

AMA Collegiate Meeting Minutes 11-12-21

Introductions

- Brief introductions of all present

Signature events update

- Collegiate Conversations
 - Final fall event:
 - AMA Pittsburgh Collegiate Conversations: Virtual Networking on 11/18, 5-6 pm
 - First half of the session will focus on why and how of networking. Second half of session will put learning into practice with virtual networking breakout rooms hosted by AMA Pittsburgh marketing professionals.
 - More information at <https://amapittsburgh.com/event/collegiate-conversations-with-john-rindy/>. Please register here: <https://www.showclix.com/event/collegiate-conversations-with-john-rindy/>. Zoom link will be sent in the registration confirmation email.
 - Link to 11/4 event recording, AMA Pittsburgh Collegiate Conversations: SEO Magic – <https://www.youtube.com/watch?v=LNzzqrs9Yfi&t=6s>
 - Spring 2022 - will likely plan for two events, one each in Feb and March with possibility for April event
 - Topic ideas
 - Sales is not a “bad” word
 - Marketing ethics/mindful marketing
 - Digital technology in marketing – AI...VR...machine learning...
 - How to get and keep a marketing job... career-focused panel discussion with recent hires in marketing positions sharing what they do and how they got their jobs
 - Recruitment challenges – DEI – Paige – can we do an event Brunner, etc. – agency tour – per Katie she did virtual tours like this for Pitt – marketing road shows
 - **ASKING FOR FEEDBACK ON THESE TOPICS AND SELECTION OF TWO/THREE TO MOVE FORWARD**
 - Suggestion to consider adding agency/organization tours ... marketing road shows? ... possible connection to DEI/recruitment challenges experienced by organizations
 - Could include virtual tours or as conditions allow, on site tours and/or hosting events on site at agency/organization sites (perhaps they sponsor the event)
 - Katie worked on a similar initiative and could assist

- **ASKING FOR FEEDBACK ON THIS IDEA AND VOLUNTEER(S) IF WE MOVE THIS FORWARD**
- AMA Pittsburgh Regional Collegiate Case Competition planned for spring 2022
 - No update... still planning for case to highlight Butler Technologies - interaction between marketing and sales with emphasis on digital marketing efforts and lead generation for the printed electronics product line
 - Case writing is in progress (Ashley and Dorene) – more to come
- Creation of sponsorship ad hoc subcommittee to develop sponsorship templates for collegiate events (case competition, Collegiate Conversations, others...)
 - Nan volunteered - **STILL LOOKING FOR VOLUNTEERS**
- Working to launch a regional virtual sales competition as AMA/USCA schools (WVU, RMU, PPU) collaboration
 - No update yet... Mike, Jill, David, Dorene to schedule separate meeting to discuss and develop proposal/framework for competition

-AMA Pittsburgh chapter initiatives/updates

- Update on upcoming AMA Pgh events/initiatives:
 - Working on holiday meetup event – details to come
 - Marketing and design – considering programming around this overlapping area as means to both enhance marketable skills and potentially recruit new members
 - Feedback was mostly positive as it could address silo-ing in academia/ challenges in adding courses that overlap other areas, provide basic tangible skills
 - Some concern about university need to meet accreditation standards and focus on in-demand skillsets

-New business/announcements

- Save the date – Robert Morris University regional sales competition scheduled for March 26 sponsored by NetHealth – in-person competition
- AMA LevelUp personal branding LinkedIn workshop link: <https://youtu.be/taMjJfe1VS0>

Next meeting: **Thursday, December 9, 9:30am**