



marketing
association

Northeastern University Marketing Association

Annual Report 2017-2018

School of Business
D'Amore-McKim
Northeastern University



AMERICAN MARKETING
ASSOCIATION



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METRICS:

Incomplete Performance



Sub-Par Performance



Adequate Performance



Solid Performance



Superior Performance



Executive Summary

The Northeastern University Marketing Association (NUMA), established in 2005, became a collegiate chapter of the American Marketing Association in 2008. Since then, we have seen intense growth in regards to both the number of general members as well as official American Marketing Association members. We have evolved into one of Northeastern's premier marketing organizations, hosting events that develop members not only into marketing leaders of the future, but leaders in the Boston community as well.

Located in the heart of Boston, Massachusetts, at the intersection of Fenway and the South End, Northeastern University focuses on providing its students with the best experiential learning opportunities possible. With educational pillars such as research, service learning, global experiences, and co-operative education programs (co-op), Northeastern is able to fulfill the educational and experiential needs for today's undergraduates.

This year, NUMA focused on our educational development of members. In the past, our weekly meetings highlighted the co-op opportunities available to members more so than anything else. We realized, however, that this resulted in members attending most frequently when they were in the job hunting process, and decreasing attendance once jobs were secured. To combat this, we shifted our focus from meetings designed to highlight job opportunities to ones showcasing the different industries and types of marketing roles students can pursue upon graduation. This shift to an education based system allowed us to expand the types of companies we hosted as well as increase attendance rates, as students came to our meetings to learn beyond the scope of getting a co-op.

While we have historically been a great resource for networking opportunities, we felt that as a marketing organization we had a lot more to offer our students. We aimed to not only be the principal resource for students aiming to find a marketing co-op, but to also be a place where they could make friendships and have an impact on the Boston community. Along with building a foundation relevant to modern-day marketing, we increased the number and variety of external events, including service initiatives and membership events. By diversifying the number and ways in which members could get involved, we found that we were able to connect with more members and strengthen the NUMA community. Our goal was for more than just the executive board to feel a sense of friendship and comradery from the club. We did this by creating more touchpoints for students to interact with one another and form a network of young marketing professionals beyond our weekly informational meetings.

Mission Statement

NUMA offers members opportunities to build foundational and high-level technical skills, make an impact on the greater Boston community, grow their personal and professional networks, and meet with potential employers. All students are able to learn the skills to develop and refine their personal brand.

Target Market

Of the 5,000 undergraduate students in the D'Amore-McKim School of Business, NUMA plans to target the 875 students enrolled in marketing as their concentration.



Professional Development

GOAL #1: Host at least 5 co-op employers per semester 🐾🐾🐾🐾🐾

NUMA blew this goal away, hosting fourteen co-op employers in the fall and having plans to host at least eighteen companies during the spring semester. In addition, we hosted seven number of companies that do not offer co-ops but can speak to the industry and full time positions in the fall and intend on hosting eight in the spring. We are proud that even as we shift away from focusing on co-op opportunities and more so on to general marketing opportunities students can gain from NUMA that we are still able to attract a significant number of companies to come and speak to our members.

GOAL #2: Organize 3 informational workshops per semester 🐾🐾🐾🐾🐾

While we have primarily focused on panels in the past and increasing the amount of companies we can host, we wanted to shift some of our meetings to a more interactive workshop style meeting. We were successfully able to host three this fall, focusing on branding, product marketing, and inbound marketing. This spring, we plan to host workshops highlighting design, experiential marketing, and start-ups.

GOAL #3: Host 3 industry panels per semester 🐾🐾🐾🐾🐾

A goal for this year was to diversify the type of panels we host. Instead of focusing solely on the various types of marketing (i.e. branding, inbound, product) we wanted to also highlight the different industries marketing can be seen in. We wanted members to learn about the different opportunities and challenges that come with different industries, such as technology, finance, or consulting.

GOAL #4: Offer one off-site visit to a local company per semester 🐾🐾🐾🐾🐾🐾

Our relationships with companies in the Boston community is one of the things NUMA is proud of and we hope to continue to develop these relationships through organized company visits. This fall we successfully brought a team of students to tour the Wayfair headquarters, which included a short informational session with a recruiter. We don't have any plans as of yet to continue this in the current semester, but intend on partnering with another company at some point in the future.

GOAL #5: Partner with other Northeastern organizations at least 2 times a semester 🐾🐾🐾🐾🐾

NUMA was completely blown away by other clubs' interest in partnering with our organization to host events that we decided to partner more frequently to strengthen our ties with the greater Northeastern community. Over the past year, we have hosted numerous companies with other Northeastern organizations such as the Supply Chain Club, Women in Business, and Consulting Club. These partnerships allow us to increase the number of members attending our meetings as well as introduce more students to NUMA and some of the employers we have relationships with.

GOAL #6: Participate in the AMA's collegiate case competition 🐾🐾🐾🐾🐾

For the fourth year in a row we wanted NUMA members to prepare a case for the annual AMA Collegiate Case Competition. This year we had a group of six people working together to submit a case on Mary Kay. This case provided members yet another way to get involved, while learning how to organize a marketing plan for an external company

EXAMPLES OF COMPANIES WE HOSTED:

HubSpot TJX amazon IBM RAPID Q QUICK BASE vmware


FALL PROGRAMS


9/13- Inbound Marketing Workshop
9/20- Beyond Boston Panel
9/21- TJX Co-op Panel (co-hosted with Supply Chain Club)
9/27 - Sales Pitch Workshop
10/4- Marketing in Tech Panel
10/11- Product Marketing w/ SharkNinja
10/18- Advertising Agency Panel
10/25- Branding w/ Gorton's Seafood
11/1- Events Marketing Panel
11/8- NUMA Case Competition Focus Group
11/11- NextGen Summit Conference
11/15- Showing of Abstract: The Art of Design
11/29- Women in Business w/ WIB Club
12/6- NUMA Eboard Only Semester in Review


SPRING PROGRAMS


1/17- Beyond Boston Co-op Panel
1/24- Consulting Panel
1/25- TJX Co-op Panel (co-hosted with Supply Chain Club)
1/31- Design Workshop (co-hosted with SCOUT Design Club)
2/7- Marketing in Tech Panel
2/14- Public Relations Panel
2/21- Start-Up Workshop
2/24- Harvard Women In Business Conference
2/28- Entertainment Marketing Panel
3/14- Fashion Marketing Panel
3/21- Travel Marketing Panel
3/28- Experiential Marketing Panel
4/4- Product/Brand Marketing Panel
4/11- Faculty Research Panel
4/18- Last Day of Spring Classes - NUMA EBoard Meeting

Community Service & Social Impact

GOAL #1: Organize and host 2+ off-campus community service volunteering events and 1 drive per semester 
While we ended up not hosting a drive this semester, which was a new initiative for our organization, we more than made up for it with our service opportunities. In previous years we had at a maximum two events a semester, yet still struggled for attendance. For each of the past two semesters we hosted four events off-campus to give back to the Boston community, and even worked with our fundraising division to raise money for an external organization. This initiative was something we had never done prior to this year.


GOAL #2: One relevant social impact opportunity for member newsletter per week 
Our communications email for members typically solely promoted professional development opportunities, but this year we decided to provide members information about service opportunities outside of the events NUMA is specifically involved in. We found that our members were very interested in hearing about service opportunities in the greater Boston area and believe this helped improve our email open rates.


GOAL #3: 12 unique attendees from NUMA at service events 
In the past we struggled for attendance, with our last service event of the previous year having only four members in attendance. This year we decided to push ourselves by setting a significantly higher goal. While we were unable to consistently have twelve members at every event, we were able to consistently have about eight to ten members attend, and for some of our more popular events (i.e. Community Servings) we surpassed our goal of twelve.

GOAL #4: Generate a marketing strategy for at least one organization on campus 
In the past, we have partnered with external organizations to run marketing campaigns with them and donated our marketing expertise to generate either more donations or volunteers. Unfortunately, this year some of the organizations we reached out to were not interested in our assistance, which resulted in this initiative being placed on the backburner while we focused on getting more involvement from our regular members and partnering with fundraising to raise money for national charities. However, our VP Partnerships is working with the Northeastern IDEA program to see if we can assist the organization by producing marketing guidelines for Northeastern startups struggling with their marketing efforts.




Fundraising

GOAL #1: Independently raise \$2,000 in fundraising activities 
In the past we have struggled when it comes to club fundraising activities, so we wanted to establish a large initial goal that would inspire us to work even harder to accomplish. Thanks to great ideas from new executive board members, we are on track to hit our goal by March with big wins early in the academic year, such as the \$1,578 dollars we made from our succulent sale.

GOAL #2: Collaborate with Community Service & Social Impact for a fundraiser benefiting an external organization 
Thanks to our previous difficulty raising money, we had never explored the option of raising money to benefit external causes. Our early success with our succulent sale however, as well as our members' want to make a larger impact, led our fundraising and community service teams working together to raise money for a cause. Our Fall fundraiser for Puerto Rico relief was so popular and successful we have decided to continue this new type of fundraiser with a spring event for Uplift Humanity India.

GOAL #3: Receive \$200 in funding from Northeastern University's Finance Board 
While in the past we have reached out to the Northeastern University's Finance Board for funding for specific events, we have

found that as of yet this year we haven't had the need. The Dean's Office provided us with \$3,000 to use within the year on our events, an amount we have at time of writing yet to use in its entirety. Because of this we have focused on using the money available to use through the dean and not petitioning for more funds until necessary.

GOAL #4: Maintain a positive account balance above \$600 

We have exceeded our goal tremendously this year in regards to cash on hand. While our goal is a positive account balance over \$600, our expenses have been lessened this year thanks to money from the university. Because of this we have been able to have over \$3,500 in our account at any given time, and approximately \$300 in petty cash available for smaller purchases and immediate reimbursements.



Succulent Sale

With students moving back to campus and looking to decorate their dorm rooms we intend on selling decorative miniature succulents, which require very little maintenance. We do not have any merchandise from previous years but decided to run pre-orders to determine how many plants to order.

Expected Cost: \$600 Expected Profit: \$800

Blaze Pizza Night

NUMA will partner with Blaze Pizza in the Fenway neighborhood for a fundraising night. This is completely free for our organization as it only requires our time commitment in promoting the fundraiser. We receive a portion of the night's sales (those of which incorporated our promotional flyer).

Expected Cost: \$0 Expected Profit: \$50

Gift Wrapping at Barnes & Noble

For the past two years we have been a staple at the local Barnes & Noble during the holiday season. Barnes & Noble offers opportunities for organizations to gift wrap shoppers recently purchases presents, with donations accepted. Barnes & Noble provides all supplies for this event, so this fundraiser has no cost to us.

Kiss Me I'm a Husky T-Shirt Sales

This fundraiser, leading up to St. Patrick's Day, has always been NUMA's most successful on-campus event. We have inventory from last year's sales but will need to replenish certain sizes to ensure we have enough merchandise to sell.

Expected Cost: \$300 Expected Profit: \$1,000

Membership

GOAL #1: Provide 3 value-add, high-attendance members-only events per semester 

To ensure members felt like every event was an opportunity for them to get to know other involved members we ran multiple events that touched on various interests throughout each semester, both professionally and socially motivated. Some events included attending a Red Sox game, touring Wayfair, watching an improv show, and a LinkedIn photoshoot. Each event typically had about ten members in attendance, with a combination of newer and more established members.

GOAL #2: Maintain recruitment efforts with at least 2 events per semester 

Recruitment is important for NUMA, especially as the Northeastern program frequently involves students leaving campus, whether for study abroad programs or out of state co-op opportunities. To maintain a large membership it is important we consistently reach out to new members to maintain our numbers. To do this we attended multiple campus recruitment events (i.e. Fall Fest, Winter Involvement Fair) as well as employed our own guerilla marketing style recruitment (detailed below).

GOAL #3: Establish a members-only co-op networking program 

One of the goals we had to postpone was to create a members-only co-op networking program. While we are still in talks with our Web Chair to create a section of our website dedicated to being a resource repository for members-only, we found that our

networking opportunities were too much entwined with our regular weekly meetings to get interest for an additional event. However, we did encourage professional development with membership opportunities such as our LinkedIn photoshoot.

GOAL #4: Engage guerilla marketing tactics to get NUMA's name familiar on campus 

While we are quite well known throughout the business school, we have found that some of our most dedicated members come from other disciplines, such as computer science or arts, media, and design. To spread awareness of NUMA throughout campus beyond the business school, we engaged in new guerilla marketing tactics. We spread positive sentiment and awareness by handing out hundreds of bags of candy that included information about NUMA for both Halloween and Valentine's Day. We thus associated our organization with one that brings a smile to people's faces, sentiment the NUMA brand hopes to invoke in members and the greater community.

GOAL #5: Create a new recruitment video 

One part of NUMA that needed a major upgrade was our recruitment video. The video we had been using in the past had aged to the point that it was no longer relevant to show to incoming members. Nearly everyone in the video had graduated and the value we provide our members had changed and improved from what was mentioned in the video. We adopted a video production chair as an executive board position and now have a new and improved recruitment video, as well as plans to make videos highlighting other initiatives NUMA partakes in, such as community service and membership events.

GOAL #6: 100% Retention of members from fall to spring 

We have successfully retained 80% of our members from fall to spring, with some of our membership dropping thanks to out of state opportunities. Through our strategy of positioning NUMA as a place for professional and social connections, we are able to show our members that even when they are working on co-op, NUMA is still a great resource for them to continue their marketing education and socialize.

GOAL #7: Evaluate membership satisfaction to help shape the future of NUMA 

Our final meeting of the past semester was focused on getting member feedback. While we gained useful information from the few who attended, we found that only a handful of our more committed members actually attended to tell us their thoughts. To improve this attendance rate in the future we plan to send out a survey in our emails to encourage more contributions from infrequent members. We hope this open dialogue will allow for more member feedback on what they want to see in the future.



62 TOTAL NUMA MEMBERS

22 AMA MEMBERS (35%)

40 REGULAR NUMA MEMBERS (64%)

Communications

GOAL #1: Incorporate the AMA Collegiate branding guide into current Communications documents. 

While required by the AMA, we have decided to forgo rebranding efforts as we continue to discuss NUMA's future as a Northeastern organization and as a chapter of the AMA. We are determining where our core offerings lie and what that means in regards to stripping our Northeastern specific branding from our communications efforts.

GOAL #2: Work with Membership to create a new recruitment video 

One of our initiatives was to update our more outdated communications. One aspect of this was our recruitment video, which not only featured very few current members, but also highlighted aspects of our organization that are less crucial to our organization as they were in the past. To overcome this, our Communications team worked with our Membership team to create a new recruitment video that highlights the aspects of NUMA that students can benefit most from. The Video Production Chair also helped organize more video related opportunities, such as our more recent video blogs highlighting experiences members out of state are having.

GOAL #3: Execute 1 cross-channel promotional campaign per semester 

This year we made an effort to focus not only on our weekly emails, which are our main mode of direct contact with members, but also on our social platforms, which our emails help drive to. Our primary focus was on Facebook and Instagram, where we now have 611 and 171 followers, up 37% and 159%, respectively, from this time last year. Through the use of social media, we have been able to get members to engage in more interactive ways (i.e. Instagram stories polls) that make them excited for the upcoming events being promoted.

GOAL #4: Reach average member email open rate of above 50% 

Our open rate for emails this year averaged at 46.4% for our 'members only' emails and 43.4% for our general meeting updates emails. While not the 50% we aimed for, Mailchimp's industry stated average is 15.18% for education and training, which we have approximately tripled. We intend to clean our email list to improve our open rate, as we assume graduates and others no longer in our target market ignore our emails, contributing to a slightly lower rate than anticipated.

Chapter Operations

GOAL #1: Expand on the existing NUMA charter to create a more comprehensive document for transitions in leadership. 

One of the goals the AMA set for us this year was to enact new AMA Collegiate branding guidelines. This initiative is not only time-consuming and costly, but would derail the branding work NUMA has only recently done and seen success with. Although required by the AMA, NUMA has decided to forgo new branding, as we believe our value as an organization comes from our strong connection to Northeastern's D'Amore-McKim School of Business and the co-op program, and not the AMA. While consequences for this by the AMA are unknown, we have decided that our core value is as a Northeastern organization, and not as a chapter of the AMA.

GOAL #2: Complete rollout of the AMA Collegiate branding by March 1, 2017 

One of the goals the AMA set for us this year was to enact new AMA Collegiate branding guidelines. While our goal was to enact these changes by the beginning of March, our design team took a heavy blow as key members relocated for co-op and study abroad opportunities. Because of this our new branding initiative has faced some delays that will result in our accomplishment of the new branding to be completed later than anticipated.

Appendix: Calendar of Events

FALL SEMESTER

September

- 5 Fall Fest
- 6 First Day of Class
First NUMA Meeting
- 11-14 Succulent Sale Fundraiser
- 13 Inbound Marketing Workshop
- 17 Mission Hill Breakfast Club
- 20 Beyond Boston Panel
- 21 TJX Panel & Supply Chain Management Club
- 25 Red Sox Game Membership Outing
- 26 First Mary Kay Case Comp Meeting
- 27 Sales Pitch Workshop

October

- 1 Mission Hill Breakfast Club
- 2-6 AMA Marketing Week
- 3 Wayfair Tour
- 4 Marketing In Tech Panel
- 9 Columbus Day, no classes
- 11 Product Marketing Workshop
AMA Chapter Plan Due
- 18 Agency Panel
Blaze Pizza Fundraiser
- 23 Community Servings
- 25 Branding Workshop
- 26 Pumpkin Carving Recruitment Event

November

- 1 Events Marketing Panel
- 5 Mission Hill Breakfast Club
- 8 Mary Kay Case Competition Focus Group
- 13 Community Servings
- 15 Design Movie Showing
- 22-26 Thanksgiving Break, no classes
- 29 NUMA & NU Women in Business

December

- 3 Barnes & Noble Fundraiser
- 6 Review Semester
Last Day of Classes
- 7-15 Finals Week
- TBD Zumba Night Fundraiser

SPRING SEMESTER

January

- 4 AMA ICC Chapter Exhibit Registration
- 8 First Day of Classes
- 10 First NUMA Meeting
- 15 MLK Jr. Day, no classes
- 17 Beyond Boston Co-op Panel
- 24 Consulting Panel
- 25 TJX Co-op Panel w/ Supply Chain Club
- 29 Community Servings Volunteering
- 31 Design Workshop w/ SCOUT Club

February

- 7 Marketing in Tech Panel
- 9 AMA ICC Early Registration Deadline
- 12 Improv Asylum Membership Event
- 14 Public Relations Panel
Valentine's Day Candy Giveaway
- 19 President's Day, no classes
- 21 Start-Up Workshop
- 24 Harvard Women in Business Conference
- 25 Mission Hill Breakfast Club
- 27 Henna & Samosa Fundraiser w/ Uplift
Humanity India
Shopert Beta Test
- 28 Entertainment Marketing Panel
AMA Chapter Annual Report Due

March

- 3-11 Spring Break, no classes
- 13-16 Kiss Me I'm A Husky T-Shirt Sale
- 14 Fashion Marketing Panel
- 19 Community Servings Volunteering
- 21 Travel Marketing Panel
- 28 Experiential Marketing Panel

April

- 4 Product/Brand Marketing Panel
- 5-7 AMA ICC 2018
- 11 Faculty Research Panel
- 16 Patriot's Day, No Class
- 18 Last Day of Classes
E-Board Only Meeting
- 19 Reading Day

Appendix: Budget

Income Statement as of 10/11/17		Projected
Beginning Balance		\$3,366.66
Expected Revenues		
Membership	Fall Dues	\$740.00
	Spring Dues	\$600.00
Fundraising	Succulent Sale	\$518.39
	Blaze Pizza Night	\$36.42
	Barnes & Noble Gift Wrapping	\$46.00
	Henna Sale	\$20.00
	Kiss Me I'm a Husky T-shirt Sales	~\$1000.00
	CPK Pizza Fundraiser	~\$20.00
University Funding	Finance Board Funding - Event Fees	\$200.00
	D'Amore-McKim Funding - Dean's Office	\$3000.00
Total Revenues		\$9,547.47
Expected Expenses		
Membership	Red Sox Game	\$240.00
	Improv Asylum	\$107.50
	Recruitment Supplies (i.e., stickers, candy)	\$211.23
	Other Events	\$897.50
Partnerships	Women in Business Conference	\$750.00
Fundraiser	Succulents	\$1059.61
Communications	Facebook Ads	\$100.00
Operations	Food & Beverage	\$1,500.00
Total Expenses		\$4,865.84
Ending Balance		\$4,681.63



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