

Student NAMA Chapter Membership Recruitment

College/University (DO NOT abbreviate. Spell it out so credit is given to the correct chapter.):

Mississippi State University

Person submitting the form.:

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Explain the goal your chapter established to recruit new and/or retain current members. (25 points):

Our goal is recruit quality members from the Ag Econ Department and add non-Ag Econ majors to our club.

Describe, in detail, the plan and how results would be measured. (25 points):

Traditionally, the undergraduate coordinator will add graduating seniors to the NAMA class who just need a few hours to graduate. These are not quality students. They do not participate and are dead-weight in our club. We want to catch great Ag Business students early. We will attend recruiting events for high school seniors and take an active role in the Mississippi FFA Association's Marketing Career Development Event. This will allow us to recruit incoming freshmen who are engaged in Ag Business or similar contests/organizations to NAMA.

Second, we will work harder to recruit non-Ag Business majors to our organization. In the past, we have not recruited at all. Moving forward, we will recruit marketing, graphic design, and other ag majors. We feel these students, in particular, would be great additions to our club.

We will succeed in our plan if we retain our current quality members, add at least 10 quality new Ag Business majors with half of those being incoming freshmen, and add at least 1 marketing or graphic design major to our organization. We currently have several other majors represented in our organization. We would like to keep those majors represented and add several others. Majors currently represented are: ag business, ag leadership, food science and nutrition, accounting, business administration, entomology, and animal science.

List the steps used to implement the plan. (25 points):

1. Recruit at incoming freshman/MS FFA/MS 4H events
2. Recruit current ag business students through advisors in the Ag Econ department. Advisors recommend joining NAMA to their top students.
3. Club officers will speak to the largest marketing class on campus (it is primarily for sophomores), a junior level graphic design class, and the "Seminar" class in the Ag Econ department. Depending on our product each year, we will also recruit from a department that fits. For instance, with a wood product we recruit from Forestry, and with a food product, we would recruit in the food science department.

Provide measurable results. (25 points):

In 2016/2017 school year the club had a total of about eight members. 2017/2018 school year our club had three returning members because the other five graduated. We had about thirty new members join. Now in 2018/2019 year we started with about forty members and about a fourth of them were returning members but this year we have had the greatest number of non-majors join our organization.

For 2019-2020 school year, we want to hold membership steady at 40 members but increase the quality of members. We will reduce the number of "lazy, graduating, seniors" to no more than 5 members of our club and increase the number of freshman/sophomore members who are excited to get involved on campus. They should make up over half of our club this school year since the majority of our club members in 2018/2019 are graduating.