AM> | Western Governors University



2026-2027 CHAPTER PLAN



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CHAPTER SUMMARY

Mission Statement

The Western Governors University (WGU) chapter of the American Marketing Association (AMA) is dedicated to empowering students across various disciplines to become marketing-minded professionals by fostering a diverse, inclusive, and innovative community. We strive to inspire growth through knowledge sharing, professional development, and meaningful connections. We aim to prepare members to lead and thrive in the ever-evolving marketing industry.

Pledge to Diversity, Equity, and Inclusion (DEI)

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

★ **Prioritizing inclusive participation, we designed our Chapter plan with accessibility at its core, employing generous white space and clean, straightforward visuals.**

Student Leadership Team



Victoria Harper
President



Hilary Holbrook
Vice President



Jesserea Morgan
VP of Communications



NaKisha Stephens
VP of Advertising and Promotions

Executive Board & Advisors



Ashley Flynn
Primary Faculty Advisor



Lauren Bellflower
Faculty Advisor for Advertising and Promotions



Rachel Hayes
Faculty Advisor for Programming and Events



Amanda Mason
Faulty Advisor for Communications



Sandra Sjoberg
AMA WGU Chapter Sponsor

CHAPTER SUMMARY

SWOT ANALYSIS

STRENGTHS

- Collaborations with campus, industry, and national partners that expand both local and nationwide impact as one of the largest collegiate chapters in the United States.
- Multi-channel reach (WGU Connect (school community platform) WebEx, AMA WGU website, email, Handshake (*a career & networking platform*), and Facebook and LinkedIn), with a centralized website hub for clarity.
- Reliable structure through biweekly leadership meetings, consistent events, and steady communication.
- Faculty as champions, providing advocacy, training, and strong speaker pipelines via faculty, alumni, and networks.
- Flagship Initiative: Grow WGU Connect membership to 200 members by Spring 2027, representing approximately 36% membership growth, through consistent engagement, promotion, and chapter programming.

WEAKNESSES

- Streamline communication across channels while diversifying outreach tools to improve clarity, boost member engagement, and ensure consistent, platform-independent access to our audience.
- Develop standardized content workflows (templates, KPIs, SOPs) to support consistent delivery and long-term sustainability.
- Grow leadership capacity by engaging more members in active roles, supporting continuity, and shared ownership.
- Attendance varies as adult learners juggle commitments; the strategy is to increase access through event recordings and resource archives starting Fall 2026.

OPPORTUNITIES

- Expand student-led programming by engaging a broader cross-section of students in panels and showcases, fostering greater connection and community on the WGU Connect platform.
- Opportunity to build an event archive and repurpose recordings into engaging content such as short clips, social media posts, or promotional advertisements to extend reach and impact.
- Grow alumni and employer partnerships for mentorship, sponsorships, and case studies.
- Integrate content planning, calendar management, and analytics tools to streamline messaging and enhance performance outcomes.

THREATS

- Risk of audience disengagement from virtual or repetitive event experiences.
- Lack of awareness about what an AMA membership can provide and the benefits of being an active member.
- Evolving digital habits and shifts in communication preferences present a chance to refine messaging strategies and test new outreach methods.
- Missed opportunities to promote the AMA membership to gain student leader interest with marketing, leadership skills, and professional goals.

PROFESSIONAL DEVELOPMENT INITATIVES

Goal: Host 4 or more professional development events during the 2026–2027 year that equip members with measurable marketing skills and career confidence through hands-on learning and networking opportunities.

"AMA WGU gave me a space to actually put my marketing skills into practice. From working on graphics for social media campaigns to designing flyers for AMA events, I've gained real hands-on experience and now, I'm excited to build on that experience as the new VP of Advertising & Promotions." - NaKisha S.

FY 26-27 VP of Advertising & Promotions

Plan: Our chapter will host 4 or more professional development events that provide student leaders and members with practical skills and confidence to grow in marketing & leadership. These events will focus on AI and marketing innovation, personal branding, career readiness, and leveraging available resources such as AMA National programming, WGU Career Services, and alumni networks.

Marketing Skills Strengthened

- Strategic Use of AI Tools
- Digital Brand Identity Building
- Professional Communication
- Career Positioning
- Networking & Resource Leverage

Outcome: With the support of the AMA WGU community and events, members strengthen their skills, expand their networks, and gain the confidence to pursue new opportunities in their marketing careers. These experiences prepare students and alumni to apply what they've learned in real-world settings while building lasting connections through the chapter's network.

COMMUNITY AND SOCIAL IMPACT INITIATIVES

Goal: Engage at least 50% of members in community and social impact initiatives, including local volunteer projects & Group Initiatives to apply marketing skills for measurable community benefit.

Utah Food Bank

Plan: AMA WGU incorporated a food drive benefiting the Utah Food Bank into our first in-person event in Salt Lake City. Attendees were encouraged to donate non-perishable food items during the event. The initiative was promoted alongside the event to encourage participation and demonstrate AMA WGU's commitment to using its platform for positive community impact.

Marketing Skills Strengthened

- Community Engagement
- Integrated Marketing Communications
- Consumer Engagement & Motivation
- Social Impact Marketing

UTAH FOOD BANK

Outcome: AMA WGU successfully collected 120 pounds of food, providing local support to the Salt Lake City community. The initiative demonstrated how marketing, events, and community engagement can work together to inspire action while strengthening AMA WGU's presence and impact beyond the virtual environment.

GROUP INITIATIVES

Objective: Facilitate group-based marketing projects that give members hands-on experience in strategy, collaboration, and delivering real-world solutions for businesses and nonprofits.

Bee the Buzz: AMA Marketing Challenge

Plan: AMA WGU members collaborated with Prairie River Honey Farm during a community impact workshop. This group initiative allowed students the opportunity to work together to develop marketing recommendations, branding strategies, and ideas to strengthen community outreach. The farm's commitment to supporting bee populations and environmental sustainability added meaningful purpose to the students' work and community impact efforts.

Marketing Skills Strengthened

- Branding & Messaging
- Campaign Strategy
- Market Research
- Consulting & Collaboration
- Community Engagement

Outcome: With the support of the AMA WGU Chapter, the project strengthened Prairie River Honey Farm's community-focused marketing efforts while providing members with hands-on consulting experience and portfolio-ready deliverables. This initiative demonstrated how collaboration and applied marketing skills can create measurable impact for local businesses while supporting an organization dedicated to bee conservation, environmental stewardship, and community engagement

Marketing Design Challenge

Plan: AMA WGU hosted a Marketing Design Challenge inviting students to create promotional materials for the chapter's first in-person event. Students applied AMA branding guidelines, ethical design practices, and marketing strategy to develop their submissions. The winning student collaborated with AMA WGU student leaders to expand their design into the campaign's official promotional advertisement.

Marketing Skills Strengthened:

- Graphic Design & Visual Communication
- Branding
- Creative Strategy
- Campaign Development
- Content Creation

Outcome: The challenge gave WGU students hands-on experience developing marketing materials for a real organizational event. The winning design became the foundation of the official campaign, giving the student an opportunity to collaborate with chapter leadership and build portfolio-ready work.



MEMBERSHIP

Goals & Strategies

1. Grow active student membership by 36% this year

Strategy: Simplify onboarding and use targeted outreach by program and term, supported by a student referral pipeline focused on enrolling paid AMA National student members.

> ***Note:*** *All recruitment and retention efforts will emphasize conversion to paid membership as per AMA bylaws. Non-members attending events will be encouraged to join as paid members through clear calls to action and onboarding support.*

Market Opportunity:

Our university's undergraduate marketing program represents a strong opportunity for paid AMA membership growth. Our recruitment efforts will focus specifically on eligible undergraduate students who can become paid AMA members, ensuring our membership goals and reporting align with AMA requirements. Leveraging opportunities identified in our SWOT analysis, including student committee programs and leadership roles, we are positioned to engage undergraduate students and demonstrate the professional value of AMA membership. Our integrated content calendar, targeted outreach, and analytics will support recruitment, engagement, and retention while driving sustainable growth in paid undergraduate membership.

Activities:

- Host Student Led Ask Me Anything Sessions focusing on the value of AMA paid membership and how to join the AMA WGU chapter
- Build and maintain an AMA WGU SharePoint Resource Hub and use WGU Connect to regularly share resources, opportunities, chapter highlights, and tools with students.

Measurement: Track WGU Connect post engagement, SharePoint traffic and resource clicks, repeat student engagement, and participation in chapter activities each term..

2. Improve member retention and participation, achieving a 70% renewal rate and a 60% 90-day activation rate

Strategy: Deliver consistent value via segmented communications, automated renewal reminders, and mentorship pods, focusing exclusively on retention of paid AMA National student members.

Activities:

- Send automated renewal reminders at 30, 14, and 7 days before membership expiration.
- Publish weekly announcements highlighting events, deadlines, and opportunities to paid members.
- Distribute quarterly e-newsletters that showcase chapter updates, event highlights, and key accomplishments.
- Pilot committees and priority Q&A access with guest speakers for paid members.
- Send exit surveys to lapsed paid members for feedback.

Measurement: Renewal percentages, 90-day activation rates among paid members, average events per active member, and e-newsletter click-throughs segmented by membership status.

3. Deliver four high-value professional development events this academic year

Strategy: Develop professional career development opportunities that connect students and alumni with AMA resources, industry networks, and continued engagement beyond graduation.

Activities:

1. Promote AMA professional development resources, career tools, and membership opportunities to students and alumni.
2. Create networking opportunities that connect students with alumni and marketing industry professionals.
3. Highlight alumni career journeys and professional achievements through AMA WGU communications.
4. Invite alumni and industry professionals to participate as guest speakers, mentors, and panelists at chapter events.
5. Encourage continued AMA involvement beyond graduation through professional membership and alumni engagement.

Measurement:

Track conversion rates to paid professional membership, time-to-convert metrics, and alumni group growth.

The Chapter leadership is committed to maintaining accurate records of all paid AMA National student members in full compliance with AMA requirements, conducting regular membership verifications through the AMA Community Portal, and proactively managing recruitment and retention efforts to sustain the minimum membership levels necessary for annual reporting and judging eligibility.

Alpha Mu Alpha Honor Society:

As part of the benefits offered to our AMA members, the chapter proudly supports nomination for Alpha Mu Alpha, the National Marketing Honorary Society, which recognizes academic excellence. Faculty nominate top-ranking students who exemplify outstanding marketing achievement. Inductees receive a certificate, a pin, and a distinctive red graduation cord to wear at commencement—symbolizing their academic and leadership distinction within the marketing community. We honored 4 members this year so far and plan to add more before the FY ends.

★ ***Largest AMA collegiate Chapter in the USA!***



FUNDRAISING

As a virtual Chapter, we do not conduct traditional fundraising since our university provides a budget that supports our operations. Instead, we focus on professional development, speaker panels, and Chapter programming. While fundraising is not currently necessary, we see value in it as a skill-building opportunity. We plan to explore simulations such as mock product launches, digital campaign contests, or sponsor pitch challenges to help members practice strategic thinking and communication. We also welcome non-monetary partnerships that offer tools, services, or speaking opportunities, enriching our programming while giving members experience in outreach and relationship building.

INTERNAL AND EXTERNAL COMMUNICATIONS

Goal: Strengthen chapter communications by maintaining consistent, engaging messaging across internal channels and external platforms to increase member awareness and community visibility.

INTERNAL

Objective: Increase member engagement with chapter communications by 20% during Fall 2026–Spring 2027.
Strategy: Streamline and diversify communication channels while empowering student leaders and committees to drive consistent member engagement.

Activities

- Develop and manage an integrated content calendar across WGU Connect, newsletters, and email to keep members engaged.
- Empower committee roles like Member Engagement Coordinator to monitor engagement, respond to posts, and encourage participation.
- Repurpose event content into short clips, graphics, and recaps to maintain a steady flow of updates.

Measurement

- Email open and click-through rates.
- Engagement with daily themed posts on WGU Connect.
- Member participation in polls, chats, and discussions.
- Event attendance is linked to internal promotions.



EXTERNAL

Objective: Strengthen awareness of AMA WGU among business students and alumni, leading to a 15% increase in active membership sign-ups.

Strategy

Expand chapter visibility by leveraging faculty, alumni, ambassadors, and committee roles to amplify messaging externally.

Activities

- Launch and manage AMA WGU Connect Channel with daily themed content scheduled by student leaders.
- Provide faculty with updated AMA promotional toolkits each term to share with mentors and other faculty
- Recruit and train five student ambassadors to amplify AMA events and campaigns through via student committees.
- Create committee roles to highlight alumni spotlights, employer features, and student success stories.

Measurement

- Engagement with daily themed posts in WGU Connect (likes, comments, replies).
- Participation in quick polls, discussions, or Q&A threads.
- Attendance at Webex events is promoted through WGU Connect and WGU social media channels.
- Consistency of leader-driven posts tracked against the content calendar.

How AMA WGU Communicates as the Largest Chapter

As the largest virtual AMA chapter, we keep members connected and engaged through clear and consistent communication.

Our primary channels include:

- **WGU Connect:** Daily themed posts, announcements, and interactive discussions.
- **Webex:** Virtual meetings, events, and workshops.
- **Email:** Regular updates, reminders, and recaps.
- **WGU School of Business Social Media:** Broader promotion of events and student success stories.

By streamlining these platforms, AMA WGU ensures members nationwide have multiple touchpoints to stay engaged and informed.

CHAPTER OPERATIONS

Goal: Maintain a clear organizational structure that ensures smooth chapter operations, effective event execution, and ongoing leadership development for members.

Organizational Structure

- **Leadership Meetings:** Student leaders meet every two weeks to discuss event planning, chapter initiatives, and professional growth opportunities. Faculty advisors join monthly to provide guidance and ensure alignment with broader university and AMA objectives.
- **President-Faculty Meetings:** The President holds biweekly meetings with faculty sponsors to strengthen communication and collaboration between student leadership and university support.
- **Officer Selection & Terms:** Officers serve one-year terms, and hand-selected by faculty. Candidates must be undergraduate students in good academic standing, nominated by faculty or self-nominated, followed by an interview and submission of a motivational video outlining their vision for the role.
- **Transition Process:** To promote seamless handovers, outgoing officers maintain detailed OneNote notebooks to track tasks, key performance indicators, event plans, and goals for the next officer to transition seamlessly.
- **Committee Meetings:** We have biweekly committee meetings held by student leaders for our 3 committees: Professional Development, Community Impact and Events, and Advertising and Promotions

Event Management

- **Event Platform & Delivery:** Events are hosted virtually via Webex Webinars, a platform that streamlines registration, live delivery, and post-event feedback collection; supporting a clear and efficient event experience
- **Planning & Preparation:** a planning spreadsheet guides both pre-event preparation and post-event wrap-up, ensuring all logistical details are managed efficiently. Practice runs with speakers and leadership teams are conducted in advance to ensure clear, confident delivery and minimize technical issues during the live event.
- **Defined Event Roles:** student leaders are assigned roles like host, moderator, or support to foster team collaboration, accountability, and shared ownership of event outcomes.
- **Student-Led Events** are hosted via WebEx and provide a networking opportunity for the chapter.

Guest Speakers from Events Include:

ALSCO UNIFORMS, WGU, UTAH FOOD BANK, jetBlue, BRAND STRATEGIES GROUP, bambooHR, Prairie River Honey Farm — Pure, Raw, Natural, Nebraska Honey

Leadership Development

We prioritize leadership growth through ongoing opportunities to build skills, expand visibility, and engage with the larger marketing community.

- **Professional Development:** Leadership meetings include professional development in communication, project management, and industry knowledge, plus an annual workshop each fall.
- **Hands-On Leadership:** Officers lead promotional efforts, coordinate events, and present at sessions, building skills in public speaking and creative problem-solving.
- **Mentorship & Networking:** Faculty and alumni provide coaching and networking opportunities, helping students grow their professional communication and relationship-building skills.
- **Committee Leadership:** Officers lead committees that delegate tasks and collaborate with members, building real-world leadership and management experience.

EVENTS CALENDAR

QUARTER	MONTH	EVENT
SUMMER- FALL TERM		
Q1 (Apr–Jun '26)	APRIL	2 Year Chapter Celebration & Community Impact!
	MAY	From Student to Marketer: Building a Personal Brand Early in Your Career
	JUNE	AI Ethics Panel AI Ethics Workshop
Q2 (Jul–Sep '26)	JULY	A/B Testing with Prarie River Honey Farm Group Initiative: Marketing Design Info Session
	AUGUST	Marketing Design Challenge
	SEPTEMBER	First AMA WGU In Person Event:
WINTER-SPRING TERM		
Q3 (Oct–Dec '26)	OCTOBER	Ask Me Anything: Getting the Most Out of AMA WGU
	NOVEMBER	Student-Led Session: Level Up Your LinkedIn
	DECEMBER	Jingle Mingle Holiday Celebration (Interactive Networking Event)
Q4 (Jan–Mar '27)	JANUARY	Beyond the Destination: Marketing the Travel Experience
	FEBRUARY	Love the Brand: The Psychology of Customer Loyalty
	MARCH	Make Them Remember You: Marketing Experiences That Stick

BUDGET

Beginning Balance	**$15,000**
Revenue	
Member Dues	$1,102
WGU School of Business Allocations	$13,898
Total Revenue	**$15,000**
Expenses	
Website	$0
Meeting Expenses	$1,000
Meeting Presenter Expense	$0
AMA Membership for Leadership	$1,102
Alpha Mu Alpha Inductions	$360
Giveaways, Swag, Prizes to Drive Student Attendance	$211
WGU Student Hosted Competition Awards	$
Gift Cards as a Thank You to Speakers	$350
Total Expenses	**$3,023**
Ending Balance	**$11,977**

Western Governors University





