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WESTERN GOVERNORS UNIVERSITY



2025-2026

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



Chantel Graham
President



Jesserea Morgan
VP of
Communications



Victoria Harper
VP of
Programming
and Events



André Yeampierre
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
Faculty 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 the largest collegiate Chapter in the United States.
- Multi-channel reach (Microsoft Teams, WebEx, website, email, Handshake (*a career & networking platform*), and Facebook, 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: Biweekly Marketing Mingle, providing consistent engagement, with a target of reaching 25+ average attendees per session by Spring 2026.

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 2025.

OPPORTUNITIES

- Expand student-led programming by involving a broader range of students beyond established student leaders in panels and showcases, with a goal of hosting at least three student-moderated events during the year.
- Opportunity to build an event archive and repurpose recordings into engaging content such as short clips, social media posts, or e-newsletter 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.
- The abundance of chapter and university-wide events motivates us to innovate and clearly communicate our unique value to attract and engage our audience effectively.
- Evolving digital habits and shifts in communication preferences present a chance to refine messaging strategies and test new outreach methods.

PROFESSIONAL DEVELOPMENT INITIATIVES

Goal: Host 4 or more professional development events during the 2025–2026 year that equip members with measurable marketing skills and career confidence through hands-on learning and networking opportunities.

"Being a part of the WGU AMA student leadership was such a fun and amazing experience and I think I became a better marketer because of it" - Stacey F.

FY 24-25 VP of Promotions & Advertising

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 Volunteer Month projects & Group Initiatives to apply marketing skills for measurable community benefit.

Volunteer Month: "Marketing for Good"

Plan: AMA WGU will host Volunteer Month: "Marketing for Good," where members engage in service projects through Catchafire or local nonprofits. The initiative includes tracking volunteer hours, creating social media content to spotlight supported organizations, and sharing reflections that will be compiled into a Volunteer Month Storybook.

Marketing Skills Strengthened

- Project Management & Reporting
- Content & Digital Strategy
- Storytelling & Persuasion
- Campaign Management
- Community Engagement

Outcome: Members showcase their collective volunteer hours and creative campaigns while building portfolio-worthy projects that demonstrate how marketing can create meaningful social impact.

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.

Community Impact Workshop: Barney's Sweet Shop

Plan: AMA WGU members collaborated with Barney's Sweet Shop, 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.

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 Barney's Sweet Shop's community-focused marketing while giving members hands-on consulting experience and portfolio-ready deliverables. This initiative highlighted how collaboration and applied marketing skills can create measurable impact for local businesses.

Social Media for Good Campaign

Plan: As part of Volunteer Month: "Marketing for Good," members will create a social media post to highlight the nonprofit they supported through Catchafire or a local organization of their choice.

Marketing Skills Strengthened:

- Content Creation
- Digital Strategy
- Storytelling
- Visual Communication
- Campaign Development

Outcome: The campaign amplifies the work of nonprofits and highlights student impact nationwide. Members gain portfolio-ready digital content that demonstrates their ability to apply marketing skills for social good.



MEMBERSHIP

Goals & Strategies

1. Grow active student membership by 25% this year

Strategy: Simplify onboarding and use targeted outreach by program and term, supported by a faculty 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 marketing program comprises approximately 1,421 students across undergraduate and graduate levels, forming a substantial market opportunity for AMA membership growth. Leveraging opportunities identified in our SWOT analysis, such as student committee programs, and leadership we are positioned to reach and activate diverse student segments effectively. Moreover, event archives and professional partnerships with alumni and employers enhance continuous member value, supporting ambitious growth targets within this market. Our integrated content calendar and analytics enable precision targeting to maximize recruitment and retention that is aligned with market potential.

Activities:

- Host quarterly new-member Marketing Mingles on Teams with a 15-minute AMA overview and Q&A focusing on the value of AMA paid membership.
- Launch a student committee role like "Member Experience Coordinator" to help make sure members feel welcomed and connected during events; brings ideas for engagement.

Measurement: Track new paid member sign-ups per term, invite-to-join conversion rates, orientation attendance, and attribution.

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 mentorship pods 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 six high-value professional development events this academic year

Strategy: Create a graduation communication journey linking the free 1-year professional membership with alumni community engagement through AMA WGU LinkedIn and e-newsletters.

Activities:

- Send graduation email sequence with instructions to claim the complimentary professional 1-year membership.
- Invite graduates to join the AMA WGU LinkedIn community and alumni spotlights.
- Feature “Where are they now?” alumni success stories in e-newsletter to encourage conversion.
- Invite alumni to be a guest speaker at events.

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.

★ **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 2025–Spring 2026.

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 Teams, 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 Teams.
- Member participation in polls, chats, and discussions.
- Event attendance 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 Teams 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 Teams (likes, comments, replies).
- Participation in quick polls, discussions, or Q&A threads.
- Attendance at Webex events promoted through Teams.
- 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:

- **Teams:** 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 Microsoft Teams and provide a networking opportunity for the chapter.

Guest Speakers from Events Include:



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

SUMMER- FALL TERM

QUARTER

MONTH

EVENT

Q1 (Apr-Jun '25)

APRIL

1 Year Chapter Celebration & Community Impact!

MAY

Community Impact Workshop

ONGOING

Marketing Mingle

JUNE

SEO – Search Engine Savvy

ONGOING

Marketing Mingle

Q2 (Jul-Sep '25)

JULY

SEO Data Dive Workshop

ONGOING

Marketing Mingle

AUGUST

Industry Night Pre-Workshop

ONGOING

Marketing Mingle

SEPTEMBER

Industry Night Meet the Pros

Q3 (Oct-Dec '25)

OCTOBER

Executive Influence: The Voice Behind the Brand

ONGOING

Marketing Mingle

NOVEMBER

The Executive Influence Workshop

ONGOING

Marketing Mingle.

DECEMBER

Jingle Mingle (Interactive Networking Event)

ONGOING

Marketing Mingle

Q4 (Jan-Mar '26)

JANUARY

Level Up with LinkedIn Resume & Portfolio Workshop

ONGOING

Marketing Mingle

FEBRUARY

Catchafire Live Q&A / Volunteer Prep Workshop
Student Leaders in Action: AMA Leadership Panel

ONGOING

Marketing Mingle

MARCH

Volunteer Showcase
Community & Social Impact Showcase

ONGOING

Marketing Mingle

WINTER-SPRING TERM

BUDGET

Beginning Balance	\$0
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Revenue

Member Dues	\$0
WGU School of Business Allocations	\$15,000

Total Revenue	\$15,000
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Expenses

Website	\$0
Meeting Expenses	\$0
Meeting Presenter Expense	\$0
AMA Membership for Leadership	\$2,154
Alpha Mu Alpha Inductions	\$360
Giveaways, Swag, Prizes to Drive Student Attendance	\$2,995
WGU Student Hosted Competition Awards	\$5,000
Gift Cards as a Thank You to Speakers	\$400

Total Expenses	\$10,909
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Ending Balance	\$4,091
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