

AMA Collegiate Committee Meeting 9-9-21  
Minutes for distribution via email:

Introductions:

- Faculty on the call
- RJ Thompson – AMA Pittsburgh President-elect
- Jamie Orlando – AMA Pittsburgh president

Collegiate committee meeting schedule:

- Dorene proposed adjusting monthly meetings to second Thursday/second Friday of alternating months to allow more faculty to attend – agreement from attendees so calendar invite will be adjusted

Signature events:

- Collegiate Conversations virtual series will return with two fall sessions and two/three spring sessions
- AMA Regional Case Competition dates TBD for spring 2022
  - Working on case development with Butler Technologies
- Regional sales competition to be developed
  - Focus on virtual sales
  - Suggestion from Jill –three University Sales Center Alliance schools (WVU, RMU, PPU) consider jointly co-sponsor with AMA... schools are interested so discussion will continue

Supporting faculty/students:

- Importance of stronger connection between AMA Pittsburgh and collegiate chapters/faculty/students
  - Per Jamie, relationship with collegiate chapters is an important focus – it's a national AMA initiative
- Suggestion to consider adding student(s) to professional board – faculty were asked to develop ideas on how to do this
- Develop/roll out a faculty survey to determine faculty needs/wants
  - Nan offered to adapt the volunteer participation survey she developed for AMA Pittsburgh

AMA Pittsburgh initiatives and volunteer needs:

- New web address for AMA Pittsburgh: <https://amapittsburgh.com/>
- Call for web blog posts with guest author program
  - Can be AMA members, faculty, students, or business owners who use marketing but are not yet AMA members
  - Sign up through guest author link at the bottom of <https://amapittsburgh.com/guest-author/how-does-marketing-empower-you-towards-success/> or contact RJ at [rjpitt@gmail.com](mailto:rjpitt@gmail.com)
  - RJ will do interview and write the post or individual can write the post
- AMA Pittsburgh online job board is growing
  - Please share with students

- Building to a steady stream of submissions on the board
- Suggestion from Nan – engage a student intern to actively contact companies about internship opportunities to share on the job board to make it more valuable go-to source for students – will have to go to AMA board
- Call for volunteers on board committees – students or faculty
  - Could be opportunity for students to build professional experience, network, share fresh ideas
  - Visit the website to volunteer or contact RJ for information [rjpitt@gmail.com](mailto:rjpitt@gmail.com)