

# ANNUAL REPORT



AMERICAN MARKETING ASSOCIATION



California State University  
Northridge



# 2018-2019



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# EXECUTIVE SUMMARY

This annual report outlines the activities of the Matador American Marketing Association (AMA) at California State University, Northridge. It also serves to describe the strategies the organization employed to achieve goals and accomplish tasks as well as address how the club may improve in areas where desired outcomes were not realized. In the 2018-19 academic year, Matador AMA strived to build on our accomplishments from the past year, and get more students to see the value of their AMA membership.

Our theme this year is “Southern California,” and we use our tagline “AMA Dreamin’, Marketing the SoCal Way,”. We chose this theme with the idea of giving members a “map” to consider all the great opportunities that await them as they “travel” through their college experience. This theme also reinforces our pride in our geographic location, as well as our members’ diversity and comradery.

Moreover, using a ‘Southern California,’ theme, we recognize the influential power this region has in the entertainment, music, clothing, and tech industries, as well global trends, corporate hubs, not to mention its economic, culture, and celebrity influence. We have shown our members the value and opportunities within our community, and help them see the value they all bring to our organization and the marketing community.

To provide our members with tools needed to be successful during and after college we took specific measures to strategically plan each semester’s activities and events. The detailed planning was one of the primary goals of our bi-annual retreats that take place prior to the Fall and Spring semesters. In addition to planning of events and activities, we also made it clear to our members the value that being an AMA National Member will bring, during their collegiate years and beyond. To improve external communication, we utilized social media to engage our members and relay important information. Our bi-weekly newsletter, The Marketing Minute, provides additional benefits and more details of member opportunities. We also update our website regularly to provide members with current information that would enhance

their AMA experience even further. To expand our membership base, this year we updated our membership development strategy. We have increased the amount of classroom pitches we do throughout the year and in addition to targeting marketing and business classes, we have also reached out to CTVA and Art/Design classes. The Matador AMA website is a central hub of information for all activities, events, materials and requirements, used to incentivize recruitment and development. To enhance the membership development flow, we have utilized analytics of member feedback and online engagement as well as initiated better systems of recognition and incentives. This flow improved engagement, consistency, and recognition of the critical stages in the membership development process.



Reflecting on the 2018-19 year, Matador AMA sees the strength in the chapter on a collegiate as well as national level. There is high potential for growth among leaders and members of the chapter through the benefits of AMA national. We are excited for the future because we know the worth of the opportunities that marketing has brought and will continue to bring.

Each of the following sections utilizes a ranking system to determine the level of success we achieved in our events and activities. Some will be labeled as In-Progress to demonstrate a continued activity. Although we strive for 4 palm trees, we recognize that some events and activities need improvement.

## RATING SYSTEM

In-Progress 

Unsatisfactory 

Poor  

Met Expectations   

Admirable    

The mission of Matador AMA's professional development section is to develop members' professional skills, hone members' networking abilities, provide internship opportunities, foster the connection between members and professionals, and expand members' knowledge about the industry.

Matador AMA offers these valuable opportunities to its members through hosting networking events such as the "Marketing Mash-Up," inviting guest speakers, hosting professional workshops, competing in AMA National competitions, and providing exposure to other forms of professional development activities.

These Matador AMA sponsored activities will prepare members to be competitive in the job field, successful in their professional field of study, and understand all the opportunities SoCal has to offer.

The Career and Placement department and the Ambassador department, within Matador AMA, are key players to accomplishing the objectives of the Professional Development section. Career and Placement will work closely with Programs, Community Relations, and the Communications departments to ensure proper execution of events.

## MARKETING MASH-UP

**Goal:** Host Matador AMA's Annual Marketing Mash-Up in Spring 2018, an opportunity for students to build connections with industry professionals, improve their networking skills, and establish potential relationships.

**Outcome:** Event planning is in progress; professionals have been contacted, booking and promotion details are in the works. New event format (speed dating) designed to create a more engaging event.

**Recommendation:** Gather all basic information regarding the event to format, create, and approve email invitations to professionals, responses, and contact information to begin promotion of the event by the end of the Fall semester.

**Goal:** Acquire food sponsors to reduce Matador AMA costs and provide local businesses an opportunity to expand their reach.

**Outcome:** Event planning is in progress; potential sponsors have been contacted.

**Recommendation:** Begin outreach in January for specific sponsors in a more organized fashion. Food sponsors, event sponsors, etc.

**Goal:** Increase student and professional attendance from Spring 2018 Marketing Mash-Up each by 25%.

**Outcome:** We plan to have 50 professionals recruited by the beginning of March; promotion to students will involve classroom talks and other activities have already begun.

**Recommendation:** Create a marketing campaign to reach students from various academic levels and cross disciplines.

# PROFESSIONAL DEVELOPMENT



## AMA LA

**🌴 🌴 Goal:** Increase the attendance of AMA LA Events and Activities by 50% from last year

**Outcome:** AMA attended one event, with 3 members attending.

**Recommendation:** We did not attend any other events because AMA LA events either got cancelled or postponed due to other reasons out of Matador AMA control.

## GUEST SPEAKERS AND WORKSHOPS

**🌴 🌴 🌴 🌴 Goal:** Acquire guest speakers that will provide members with valuable professional development information and host 2 workshops (one per semester).

**Outcome:** We provided opportunities for guest speakers and professionals to engage with our members. We continue to utilize our network of professionals to secure six guest speakers for the Spring 2019 semester.

**Recommendation:** Continue to invite speakers with a diverse set of topics and industry backgrounds to expose members to various marketing related fields. Continue to focus on acquiring 6 guest speakers per semester.

**🌴 🌴 🌴 🌴 Goal:** Hold Executive Board Retreats prior to Fall/Spring semesters; conduct workshops to prepare a Chapter Plan and Annual Report.

**Outcome:** We accomplished Chapter plan goals, activities, and tasks, Fall 18 Recap for Annual Report, Train onboarding members, Team bonding, and Leadership training at our Summer 2018 and Winter 2019 Retreats.

**Recommendation:** Continue to establish collaboration and teamwork during retreat. Look into other options to try and host at on off campus locations rather than on-campus to boost morale and encourage a change of pace. Establish the retreat date at least one month in advance to allow Board members to make proper arrangements with regards to scheduling.

## FIRM TOURS

**🌴 🌴 Goal:** Maintain at least two firm tours a semester with a minimum of 10-15 attendees

**Outcome:** We attended John Paul Mitchell Systems back on November 2nd, 2018, and 7 members attended. We currently have 3 firm tours planned for the Spring semester.

**Recommendation:** A mid-semester transition of power within the Careers and Placement department brought set backs in acquiring a second firm tour for the fall. Better time management early on in the semester to schedule tours earlier. Survey members about what types of firm tours they would like to visit early on to build connections in order to coordinate a time.

## PROFESSIONAL CONNECTIONS

**🌴 🌴 Goal:** Build and maintain stronger relationships with the professionals we network with

**Outcome:** Our initial goal was to send guest speakers, sponsors, and other professionals thank you cards and thank you gifts. We did not give any gifts but we sent a few thanks you cards.

**Recommendation:** Be more consistent with sending thank you's, keep a schedule to have communications done more smoothly.



## RESOURCES AND OPPORTUNITIES



**Goal:** Develop a better system to promote internships.

**Outcome:** The website was redesigned during the Summer of 2018. In the Fall Semester, we added member only content that was launched during Marketing Week. This included a job board in the member only content with opportunities that were sent to us via email or found online. We also added previous guest speaker presentations, AMA ICC, and member resources. We also created an internal job opportunities Slack channel for e-board.

**Recommendation:** Get daily internship updates sent to our main email address from Indeed or LinkedIn. Also, possibly include the "top 3" internships on the newsletters to better promote to paid members. Encourage e-board members to post in the Slack Channel and share with members during meetings.

## AMA ICC



**Goal:** Matador AMA members will attend AMA National's International Collegiate Conference in New Orleans, and compete in: Outbound Sales Competition, Perfect Pitch Competition, SABRE Business Simulation, Best Community and Social Impact Video Competition, AMA Collegiate Website Competition, AMA Conference T-Shirt Theme Competition, and AMA Marketing Week.

**Outcome:** We are bringing 6 students, funded by the school. We have submitted to 3 competitions, Best Community and Social Impact Video Competition, AMA Collegiate Website Competition, and AMA Marketing Week and 6 students signed up for Perfect Pitch Competition, Research Poster Competition, and Marketing Strategy competition.

**Recommendation:** Familiarize incoming board with the types of competitions offered at ICC to start preparing earlier. Also create more awareness for this opportunity.

## AMA WESTERN REGIONAL CONFERENCE



**Goal:** Be more involved in the planning of the AMA Western Regional Conference; Bring at least 6 members to participate in the event

**Outcome:** We were involved in planning, financing. 6 members attended.

**Recommendation:** Have better clear communication with other chapters, create more internal promotion to bring more members from our chapter.

## ALUMNI



**Goal:** Make an alumni contact list with at least 50 alumni contacts.

**Outcome:** The Ambassador department created a Google Sheet with current contacts from previous years. So far this includes 80+ alumni contacts.

**Recommendation:** Reach out to CSUN Alumni Affairs to gain more information on past members, add graduating seniors contacts after the semester they have graduated, and contact CSUN professors to also build list of highly engaged alumni to contact.



**Goal:** Arrange an Alumni Mixer for AMA Professionals, to build strong connections between alumni in local firms and our organization.

**Outcome:** Emails to Alumni to gauge interest. In Progress for Fall 2019.

**Recommendation:** Start event planning for this event during the Summer and reach out to more alumni and professionals.



For Community and Social Impact, Matador AMA provides opportunities for members to engage in philanthropic efforts as well as partner with local organizations to engage in corporate social responsibility and social-ethical responsibility efforts.

By partnering with local organizations, Matador AMA establishes its brand and encourages members to connect and build relationships. In addition, Matador AMA builds connections with other organizations on campus to extend opportunities within other areas of interest to our members.

In order to achieve this, the Community Relations department works closely with the Programs department to coordinate and create the most beneficial impact for social and community building efforts. The success of Community and Social Impact is determined by the Matador AMA attendance and involvement per event, as well as secured member participation for the same events next year.

## IMPLEMENT NEW FALL SOCIAL FUNDRAISING EVENT

 **Goal:** Host an event to give students the opportunity to connect with their fellow colleagues and collaboration while raising funds for AMA.

**Outcome:** In Progress for Fall 2019

**Recommendation:** Start event planning for this event during the Summer; especially during the Summer Retreat.

## COMMUNITY AND SOCIAL IMPACT VIDEO COMPETITION

 **Goal:** Enter the Best Social Community Impact video competition again this year and create a video that represents a non-profit, similar to last year's submission.

**Outcome:** MatadorAMA chose to spotlight Outfest Los Angeles, a non-profit that actively promotes equality for the LGBTQ Community.

The Multimedia department also finished producing for the Best Recruitment video, which was focused on the idea of hollywood film genres to reflect the SoCal theme.

**Recommendation:** Continue to spotlight local non-profit organizations whose missions resonate well with our colleagues and club members.

## CHARITY EVENTS

 **Goal:** Find a Non-profit to support through community service and have at least two events where AMA volunteers.

**Outcome:** While we did host a fundraiser that helped benefit wildfire victims, we did not host direct volunteer initiatives.

**Recommendation:** Find a community service event that happens every month so that it is consistent for members to attend. Plan to contact a nonprofit in spring 2019 to plan event for the spring/fall.

# COMMUNITY AND SOCIAL IMPACT



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Our fundraising events will promote beneficial and exciting experiences. Fundraising will involve participation from several departments including Programs, Community Relations, and Communications. Community Relations is vital in the success of fundraising and Programs and Communications will support in the implementation of events as well as sharing it to members.

Fundraising will be evaluated whether the dollar amount goals were met as well as comparing the amount of funds raised in the 2018-19 academic year to the amount raised in the 2017-18 year. Surveying attendees at fundraisers will determine whether we will hold the event again.

## SPONSORSHIPS

 **Goal:** Receive at least one corporate sponsorship by end of Spring 2019.

**Outcome:** Ambassador and Community Relations departments are currently working on corporate sponsorships for our Marketing Mash-up event. Sponsorship package was revised in spring 2019 for this purpose.

**Recommendation:** Look into sponsors before the retreat, during summer 2019. Begin outreach in Spring 2019/summer 2019 for next year sponsors. This would help with planning and what we can offer to our sponsors.

    **Goal:** Run 2 successful fundraisers, one per semester. One Fundraiser will be held at Neon arcade to strengthen our relationship with this business.

**Outcome:** At a local Dave & Buster's, we hosted a fundraiser event which raised \$968.50 for our chapter. This fundraiser was particularly successful due to the strategies that were taken: an internal sales competition amongst board to boost motivation in sales, plus the lack of limitations (no expiration and can be used

at any location) in the product (power cards). At a popular Boba Tea restaurant (Bon Bon) located across from campus, we successfully brought in \$228. Both of our fundraisers were timed after our general meetings to boost member participation. Another Dave & Buster's fundraiser and a Neon Arcade fundraiser are set for Spring.

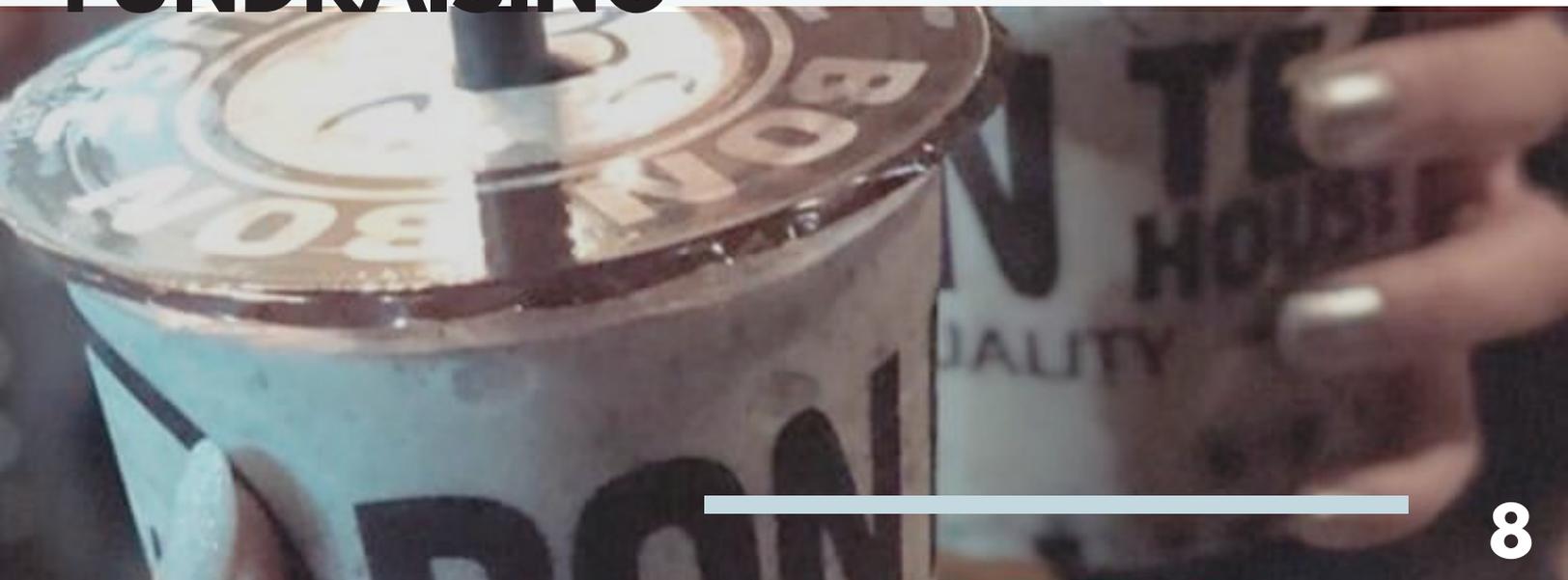
**Recommendation:** Set more clear goals for how much money we want to raise in total. Continue to find venues/restaurants that are more of a draw for CSUN students. Continue to seek and explore interesting strategies for fundraisers.

   **Goal:** Obtain at least 2 food sponsors for both semesters for this school year.

**Outcome:** Fall 2018 we obtained Pizza Rev and Pick Up Stix as our food sponsors. Spring 2019, so far we have obtained Olive Garden and Dominos.

**Recommendation:** Try to obtain longer commitment from restaurants. For example, each store commits to sponsor at least 2 member meetings.

# FUNDRAISING



## SOCIAL EVENTS

 **Goal:** Increase the number of social events (including some open to Alumni) to at least 2 per semester to strengthen the relationships between current AMA members and network with AMA Alumni.

**Outcome:** We held 3 events in the fall: Dave & Buster's (3 alumni attended), Skateland, and Movie Night. Spring we plan to hold 3 as well: Bon Bon (1 alumni attended), Dave & Buster's, Neon arcade.

**Recommendation:** Create a more manageable communication outlet to reach alumni and invite them to socials, and to help out with future events.

 **Goal:** Increase the turnout to social events to have at least 15 attendees per event

**Outcome:** For social events in fall: 15 attended Dave and Buster's, 12 attended Skateland 4 attended Movie Night. For Spring 2019: so far 15 attended Bon Bon.

**Recommendation:** Host more on-campus/near campus events. Emphasize carpool system. Increase promotion through multiple channels (instagram, facebook, mini flyers, etc). Also use the MataSync TV monitors throughout campus. This would be quick 10~15 seconds ads on 17 different screens around campus.



## MEMBERSHIP

The Membership department continues to face challenges this year with the AMA National guidelines requiring national membership. Based on conversations with other successful AMA chapters, Matador AMA has bundled membership pricing and will centralize collection of all membership funds (and then forward one check to AMA National).

The department will aim to increase and maintain student national membership in the organization with an incentive system as well as encourage members to take on larger roles within the association.

Additionally, the Membership department's goal will be to increase awareness of the marketing department and club across the university. Interactive tabling will be utilized to help boost recruitment and maintain visibility.

Lastly, membership will strive to effectively track members and process membership information. The Membership department will work closely with the Communications and Social Media and Promotions departments to plan and execute established goals.

The Membership department will utilize the Social Media and Promotions and the Communication Departments to distribute information to our subscribed members as well as helping acquire new ones. Membership success will be determined through the results of the Incentive System, this illustrates the activity level of members and who to approach for potential Executive Board members. Current members: 80.

## NATIONAL MEMBERSHIP

🌴🌴🌴🌴 **Goal:** Increase recruitment by at least 15 members, to surpass member numbers from last year.

**Outcome:** Started Fall 18 with 24 Active Members -- Ended Fall 18 with 62 Active Members. Successfully recruited 38 Members. Successfully recruited 11 new members so far in Spring 2019. Current member count: 80

**Recommendation:** Use the 'back to school' momentum in fall to encourage students to become more active in their desired career fields while on-campus

## MARKETING WEEK

🌴🌴 **Goal:** Host diverse events to allow for students to immerse in the marketing world and gain opportunities to network with professionals. Recruit new paid National AMA members through these promotions.

**Outcome:** We hosted a balanced week of events that promoted personal growth, professional development, and fellowship for new and potential members

**Recommendation:** Recruitment should be more integrated into events throughout the week to boost attendance.

## MEMBER INCENTIVE SYSTEM

🌴🌴🌴 **Goal:** Begin the new incentive system for keeping track of member attendance

**Outcome:** Started member of the month and board member of the month. Incentive system keeps track of attendance, event participation, communication, and social media engagement

**Recommendation:** Make members more aware of this system and offer more/better incentives for consistent engagement

## TABLING

🌴🌴🌴 **Goal:** Improved and structured tabling strategy

**Outcome:** Use 'Doodle' as sign up system, then post tabling schedule the day before tabling to reinforce students to show up on time

**Recommendation:** Keep consistent reminders

for people to sign up for tabling times. Continue to set aside time in board meetings for everyone to sign up.

## MEMBER INVOLVEMENT

🌴🌴 **Goal:** Increase member engagement by determining their interests in events.

**Outcome:** We released an end of semester survey during the last few weeks in the fall semester. Results from this show members would like more events/guest speakers related to the entertainment industry.

**Recommendation:** Strategically plan engagement research and tactics. Useful recommendations should then be executed by the board.



We will continue the use of “Matador AMA” for all communication purposes rather than “CSUN” AMA. Matador AMA members will receive all information regarding Matador AMA, AMA Los Angeles, and AMA National through weekly newsletters, flyers, and classroom talks.

Social Media presence will be available on a variety of platforms to engage interaction between members and illustrate past, present, and upcoming events. Board members will utilize platforms such as Slack and Dropbox to efficiently maintain transparent communication among departments.

The Communications, Social Media/Promotions, and Multi-Media Productions departments, along with the AMA Ambassador will serve to increase members’ knowledge of chapter activities and current events while strongly encouraging participation.

The purpose of this is to boost awareness and demonstrate how “Marketing the SoCal Way” will add value for members. Internal and external Communication success will be measured by comparing numbers from the beginning of the year. This will include gaging the number of open/click through rates on MailChimp, followers/engagement across all Social Media platforms, as well as Executive Board reactions on Slack (application).

## EXECUTIVE BOARD COMMUNICATIONS

 **Goal:** Strengthen professional communication between all Board Members to deliver information and address potential issues.

**Outcome:** Sent weekly reminders and had mid semester check ins. Our primary form of communication was slack. React-reward system was put into place to ensure members reading and responding to message - improved response rate. Re-established the purpose of each slack channel to keep conversations organized.

**Recommendation:** Continue mid-semester check ins helped revitalize board motivation and morale. Continue React-reward system

## INTERNAL DOCUMENTATION

 **Goal:** Maintain important documents, photos, and videos in a centralized location for Board and Committee members to retrieve.

**Outcome:** All photos and videos from our organization is uploaded and kept on mycsunbox. Mycsunbox is constantly being checked and updated to keep navigation and records organized. All other documents are kept on Canvas, which is our school class management system. Google Drive is used for drafts and temporary documents within our organization.

**Recommendation:** Assign a Chief of Staff or similar position to manage Canvas and keep it updated and organized. Also to transfer official documents from Google Drive to Canvas.

# INTERNAL/EXTERNAL COMMUNICATIONS



## MATADOR AMA WEBSITE



**Goal:** Develop high quality website to engage members and place in ICC competition.

**Outcome:** In order to engage with members on our website, we created member-only content. Members who are paid national and collegiate members have access to Matador AMA's member-only content. This includes past guest speaker presentations, resources, a job board with internship opportunities, and AMA ICC information

**Recommendation:** We have received feedback from our members through our end of the year survey on how we can improve our website. Primary feedback was based on site navigation.

## SOCIAL MEDIA



**Goal:** Increase member engagement and exposure on all social media platforms by posting and gaining more followers.

**Outcome:** IG followers as of Spring 18 = 862  
IG followers as of Spring 19 = 942  
Instagram follower increase of 9%

**Recommendation:** Begin to use social media promotions. Boost posts and track analytics. Set higher goals for social media followers and engagement to strive for. Improve content calendar to plan out platforms other than Instagram

## AMA MARKETING MINUTE (NEWSLETTER)



**Goal:** Improve newsletter strategies to increase member engagement.

**Outcome:** In order to increase member engagement, during the Fall 2018 semester, we sent out an Exclusive Member Only newsletter. This included past guest speaker presentations.

- 60% open rate.
- 10% click through rate

**Recommendation:** Use the member-only survey results and try to implement them. Send out more Exclusive Member-Only Newsletters more often.

# CHAPTER OPERATIONS

Matador AMA operations will ensure that all members of the Executive Board constantly work towards achieving the overall goals of the organization as well as consistently conveying the values and benefits of club involvement.

Each member of the Executive Board will be held accountable for the tasks and duties outlined for their department. Stringent record keeping by the Finance department will allow financial success to be transparent and well maintained. Each member will work towards strengthening the Matador AMA brand by projecting the vision and values of the organization.

To further progress as an organization, Matador AMA will continue to adapt to the continuous changes. Matador AMA will continue to conduct surveys and collect feedback from members. The Executive Board will plan and attend retreats in which incoming board members will have an opportunity to learn from existing and departing Executive Board members. This retreat will also serve to establish the organization's goals and implementation strategies.

## FINANCE

**🌴🌴🌴 Goal:** Keep organized record of all forms/receipts

**Outcome:** Records and forms have been well managed and frequently tracked

**Recommendation:** Continue refining documents for easy transitions between board members

**🌴🌴🌴 Goal:** Efficiently use all of Associated Students Budget.

**Outcome:** 68% of School Budget used for Marketing Week, and 100% of School budget used for Promotions

**Recommendation:** Improve planning of budget expenditures before event dates to ensure we spend most of what we are allocated.

**🌴🌴🌴 Goal:** Implement a petty cash account

**Outcome:** In Progress. Testing will begin during Spring 2019 to work out flaws within system.

**Recommendation:** Solidify current finance and reimbursement procedures to make this additional procedure as seamless as possible.

## OPERATIONS

**🌴🌴🌴 Goal:** To streamline the documentation of club activities in a central location to maintain transparency and consistency within the organization.

**Outcome:** Slack is our main communication channel for all board members. This is where everyone is notified of everything going on in the club. Communications keeps this info updated on the website and newsletters for members to stay up to date

**Recommendation:** This communication channel has worked for us because it is organized and informal. Continue to use reward/incentive system for responses

**🌴🌴🌴 Goal:** Each Executive Board member is accountable for all expectations associated with the position.

**Outcome:** Bi-Weekly's are mandatory at each board meeting. This allows each VP to show what they have done since we last met and what they plan on doing next. Contracts were

also signed and resigned per semester  
**Recommendation:** Possibly update bi-weekly worksheet for easier understanding and translation

**🌴🌴🌴 Goal:** Identify strengths and weaknesses of the club and correct them before the end of each semester.

**Outcome:** E-board made a SWOT analysis before the fall and before the spring semester began to evaluate our progress

**Recommendation:** A consistent issue the SWOT showed us is within our member engagement/turnover. Explore other forms of organizational analysis

## RETREATS

**🌴🌴🌴🌴 Goal:** Create an opportunity for the new Executive Board to receive training on all positions and establish working relationships with each other, ensuring cohesiveness in operations.

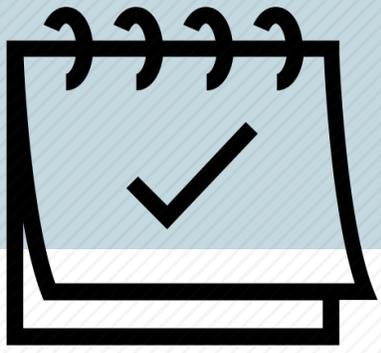
**Outcome:** A 2-day retreat was held in July prior to Fall semester. A 2-day retreat was also held in January prior to the spring semester

We created three different types of training presentations for the Spring 2019 semester. This included time management, classroom pitches, and accountability. Since then, we have followed up with several VP's to ensure they keep up with their goals for Matador AMA.

Paired VPs also created their own workshop at retreat to 1) share experiences and knowledge amongst board, 2) establish teamwork and 3) encourage leadership and public speaking

**Recommendation:** Continue to hold E-Board Retreats in the summer (pre fall) and winter (pre spring) to build leadership and teamwork.





# CALENDAR OF EVENTS

## July 2018

19-20 Summer Board Retreat

## August 2018

16 Executive Board Meeting  
30 Executive Board Meeting

## September 2018

4-5 Tabling "Meet the Clubs"  
6 First Member Meeting  
13 Member Meeting  
25 Industry Night  
25 AIGA Emerge - Grow  
27 Entrepreneurship Export Exchange  
27 Executive Board Meeting

## October 2018

1 ToolboxLA Grand Opening  
4 Member Meeting  
11 Executive Board Meeting  
11 Executive Board Social  
15 Study Room (Marketing Week)  
16 Resumer Workshop (Marketing Week)  
17 General Assembly LA Event (Marketing Week)  
18 Member Meeting (Marketing Week)  
18 Dave & Buster's

## Fundraiser

(Marketing Week)  
19 Firm Tour (Marketing Week)  
19 Movie Night Social (Marketing Week)  
25 Executive Board Meeting

## November 2018

1 Member Meeting  
2 John Paul Mitchell System Firm Tour  
3 AMA Western Regional Conference  
8 Executive Board Meeting  
15 Member Meeting  
29 Member Meeting  
30 Skateland Fundraiser

## December 2018

6 Executive Board Meeting

## January 2019

11-12 Winter Retreat  
17 Executive Board Meeting  
29-30 Tabling "Meet the Clubs"  
31 Member Meeting  
31 Bon Bon Fundraiser

## February 2019

1 ToolboxLA Firm Tour  
7 Executive Board Meeting  
14 Member Meeting

## 15 Social

20 Community and Social Impact Video Due  
21 Executive Board Meeting  
28 Member Meeting

## March 2019

3 Hiking Trip Collab  
7 Executive Board Meeting  
7 Social  
14 Member Meeting  
14 Dave&Buster's Fundraiser  
15 Firm Tour  
22 RPA Firm Tour  
28 Member Meeting  
29 Marketing Mash-Up

## April 2019

4 Executive Board Meeting  
11 Member Meeting  
11-13 AMA ICC  
17 Hulu Firm Tour  
18 Executive Board Meeting  
19 72&Sunny Firm Tour  
25 Member Meeting  
25 Neon Arcade Fundraiser  
26 Firm Tour

## May 2019

2 Executive Board Meeting  
9 Member Meeting (Elections)



# BUDGET

Beginning Balance		\$9,302.57	Revenues		
Expenses				Memberships	\$3,040.00
	Operations	-\$250.00		Fundraising	\$985.00
	Mash-Up Mixer	-\$1,100.00			
	Marketing Week	-\$287.34		Associated Students	\$2,500.00
	Swag	-\$554.28			
	Advertising	-\$300.00	Total Expected Revenue		\$6,525.00
Total Expenses (as of Feb 22, 2019)		-\$2,491.62	Ending Balance (as of Feb 22, 2019)		\$13,335.95

Matador AMA finances are managed through the Associated Students finance department. The above reflects our recording of financial activities of funds raised and spent by Matador AMA as well as funds allocated to the club by the university. We are very diligent and strategic in determining how to spend our limited, yet progressively growing financial resources.

