

AMA Collegiate Committee  
Meeting Minutes 10-14-21

Introductions

- Ashley Foster, AMA Pittsburgh board

Signature events update

- Collegiate Conversations
  - Two events planned for fall 2021
    - AMA Pittsburgh Collegiate Conversations virtual series kicks off with first event on SEO is 11/4, 5-6pm, register at <https://bit.ly/3oYB3rR> - free for students and faculty
      - Be sure to register in advance to get the zoom link which comes in the confirmation email
    - 11/18, 5-6 pm – virtual networking... details coming soon
    - Spring 2022 - will plan for two events, one each in Feb and March
      - Topic idea... sales not being a bad word
- AMA Pittsburgh Regional Collegiate Case Competition planned for spring 2022
  - Case will highlight Butler Technologies
  - Planned focus of case - interaction between marketing and sales with emphasis on digital marketing efforts and lead generation for the printed electronics product line – printed biometric sensors and customized printed heaters
  - Case writing is in progress (Ashley and Dorene)
- Creation of sponsorship ad hoc subcommittee
  - Nan volunteered
  - Open to more volunteers
- Working to launch a regional virtual sales competition as AMA/USCA schools (WVU, RMU, PPU) collaboration
  - Mike, Jill, David, Dorene to schedule separate meeting to discuss... also get RJ involved.

-AMA Pittsburgh chapter initiatives/updates

- Update on upcoming AMA Pgh events (emailed from RJ):
  - Collegiate Conversations: <https://amapittsburgh.com/event/collegiate-conversations-with-dorit-sasson/>
  - Meet Up: <https://amapittsburgh.com/event/ama-fall-meetup-at-lincoln-avenue-brewery/>
  - Branding yourself: <https://amapittsburgh.com/event/linkedin-level-up-part-2-branding-foundations-for-marketing-professionals/>
- Discussion about working with AMA Pgh for student email/contact list based on request from
  - Do it in a way that drives students to the AMA Pittsburgh website
  - Email list or texting option – register through website – text allows opt in/opt out
  - Mike – challenge with keeping lists up to date, eliminating graduates, adding new members
    - WVU AMA chapter uses social media to communicate about events
  - Ashley – email newsletter is being updated

- More discussion needed around this topic

-New business/announcements

- RMU AMA Regional Conference 10/30 – Jill - Jill sent google link Impact of Covid on logistics and supply chain – two panels – one on logistics careers, other on economic impact of covid, lunch, keynote from Pitt Ohio
- Please share with students/faculty
  - Registration link: [https://docs.google.com/forms/d/1UDonn-z8L1MY\\_R5ITfSKMpBuvs36rN0pxDlIkkoCsw/edit?ts=61671d91](https://docs.google.com/forms/d/1UDonn-z8L1MY_R5ITfSKMpBuvs36rN0pxDlIkkoCsw/edit?ts=61671d91)

Next meeting: Friday, November 12, 9:30am