

# SDSU

ANNUAL REPORT  
2023 2024



AMERICAN MARKETING  
ASSOCIATION

SAN DIEGO STATE UNIVERSITY CHAPTER

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# CHAPTER OVERVIEW

## Our Mission:

The San Diego State University chapter of the American Marketing Association believes in and encapsulates the idea of bringing together a community of dedicated individuals interested in the exploration of diverse, real-world marketing and business skills. We focus on creating valuable experiences for our members through the offering of professional networking opportunities, hands-on marketing experience, insights from industry leaders, and the emphasis on accessible resources within the **Fowler College of Business**. We aim to connect passionate students with similar interests and bring them to their fullest potential before entering a career in the world of marketing and beyond.

### STRENGTHS

- Recognized as one of the most influential organizations on campus under the **Fowler College of Business (FCB)** with over **270+** active members receiving a multitude of networking events and direct employment opportunities.
- Improving connections with Collegiate AMA and recruiting **Bennie Johnson (CEO)** to speak as well as being the receivers of the **\$1000 Career Forum Grant** for our regional event.
- Scaling and building our in-club marketing agency **'GLAM'** by assisting **at least 3** clients per semester with a flat price of **\$1500**.
- Fostering long-term relationships with Fortune 500 and diverse scaled companies while maintaining connections for future networking events.
- Three-time award-winning "Outstanding Event of the Year" by FCB for our **'Professional Networking Night' (PNN)** which hosts **15+** companies for **\$200** each to bring talent acquisitions to our semi-annual career fair.
- A portfolio retaining all our diverse skills, statistics, and clients to provide for inquiries as an educational overview of our chapter's credibility.
- Creating a **'Board of Advisors'** consisting of AMA alumni to assist us in brainstorming, educational support, and speaker opportunities.

### THREATS

- Other on-campus business organizations holding GBMs during the same time frame, causing us to lose potential members.
- A high volume of large-scale events hosted this semester causes us to divert much of our attention to those events.
- On-campus clubs contact our speakers for their GBMs, causing us to search for unique and well-known speakers/professionals.

### WEAKNESSES

- High membership fee of **\$75** which poses a financial burden to some students.
- Growing our executive board by **46%** this semester balancing onboarding **21** executive board members and overseeing all duties and work.
- Fluctuation of attendance for general body meetings (GBM's) depending on the contents of the meeting that day.
- Up-keeping and creating new workshops and lessons for the **3** committees held after our GBM time (Event planning, Competitions, and GLAM).

### OPPORTUNITIES

- Utilizing our large alumni database, connecting professionals within the corporate world to students in our organization looking for employment.
- Establishing cross-chapter relationships with our **San Diego Professional Chapter** and Southern California University chapters by collaborating through our regional event and hosting a San Diego Professional Chapter panel.
- Partnering with more business-driven and **DEI**-oriented clubs on campus to promote inclusivity and create a community for our members.
- Increasing activity within the **FCB** and taking advantage of school funding for conferences, events, and GBMs.
- Increasing membership engagement through new point systems that allow members to win prizes and certificates through our member of the month program.
- Growing our **3** committees (Event planning, Competitions, and GLAM), and giving members hands-on opportunities to compete with us in marketing simulated competitions, one-on-one training, and resume building as well as assisting us with clients.



# DEI STATEMENT

*With 15+ years of providing leadership development and lifetime connections to our members, we will continue to unlock marketing potential with our newly implemented 'DEI Director' whose role represents and upholds the theme of creating a safe space for members to take risks and establishing a circle of support as their careers take off. We've centralized this year's enterprise around the theme of:*

## “Creating a Future of Diverse Marketing Leaders”

Our chapter is committed to embracing values such as **‘DEI’ and ‘Opportunity,’** as we have created a strategic marketing plan that will increase member engagement and our initiative to grow our diversity, equity, and inclusion sectors. This year at the San Diego State University, we have completely re-conceptualized our future goals for the chapter and our members.

A **‘\*’** represents a DEI related goal

- **Planned and successfully executed a Diversity, Equity, and Inclusion training hosted by our DEI Director\***

**Metric:** Create a **30**-minute DEI ‘onboarding’ presentation prior to the school year to ensure a smooth semester.

**Strategy:** During this training, the relevance of DEI in the organization was explained. Topics of how DEI is integrated into the bylaws of the organization, how DEI aligns with professional values and ethics, and addressing common challenges and misconceptions were discussed. In addition, there were scenarios where professionalism and DEI intersect.

- **Improving membership engagement through leveraging our key resources**

**Metric:** Aiming to increase membership by **30%** through a new marketing strategy.

**Strategy:** Sending out monthly membership surveys for general body members to fill out allowing them to voice their interests, needs, and comments regarding the organization’s structure and opportunities.

- **Improve participation for ICC and become a “Top Large Chapter” for the 2023-2024 term**

**Metric:** Sending at least **20** executive and general body members to ICC in the spring with a **100%** competition participation rate.

**Strategy:** Starting in the fall, we will be applying to every competition released through nationals to maximize membership experience as well as involvement within the collegiate community. We will be expanding our efforts to be a top chapter by bringing in a large amount of networking opportunities and becoming more involved with our community.

- **Connecting our members with speakers from a diverse array of backgrounds \***

**Metric:** Ensuring at least **50%** of our speakers are of a minority group or underrepresented community.

**Strategy:** With **over 236** registered members, at every meeting, we reflect real-world diversity through DEI representation in our speakers. Our DEI-focused approach will teach members how to use inclusivity and culturally sensitive materials in marketing campaigns as well as foster new viewpoints for members to gain a sense of ideal employment options.

- **Increasing member’s knowledge of all business-related aspects**

**Metric:** Holding **2** company tours, hosting over **8+** speakers/workshops, continuing our Professional Networking Night, and scaling our regional event.

**Strategy:** Focusing on bringing in speakers from well-known backgrounds in business and creating resources for students to utilize such as our career fair or array of employment opportunities. Expanding onto our regional event by implementing speakers within the collegiate AMA community as well as from established industry personnel.

- **Making a meaningful impact in our community and maintaining environmental consciousness\***

**Metric:** Attain 10-15 members per community service event.

**Strategy:** Collaborating with well-known non-profits/organizations like San Diego Habitat for Humanity, I Love A Clean San Diego, and the San Diego Food Bank.



# PROFESSIONAL DEVELOPMENT

The SDSU chapter prides itself on the ability to connect students with opportunities in the industry. We have provided over 200 members with successful employment and are considered one of the Fowler College of Business's most notable organizations.

## 2023 REGIONAL CONFERENCE

### Goals:

- Using the **AMA Career Forum Grant** as Fall 2023 winners, we aimed to provide a unique and impactful experience with our 2023 conference theme: **"Marketing Matrix": Shopping For the Tools to Help You Build Your Future"**
- Attracted over **100 attendees** from all majors and years, mainly focusing on arranging networking with professionals within the collegiate AMA community and externally

### Strategies:

- Recruiting the **CEO** of the American Marketing Association, **Bennie F. Johnson**, and the **San Diego Professional AMA Chapter**, who will be speaking/networking at the event.
- Partnering with the **University of San Diego** and **Point Loma Nazarene University**.
- Developing a comprehensive marketing strategy that reaches targeted audiences.
- Arranging a competition, breakout sessions, one keynote speaker, professional chapter speakers, presentations and large prizes.

## COMPANY TOURS

### Goals:

- Exposing members to the day-to-day operations and customs of agency vs. in-house marketing.

### Strategies:

- Organizing **3** company tours at (1) **Google** (2) **Petco** (3) **Amazon** for an up-close perspective into industry dynamics and organizational culture.
- Including interactive portions within the company tours such as a **Q+A** for members to have the opportunity to ask questions in aid of maximizing their learning experience.

## SPEAKERS/WORKSHOP

### Goals:

- Having more than **50%** of our speakers come from minority backgrounds, local businesses or **DEI**-focused speakers
- Host **12** industry speakers from various industries to provide students with mentorship in their desired field.
- Allowing for executive members and speakers to present one-on-one feedback.

### Strategies:

- Illuminated the importance of **DEI** principles and respecting boundaries in professional settings through executive board training.
- Organizing an operations calendar that contains all events/dates/information and maintains updates throughout the year.
- Sharing post-GBM resources.

## CONSULTING COMMITTEE

- GLAM:** a dynamic and innovative marketing agency within SDSU AMA, driven by our **4** consulting directors and VP of Professional Partnerships, leading this team in creating quality content and optimizing campaigns for clients.
- Competition:** a group of dedicated and curious individuals who apply to all of our ICC competitions, and external competitions, and participate in a variety of certificate programs.
- PNN:** a team committed to establishing the framework of PNN such as operations, funding, finding companies, and running the event. This committee's goal is to create an environment in which students can immerse themselves in professional and knowledgeable discussions.

## PROFESSIONAL NETWORKING NIGHT

### Goals:

- Expects **300+** attendees as well as provides over **50+** students with employment each semester.
- Agencies and local businesses pay **\$200** each to attend our event (**\$50** more than last year).
- Facilitate direct connections between students and employers
- Become a **four-time award-winning** event this year.

### Strategies:

- Providing students with resources to help them prepare for the career fair such as LinkedIn and resume workshops.
- Creating a gateway to diverse opportunities including internships and full-time positions, in an abundance of networking, live music, catering, and large prizes.

## COLLEGIATE

### Goals:

- Striving to become a **'Top Large Chapter,'** as well as having **100%** competition participation.
- Offer more scholarships and resume-building experience to general body members through **ICC** competitions and engagements.
- Exposure to industry professionals and interchanging members/board with professionals.

### Strategies:

- Entering and placing in the **top 25** for the **'Collegiate Case Competition'** through preparation from simulations/workshops in our competition committee.
- Requiring certification programs for members to become more knowledgeable on marketing tools and concepts.



# COMMUNITY & SOCIAL IMPACT

AMA represents a diverse student body, offering a unique and impactful opportunity to cultivate a profound sense of community. This sense of belonging extends beyond our regular classroom interactions to encompass active engagement with the broader San Diego community. While our primary mission is to educate and inspire our members to become accomplished professionals, we are equally dedicated to nurturing their involvement in social services. This dual commitment aims to shape them into not only outstanding business professionals but also conscientious and philanthropic citizens. Ultimately, our overarching goal is to **foster unity** among our members—a pivotal factor in our broader mission to achieve **Diversity, Equity, and Inclusion (DEI)**.

## GOALS

- Host **3-5** community service events each semester in the local San Diego area intended to actively support local initiatives and to encourage members to explore and embrace ongoing opportunities for service.
- Build strong partnerships and relationships with local organizations, charities, and community groups.
- Attain '**Achieving Organization**' status, chosen by **FCB**, by effectively amassing a total of **50** service hours through our collaborations with governmental agencies, non-profit organizations, and environmental groups.
- Host **4-5** social events each semester aimed to foster meaningful connections among members, including those in leadership positions. Create a relaxed and fun atmosphere where members can build friendships and camaraderie.
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### A Way Home For Dogs

Pack Walk Community Service Event

## MARKETING/PROFESSIONAL DEVELOPMENT

- Increasing our community and social impact reach by utilizing our digital presence and posting infographics on our socials as well as the **Fowler College of Business accounts (over 6k followers)**.
- Creating and distributing at least **50** flyers per community service event.
- Utilize social media presence to send out **email marketing** campaigns at **least 2 weeks before** for our members and alumni to encourage their contribution towards charitable causes.

## STRATEGIES

- Leveraging AMA's Alumni Network and the Advisory Board, aiming to effectively explore a wide range of opportunities to make a positive impact on our local San Diego community.
- Harnessing AMA's marketing competencies, as, we aspire to both raise social awareness and foster greater collaboration within our community.
- Increasing community service attendance by **15%**.
- Survey general members to gauge activity preferences.
- Coordinate with Operations Team to ensure full attendance.
- Research local activities supporting small businesses.

## IMPLEMENTATION

- Reach out to over **20** nonprofit local organizations seeking volunteer opportunities.
- Regularly monitor volunteer opportunities through online event calendars.
- Coordinate **6** community service events in the fall semester including 3 clean-up events and food preparation event for the homeless population.
- Coordinate **3** community service events in the spring semester, including an animal adoption event, a clothing-drive event, and a coastal clean-up event.
- Encourage member participation through various announcements and engaging graphics.
- Establish solid connections with local organizations we previously volunteered for.
- Coordinate **4** social events in the fall semester including a baseball social outing and on-campus picnic.
- Coordinate **4** social events in the spring semester including a bowling event, an arts and crafts night, a sunset picnic, and a study session.

## GOALS

- **At least \$15,000** in annual revenue.
- Create new corporate sponsorship relationships and maintain existing ones.
- Expand and refine our consulting division as we continue to acquire clients.
- Prioritize partnerships with local businesses seeking marketing and consulting expertise to improve business results.

## STRATEGIES

- Continue to promote our consulting marketing services to local San Diego business clients through customized offerings, flexible payment plans, value-driven prepositions, and clear communication.
- Demonstrating tangible value and impact through detailed reports and personalized communication.
- Revising sponsorship packages to address potential client concerns amidst the economic landscape.

## SDSU GLAM

- Assure at least six clients (3 per semester) to reach an **annual revenue goal of \$9,000**.

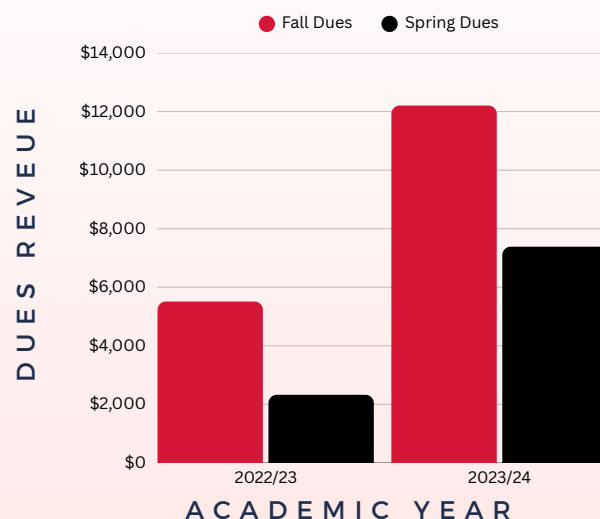
## IMPLEMENTATION

- Coordinate and conduct meetings with the consulting committee, focusing on clear objectives and cohesive team strategies.
- Revise and continue to improve the client portfolio with testimonials from our satisfied clients.
- Expand our network of clients and connections with SDSU marketing professors, SDSU alumni, San Diego professionals, previous clients, and the SDSU Marketing Department.
- Collaborate with startup clients, **Fortune 500 companies**, and more.
- Improve Search Engine Optimization by developing a new website with a portfolio section for our consulting committee, so clients can observe our quality results.
- Establish an effective procedure in partnership with our Vice President of Finance to expedite client payments.
- Create an actionable plan for client outreach and commence acquisition for the Fall 2024 season.

## GROWTH

- Over the past year, our chapter has grown in several aspects. Annual **membership dues have increased 85.7%** from the past years. We have been able to accommodate this growth in demand by expanding our executive board from **15 to 21** positions.
- Our increase in engagement allows our chapter to attract more clients and increase our output. Our consulting company is marketing for **4** companies, each paying **\$1,500-2,000** (Which **tripled our profit** in the past year). The interest in joining the consulting committee can grow in the spring. Using the resources available to us is also a major contributor to our funding.
- SDSU offers several funding opportunities, and we have specifically taken advantage of the Student Success Fee. In the Fall 2023 semester, we applied for and were awarded **over \$38,000** of funding through this program to aid in sending 22 executives to the AMA ICC In Louisiana in April 2024.
- For the Spring 2024 semester, we have just reapplied and are **seeking just over \$20,000** of funding to allow 10 of our executive members the unique opportunity to attend Hubspot's prestigious INBOUND marketing conference in Boston, Massachusetts in September of 2024.

## CHANGE IN NET REVENUE FOR DUES





# MEMBERSHIP

As one of the most diverse California State Universities in the CSU family, we prioritize attracting and retaining students from various backgrounds and interests. We aim to make the SDSU AMA family a safe space for like-minded, kind, ambitious individuals. Through tabling, social media, and word of mouth, we are proud to provide unique marketing opportunities to the SDSU community outside of the traditional classroom setting. While we hosted 49 active members in the Spring of 2023 semester, we are proud to **welcome 236 registered members** this Spring 2024 semester.

## Goals

- Introduce and connect members with career opportunities with **at least 15** marketing agencies and the local professional chapter.
- Dedicate time and resources to offer social and networking opportunities for our members such as our Professional Networking Night.
- Ensure that SDSU AMA is open to all majors and backgrounds for optimal diversity and inclusion with **more than 50%** of our attendees being of diverse backgrounds.

## Objectives:

- Increasing membership by at **30%** using marketing week as a main tool to promote our organization.
- Allowing members to anticipate the quality of our membership through access to local, chapter, and National AMA benefits.

## MARKETING WEEK

Host **4** Marketing Week events during recruitment week that will attract new members and give insight into the array of programs and events that we have. Fall events include a **Shark Tank workshop, Adobe Express: AI-focused workshop, Turtle Pond social**, and an **Amazon industry speaker, Amber Kohn**. In addition, Spring events include a **Professor Panel, Adobe Portfolio Workshop, Valentine’s Day Social**, and a **Guest Speaker from Diesel, Kimaya Vyas**.

GOALS		IMPLEMENTATION
Marketing Week	Introduce our <b>21+ member</b> executive board, our <b>3 committees</b> , and offer <b>5 free meetings</b> for prospective members.	<b>Host 4 meetings</b> every day that week. Obtain new members through tabling events, fundraisers and social media promotion to increase awareness of marketing week and the benefits of AMA.
Collaborations	Work with at least <b>5 SDSU’s business organizations</b> to increase brand awareness and recognition.	Host meeting workshops with Adobe Ambassadors and other large business clubs with <b>over 200+ members</b> . Table at <b>Women in Business</b> event 3/7. Post promotions of business organizations on our social media and vice-versa. Reach out to potential guest speaker professionals through LinkedIn.
Members of the Month	Chose <b>2 Members</b> each month as the “Members of the Month” based on membership points to promote retention.	Membership points are tracked throughout the semester and the top <b>two members</b> will receive a gift card, merch, and instagram shout out each month.
Consulting Committees	Offer <b>real-world experience</b> to current and potential members.	Showcase the previous work our committees have done and our plans for the <b>5+ paying clients</b> who have committed to this semester



# MARKETING AGENCY

*SDSU AMA thrives on our ability to create Internal bonds and external relationships with students, companies, and clients that allow us to create an AMAzing family culture both internally and externally.*

**GLAM (Growth, Leads, Advertising, Media)** Marketing is a dynamic and innovative in-house marketing agency located on campus and driven by strong, passionate, creative general body members committed to excellence. We provide top-quality marketing content and optimize campaigns for clients to ensure excellence. With over **30** members, **3-4** clients per semester, and **\$12,500** in total revenue over 3 semesters, we have **tripled our clients and revenue** for the past **3** semesters.

## GOALS/STRATEGIES

- **Goal:** We aim to increase our social presence **by 20%** by the end of the **Spring 2024 Term** and increase loyal reoccurring members and clients.
- **Strategy:** The VP of Marketing and Graphic Design will work unceasingly to create graphics for chapter events and activities following a set of **3** brand colors that resonate with our chapter. Another strategy is posting consistently (**2-3x a week**) to continue to promote AMA and reach our goal of **250+** new followers for each semester.
- **Goal:** Establishing our Chapter as a top university marketing organization by taking on clients.
- **Strategy:** Positioning ourselves as a quality in-house marketing agency both internally with our members and with our external partnerships.
- **Goal:** Creating quality content for clients.
- **Strategy:** We will do this by understanding the client's needs, doing research, developing a content plan.

## PODCAST

Utilizing SDSU's radio/podcast center KCR for weekly podcasts with special guests from AMA's collegiate community, SDSU marketing professors, and industry speakers. Our Marketing team will produce press releases as well as be in charge of content for the podcast.

### Objectives:

- Providing educational tools for both members and the public whilst simultaneously building our brand.
- Creating new possibilities for our chapter to connect with influencers and people within the industry.

### Strategies:

- Train **2** executive board members to be weekly hosts as well as collaborate with the marketing team on weekly scripts and ideas.
- Raising recognition and incentives for **members of the month** by giving them a chance to speak on our podcast.

## OUTCOMES

- Organically making reels go viral with top performers reaching over **18.7k** plays, **109** saves, and **53** shares.
- Increasing our client, Cloutr's, Instagram reach by **299k%**.
- Beginning the consulting committee as a **pro bono** venture in the fall semester of 2022, increasing our fee to **\$500** the following semester, and now collecting **\$1500-\$2000** per company for a **total of \$4,500 in Fall 2023 and \$7500 in Spring 2024**.
- Securing over **50** members applying to be a part of the consulting committee translating to having **8-12** committee members per consulting director.
- Grew Instagram follower base by **400+**
- Achieved **847** followers on LinkedIn this semester, growing it by about **120** since the beginning of fall.

## INTERNAL & EXTERNAL COMMUNICATIONS

### SOCIAL MEDIAS

Our marketing team prioritizes implementing new and creative ways to boost overall engagement across all channels.

#### Objectives:

- Creating **20-50** interactive flyers and posting them in high-traffic areas around campus.
- increasing Instagram followers from **1800 to 2000+**.
- Improving our website traffic from a **60%** increase last year to an **80%** increase this year.

#### Strategies:

- Producing a new branding guide for a more curated feed with a solidified aesthetic.
- Being active on all platforms.

### PRESS RELEASES

Engaging with external news media to gain more recognition.

#### Objectives:

- Send at least **1** press release a month to news media across the nation.
- Get **2** press releases posted per semester about an eye-catching event.

#### Strategies:

- Research local news media and create new connections.

### ALUMNI

- Established a LinkedIn page designed to connect & maintain relationships with over **78 alumni**.



# CHAPTER OPERATIONS

*The executive board strives to ensure the SDSU AMA Chapter functions efficiently by utilizing social platforms that facilitate interactions to enhance communication and leadership.*

## GOALS

- Utilize historical records from previous years to strengthen the organization's practices.
- Foster effective cross-committee communication by sharing communication platforms and data repositories.

## STRATEGIES

- Promote the adoption of a unified collaborative organizational system to store valued information.
- Emphasize the importance of comprehensive record and history maintenance within SDSU AMA.

## ORGANIZATION

### Board and Committee Meetings

- All of the SDSU AMA executive board meet **weekly** and are in constant communication via Slack
- Committees meet **3x a month** and are also communicating via Slack.
- Make the most of the meeting by sharing ideas for improvements not just updates.

### IMPLEMENTATION

- Implement **Slack** and **When2Meet** to coordinate meeting times.
- Establish an ongoing reservation arrangement with SDSU for meeting room and event bookings.
- Ensure **agenda** and meeting notes are recorded and reviewed to assess progress and assign tasks.

### SHARED FILE DRIVE

- Utilize **Google Drive** to enhance the organization of files.

### IMPLEMENTATION

- Establish organizational guidelines for all executive board members and committees.

### BOARD & COMMITTEE TRANSITION

- Guarantee that the executive board transition process radiates **effective leadership**.
- Establish a well-structured transition process for the President before the executive board handover.
- Seamlessly incorporate new members into organizational procedures.

### IMPLEMENTATION

- Schedule transition meetings between the outgoing and incoming executive board.

## DEVELOPMENT

### Board and Committee Meetings

- Strive for member contentment and decrease turnover rates between semesters.
- Allow general body members to share **feedback** for experience improvement.
- Through committees provide **advice** to younger students for professional advancement.

### IMPLEMENTATION

- Provide networking events, volunteer events, and social events, to encourage interaction of members from all grades.
- VP of Membership creates regular surveys for honest feedback on events.
- Provide survey and face-to-face opportunities for executive and general body members to provide feedback on the organization's operations.

### GENERAL BODY MEETINGS (GBMS)

- Organize regular general body meetings with workshops for our Professional Networking Night, industry speakers, resume building, etc. to enhance the opportunities for members.
- Attain a total of **70%** total member attendance for GBMs.

### IMPLEMENTATION

- **Boost attendance** by providing snacks and catering, merchandise competitions, members of the month gifts, etc.
- Social activities such as picnics, sports games, etc. so members are able to meet each other.



Professor Panel

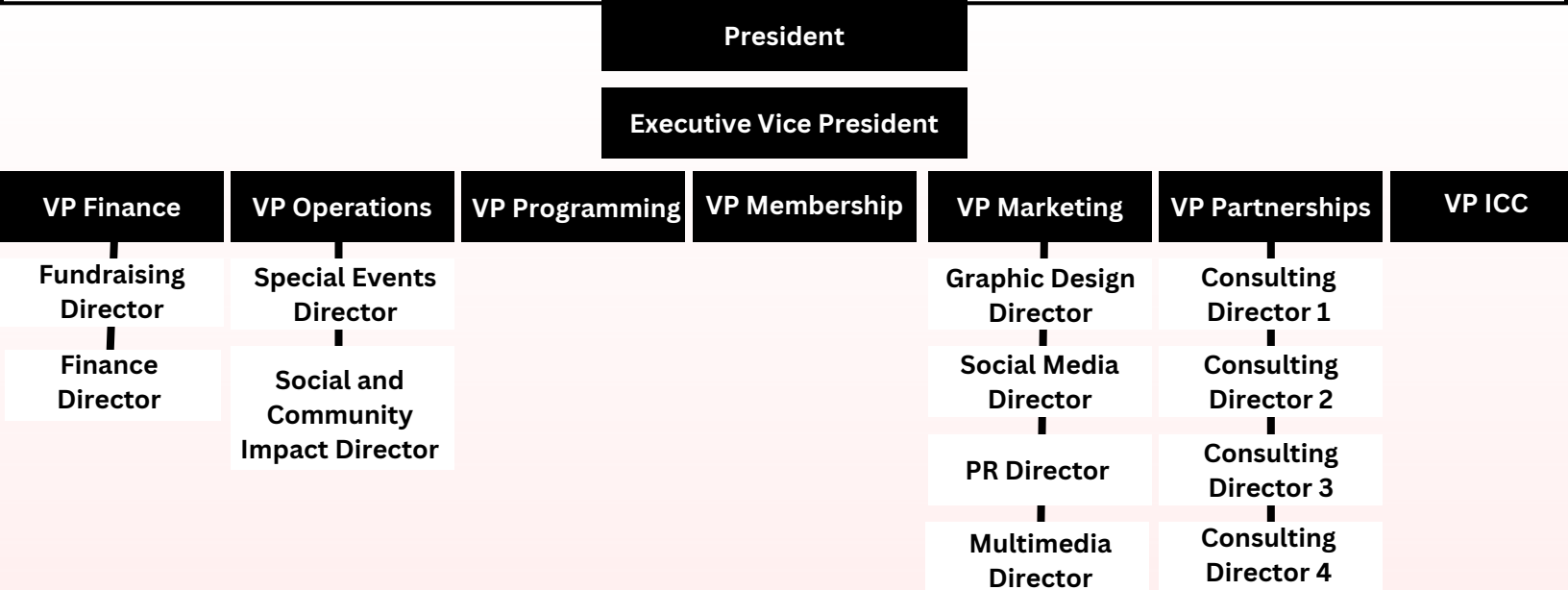


Adobe Workshop

# CHAPTER CALENDAR

Fall Semester 2023	Spring Semester 2024
<div>7/25-DEI Workshop</div> <div>8/19-Padres Game (Executive Social)</div> <div>8/21-Welcome Week-Student Involvement Expo (Tabling)</div> <div>9/5-First General Body Meeting (GBM): Barbie Marketing Study</div> <div>9/11-Shark Tank Competition</div> <div>9/12-Adobe Workshop Implementing AI</div> <div>9/13-Picnic Social at Turtle Pond</div> <div>9/14-Amazon with Amber Kohn</div> <div>9/19-Chanel &amp; Tiffany and Co. Panel</div> <div>9/22-Social SDSU Football Game</div> <div>9/23-Annual Coastal Cleanup Day</div> <div>9/26-Resume and LinkedIn Workshop</div> <div>9/30-Linda Vista Cleanup</div> <div>10/03-Pinterest Speaker with Jaime Pham</div> <div>10/05-Art of Marketing Conference Volunteer Event</div> <div>10/10-San Diego Professional Chapter Panel</div> <div>10/17-Nana Hats Case Study with Sean Adler</div> <div>10/24-Professor Panel</div> <div>10/26-Petco Company Tour</div> <div>10/27-PB&amp;J for the Homeless</div> <div>10/31-Social Movie Night</div> <div>11/2-Garden Club Clean Up</div> <div>11/6-Google Company Tour</div> <div>11/7-Wilson with Kira Heinen</div> <div>11/10-Regional Event</div> <div>11/12-Garden Club Cleanup</div> <div>11/14-Professional Networking Night</div> <div>12/5-Banquet</div>	<div>2/6-First GBM Music Festival Marketing Workshop + Social</div> <div>2/12-Professor Panel</div> <div>2/13-Adobe Portfolio Workshop</div> <div>2/14-Valentine's Bowling Day Social</div> <div>2/15-Speaker: Diesel with Kimaya Vyas</div> <div>2/20-Speaker: Underscore Talent with Reza Izad</div> <div>2/24-A Way Home for Dogs Pack Walk Volunteer Event</div> <div>2/27-Speaker: Top Dawg Entertainment Talent with Lena Franklin</div> <div>3/4-Amazon Company Tour</div> <div>3/5-Interview Workshop with Power Digital</div> <div>3/10-Beach Bonfire (Executive Social)</div> <div>3/12-Speaker: r.e.m beauty by Ariana Grande with Jordan Stephens</div> <div>3/16-Sharia's Closet Volunteer Event</div> <div>3/19-Resume and LinkedIn Workshop</div> <div>3/26-Speaker: Rory Rockmore w/ NYX Professional Makeup</div> <div>3/27-Arts &amp; Crafts Social</div> <div>4/8 Professional Networking Night</div> <div>4/9-Speaker: Amiri with Donovan Holmes</div> <div>4/16-Speaker: Qualcomm with Brandon Ratliff</div> <div>4/19-AMA Fest</div> <div>4/20-Annual Creek to Bay Cleanup Volunteer Event</div> <div>4/23-Chamberlain Coffee with Gustav Hossy</div> <div>4/26-Sunset Picnic Social</div> <div>5/3-Study Session Social</div> <div>5/7-Banquet</div>

## Board Structure





# CHAPTER BUDGET

<b>Revenue</b>	
<b>Membership Dues</b>	<b>2023-24</b>
	<b>\$19,593</b>
<b>Grants</b>	
Campus Program Funding	<b>\$3,000</b>
Regional Event Grant	<b>\$1,200</b>
Student Success Grant	<b>\$38,220</b>
<b>Professional Partnerships</b>	
Consulting Committee	<b>4,000</b>
PNN Company Donation	<b>200</b>
Sponsorships/Fundraising	<b>1,000</b>
<b>Other</b>	
Carry-Over From 2022-23	<b>\$7,528.72</b>
<b>Total Revenue</b>	<b>\$85,741.72</b>

<b>Expenses</b>	
<b>Operations</b>	
National Membership Fee	<b>\$7,656</b>
GBM Food and Supplies	<b>\$7,500</b>
Nametags & Polos	<b>\$1,395</b>
<b>Social</b>	
GBM & Executive Socials	<b>\$3,102</b>
SD AMA Regional Conference & PNN	<b>\$4,000</b>
International Collegiate Conference	<b>\$38,220</b>
<b>Membership Engagement</b>	
Merchandise	<b>\$4,836</b>
Member of the Month	<b>\$1,000</b>
Digital Marketing	<b>\$500</b>

<b>Total Expenses</b>	<b>\$68,209</b>
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<b>Net Income</b>	<b>\$17,532.72</b>
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