

2021 - 2022

# CHAPTER PLAN



---

# TABLE OF CONTENTS

**01 -02** CHAPTER OVERVIEW

**02-03** PROFESSIONAL DEVELOPMENT

**03** COMMUNITY & SOCIAL IMPACT

**03-04** FUNDRAISING

**04-05** MEMBERSHIP

**05-06** INTERNAL & EXTERNAL  
COMMUNICATIONS

**06-07** CHAPTER OPERATIONS

**08** CALENDAR OF EVENTS

**09** BUDGET

# CHAPTER OVERVIEW

## MISSION STATEMENT:

The collegiate chapter of the American Marketing Association at Pace University, NYC strives to include students of all majors and backgrounds to broaden their knowledge in the marketing world. The organization provides our members with networking opportunities between all majors, educators, and marketing professionals; a better understanding of the marketing industry; and initiatives to develop specialized skills and job-related knowledge through workshops, conferences, and hands-on experience. Ultimately, our goal is to give our members the ability to be competitive in an ever-changing industry.

## STRENGTHS

- Six of the Executive Board members are returning from the previous academic year, giving the overall board prior experience, especially with the AMA ICC.
- The Executive Board is highly motivated and organized, with members spanning different majors, career paths, and skill sets.
- The implementation of Microsoft Teams allows constant communication with the Executive Board and the ability to assign tasks, allowing the team to function at a high level of excellence.
- Our chapter has first call on exciting employers coming to campus for employer spotlights due to strong relationships with university departments such as Lubin School of Business, Center for Student Engagement, and Career Services.

## WEAKNESSES

- Conflict with lecture classes occurring during the general meeting time impacts member involvement in organization events.
- Our lack of connection with other AMA collegiate chapters denies the opportunity for us to receive insight, a peer-to-peer network, and collaboration.
- A lack of contact and connection with AMA at Pace University alumni affects the organization's legacy.

## OPPORTUNITIES

- Develop relationships with the AMA New York professional chapter to bring further networking opportunities for our members.
- The creation of our first in-person Regional Conference by our new Events Director position allows us to strengthen our position on campus as the premier student organization.
- Increase collaboration with other campus organizations to expand the network of our members and benefit the Pace community as a whole.
- The classes of 2024 & 2025 are new to campus so there is ample opportunity for recruitment. Similarly, their lack of academic engagement during the pandemic means students will be eager to participate in campus activities upon return.
- Our return to campus allows us to rebrand. We can return with updated plans, social media, and tactics for recruitment and engagement to capture the energy of our university's return to campus.

## THREATS

- AMA membership fees increase the cost for students to participate on campus in comparison to other organizations.
- Due to campus COVID-19 policies, there is heavy competition with other organizations for available event spaces.
- Uncertainty surrounding the resurgence of COVID-19 may limit the amount of activities or events we can accomplish in-person.

## TARGET MARKETS:

To successfully recruit and provide value to our members, we must identify the needs of our Target Markets. Our goal is to recruit and retain motivated students who can support our chapter mission and contribute to our organization's success. We seek students of all majors who will benefit from the opportunities that our chapter has to offer. In our annual report will assess our membership and the effectiveness of our targeting approaches. Our target markets include:

**Primary:** University underclassmen and transfer students who are majoring or minoring in Advertising and Integrated Marketing Communications in the Lubin School of Business.

**Secondary:** University undergraduate and graduate students who are in the Lubin School of Business, approximately 35% of all undergraduate students at Pace University.

**Tertiary:** General population of university students.

# PROFESSIONAL DEVELOPMENT

**Overall Goal:** Provide opportunities and resources for members to accumulate skills in preparation for their eventual job-hunt by showcasing the importance of marketing on a personal and professional level.

**Overall Strategy:** Expand the potential and professional network of our members through employer spotlights, company visits, skill-building workshops, and personal branding opportunities.

## MARKETING WEEK:

**Goal:** Have 25 AMA members attend each Marketing Week event.

**Strategy:** provide members with opportunities to network with employers and participate in volunteer efforts through a food drive.

- Monday: Set up a table to host a canned food drive; incentivize participation where every drop off is a raffle entry for a \$25 Visa gift card and AMA gear.
- Tuesday: Arrange a fireside chat to facilitate entry-level employer discussions.
- Wednesday: Invite AMA alumni and exceptional current student leaders for a panel discussion on leadership opportunities moderated by an Executive Board member.
- Thursday: Host an employer spotlight featuring Fred Bucher from The Weather Group to explain his career journey and her best advice for success.
- Friday: Organize an excursion to the New York Common Pantry to donate our canned food collected from the week and volunteer our time to families in need.



## COMPANY VISITS & PROFESSIONAL SPEAKERS:

**Goal:** Host at least one employer spotlight a month to showcase companies and employees to provide students with opportunities for internships, full-time employment, and career advice. Aim to have at least 30 people attend, with at least 50% AMA recognized members.

**Strategy:** Feature exciting companies in the marketing and media fields to allow students to connect with employers who could provide potential internship and full-time job opportunities. Incentivize AMA recognized member attendance by offering reserved seating near the front. Encourage attendance by offering hours to students through our hours system.

## AMA AT PACE NYC REGIONAL CONFERENCE:

**Goal:** Host the premier AMA at Pace University Regional Conference in the fall semester. Feature 10-15 employers as well as AMA alumni to speak on a panel. Have at least 20 students from primary and secondary target markets, and at least 15 students from the third target market.

**Strategy:** Host an event from 9am-3pm that connects all target markets to successful professionals and students from other collegiate chapters. Maintain good relations with alumni and employers. Promote the event widely through Instagram, LinkedIn, email blasts, Twitter, and traditional flyers. Have at least two different workshops with our professional contacts for students to participate in.

## PERSONAL BRANDING WEEK:

**Goal:** Teach members the importance of a personal brand through a 'Personal Branding' event series. This series will feature a photographer for headshots, workshops, and professional speakers to serve as foundational pieces in their career hunt. Have at least 30 AMA members attend each daily event, with at least 15 AMA recognized members.

**Strategy:** Define and develop individual vision statements, based on the members' specific skill set and unique characteristics. Begin advertising the 'Personal Branding' series a few weeks in advance by carrying out social media campaigns and creating flyers to ensure awareness.

- Monday: Collaborate with Career Services to get resumes checked and approved for AMA members. Approval allows access to the Handshake job portal.
- Tuesday: Host a LinkedIn workshop, with a specific focus on internships and job opportunities.
- Wednesday: Host a Dress for Success Workshop in collaboration with Profashional Club where attendees can learn about how to dress for interviews.
- Thursday: Host fireside chat with entry-level employers to provide insight on how to get started.
- Friday: Host a speaker series by inviting professional speakers from marketing related fields.

## COMMUNITY & SOCIAL IMPACT

**Overall Goal:** Develop programs and activities for AMA members to utilize their marketing skills to help the larger campus community, the local community, and national philanthropies.

**Overall Strategy:** Encourage members to participate in philanthropic events through volunteer efforts, assistance with social impact projects, and mentorship with other AMA Collegiate Chapters in the New York Area. Incentivize engagement using our hour system.

### CAMPUS COMMUNITY

#### CAUSE MONTH

**Goal:** Host a month long series of social impact events aimed at various causes.

**Strategy:** Invite other student organizations to collaborate with events regarding sexual assault awareness, mental health awareness, sustainability actions etc. Create social media campaigns for students to participate in and advertise all events through print and online posts.

#### MARKETING WEEK DAY 3:

**Goal:** Organize a panel of Pace Alumni and student leaders to speak on involvement on campus and in the community. Have at least 25 members attend this event.

**Strategy:** Invite Pace Alumni from AMA Pace Alumni network. Utilize Alumni Relations and Career Services to connect with other Pace Alumni. Promote attendance through social media channels, email blasts, and print advertisements.

#### FRIENDSGIVING:

**Goal:** Host a Friendsgiving for students and other organizations on campus to come together and network. Provide food for students who are staying on campus for Thanksgiving Break.

**Strategy:** Invite newly created organizations like Pace Debate Club and the Pace Commuters Club. Cater traditional Thanksgiving food for members in attendance through the campus food provider as a thank you to members' hard work.

### LOCAL COMMUNITY

#### CANNED FOOD DRIVE:

**Goal:** Collect at least 50 canned and non-perishable food items to take to the New York Common Pantry.

**Strategy:** Implement a week-long food drive by setting up various drop off locations throughout the campus. Advertise using posted flyers at high traffic locations and simultaneously conduct a social media campaign across platforms such as Instagram, LinkedIn, TikTok, and our website.

#### NY COMMON PANTRY VOLUNTEERING

**Goal:** Have at least 15 AMA members volunteer at the New York Common Pantry in the fall semester.

**Strategy:** Generate a social media campaign for members to partake in for a chance to be featured on our Instagram. Create print and digital flyers for bulletin boards and the University SetterSync page. Additionally, set up a sign-up booth on campus to encourage student community engagement.

## FUNDRAISING

**Overall Goal:** Generate an increase in our revenue fund of approximately \$2,000.

**Overall Strategy:** Host at least two fundraising events that encourage involvement from all target markets by collaborating with other campus organizations.

**CORPORATE SPONSORSHIPS:**

**Goal:** Connect with New York-based businesses around the Pace University campus to develop a list of clients, primarily in the spring semester. Raise at least \$1,000 for the AMA at Pace University NYC chapter.

**Strategy:** Provide quality marketing materials for clients. Utilize a variety of agreement documents to be presented to clients to ensure legality.

**SCHOLARSHIPS:**

**Goal:** Increase our revenue fund through the yearly Lubin Grant scholarship from the Lubin School of Business.

**Strategy:** Apply for the Lubin Grant offered by the Dean's office in the Lubin School of Business. Use the grant for travel expenses for our general members to attend the AMA ICC in Chicago.

**FUNDRAISING TEAM:**

**Goal:** Provide an opportunity for the recruitment and professional development of members.

**Strategy:** Invite at least three engaged AMA-recognized members to assist the Chief Financial Officer in fundraising by actively brainstorming, planning, and leading events aimed at raising money for our chapter. Incentivize involvement using our hour system and valuable learning experience.

---

# MEMBERSHIP

**Overall Goal:** Retain all 50 memberships from the previous year and add 25 new memberships.

**Overall Strategy:** Provide a sense of community to students across all career paths, majors, interests, and disciplines. Effectively reach our primary target market of marketing students, the secondary target of all Lubin students, as well as the tertiary market of any undergraduate students interested in marketing. Specifically, target the incoming freshmen and sophomore classes by promoting in-person experiences.

---

## RECRUITMENT

**MEMBERSHIP TIERS:**

**Goal:** Incentivize students to become active members of the organization through membership tiers of "Platinum," "Gold," and "Standard" for all AMA recognized members. 50% of members will achieve "Gold" status and 25% will achieve "Platinum" status by the end of the academic year.

**Strategy:** Through the membership tiers, have members follow an hour system for participation in AMA events and volunteerism where one hour is equal to one point.

- Platinum members have at least 35 hours of AMA participation in events. Students gain Executive Board voting rights, can run for Executive Board positions, and have reserved seating at professional speaker events. Members must also have a total amount of ten community service hours by the end of the academic year. Once members rise to Platinum status, they gain a special merch package of AMA at Pace University merchandise.
- Gold members have at least 20 hours of AMA participation in events. Students gain voting rights for Executive Board elections. Members must also have a total amount of five community service hours by the end of the academic year. Once members rise to Gold status, they gain a special merch package of AMA at Pace University merchandise.
- Standard members are AMA-recognized members and have at least four hours completed.

**RECRUITMENT EVENTS:**

**Goal:** Increase mailing list sign-ups by 100 students with 50 students coming from the primary market and 50 coming from the secondary and tertiary markets.

**Strategy:** Collaborate with the Director of Social Media to recruit first-year and sophomore-year students through social media efforts. Recruit students by doing Instagram giveaways of AMA merchandise and share the benefits of being part of AMA during the Student Activities Fair at the beginning of the school year. Increase recruitment through tabling events, UNV 101 Classroom Visits, and a Kick-Off event.

**GENERAL MEETINGS:**

**Goal:** Have at least 20 AMA members attend meetings and retain this number throughout both semesters.

**Strategy:** Involve AMA members in events that provide assistance in members' professional growth such as a 'Personal Brand' weekly series. Promote the AMA membership benefits, the Regional Conference, and the 2022 ICC competitions. Invite professionals to speak about their journey and inspire AMA members.

**BUDDY SYSTEM:**

**Goal:** Build relationships between general members and Executive Board members through a pairing system developed early in the fall semester. Buddies will act as a resource for students and be around to guide students on anything campus-related.

**Strategy:** Implement a 'Buddy System' by pairing Executive Board members with two to three general members and exchanging professional contacts to expand each of the general members' networks through a Google Sheets document that will organize the Buddy System and assign everyone. Designate meeting time for members to meet with their Buddies.

**HOLIDAY PARTIES:**

**Goal:** Enhance the community-like feeling within the AMA chapter by celebrating holidays together.

**Strategy:** Host a 'Friendsgiving,' 'Holiday Destressor,' and 'Halloween Party' where AMA Executive Board members and attendees work towards building a personal relationship with one another. Form an inviting and exciting environment for students. Organize a 'Luau Destressor' before midterms to provide students with an engaging form of relaxation.

**EXECUTIVE BONDING**

**Goal:** Organize at least one event per semester for the Executive Board members to strengthen relationships with one another.

**Strategy:** Coordinate professional photoshoots and organize team-building activities such as work-ethic strength tests, team dinners, and study sessions that the Executive Board members can attend.

**OFF-CAMPUS OUTINGS:**

**Goal:** Invite AMA members to a fun outing each semester with at least ten general member attendees.

**Strategy:** Arrange movie nights at privately booked theatres and theme parks to encourage a balance between professional and personal life, as well as relationships between members.

**COMPETITION COMMITTEES:**

**Goal:** Create three competition committees consisting of general members and Executive Board members to help plan our competition submissions.

**Strategy:** Send out forms for members who are interested in participating. Meet during the fall and spring semesters to exchange ideas for each competition. The Events Director will collect this information and hold competition meetings to prepare our members for 2022 ICC.

**AMA MEMBER OF THE MONTH/SEMESTER:**

**Goal:** Use our hour system to encourage members to actively participate during weekly general meetings to earn a Member of the Month or of the Semester spotlight.

**Strategy:** Hand out certificates of recognition to members who put in noteworthy time to AMA. Recognize members by giving them a shoutout on our website and social media platforms and give them exclusive merch.

---

# INTERNAL & EXTERNAL COMMUNICATIONS

**Overall Goal:** Increase communication and promotion across AMA Pace NYC Chapter members, students in the Lubin School of Business, students at Pace University, and residents of the New York area.

**Overall Strategy:** Internal communication methods include email newsletters through Mailchimp, social media, and establish a presence on campus through flyers and tabling. External communications methods include the Chapter Website, Career Services, and alumni.

---

## INTERNAL COMMUNICATIONS

**EMAIL NEWSLETTERS:**

**Goal:** Increase the open rate by 20% and the engagement rate by 7.5% by the end of the fall semester.

**Strategy:** The Chief of Records will collect information to send out an electronic newsletter on a weekly basis. Design the newsletter with a sleek new theme to match the rebrand.

## SOCIAL MEDIA PLATFORMS:

**Goal:** Reach 1000 followers on the chapter Instagram page. Increase the use of the TikTok platform by posting at least one video from every event we host to help promote future events.

**Strategy:** Amplify the use of Instagram features such as Instagram Live and Reels. Reformat the Instagram grid for a more cohesive look. Have the Social Media Director create a content calendar to organize all of our posts and produce material with the help of the Creative Department.

### PRINT ADVERTISEMENTS:

**Goal:** Increase event promotion and membership by placing print advertisements throughout the school.

**Strategy:** Design vertical general meeting, event, and workshop flyers. Post flyers to bulletin boards around campus to promote the organization through the fall and spring semesters.

### SETTERS SYNC:

**Goal:** Have at least 200 members subscribed to our AMA at Pace University Chapter's SetterSync page.

**Strategy:** Post all flyers for meetings, events, and workshops on the organization's page at least two weeks before the event. Update the SetterSync calendar with events that are hosted by the organization. Send weekly email newsletters to those subscribed to our page.

### TABLING:

**Goal:** Promote AMA at Pace University through setting up tables around campus and giving out free items to students. Table at least four times in the Fall and at least once in the Spring.

**Strategy:** Attract students to come visit our table by giving out Insomnia Cookies and AMA merchandise such as pens, masks, hand sanitizer, etc. Further attract students by utilizing our branded items like table throws and backdrops to create an exciting environment.

### EXECUTIVE BOARD COMMUNICATIONS:

**Goal:** Enhance communication between all Executive Board members by coordinating information and being proactive to prevent problems of miscommunication before they arise.

**Strategy:** Adopt platforms such as Microsoft Teams, Google Drive, and Microsoft Outlook as methods of communication. Create multiple channels, especially in Teams, to organize communication. Additionally, create a central To-Do List to allow Executive Board members to stay on top of work flow at all times.

## EXTERNAL COMMUNICATIONS

### EAMA AT PACE NYC CHAPTER WEBSITE

**Goal:** Stay active throughout the semester to update and manage the chapter website. Renovate the website to match the sleek new design of the rebrand.

**Strategy:** Update all information on the website to match our SetterSync page such as yearly calendar of events, Executive Board members, awards given, etc.

### UNIVERSITY CAREER SERVICES:

**Goal:** Maintain close relations with Pace University's Career Services to help with events put on by the organization.

**Strategy:** Arrange meetings with Career Services to discuss collaborations with the organization for employer spotlights, Marketing Week, Personal Branding Week, and the Regional Conference. Attend other events put on by Career Services to maintain good relations.

### AMA Alumni Relations:

**Goal:** Establish solid connections with AMA Alumni to build lasting relations and increase the organization's networking database.

**Strategy:** Invite AMA Alumni — those who have graduated and those who have left the Executive Board — back to collaborate on panel discussions and general meetings.

# CHAPTER OPERATIONS

**Overall Goal:** Enhance the chapter's communication, organization, and collaboration between all Executive Board members to properly and adequately facilitate events that Pace University AMA members value and look forward to.



**Overall Strategy:** Create a well-respected and positive workflow between all members of the Executive Board to ensure leadership transitions preserve the organization. Maintain an active communication with all departments and members of the Executive Board to ensure all goals and responsibilities are being accomplished.

#### **EXECUTIVE BOARD ELECTIONS:**

**Goal:** Establish who will run for Executive Board positions in each of the three departments for the upcoming academic year by the end of the spring semester.

**Strategy:** Host a general meeting containing information about the Executive Board's departments and the positions within them. Create a Google Form to be filled out before the interview to collect needed information. Schedule interview dates. Hold in-person interviews with those running for positions. Allow non-returning and graduating Executive Board members to conduct private interviews and be designated to ask specific questions and take detailed notes. Hold a meeting with said interviewers and advisors after all interviews to go over the notes and decide which candidate best fits the position.

#### **EXECUTIVE BOARD STRUCTURE:**

**Goal:** Refine the Executive Board structure to better clarify goals and responsibilities of each position.

**Strategy:** Keep the Executive Department with a Chief Executive Officer, Chief Operations Officer, Chief of Records, and a Chief Financial Officer to oversee all on-campus operations and guide the vision and direction of the organization. Compose a new National Department with a Chief Communications Officer and Events Director to organize all contacts and big events such as fundraisers, competitions, and conferences within the organization. Compose a refined Creative Department with a Chief Creative Officer, Internal Creative Officers, and a Social Media Director to create and design all marketing materials with a modern, chic look.

#### **EXECUTIVE BOARD TRANSITION:**

**Goal:** Provide an understanding of each Executive Board members' responsibilities of the position within the AMA chapter. Ensure each position within the three departments is filled by the end of the year.

**Strategy:** Hold a Transition Night at the end of the spring semester where the old Executive Board transitions the incoming Executive Board. Require all Executive Board members to sign the Constitution and Contract that outlines all the responsibilities and rules each member must adhere to. Utilize and update the digital transitional binder to guide new Executive Board members through their duties. Hold a meeting for members to take the Gallup Strengths Test in the fall semester.

#### **EXECUTIVE BOARD MEETINGS:**

**Goal:** Instruct all Executive Board members to attend general meetings and Executive Board meetings.

**Strategy:** Attend consistently timed bi-weekly summer meetings to organize and plan out the year. Remind all Executive Board members about upcoming meetings and events through the Microsoft Teams Channels. Develop an agenda for members to follow throughout the meeting with a section of greetings/check-ins, old business, homework completed, new business, and open forum.

#### **EXECUTIVE BOARD EVALUATIONS:**

**Goal:** Generate anonymous monthly evaluation forms for all Executive Board members to complete. This allows the team to hold each member accountable for stable performance.

**Strategy:** Send out evaluation forms at the midway point and conclusion of the semester to each Executive Board member. Set a deadline of a week after the form was sent to allow enough time for completion. Curate the form by department, offering sections about strengths and improvements within the organization. Hold performance review meetings with board members as needed.

#### **CHAPTER PLAN:**

**Goal:** Create realistic and challenging goals to achieve throughout the year.

**Strategy:** Have all members of the National Department work on individual sections. Work with other members of the Executive Board to ensure the goals are the same for everyone. Confirm with other members of the Executive Board that any and all goals are being stated in the Chapter Plan. Hold review sessions with the entire Board to make all adjustments and ensure accurate, attainable information.

#### **ANNUAL REPORT:**

**Goal:** Accomplish 70% of the goals established in the Chapter Plan and overcome any obstacles the departments may face throughout the year.

**Strategy:** Analyze Executive Board Evaluations at the end of the year to provide proof of growth between departments and Executive Board members. Provide feedback forms after activities and events to collect detailed information about strengths and weaknesses from each event and activity throughout the year. Log any important information such as attendance of members and non-members, what was done at each event in accordance with the Chapter Plan, and what was not executed in accordance with the Chapter Plan.

# CALENDAR OF EVENTS

## SEPTEMBER

09/13 - 09/17 - TABLING  
 09/24 - KICKOFF EVENT  
 09/28 - 1ST GENERAL MEETING

## OCTOBER

MARKETING WEEK - (10/04 - 10/08)  
 10/04 - CANNED FOOD DRIVE  
 10/05 - ENTRY LEVEL FIRESIDE CHAT  
 10/06 - STUDENT PANEL  
 10/07 - PROFESSIONAL SPEAKER  
 10/08 - VOLUNTEERING EVENT  
 10/12 - GENERAL MEETING  
 10/14 - OMNICOM EMPLOYER SPOTLIGHT  
 10/19 - PROFESSIONAL SPEAKER  
 10/21 - 1ST COMPETITION MEETING  
 10/22 - SOCIAL OUTING  
 10/26 - HALLOWEEN PARTY

## NOVEMBER

CAUSE WEEK 1 - (11/01 - 11/06)  
 CAUSE WEEK 2 - (11/07 - 11/13)  
 CAUSE WEEK 3 - (11/14 - 11/20)  
 11/23 - AMA FRIENDSGIVING  
 11/30 - GENERAL MEETING

## DECEMBER

C12/03 - SOCIAL OUTING  
 12/07 - GENERAL MEETING  
 12/11 - EXECUTIVE BOARD OUTING  
 12/14 - FINALS SELF CARE EVENT

## JANUARY INTERSESSION

## FEBRUARY

02/08 - GENERAL MEETING  
 02/10 - COMPETITION MEETING  
 PERSONAL BRANDING WEEK - (02/14 - 02/18)  
 02/14 - RESUME CHECK AND HEADSHOTS  
 02/15 - LINKEDIN WORKSHOP  
 02/16 - VIACOM CBS SPEAKER  
 02/17 - DRESS FOR SUCCESS CATWALK  
 02/18 - CAREER SERVICES PRESENTATION  
 02/22 - GENERAL MEETING  
 02/24 - COMPETITION MEETING

## MARCH

03/01 - GENERAL MEETING  
 03/03 - COMPETITION MEETING  
 03/08 - SPRING BREAK LUAU PARTY  
 03/10 - COMPETITION MEETING  
 AMA ICC (03/17 - 03/20)  
 03/29 - GENERAL MEETING

## APRIL

04/04 - EMPLOYER SPOTLIGHT  
 04/12 - GENERAL MEETING  
 04/19 - ADOBE WORKSHOP  
 04/26 - LAST GENERAL MEETING: NEW  
 EXECUTIVE BOARD INTRODUCTION

# BUDGET

**STARTING BALANCE:** \$7,000.00

**INCOME**

**BAC FUNDING\*:** \$54,000.00

**FUNDRAISING EVENTS:** \$1,000.00

**LUBIN GRANT:** \$2,000.00

**CHINGOS SCHOLARSHIP:** \$1,500.00

**TOTAL:** \$58,500.00

**EXPENSES**

**COMPETITION COST FOR 15 MEMBERS:** \$12,000.00

**KEYNOTE SPEAKERS\*:** \$25,000.00

**COMPETITION EXPENSES:** \$185.00

**ADVERTISING:** \$3,000.00

**GIFT CARDS & PRIZES:** \$250.00

**DECORATIONS & SUPPLIES:** \$1,200.00

**CHINGOS SCHOLARSHIP:** \$1,500.00

**ASSOCIATION FEES:** \$800.00

**CATERING:** \$4,500.00

**TOTAL:** \$48,435.00

**ENDING BALANCE:** \$17,065.00

\*BAC = BUDGET ALLOCATION COUNCIL

\*KEYNOTE SPEAKERS FOR REGIONAL CONFERENCE AND PERSONAL BRANDING EVENT