

AMA WGU Chapter Student Leadership Responsibilities

Student Roles

Chapter President: The president's duties shall be to

Leadership & Oversight:

- Serve as the primary student leader under faculty advisors' guidance.
- Collaborate with the Primary Faculty Advisor for drafting meeting agendas.
- Preside over the board, chapter, and executive meetings.
- Appoint special committees as needed.
- Record a welcome message for the chapter's online platforms.
- Draft a welcome email for chapter members in collaboration with Faculty Advisor and VP for Advertising & Promotions.

Communication:

- Promptly address emails and chapter communications within 24-48 hours, excluding weekends and holidays.
- Coordinate with Faculty Advisor and VPs to ensure timely communication, such as meeting agendas and minutes.
- Promote chapter events and encourage member participation through approved channels.
- Relay important updates from the AMA Support Center to chapter members.
- Handle all chapter reporting tasks to the AMA, including officer announcements and essential reports.
- Encourage participation in chapter events through approved social media posts and other channels.
- Responsible for all chapter reporting to the AMA, including the reporting of next year's required officers, and the minimum required reporting (*chapter plan & annual report*).

Administrative:

- Providing records and account information (i.e., username & password) to faculty advisors as requested and prior to the end of one's time in this role.
- Fulfilling additional duties as delegated by the faculty advisors or president.

Qualifications:

- This position will need to be filled by a chapter member with a love for all things AMA, the Marketing Profession, and WGU and be willing to share that excitement and energy with their fellow chapter members.
- Maintain active student status and AMA membership while serving in this role.
- Attending executive member meetings and chapter events.
- Willingness and ability to attend chapter events while serving in this role.

Chapter President-elect: The president-elect's duties shall be to
Leadership & Oversight:

- Perform the duties of the president in the president's absence. In the event of vacancy of the presidency, the president-elect shall succeed to the presidency and complete the remainder of the term.
- Encourage classmates and COB students/chapter members to participate in all chapter events through approved social media posts and other avenues.
- Attend and participate in executive member meetings throughout the year, and strive to attend the majority of, if not all, chapter events.

Administrative:

- Providing records and account information (i.e., username & password) to faculty advisors as requested and prior to the end of your time in this role.
- Fulfilling additional duties as delegated by the faculty advisors or president.

Qualifications:

- This position will need to be filled by a chapter member with a love for all things AMA, the Marketing Profession, and WGU and be willing to share that excitement and energy with their fellow chapter members.
- Maintain active student status and AMA membership while serving in this role.
- Attending executive member meetings and chapter events.
- Willingness and ability to attend chapter events while serving in this role.

Vice President of Programming & Events: The vice president of programming & events' duties shall be...

Event Planning, Execution, & Promotion:

- Collaborate with the Faculty Advisor for Programming & Events to organize, recommend, and manage chapter events.
- Coordinate with chapter leaders or appointed members for special events or projects.
- Partner with the Faculty Advisor for Programming & Events to network with potential guest hosts for educational events and support networking events.
- Promote chapter events and encourage member participation through approved channels.

Leadership:

- Attend executive member meetings and the majority of chapter events.
- Attend and collaboratively oversee/conduct chapter events.

Administrative:

- On request, and at the end of one's time in this role, provide faculty advisors with all written records, contacts for those involved with events (i.e., speakers, facilitators, etc.) and account information, including any necessary login and passwords.
- Fulfilling additional duties as delegated by the faculty advisors or president.

Qualifications:

- This position will need to be filled by a chapter member with a love for all things AMA, the Marketing Profession, and WGU and be willing to share that excitement and energy with their fellow chapter members.
- Maintain active student status and AMA membership while serving in this role.
- Attending executive member meetings and chapter events.
- Willingness and ability to attend chapter events while serving in this role.

Vice President of Advertising & Promotion: The vice president of advertising and promotion's duties shall be to

Leadership

- Attend executive meetings and majority of chapter events, with a one-year commitment.

Promotion & Engagement:

- Work closely with the Faculty Advisor for Advertising & Promotions on various tasks.
- Advocate for chapter events to WGU students and Marketing Program alumni.
- Engage and promote chapter activities across social media channels, targeting both members and non-members.
- Encourage member participation in chapter events using approved platforms.
- Collaborate with the Faculty Advisor for Advertising and Promotion to share chapter news, projects, and events, representing the chapter's voice.

Digital Presence & Branding:

- Manage chapter's LinkedIn page as well as other community and promotional platforms, including posting executive member bios and leading discussions.
- Coordinate with faculty advisors and the College of Business Marketing to ensure the chapter website is current, linked to the national AMA website, and aligns with brand guidelines.

Administrative:

- Providing records and account information (i.e., username & password) to faculty advisors as requested and prior to the end of your time in this role.
- Fulfilling additional duties as delegated by the faculty advisors or president.

Qualifications:

- This position will need to be filled by a chapter member with a love for all things AMA, the Marketing Profession, and WGU and be willing to share that excitement and energy with their fellow chapter members.
- Maintain active student status and AMA membership while serving in this role.
- Attending executive member meetings and chapter events.
- Willingness and ability to attend chapter events while serving in this role.

Vice President of Communication: The vice president of communications' duties shall be to

Meetings & Reporting:

- Maintaining records and handling written correspondence.
- Reporting actions from meetings before in a timeline manner (i.e., prior to the next meeting).
- Contributing to meeting agendas and advocating for increased member engagement.

Act as an Ambassador:

- Act as the AMA student chapter ambassador by focusing on increasing engagement from chapter members and increasing event attendance.
- Encourage classmates and COB students/chapter members to participate in chapter events through approved social media posts and other channels.
- Engage in regular discussions on the chapter social media sites such as LinkedIn.
- Participating in chapter activities, including hosting events and contributing to the chapter newsletter.

Administrative:

- Providing records and account information (i.e., username & password) to faculty advisors as requested and prior to the end of your time in this role.
- Fulfilling additional duties as delegated by the faculty advisors or president.

Qualifications:

- This position will need to be filled by a chapter member with a love for all things AMA, the Marketing Profession, and WGU and be willing to share that excitement and energy with their fellow chapter members.
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