or more events hosted by other AMA Collegiate Chapters.

Result: Some of our members attended the Whitewater Regional Conference in October 2019 and participated in 4 different competitions, attended speakers sessions, and participated in the career fair.

Evaluation: ★ ★ ★ ☆

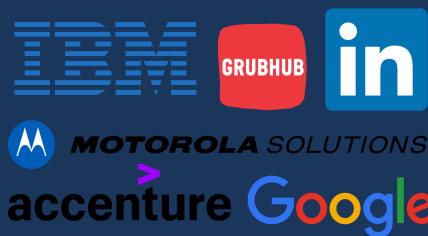
Summary: During the conference, we attended the keynote speakers sessions including professionals from companies such as GMR and Milwaukee Bucks. In addition, we attended the career fair that included companies such as Sherwin Williams, C.H Robinson, Gartner, and much much more. Our members spoke to at least 6 companies each. We also participated in (Strategy, Design, Perfect Pitch and Mock interview) competitions.



Reflection: Attending the conference and participating in competitions (Strategy, Design, Perfect Pitch and Mock interview) allowed our members to prepare for the AMA International Collegiate Conference's Competitions coming up on March 12-14. We also had the chance to network with other chapters and professionals who spoke at the conference and were participating in the career fair.

Industry Exposure

Provide members with insights about the marketing world from a technology standpoint to help learn about a dominating market of advanced technology and big data as well as its intersection with marketing.



Goal: Host a Marketing X Technology Panel bringing marketing professionals from top technology giants in Chicago.

Result: Our first Marketing Week event was our MKTG X TECH panel featuring marketing professionals from technology and consulting companies such as Google, IBM, LinkedIn, Motorola Solutions, Grubhub and Accenture. This included a Q&A session, then time for dinner and networking at the end.

Evaluation: ★ ★ ★ ★

Summary: We had an Account Strategist from Google, Data Management specialist and client executive from IBM, Senior Digital Marketing Manager from LinkedIn, Director of Product Management from Motorola Solutions, Marketing Associate from Grubhub and a Marketing Analyst from Accenture participated in our event, sharing their knowledge and experience with our members. The event started with opening remarks from our President followed by a panel discussion that was moderated by our former Treasurer. Attendees submitted questions in advance through a google form that was shared with them and we also allowed a Q&A session from the audience. This was followed by dinner and a networking session allowing attendees to ask more individualized questions to professionals.



Reflection: Over 90 members and UIC Students attended our event. Non-members were charged a fee that helped us in covering some of the costs of our event and in adding value to our members by making it only free for them. Opening this event to non-members also allowed us to promote our organization and recruit new members. To promote the event, we reached out to professors from all UIC Business and Computer Science departments and asked them to promote our event to their students via blackboard and email. We made the registration for the event very simple for members by allowing them to scan a QR code with their phones to take them directly to the eventbrite page where they can get their tickets. We also presented in classes about the event and distributed flyers around campus including classes, library, computer labs and the lunch room in student center east. In addition, we used bulletin boards around campus to put our flyers and promote the event. To ensure that all our panelists had a great experience at the event, we provided parking passes, a gift and certificate of appreciation for each. Two separate reflection surveys were sent out to members and panelists to get their feedback on the event and help us improve our upcoming events.

Provide our members with an insider look into the daily tasks of marketers that work in different positions to help them decide on career path.

Goal: Host 4-5 guest speaker events each semester with 50+ members in attendance.

Result: We hosted 4 speaker sessions in the Fall Semester with 30 - 50 members in attendance and have other 4 speaker sessions scheduled and confirmed for the spring semester.

Evaluation: ★ ★ ★

Summary: In the Fall Semester we had 4 Guest speaker sessions from companies such as Bosch Automotive Aftermarket, FCB, Limitless Creative Co and Microsoft. We also have speakers from Facebook, Ulta Beauty, Havas, and Spotify confirmed for the Spring 2020 Semester. Each speaker prepares a powerpoint presentation to go over their professional and sometimes personal background, provide an insight of their day to day work activities and some career tips for our members. Each speaker session is always followed by a Q&A session for 15-20 minutes and then a networking session of up to 30 minutes where members introduce themselves to the speaker, thank them for the information they shared and ask them more individualized questions.

Reflection: For the speaker sessions that happened in the Fall semester, we were able to reach an attendance of 30 - 50 members each, we were not able to reach the 50 average in all events. One of the reasons is that our speaker sessions are always hosted in the evening and always run for more than an hour and a half which discourage students who are commuters to attend the event since 80% of UIC's students are commuters from the suburbs. This spring semester we made sure to make our members aware that they are not required to stay for the Q&A and networking session if they need to commute back home.

Bosch



NICOLE HUARD

Manager, Data and Category
Management & Consumer
Insights

September 24, 2019

Limitless Creative Co.



DANIELLE STARKEY

Creative Strategist and
Copywriter
October 8, 2019

Microsoft



PRISCILLA MARTINEZ

Account Manager
October 1, 2019

Foot, Cone & Belding (FCB)



YEBIN LEE

Junior Art Director
November 5, 2019

Facebook



NIGEL HAMMETT

SMB Account Manager
February 18, 2020

Havas



AMANDA VITRANO

Social Media Specialist
March 3, 2020

Ulta Beauty



DONIA BAYA

Email Marketing Analyst
March 17, 2020

Spotify



FRANCESCA SHLAIN

Creative Strategist
April 14, 2020

Plan a more unique Regional Conference experience that is different than what other chapters plan during the academic year to provide members with a full day of a variety of networking and experiential opportunities.

Goal: Host Collegiate Meetup at UIC for the second time and planning it as a 8-9 hours mini conference that includes 4-5 different activities.

Result: On April 3rd we will have our first ever Annual regional conference in collaboration with AMA Chicago and other UIC Student Organizations. We are in the planning and marketing materials preparation process for the event. Currently we have some confirmed speakers, room reservations, catering orders and competitions prepared.

Evaluation: N/A

Summary: Our first confirmed Keynote speaker will be Andrew Swinand - CEO of Leo Burnett and we are working with the CEO of another company to be our second Keynote speaker. Our other confirmed activity is going to be our consulting panel in collaboration with UIC Flames Consulting Group student organization bringing Marketing professionals from top consulting firms such as Boston Consulting Group (BCG), Accenture and Deloitte Consulting. The third activity will include a workshop led by AMA Chicago Professional Chapter to increase awareness of the importance of becoming an AMA Professional member after graduation from the University. The fourth activity will be participation in 3-4 competitions such as Marketing (strategy) Consulting (case interview style), Perfect Pitch, Sales, Strategy (Agency Standpoint). These competitions will be judged by companies attending and sponsoring the event or our chapter as a whole. There will also be a private recruiters breakfast for the first 100 registrants with some of the top agencies in Chicago such as (Leo Burnett, Digitas, Starcom, & Publicis health Groupe) As well as our other sponsors (Bosch, Tampico, Northwestern Mutual). The conference will end with a closing remarks from our Executive board and Faculty advisor.

Reflection: We expect this event to be a great success especially with all the support from our organization, UIC Business, Other UIC Student Organizations that will be collaborating with our event such as The Undergraduate Women's Network, Flames Consulting Group, and the Management Leadership Association. As well as, the AMA Chicago Professional Chapter. We are currently working on finalizing all the details including the funding process, the speakers, and marketing. Even though an earlier marketing plan would have been more successful, with the support of other student organizations, UIC Business and AMA Chicago, we will be able to spread the word fast enough to ensure high attendance and participation. For instance, we followed the same strategy for our Marketing and Technology Panel where we only started promoting the event a week in advance but we used all resources available such as asking head of UIC departments to promote events to faculty who will promote it to their students, presenting in classes, distributing flyers around campus, and extensively use social media platforms. Even though it was a late notice for attendees, it allowed the event to stick in their memory since it happened only within a week. We will use a similar strategy but of course take around 2 month to promote the conference since it requires a 8-9 hours commitment. We are planning on making this event our annual Spring event and in the future we will plan to host it prior to the American Marketing Association International Collegiate Conference.



Connect members with marketing and technology companies and give them an opportunity to learn about the corporate life.

Goal: Plan 5 corporate site visits each semester with 25 students in attendance to each visit as well as plan a shadowing day with well known companies to provide members with hands-on experience in marketing.

Result: We hosted 5 Site visits in the Fall Semester with 12-30 members in attendance and we have another 5 confirmed for the Spring Semester with 15-25 members in attendance.

Evaluation: ★ ★ ★ ★

Summary: In Fall 2019 we had 5 site visits to companies such as (McGarry Bowen, Grubhub, Yelp, Sprout Social and Starcom) and in Spring 2020 we have confirmed site visits to companies such as (Facebook, Yelp, Google, FCB, Digitas, McDonald's "Hamburger University" and Glassdoor)

Reflection: We achieved our goal in planning at least 5 corporate site visits per semester to a combination of Marketing and Technology Companies. All the Fall site visits included an attendance number of 25 members except for McGarry Bowen site visit that was limited to 12 members and Grubhub which had a limit of up to 30 members. Site Visits are one of our members' favorite types of events that allows them to learn about different companies including opportunities available there, day-to-day activities, the culture, and it is a great networking opportunity for our members. The site visits for the Spring 2020 Semester are all confirmed to host around 25 members and RSVP's are already being sent out every two weeks to secure spots.



mcgarrybowen



GRUBHUB™



yelp



Starcom



sproutsocial

facebook

FCB
FOOTS, CONE & BOLDING

Google

Digitas

Mcdonald's

Open more opportunities to our members within different industries and companies such as finance and consulting.

Goal: 3 collaboration events with other UIC Student Organizations.

Result: On March 18th We will be co-hosting an Internship Panel including students that have background in a variety of industries and fields such as finance, consulting, marketing, information systems and accounting with the UIC-Undergraduate Women's Network (UIC- UWN). We are also working with the UIC Flames Consulting Group to encourage our members to attend Mondays "Case Interview" workshops to help them learn how to solve business problems and secure an internship or a job at some top consulting firms for those who are interested in marketing consulting. We are also planning a workshop with the Finance and Investment Group to teach our senior standing members how to prepare to pay their student loans after graduation.

Evaluation: N/A

Summary: UIC-AMA is very passionate about collaborating with other organizations to bring different and diverse skills together to provide students with better knowledge and opportunities. These workshops allow members to be exposed to other important topics and opportunities. The workshop will include professionals that will first start by an introduction about their company followed by an activity to engage students and then a presentation filled with tips about this topic followed by a Q&A session and a networking session.

Reflection: We are expecting a large % of attendance considering the fact that we will have double or triple the marketing efforts when working with other organizations on campus in addition to covering topics that would be of interest to any college student. These events also help us provide more awareness about our organization and the benefits of becoming a member.

AM> | University of Illinois at Chicago



Experiential

Provide members with hands-on experience using the most important marketing and design tools, and help them prepare for professional setting such as career fairs and networking events.

Goal: Host 3 Marketing tools and professional development Workshops each semester

Result: We hosted 3 workshops in the Fall semester and have 4 confirmed workshops for the Spring semester.

Evaluation: ★ ★ ★ ★

Summary: In Fall 2019 we hosted a UX Design Workshop led by a professional UX Designer from CDW who gave an introduction about it, the importance of it, and how to learn it. Our speaker also engaged our members with activities to help them better understand different UX Design concepts and how they are used in the business world. We also hosted the Lasalle Network Professional Workshop where the recruiting Senior Director of their Chicago office joined us to share with our members some important tips on the best practices to build an effective resume, apply for jobs and internships, prepare for interviews, and practice elevator pitch. Her presentation involved a resume building session where she picked 3 student volunteers to review their resume in front of our members to teach everyone about common resume mistakes and how to fix them. She also picked three volunteers to ask mock interview questions and give feedback on their response. Our final workshop of the semester was a part of our entrepreneurship panel where we ended it by some activities such as answering some business questions such as "Sell me this pen", "sell me a business idea/pen". All our workshops were followed by a Q&A session and a networking session similar to our other events.

Reflection: We reached our goal in hosting at least three different UIC-AMA workshops each semester. In the fall semester, we reached a good attendance of 30+ members for each of these workshops that covered topics of importance to our members. These workshops help our members in gaining a well rounded knowledge and hands-on experience that will help them in their future career regardless of what career path they choose to follow.

UX DESIGN WORKSHOP



Carmen McDonald
Product Design Lead
October 15, 2019

PROFESSIONAL DEVELOPMENT WORKSHOP



Jessica Shaeffer
Senior Director
October 29, 2019

ENTREPRENEURSHIP PANEL



UIC Students & Alumni
November 12, 2019



Cotton
Incorporated



Provide members the opportunity to work on a real marketing case with a real client and fuel their competitiveness.

Goal: Compete in the national case competition and become one of the top 10 finalists. Present general information about the competitions and encourage members to join by mentioning benefits and importance of participation.

Result: Around 15 UIC-AMA members participated in the AMA National Collegiate case competition sponsored by Cotton Incorporated. The participants met every week at least once or twice to brainstorm and then continued working individually. We separated the participants into 4 different groups based on interest and experience.

Evaluation:

★ ☆ ☆ ☆

Summary: Each member participating was in at least one of the four teams that we created (Research, strategy, Creative and Finance) The team ended up creating a written case report, conducted primary and secondary report, and brainstormed different strategies and creative ideas together.

Reflection: We did not meet our goal in placing as one of the top 10 finalists this year, however we performed better than last year as we used a more organized approach. Next year we are planning on working with UIC Business Marketing department to encourage more students to participate by offering them extra credit and preparing them for the case competition by meeting with faculty for preparation workshops.

Help members in improving their marketing skills as well as gaining a competitive advantage that will set them apart from other candidates applying for the same position.

Goal: Host Google/AMA Certification workshops for our AMA-UIC members with at least 50% members in attendance.

Result: On 2/19 we will host our Google Analytics (beginner and Advanced) Bootcamps and on 4/11 we will host our Google Ads Bootcamp.

Evaluation: N/A

Summary: Similar to last academic year, we will plan a 4 hours bootcamps to go over a slide deck that summarizes all the Google Analytics Academy videos and important information. We will go over it with our members and work on the practice exercises provided by google academy together then give our members time to solve the final assessment. We will record our workshops to send out to members who will not be able to attend during the weekend.

Reflection: Based on a survey conducted to our members, 80% of our members expressed interest in these Bootcamps. Hence, we expect a high attendance. Some of our members attended the Google Analytics for Beginners with us last year, therefore, we will be hosting an advanced google analytics workshop at the same day for those members who already have the beginners certification and wish to be more in-depth into the topic and gain more skills.



Provide members with the opportunity to gain hands on marketing experience through AMAUIC's Five94' Marketing Solutions consulting agency.

Goal: Recruit a new operational executive board as well as department directors in addition to 40+ members as part of the agency.

Result: Fall 2019, we recruited a new executive board to lead our different departments and help in managing operational activities within the agency. On Thursday Feb 6th we hosted our intro agency meeting and received over 29 applications or interest forms so far. We also secured our first 2 business clients.

Evaluation: ★ ★ ★ ★

Summary: We planned a recruitment process last semester including a website application, an interview and case questions for some positions. This was used to recruit our agency's Directors of Social Media, Account Management, Strategy, Research and Creative. We also secured our first two business clients, Tampico who is also our Diamond Sponsor and Northwestern Mutual. We are currently looking through our different intern applications that will remain open. Intern's training will start and end the week of February 17th and the work on client projects will start on the week of February 23rd. Our potential interns were given the opportunity to choose the type of work that they would like to do by picking the department that they would like to work with (Account Management, Strategy, Research, and Creative).

Reflection: We reached our goal in recruiting a new executive board, and securing new clients. We expect to have at least 40 members applications by the end of next week, especially after receiving 29 only in the first week. The big client names attracted a lot of our members and encouraged them to apply, knowing that this will be an alternative to a real internship experience that will allow them to learn how to implement the marketing skills they gained from their different courses in the real business world.

CURRENT CLIENTS



SPRING 2020 EBOARD



Provide members with exclusive career opportunities.

Goal: Every two weeks, we post full-time and internship opportunities that we receive from connections and post them on our website and LinkedIn closed group.

Result: Constantly posting around 3 different job opportunities every month on our LinkedIn closed group. We also utilize our weekly newsletter to send out job opportunities provided by sponsors.

Evaluation: ★ ★ ★ ☆

Summary: We currently have 79 members and Alumni as part of our LinkedIn closed group. We decided to switch posting opportunities on our website to posting them in our closed LinkedIn group which will allow members, executive board and alumni to share different opportunities provided by their LinkedIn network and their companies. This would also make it faster and more efficient to post the opportunities and provide our members with a direct connection (the person who makes the post) to reach out to for advice and a possible job referral when applying for the job or internship. Our sponsors share multiple job/internship opportunities with us to share with our members that we promote in our weekly newsletters and sometimes GroupMe chat as well.



Some Internship/Job postings on our LinkedIn Closed Group:

- **AMA:** Collegiate experience Intern
- **BOSCH:** Customer Supply Chain Service Analyst
- **STARCOM:** Summer Internship Program
- **Teamworkonline.com:** Major League Soccer Jobs
- **BAKER TILLY:** Talent Sourcing Internship
- **GLASSDOOR:** Sales Development Resource worker
- **RHM Staffing Solutions:** Recruiters/Sales Trainee
- **Ogilvy:** Next Gen Program Internship
- **BOSCH:** Customer Service Analyst
- **STARCOM:** Media Associate

- **STARCOM:** 2020 Future Leaders Program
- **BOSCH:** Human Resources Intern
- **Philly PRgirl:** Graphic Design Intern, Social Media Intern, PR intern
- **Hydralite:** Ambassador Application
- **Spotify:** Student Summer internship
- **Mcdonald's:** Budget Coordinator
- **MAIP:** Student Internship
- **PACKBACK:** Sales Development Representative
- **STARCOM:** Winter Internship

Provide members the opportunity to improve marketing skills by applying the knowledge they gain from class into different AMA ICC Competitions.

Goal: Compete in the national case competition and other 9 AMA UIC competitions.

Result: Competed in—or will compete in—13 AMA ICC competitions.

Evaluation: | ★ ★ ★ ★

Summary: All of the 30 UIC-AMA general and executive board members that were selected to attend the conference will be participating in at least one competition each. Hence, our chapter will be competing in 13 competitions in total.

Reflection: Since we received a higher amount of funding than expected, we decided to bring more members and hence participate in more competitions than initially planned.

Competitions:

1. AMA Collegiate Case Competition
2. Website Competition
3. Outstanding Marketing Week Competition
4. AMA Sales Competition
5. Perfect Pitch Competition
6. SABRE Business Simulation
7. Marketplace Simulations Competition
8. Chapter Exhibit Competition
9. Marketing Strategy Competition
10. Student Poster Session
11. Best Recruitment Video Competition
12. EPA Trash-Free Waters Video & Marketing Brief Competition
13. Chapter T-Shirt Competition

Community & Social Impact

Community and Social impact events help enhance members' marketing and communication skills in order to improve our community. Our goals help educate members on roles within the community, improve communication skills within a business setting, and provide a service to the environment.

Volunteering

Fundraise for philanthropic purposes.

Goal: Host 4-5 fundraising events for philanthropic purposes each semester

Result: Planned 1 events to fundraise money and use it for philanthropy purposes in Fall 2019. We will be planning a lunch packing and distribution event in the Spring semester.

Evaluation: ★ ★ ☆ ☆

Summary: Hosted a 'temporary tattoo' painting activity to raise money and donate for the UIC Hospital children's hospital. We also participated in the UIC Thanksgiving festival to do face painting for children that have cancer and to draw a smile on their face.

Reflection: We were not able to meet our goal in planning fundraising events and donate the money. Instead we decided to use our marketing skills to raise awareness through events. For instance, we also planned a lunch packaging and distribution event for the spring semester.

Support environmental issues and raising awareness - Earth Day Clean Up.

Goal: Host an event with at least 20+ members in attendance, to raise awareness about the environment by providing a service to our community parks around our neighborhood and take part in cleaning up the area to provide a safer and cleaner environment.

Result: Will host an UIC-AMA event to contribute to our community by cleaning up local parks near our neighborhood.

Evaluation: N/A

Summary: On March 22nd, UIC-AMA will be providing a service to our community by cleaning up local parks with our members.

Reflection: We expect to be able to raise awareness about environmental issues in the UIC community and the community as a whole and encourage our members to give back to the community.

Strategy: Social impact women empowerment X UWN hygiene.

Goal: Partner at least once with the Undergraduate Women's Network (UWN) at UIC to support women empowerment as well as help women in need.

Result: Will host a volunteer event and collaborate with UWN to raise awareness about women empowerment and support. We will be donating hygienic materials, clothing, and other toiletries to a non-profit organization and have over 50 members donate and attend to pack those care packages.

Evaluation: N/A

Summary: On April 2nd, AMA and UWN will be hosting a volunteer event called "April Showers" where we will be creating hygiene packs and bringing clothing to donate to a local charity.

Reflection: Our expectation for this event is to raise awareness about women and encourage women empowerment while having our members lend a hand in our community.

Help in improving the community

Goal: Attend events such as the Dare Mighty Things, World of Dance, Hot-Chocolate Run, Chicago marathon, NEDA walk.

Result: Volunteered for the Hot Chocolate Run, Dare Mighty Things, World of Dance, UIC Thanksgiving festival, and we will be participating in the CHI Town half marathon run in the Spring.

Evaluation: ★ ★ ★ ☆

Summary: Around 15 members from our chapter participated in the Hot-Chocolate Run, 10 members in the World of Dance, and 11 members participated in the Dare Mighty things Conference where ticket prices range from \$500 - \$2000 but our members get to attend for free by volunteering at the event.

Reflection: These events allow our members to give back to the community, network with professionals from the business world and fill their 10 hours service requirement as UIC students. We share our members' experience through our social media platforms to encourage more students to become UIC-AMA members and participate in similar exclusive UIC-AMA Volunteering events.



DARE MIGHTY THINGS
CONFERENCE



WORLD OF DANCE



ALL STATE HOT
CHOCOLATE RUN



UIC THANKSGIVING FESTIVAL

Fundraising

Provide members with financial support to be able to ensure marketing experiences in multiple organizational functions by utilizing our members' business and communication skills to establish a value to corporate sponsors about UIC-AMA. UIC-AMA will also be hosting fundraising events to help gain more financial support.

Fund UIC-AMA different activities and events through revenue gained from Five94' Marketing Solutions clients.

Goal: Work with local businesses that target College Students and Millennials and build marketing strategies for them in exchange for revenue or favors (Restaurant space, free products..etc)

Result: Secured two official clients, North Western Mutual and Tampico. Worked with a new coffee shop near campus (Relo's) for a short term project.

Evaluation: ★ ★ ★ ★

Summary: We will start working on the client projects at the start of the week of Feb 24th. Northwestern Mutual Purchased our Campus ambassador program offer where a group of our agency interns work together to promote the company's open positions and recruitment events on campus through the use of a monthly booth, class presentation, weekly AMA meeting raffles and promotions. Tampico Purchased our Diamond Sponsorship package that includes complementary agency services and the campus ambassador program and our agency interns will be supporting them in brainstorming different marketing strategies and fresh creative ideas.

Reflection: We met our goal in recruiting new experienced executive board members for our agency and exceeded our goal in finding clients for the agency. We initially didn't have a specific number of clients that we wanted to secure but we were able to secure two big companies as our clients (Tampico and Northwestern Mutual) and we are currently in the process of meeting with them to make decisions on deliverables.

Present to the UIC Business head of Marketing Department about reasons to support and help fund AMA UIC chapter to attend the AMA ICC at NOLA.

Goal: Fund AMA ICC Trip to New Orleans by covering at least 50% of the trip of 20 members.

Result: The UIC Business Marketing Department will be funding 50% of our trip to 30 members.

Evaluation: ★ ★ ★ ★

Summary: Our team presented to the UIC Business Marketing Department and provided them with supplementary document about our experience last year as well as goals for this year related to the AMA ICC at NOLA.

Reflection: We were able to exceed our goal by managing to cover funding for 10 more members that will be coming to the AMA ICC Trip this year to participate in 13 competitions, the Digital Marketing Bootcamps, Sales and Marketing Roundtables as well as other events offered.

Fund for AMA ICC trip by obtaining sponsors.

Goal: Gain 2 sponsors for the 2019-2020 academic year and help fund our AMA ICC trip for our members attending.

Result: We secured 2 corporate sponsors that would help us cover any extra costs for AMA ICC at NOLA after receiving funding from UIC Marketing Department and the UIC Undergraduate Student Government.

Evaluation: ★ ★ ★ ★

Summary: UIC-AMA's President and Treasurer created a sponsorship booklet that has multiple packages that would fit with the objectives of different businesses. This booklet was shared with potential sponsors after an introductory phone call or in-person meeting. Our sponsors funds have helped fund our events and activities to ensure a great marketing experience to our members as well as helped us in saving funds for any extra costs that may arise for the AMA ICC NOLA trip as well as our first regional conference at UIC.

Reflection: With the help from our President, Treasurer and some of our Directors, we were able to reach our goal to have financial support for our UIC-AMA.

Fund UIC-AMA different activities and events through working with local restaurants near UIC.

Goal: Work with at least 2 local restaurants surrounding UIC Business Campus area and work with them to provide us a percentage of their sales when hosting AMA-UIC social events in those restaurants and increase their customer and overall sales revenue.

Result: UIC-AMA partnered up with local restaurants Portillo's and Jason's Deli. AMA-UIC was able to raise \$60 from Jason's Deli and Portillo's fundraiser will be happening in the future.

Evaluation: ★ ★ ★ ☆

Summary: Two of our executive board members reached out to local restaurants to partner with AMA-UIC. We were able to partner up with local favorites that our members enjoy and managed to receive 15% of total sales which went into other AMA events and activities.

Reflection: We met our goal by 100% by obtaining 2 local restaurants to partner with AMA-UIC and will work with us for future AMA events.



Communications

Internal Communications

Community and Social impact events help enhance members' marketing and communication skills in order to improve our community. Our goals help educate members on roles within the community, improve communication skills within a business setting, and provide a service to the environment.

Increase the overall attendance of UIC-AMA events.

Goal: Increase overall attendance by 20% compared to previous semesters.

Result: Increased overall attendance by 20% by implementing strategies such as prize giveaways within attendance of meetings.

Evaluation: ★ ★ ★ ☆

Summary: Our team worked together to propose new strategies to increase attendance to or events such as prize giveaways, team building activities and high quality events.

Reflection: We met our goal in increasing attendance by 20% and plan to maintain and increase this percentage throughout the remainder of the academic year.



**INVOLVEMENT FAIR
RAFFLE GAMES**



**REGULAR AMA WEEKLY
MEETINGS GAMES**



**INTERACTIVE GAMES
WITH PRIZES**



**UIC AMA SRING 2020
FIRST MEETING**

Create and add value to members by giving them exclusive access to UIC-AMA resources using amauichicago.org.

Goal: Ensure that 100% members have an account created on our amauichicago.org website.

Result: Each of our current and incoming members created an account when joining UIC-AMA Chapter.

Evaluation: | ★ ★ ★ ★

Summary: Our executive board presented the process of creating a website account during our introductory meeting as well as including it in our membership slides. Reminding members of the perks gained from being a website members ranging from access to exclusive materials such as job/internship opportunities, getting alerts for upcoming events, creating website posts, engage with other members and much more.

Reflection: We reached our goal to have all active members create an account through our website. In order to achieve this goal, we walked our members through the process and sent out links and reminders to join AMA through our website.

Expose members to job and internship opportunities by utilization connections.

Goal: Help at least 20% of members secure a job/internship interview.

Result: Four of our members have secured a job or internship through our postings so far.

Evaluation: ★ ★ ★ ☆

Summary: Our goal at UIC-AMA is to provide opportunities for all of our members and help build their professionalism and communications skills in order to secure future jobs and internships. We post jobs on our LinkedIn closed group group, website, GroupMe chat and weekly newsletter.

Reflection: We have high expectations in reaching our goal in helping another 14% of our members get jobs or internship offers by end of the year.

Utilize email marketing to increase the number of members as well as their attendance to events and engagement in AMA-UIC Activities.

Goal: increase membership by 20% and have overall attendance of 50% of total chapter members for most events

Result: increased membership by 20% and attendance by utilizing different recruitment strategies such as presenting in big classes, emailing professors, distributing flyers around campus and on bulletin board and planning more interactive involvement fair table to engage students.

Evaluation: | ★ ★ ★ ★

Summary: We targeted all 100 level classes that all freshmen take and constitute around 300+ students each from different majors and class standings. We also presented in all 400 marketing classes that include marketing junior and senior students with the most marketing knowledge. Emailed all faculty of the managerial department with an email that includes a booklet describing our organizations' benefits and opportunities offered in concise and brief way as well as a call for action for students to join our emailing list, GroupMe chat, as well as visit our website to learn more. During the involvement fair we implemented a raffle activity on our table and gave out bottles of juice from our sponsor Tampico, where students get to enter a raffle to win a prize and get a free bottle of juice if they join our mailing list and follow our social media platforms. To increase attendance, we started having raffles every meeting for those who stay till the end to win a prize and this helped us build members' loyalty to UIC-AMA.

Reflection: This strategy increased our mailing list to 803 subscribers & Instagram followers by ~142 followers which helped us increase our number of members recruited and attendance rate drastically

External Communications

External Communication aims to communicate to individuals outside of our organization to demonstrate the value and significance we have to offer by utilizing our social media platforms.

Increase social media followers and engagement.

Goal: Reach 500+ social media followers and 15% Social media engagements on each post.

Result: Our total social media followers is 1,446 and achieved 3,466 overall impression each semester on Instagram.

Evaluation: ★ ★ ★ ★

Summary: Created different creative social media campaigns through collaboration between our Director of Creative Content and our Director of Digital Marketing to have our members engage in social media posts.

Reflection: We promoted our social media by having our members scan a code to follow our accounts. We added this code in our presentations, flyers and engage members by entering them in a raffle to win prizes by following our social media.

Increase membership and attract sponsors.

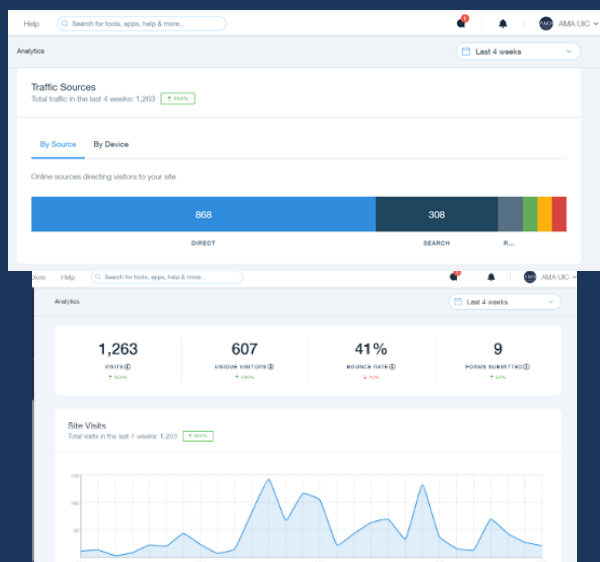
Goal: Create a new website with pages that are easy to navigate through and attract website visitors. Utilize SEO and google analytics to get the highest number of website visitors possible

Result: We have had a total of 1,263 website visits in the past 4 weeks and a total of 607 unique visitors. A similar result was achieved in fall semester.

Evaluation: ★ ★ ★ ☆

Summary: Our Director of Social Media worked to create a website that is both attractive and professional in order to have our members be more engage and utilize its opportunities.

Reflection: We reached a high visitors rate of 1,262 just in the beginning of the Spring2020 Semester which was a similar result of the start of the Fall2019 semester. We also encouraged RSVP forms submission to be through our websites instead of the use of google forms which increased the rate of forms submitted by 50%. Majority of our website visits came from direct links which is an indication that promoting our events on social media platforms and adding the link to our Instagram/Facebook/twitter/linkedin bio proved to be an effective way of driving website visits. A high percentage of visitors came from search which is an indication of a good use of Search Engine Optimization (SEO), increasing visibility of the website and hence, website traffic.



Recruit Agency Executive Board and Interns as well as promote agency to potential clients.

Goal: Recruit 3 Executive board members and up to 40 interns to work on a minimum of 2 client accounts.

Result: Recruited 5 Executive board members and 29 interns to work on 2 client accounts.

Evaluation: ★ ★ ★ ★

Summary: We planned our recruitment process and reached out to potential clients during the Fall semester to start fresh in the Spring semester since we wanted to focus on the case competition in the Fall. We announced position openings in the Fall and had interviews with potential candidates. We also reached out to connections and convinced them to work with our agency by showing them the value that our agency can provide.

Reflection: We are still in the process of recruiting more interns and we will keep the applications open until all the needed positions are filled.

Create new social media platforms to promote AMA-UIC to potential companies to work with. Share opportunities with members and improve members' engagement.

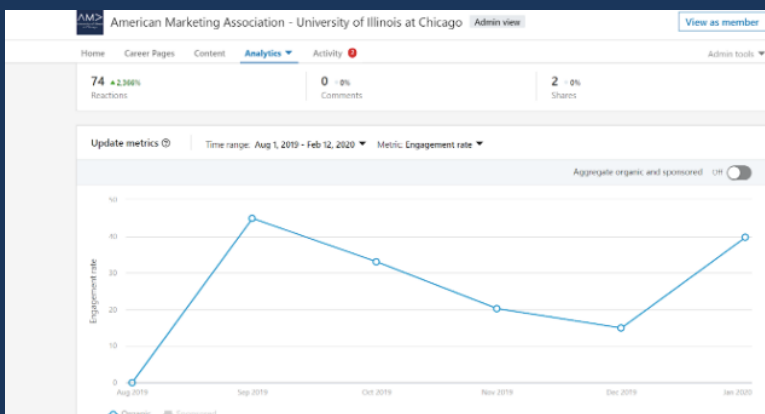
Goal: Get 40+ LinkedIn Followers on our company page

Result: We currently have 500+ followers on our LinkedIn company page.

Evaluation: ★ ★ ★ ★

Summary: UIC-AMA utilizes LinkedIn company page by posting recaps of all our events to raise awareness of our chapter among potential members and sponsors from a wide range of industries. It is also a great way to engage our members in our content who always interact with our content by sharing our posts that include their personal experience.

Reflection: LinkedIn is a great opportunity to communicate and reach out to business professionals. We encourage all of our members to create a linkedin and join our AMA community where there are multiple opportunities posted by our executive members on a weekly basis on our separate UIC-AMA Community closed group. We did not expect this high and fast growth our LinkedIn page's number of followers since we based our forecast based on the followers we got from our other social media platforms such as Facebook, Instagram and Twitter.



Membership

Membership aims to recruit new members every semester and retain current members with our target market. Our membership dues are \$20 per semester in order to attend our events and participate in our programs. Membership operations strive to encourage participation throughout all events and programs within the UIC-AMA chapter.

Recruitment

Goal: Recruit new members and retain old members for 2019-2020.

Result: We recruited many new members this year bringing our total to 52 members.

Evaluation: ★ ★ ★ ★

Summary: UIC-AMA has two recruitment seasons, one in fall and spring. Our main strategy for recruiting new members was to have our executive members present about UIC-AMA in various business classes to communicate to students the value and experience one can gain from the organization. Our team received over 300 emails from interested students during our fall and spring semesters. With that, every semester we have the UIC involvement fair where we communicate more in depth to students individually. We collected 112 emails at our Fall Involvement Fair and 40 in the Spring Involvement Fair. The remainder were collected from online subscriptions.

Reflection: Even though our competition between other organizations has increased. We still managed to increase our introduction meeting attendance from an average of 50 members to 90 members. At UIC-AMA we offer programs and events that no other organization on campus has done so far.



Professors Partnership

Goal: Encourage marketing students to be more engaged in classes to apply their knowledge in UIC-AMA different projects.

Result: We are working with marketing professors to offer extra credit for students who attend our regional conference in April.

Evaluation: ★ ★ ☆ ☆

Summary: We reached out to the marketing department head and professors to encourage students to attend our intro meeting to learn more about UIC-AMA and join our organization. The professors engagement and support in addition to our marketing efforts resulted in attendance of 90+ students to our intro meeting.

Reflection: We didn't reach our goal in convincing professors with offering extra credit to students who join our organization. However, some professors were open to offering extra credit for attendance of our regional conference.

Mentorship Program

Engage new members especially, Freshman, Sophomore and transfer students in the UIC-AMA Community and make them feel more welcome to attend UIC-AMA events and network with other members and executive board by recruiting 20 mentees and 10 mentors each semester.



Goal: Recruit at least 10 mentees and 10 mentors each semester with each mentor being paired with together through academic & professional similarities.

Result: Recruited 10 mentees and 10 mentors for fall semester. UIC-AMA is currently accepting applications for Spring semester mentees and mentors.

Evaluation: ★ ★ ☆ ☆

Summary: UIC-AMA's Aspire Mentorship program recruited 10 mentors who have maintained an active status through AMA and are on the verge to graduate. 2 of our mentors were AMA Alumni. Each was paired with a mentee based on similar interests and career path.

Reflection: Aspire Mentorship program was designed by our Vice President and our Director of Programming to help our members dive deeper into their interest by having the ability to network and connect with a fellow AMA member or Alumni in a similar field. It is a very essential part of our organization that helps us make our members feel more welcomed and encouraged to be part of UIC-AMA's community.

Apprenticeship Program

Goal: recruit 4-6 interns to the executive board each semester to shadow out executive board members and help out with our executive board's responsibility.

Result: We recruited 3 new interns our fall semester and will be holding interviews in the near future for our spring semester to recruit 3 more.

Evaluation: ★ ★ ★ ☆

Summary: The program was started to give our members a chance to shadow an executive board member and possibly prepare interns for a future position. This also helps our members connect with our executive board in a better way.

Reflection: Our Vice President and Director of Programming created the Apprenticeship Program to encourage our members to step out of their comfort zones and gain an experience of how an internship would be organized. Our current interns have all shared their experiences during our introduction meeting which helped encourage more members to be a part of UIC-AMA.



DIGITAL
MARKETING
ASSISTANT

INTERNAL
COMMUNICATIONS
ASSISTANT

CREATIVE
CONTENT
DESIGNER
ASSISTANT



Loyalty Program

Goal: Maintain high attendance rate and improve it by incorporating a loyalty program by assigning members to different loyalty levels based on the participation and engagement rate in UIC-AMA's events.

Result: Implemented a loyalty program increasing attendance rate by only 5% which resulted in us taking a different approach to encourage members rather than making them feel as if we are rating them. This resulted in another 15% increase in attendance.

Evaluation: ★ ★ ★ ☆

Summary: We like for all of our members to feel on the same level of appreciation so we decided to follow a different approach to make our members feel more welcomed to attend our events rather than rated based on attendance performance similar to classes. With that said, we now start every meeting with a team building activity and end it with a networking session separate than the speaker's networking session, to help members get to know each other better and develop a strong relationship with AMA that would push them to look forward to attending our events instead of being forced to attend in order to gain points. We respect that our members have other commitments and we want their engagement in AMA to be out of love and not fear of being left out.

Reflection: Relationship between general and executive board members became stronger and members started knowing each other better on personal levels which encouraged them to start attending our events from more than the reason of just learning but also meeting new people and developing genuine friendship with like minded individuals. This increased our attendance drastically.

Social Events

Goal: Plan 4-5 social events per semester outside the mentorship program with an average attendance of 30 members.

Result: Planned 7 social events in total of the whole year. An average of 20 members came to previous socials. UIC-AMA has 4 socials coming up in our spring semester.

Evaluation: ★ ★ ★ ☆

Summary: UIC-AMA hosts socials in order for our members and executive board to engage more with each other and encourage our members to feel more welcomed to the organization. We want to communicate to our members that this organization is a professional, open and safe environment for all our members to enjoy.

Reflection: Having members attend social events increases the likelihood of retaining those members and keeping the loyalty at the UIC-AMA chapter. Members generally feel more welcomed and comfortable and can connect with executive board members, as well as other UIC-AMA members on a different, educational level.



ASPIRE MENTORSHIP SOCIAL



THANKSGIVING SOCIAL



HALLOWEEN SOCIAL

Chapter Operations

Chapter Operation activities aim to improve the communication between executive board members in order to facilitate the execution of events and activities that add value to UIC-AMA for members. In addition to the activities mentioned in the goals below, the UIC-AMA executive board also utilizes a Imessage, a team Google Drive, and a shared Google Calendar to coordinate events and chapter activities.

Maintain high quality open communication between Executive Board members.

Goal: Host weekly Eboard Meeting with 100% attendance of Executive Board members and utilize Group Chat for urgent topics.

Result: Hosted weekly Eboard Meeting with 100% attendance of Executive Board members and utilized Group Chat for urgent topics. The (9 members in Fall 2019, 7 members in Spring 2020) of the executive board met once a week for one hour and thirty minutes (sometimes 2 hours) after each Tuesday Meeting in the Fall Semester and every Monday night in the Spring Semester. A meeting outline containing discussion points was sent to each executive board member before each meeting, and a reminder was also sent the night before on the IMessage group chat

Evaluation: ★ ★ ★ ★

Summary: Our weekly meetings always start a team building activity to strengthen the relationship between our E-board members. It also includes topics of discussion related to the events of the upcoming week and general planning for these events. We discuss details and each E-board member's task relevant to the upcoming event

Reflection: Meeting constantly every week is very crucial to maintain accurate communication between our E-board members and also builds a better bond between our E-board members when meeting in person not just to discuss plans and tasks of each E-board members but also to celebrate achievements and learn more about each other.

Build a strong relationship between Executive board members outside of UIC-AMA responsibilities.

Goal: Host a monthly Executive board social event with 100% of Eboard attendance.

Result: Each month our E-board plans a team bonding outing to take a break from all our responsibilities from AMA, school, work and other commitments, celebrate achievements. Our E-board also plans an outing to celebrate each E-board member's birthday.

Evaluation: ★ ★ ★ ★

Summary: Last semester we celebrated the birthdays of 3 of our E-board members that happened in October and November. This semester we are celebrating 5 other birthdays, one in February, one in March, two in April and one in May. We also planned E-board outings such as mini golfing and going for \$3 burgers at a restaurant near school.

Reflection: These Eboard socials are very important to strengthen the bonds between our E-board members and remind them that their hard work and passion is appreciated as well as remind them that they are also a team and a family.



Ensure that AMA-UIC goals and objectives are being met while considering the professional and personal goals of each Executive Board member.

Goal: Conduct a monthly 1:1 meeting between each Executive Board member and the President and other 1:1 meetings when necessary.

Result: Conducted a bimonthly 1:1 meeting between UIC-AMA President and Each Executive Board members to go over E-board goals, performance and feedback.

Evaluation: ★ ★ ★ ★

Summary: We had our first two 1:1 meetings in the first week of October and mid December during the winter break (remotely) and we will be having 1:1 meetings in the second week of February and then in the beginning of April after coming back from AMA ICC in NOLA.

Reflection: We decided to make the 1:1 meetings bi-monthly instead of monthly to allow each E-board member time to use the feedback they received to improve themselves and work on their goals before meeting again with the president for a new evaluation and set of feedback. Bi-monthly 1:1 meetings are very important to ensure that while UIC-AMA Eboard are giving back to our chapter and constantly improving their performance, they are still able to benefit themselves and achieve their goals through their leadership role. These meetings are also important to get give and get feedback from E-board members on how to improve the organization and help the president in constantly improving her or his leadership approach.

Ensure executive board members commitment to their roles throughout their academic year.

Goal: 100% of executive board signs the UIC-AMA Eboard Contract and only selected executive board members sign the Development Plan when needed.

Result: A UIC-AMA contract and Development Plan gets revised by the current E-board and the new elected President, Vice President and Treasurer to be read, agreed on and signed by all new executive board members.

Evaluation: ★ ★ ★ ★

Summary: Contract includes all rules of being an UIC-AMA E-board member that abide with the UIC-AMA constitution. All newly elected E-board members have to sign the contract in order to officially receive the E-board position. A development plan is to be signed by the E-board member whose performance level has decreased overtime. This plan will help this E-board member in improving their performance within a 30 month period.

Reflection: The contract and the development plan are a crucial part of making the UIC-AMA chapter more organization and successful. This will ensure a higher sense of self-responsibility especially with a large E-board being in charge of the chapter.

Improve efficiency of repetitive tasks of each executive board member.

Goal: Utilize an automated Eboard Task Sheet for each executive board member that should be updated on weekly bases by President and Eboard member who owns the sheet.

Result: Automated task sheets were created in the drive by the President and edited by the President and the responsible E-board member on a daily basis.

Evaluation: ★ ★ ★ ★

Summary: Each E-board member including the President and Vice President has an automated task sheets reflecting daily, weekly and monthly tasks of each E-board member who is responsible for updating the status from "To-do" to "In-progress" then "Completed".

Reflection: Communication and task assignment became more efficient and allowed E-board members to feel more responsible for their own tasks instead of being micromanaged or constantly reminded by their tasks.

Ensure a smooth AMA-UIC eboard transition for the year 2020-2021.

Goal: Have Eboard Elections between the end of February and beginning of March 2020.

Result: E-board elections will open on February 17th and a decision will be made by the first week of March 2020.

Evaluation: ★ ★ ★ ★

Summary: Members has been notified of the elections date and application process. This year we will also add the requirement of setting up a 30-min meeting with the current E-board member who holds your position of interest before applying for their position. Applications will be submitted in the week of Feb 17th, followed by 2 weeks of interviews and a year plan presentation (just for President and VP positions). Finally, a decision will be made in the first week of March.

Reflection: This year we are holding elections earlier than last year since the AMA ICC in NOLA will be at an earlier time than last year. Electing new officers before the AMA ICC NOLA conference proved very beneficial last year where the newly elected board got the opportunity to attend all the 'Leading your chapter to success' sessions and the newly elected president will get the opportunity to attend the Presidents roundtables with the current president. This will also help the newly elected board in starting to plan earlier for the next academic year by shadowing current E-board members.

Budget

Beginning Balance	\$0
Revenues Chapter Member Dues Fundraising Events Corporate Sponsors UIC Catering Funding UIC Marketing Department Funding UIC Undergraduate Student Government Five94' Marketing Solution Services UIC-AMA Regional Conference Tickets	\$3,754.54 \$500 \$3,300 \$400 \$6,750 \$2,000 \$1,600 \$3,500
Total Revenues	\$21,804.54
Expenses AMA ICC Hotel Rooms (30 Students) AMA ICC Tickets (30 Students) Guest Speaker Gifts Member Giveaways Website Social Events Expenses Food & Refreshments Regional Conference	\$4,950 \$6,750 \$400 \$250 \$165 \$260 \$620 \$5,500
Total Expenses	\$18,895
Total Income	\$21,804.54
Ending Balance	\$2,909.54