



**YOUR BUSINESS ADVANTAGE
FOR LIFE**

**PI SIGMA EPSILON
GAMMA CHI CHAPTER**

**UNIVERSITY OF LOUISIANA
AT
LAFAYETTE**

2006-2007 ANNUAL REPORT

I. Chapter Historical Analysis

The Sales and Marketing Executives International of Baton Rouge chartered the Gamma Chi Chapter of University of Louisiana at Lafayette (UL Lafayette) in 1983. For several years, the Gamma Chi Chapter has celebrated many successes, challenges, and even extinction. Through the inspiration of the UL Lafayette College of Business, the Gamma Chi Chapter has once again emerged as a resource for professional growth. With its core focus to enhance its members' potential for career placement, the Gamma Chi Chapter has set realistic goals to achieve success for its students its campus, and its' University. Upon its re-chartering, Gamma Chi has worked hard to regain recognition and support throughout the University and the community.

Over the past year, Gamma Chi has recruited over twenty one new members, gained a new faculty advisor, recovered from hurricanes, substantially increased member participation and activity, and received community and university recognition. Recruitment in the spring 2006 semester produced us with fourteen new members which would again more than double current membership. In the fall 2006 semester, we recruited seven new members. The Gamma Chi chapter is currently working on chartering a SMEI chapter in Lafayette with support coming from PSE Headquarters, SMEI Baton Rouge, SMEI Incorporated, Lafayette Chamber of Commerce, and the B.I. Moody III College of Business Administration. Since the spring of 2005, Gamma Chi has become a prosperous chapter with high expectations from its members, community, and university.

An increase in community involvement projects has given Gamma Chi special recognition from the community and UL Lafayette. Projects included Habitat for Humanity, PSE Battle of the Bands with 307 Downtown, Ad Display Project, Plate Lunch Sale, NEXT Speed Dating and a member winning the 2006 PSE Marketer of the Year Award from SMEI Baton Rouge.

Today, the Gamma Chi Chapter is a stable and strong organization that is prepared for growth and long-term success. Gamma Chi has several ideas that will help the members in their professional lives and help them unite as a chapter. Future ideas include working with the Prefect Wedding Guide, a local bank for a mystery shopping project, Adopt-a-Road project, Habitat for Humanity, and another Plate Lunch Sale. Through these projects, we hope to increase our membership by gaining a reputation amongst the student population. Because it's hard to recruit people at our University, we have to put an extra effort in getting the students motivated to join PSE and show them what we can provide them and how we can influence their future.

SWOT Analysis

Strengths:

- Executive Board
- Alumni/Chapter support
- Maintaining the chapter confidence
- Motivated members
- New faculty advisor, Dr. James Underwood
- Moody Annex, the new College of Business building
- Networking
- High recruitment rate
- New office in F.G. Mouton
- Student Advisory Council

Weaknesses:

- Conflicting personalities among chapter members
- Meeting attendance
- Alumni Support
- Cash flow
- High turnover in Faculty Advisor Position
- Keeping our name abreast in the community

Opportunities:

- Sales Marketing Executives International of Baton Rouge
- Starting SMEI in Lafayette
- Lafayette Chamber of Commerce
- Increase in support from mentoring chapter Beta Xi
- New Leadership within the chapter
- Inner chapter activities
- Moody Annex Career Fair

Threats:

- School restrictive policies on all university organizations
- Student apathy
- Time constraints
- Periods of campus inactivity
- Natural Disasters

II. Chapter Goals and Strategies

Goals Accomplished

At this point in time the Gamma Chi chapter has accomplished the following:

1. Recruiting new members. Based on our current active membership, the chapter has increased membership by 64% for the fall 2006 school semester.
2. Maintaining great relations with National Headquarters
3. Starting up a website and acquiring a website coordinator to maintain it

Goals in Progress

At this point in time the Gamma Chi chapter has the following goals in progress:

1. Starting up an SMEI chapter in Lafayette, Louisiana
2. Satisfying members' needs and wants
3. Having one great project that will bring in a large profit as well as bringing the chapter members closer together
4. Improving awareness amongst UL Lafayette students on campus and in the community
5. Recruitment of a professional advisor

Officer Goals

President

- Increase awareness of PSE among the University and Lafayette Community
- Conduct successful, professional, and efficient meetings
- Maintain a positive communication channel between the Executive Board and all members of PSE
- Be a liaison between National Headquarters and the Gamma Chi Chapter
- Maintain a positive working relationship between myself and the Executive Board
- Make sure every member and Executive Board member know their role in the chapter
- Keep the faculty advisor(s) current about the activities of the chapter and attempt to maintain involvement
- Start a SMEI Chapter

Vice President of Administration

- Make sure all reports are submitted on time
- Maintain accurate records of all reports submitted
- To establish an efficient method of keeping track of Administration Data records
- To educate officers on how to submit reports to the VP of Administration in a timely and orderly fashion

Vice President of Human Resources

- Increase overall awareness of PSE within the student body
- Encourage member retention as much as possible
- Keep a collection of flyers, handouts, and business cards, etc. used in recruiting to hand down to the Vice President of Human Resources successor
- Prepare a new member project

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- Start a Big Buddy System

Vice President of Finance

- Keep track of chapters revenues & expenses
- Prepare budget for projects
- Collect all dues and fees

Vice President of Marketing

- To have one great project that would bring us money and bring us closer together as a chapter
- Make PSE known around campus and in the community
- Organize projects and chapter functions so everyone can participate together without confusion
- Contribute to all projects and assist the committee heads with any problems that they may face while conducting a project

Vice President of Public Relations

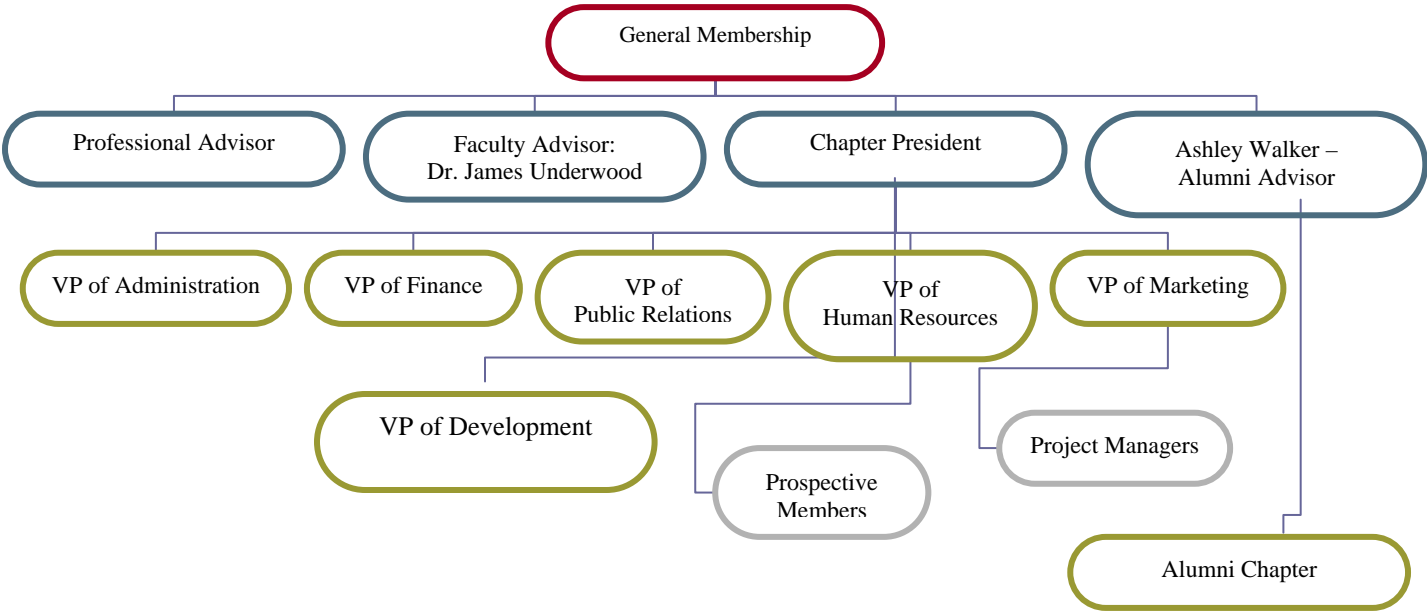
- To make ULL students more aware of PSE through flyers
- Coordinate socials
- Feature stories in local papers
- To assist in the implementation of a website coordinator
- To make contact with a local radio and television station
- To construct a press kit that will include an information sheet, contact information, chapter resume, and a list of business partnership.

Vice President of Development

- Develop a relationship with Alumni members.
- Strengthen the SMEI Relationship
- Develop local company relationships to further PSE initiative.

III. Organization

Gamma Chi
Organizational Chart



Job Descriptions

PRESIDENT

The President shall be the chief executive officer of the Chapter and shall preside over its General and Executive Board meetings except meetings concerning his/her own impeachment. The President shall see that the Officers of the Chapter discharge their duties faithfully, impartially, and promptly and shall have the power to call special meetings when considered necessary. He/She shall enforce strict observance of the National Constitution, and Chapter By-laws, and shall be the authority in the interpretation of the Constitution and By-laws. The majority of the General Membership may veto any interpretation of the Constitution and the By-laws by the President. The President shall decide and define points of order and shall have the power to appoint any officers or committees not provided for in the Constitution or the By-laws of the Chapter that is felt to be beneficial to the Chapter (finance committee, by-law committee). The President shall have the authority to preside over any committee of the Chapter if so desired. The President shall vote only in the event of a tie. He/She shall have the authority to review all budgets and to direct the VP of Finance to expend chapter funds necessary and pertinent to the function and smooth operation of the Chapter. The President shall represent the Gamma Chi Chapter as a voting delegate for the chapter at the Pi Sigma Epsilon National Convention Annual Business Meeting. The President shall be responsible for planning chapter participation in National Convention. The President shall serve as chairperson to the Executive Council and the Administration Committee. If possible, the President shall serve the office of Past President immediately following their President position. The President shall be a representative for Pi Sigma Epsilon on the Student Advisory Council for the B. I. Moody III College of Business Administration and attend all SAC meetings with the Dean of the college.

VP OF ADMINISTRATION

The Vice President of Administration shall be responsible for all the general correspondence of the Chapter with National Headquarters. The Vice President of Administration shall be responsible for the administration and maximization of the Chapter Efficiency Index. The Vice President of Administration shall be the custodian of records, files, and documents of the Chapter. The Vice President of Administration shall be responsible for developing the Annual Report in cooperation with the President and the Vice President of Finance. The Vice President of Administration shall develop and distribute a calendar of events. The Vice President of Administration shall be responsible for developing an organizational chart in conjunction with The Executive Board. The Vice President of Administration shall compile a phone list of officers, active, and new members every semester. The Vice President of Administration shall give weekly updates of the Chapter Efficiency Index to the Chapter. The Vice President of Administration has the authority to require reports of the C.E.I. within eighteen calendar days of the "close of the event date" from all Executive Board Members. The Vice President of Administration shall keep accurate and complete minutes of all meetings of the Chapter. The Vice President of Administration shall keep a record of all proposals for membership. The Vice President of Administration shall keep a record of all new members, initiations, suspensions, expulsions, and deaths within the Chapter and shall

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send duplicates of such records to National Headquarters within five days after the record thereof. The Vice President of Administration shall be responsible for reporting to National Headquarters the Graduation Separation Report Form provided by National Headquarters for such purpose. The Vice President of Administration shall supply such reports as may be requested by Chapter Officers within five days from receipt of such requests. The Vice President of Administration shall take roll at each meeting and maintain evidence, minutes, and order at the Executive Probationary Board hearings. The Vice President of Administration shall have further powers and duties as may prescribe by the law of the Chapter. The Vice President of Administration shall promptly forward to National Headquarters notification that a member has retired from collegiate membership. The Vice President of Administration shall in the absence or disability of the President, succeeds to his power and duties. The Vice President of Administration shall resume the duties of President in the case that the President is unable to hold his duty, resigns, or is impeached. The Vice President of Administration shall serve as a member of the Executive Council and the Administration Committee.

VP OF FINANCE

The Vice President of Finance shall be responsible for developing the Annual Report in cooperation with the President and the Vice President of Administration. The Vice President of Finance assists the President in the performance of his duties. The Vice President of Finance shall keep an accurate record of all money received and expended and shall make expenditures only upon written authorization of the President by the Chapter. The Vice President of Finance's books shall at all times be open to inspection and examination by any member in good standing. The VP of Finance accounts shall be examined annually by an auditing committee of no less than (3) three members as appointed by the President. The Vice President of Finance shall deposit all money in the name of and to the credit of the Chapter. The Vice President of Finance shall prepare a budget of the Chapter. The Vice President of Finance shall be responsible for collecting all dues and fees of the Chapter's members, as well as any projects. The Vice President of Finance shall serve as a member of the Executive Council and the Administration Committee.

VP of DEVELOPMENT

The Vice President of Development shall communicate chapter activities with all chapters in the Southern Region, alumni, National Headquarters and all other constituents of the Chapter. The Vice President of Development shall be responsible for recognizing alumni members at all meetings and be responsible for organizing bi-annual alumni recognition ceremonies. The Vice President of Development shall be responsible for maintaining the alumni database. The Vice President of Development shall be responsible for maintaining alumni communications through written and verbal methods. The Vice President of Development shall be responsible for organizing or working directly with the sponsor of the Regional Fall Conference. The Vice President of Development shall report to The Executive Board and Chapter all the scheduled activities at both Regional and National Convention. The Vice President of Development shall be a part of the Executive Committee along with the President, Vice President of Finance, and the Vice President of Administration. The Vice President of Development shall be

responsible for directing the Convention Funding Committee. The Vice President of Development shall oversee the work of the Director of Alumni Relations. The Vice President of Development shall be the liaison between the Chapter and Professional Affiliates of the Chapter including SMEI and the Chamber of Commerce, University Administrators, Department of Marketing, and other potential business affiliates. The Vice President of Development shall be responsible for recruiting alumni members' re-affiliation with National Headquarters. The Vice President of Development shall also be responsible for recruiting Professional Members. The Vice President of Development shall be responsible for arranging professional speakers, professional workshops, seminars, company tours, and any other professional development activity for the Chapter. The Vice President of Development shall serve as a member of the Executive Council if, and only if, there is an absence in the Office of the Past President.

VP OF HUMAN RESOURCES

The Vice President of Human Resources shall take direct responsibility for all prospective membership and recruiting activity. He/She should maintain a constant recruiting program and coordinate the New Member Drive each semester. The Vice President of Human Resources works directly with the Prospective Member Group during the prospective development period for each semester. It is the duty of the Vice President of Human Resources to ensure that all members have pins and certificates. The Vice President of Human Resources shall conduct initiation in strict accordance with the Ritual of the Fraternity and shall be responsible for all initiation equipment and the formulation of the initiation task force. The Vice President of Human Resources shall coordinate new member activities and administer qualifications tests. The Vice President of Human Resources shall be responsible for the coordination of all business activities and in conjunction with the Vice President of Membership Development all social activities concerning initiation. The Vice President of Human Resources shall be responsible for the appointment of Director of New Member Training to act as assistant(s) to the Vice President of Human Resources. The Vice President of Human Resources shall be responsible for keeping new member data forms. The Vice President of Human Resources shall review all budgets in coordination with the President and Vice President of Finance. He/She shall also oversee the work of the Director of Collegiate Recruitment and the Director of New Member Training. The Vice President of Human Resources shall participate as a member of the Membership Committee.

VP of MARKETING

The Vice President of Marketing has direct responsibility for all, special event projects, sales projects, service, marketing and marketing research projects from initial stage through follow-up. Though each project may have its own Project Manager, the Vice President of Marketing must supervise to ensure the project is being carried out properly. The Vice President of Marketing has the duty to require status reports periodically from Project Managers and committees. The Vice President of Marketing has the power to create a project review committee who will assist in choosing the projects that the Chapter undertakes. The Vice President of Marketing shall oversee the work of the Project Managers and Project Committees. The Vice President of Marketing shall advise the President concerning the activities and projects of the Chapter. The Vice President of

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Marketing shall review all budgets in coordination with the president and Vice President of Finance.

VP of PUBLIC RELATIONS

The Vice President of Public Relations shall be responsible for coordinating advertising for all meetings and functions of the Chapter. The Vice President of Public Relations shall have the responsibility for posting of current information on the Chapter bulletin board. The Vice President of Public Relations shall oversee publication of newsletters and for all chapter publicity and news releases. The Vice President of Public Relations shall review all budgets in coordination with the President and Vice President of Finance. The Vice President of Public Relations shall oversee the work of the Director of Communications and the Internet/Web Site Coordinator. The Vice President of Public Relations shall also be responsible for organizing a communications network. The Vice President of Public Relations has the power to create a project review committee who will assist in choosing the projects that the Chapter undertakes.

IV. Activities

Chapter Projects

NWM Marketing Plan and Implementation:

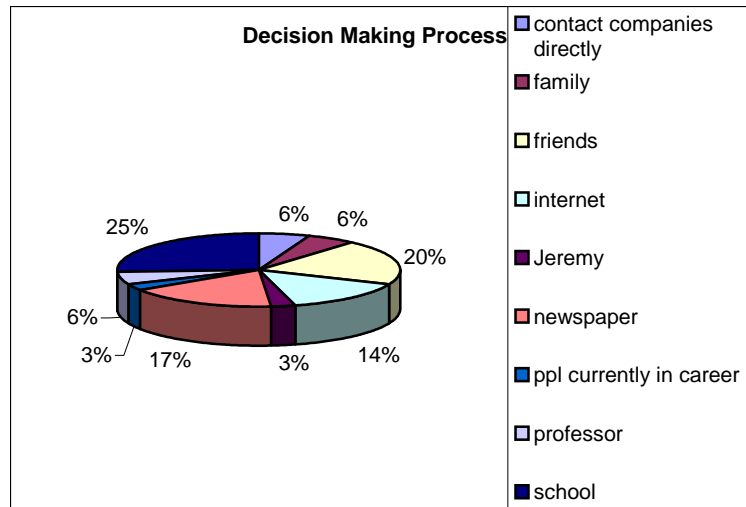
PSE was approached by NWM and asked to create a marketing plan, complete with an implementation plan and budget, and then to actually implement it for the company in the semester to follow. PSE developed a detailed marketing plan and during the fall 2005 were able to implement the plan on campus during the spring 2006, targeting students in the Business building. Members combined marketing research developed to gather information about potential NWM interns through surveys and historical research of the company's past internships and procedures. After conducting many questionnaires and surveys, we were better able to determine how college students make for decision for choosing an internship for themselves. Members decided upon the best implementation method to generate the most exposure and gather the most information possible from potential interns by posting flyers and invitations on the facebook website. We decided upon "Pizza and Profiles" where interested students could speak to Cindy about the company, pick up flyers, and eat free pizza in exchange for filling out a standard questionnaire that determines if their personality and interests would fit best in such a profession. The implementation was a success and NWM reported that the interest shown was more than ever and the goal of retaining these potential interns was also a success. For such a selective company, we were proud of the interns they selected. The opportunity to implement a marketing plan developed by our organization for one of our sponsors granted valuable knowledge and experience for all participating members.

NWM IMPLEMENTATION AND BUDGET

Date	Task	Cost
January 9, 2005	Contact UL for "Pizza Profile"	\$0.00
January 11, 2005	UL Spring Semester starts	\$0.00
January 16, 2005	Contact UL business professors	\$0.00
January 16, 2005	Contact UL business department office	\$0.00
January 16, 2005	Place fliers throughout classrooms	\$5.00
January 16, 2005	Run advertisements in Vermillion	\$100.00
January 23, 2005	"Pizza Profile"	\$200.00
January 24, 2005	"Pizza Profile"	\$200.00
February 1, 2005	Run advertisement on monster.com	\$395.00
February 13, 2005	Place fliers throughout classrooms	\$5.00
March 20, 2005	Place fliers throughout classrooms	\$5.00
April 24, 2005	Place fliers throughout classrooms	\$5.00
	Miscellaneous	\$85.00
	Total	\$1,000.00

Marketing Committee has set up a schedule for implementation of this marketing plan in order to achieve the desired results. The next upcoming semester for the University of Louisiana is the spring semester in 2006. This semester starts on January 11. On January 9, UL should be contacted so that preparations for the "Pizza Profiles" event can be set up on January 23 and 24. The cost for this function is \$0.00. On January 11, the spring semester for the University of Louisiana starts. On January 16, begin contacting the department offices. This must be done in order to send out mass e-mail advertisements and also to get information to the professors. The cost for this function is \$0.00. On January 16, begin contacting professors in the College of Business to give them information about the internship program. This will cost \$0.00. On January 16, place advertisement with the Vermillion. Although we were unable to get in contact with the sales representative from the Vermillion, we have estimated approximately \$100.00. This has been calculated based on a \$5 advertisement per week and running that advertisement for 14 weeks, which is the majority of the spring semester. This would total up to \$70.00 and we have left \$30.00 additional for miscellaneous. On January 16, fliers need to be placed in all classrooms in the Mouton building on the UL campus. This building is where all the business classes are held. Fliers must also be placed throughout the building as well. This function will cost approximately \$5.00.

On January 23 and 24, "Pizza Profiles" will be implemented. We are looking to serve between 100 and 200 people at this event. If each person is given 2 slices of pizza per serving, we will need between 200 and 400 slices. After calling several pizza vendors it was determined that the best everyday deal could be obtained from Little Caesars on Moss St. The large one topping pizzas cost about \$5.00 per pizza and each large pizza contains 10 slices. This event will cost approximately \$200.00. On February 1, an advertisement on monster.com must be run. The advertisement must be run on this day, because it is ran on 60 day increments and it is more likely that students will be thinking about internships for the next semester towards the end of the current semester as opposed to the beginning of the current semester. The cost for this will be \$395.00. On February 13, fliers will be placed throughout the business building and in the classrooms. On March 20, fliers will be placed throughout the business building and in the classrooms. On April 24, fliers will be placed throughout the business building.



AD Display:

Sales skills are a necessary skill that business majors need to develop. The 307/Greenroom ad display project allowed members to define a target market for each business and develop methods to reach these businesses and sell our project idea to them. Our goal this semester was to bring forth a project that would not only make the group profits that could be applied towards Nationals, but also to create a project that would enable every single member to participate as a group and interact as a group. This project was also aimed at giving everyone hands on experience in sales, a skill that is currently stressed within the Marketing department. We had the ability to make contact with over 130 possible clients, and profiting nearly \$6,000 off of this project within a 3-month period starting November 13, 2006 and ending January 13, 2007.

The agreement between PSE and the two downtown businesses stated that PSE would receive all of the profits generated within the 3-month period and then be freed of all responsibility afterwards. The advertisements ranged from a 5”x5” for \$20 a month, to 5”x9” for \$50 a month or a full page ad of 11”x14” for \$250 a month. A one-time graphic design fee could also be added for an extra \$50. Members were assigned groups of three people. Each group was then supplied with a display board the exact size of the advertisements we were selling with example advertisements on it. Each group was also supplied with a leather bound binder including “hot points” to touch on with the clients, contracts, information sheets, pricing sheets, and background page. The sales experience was harder than imagined and made us realize that the sales field is challenging but also rewarding when hard work and effort pay off. We did not reach our goal, however, but did get real world experience of meeting and discussing business matters with owners and managers of local businesses. Together we sold 6 advertisements to and generated \$240. The concept of this project was great, however, the implementation of the project suffered due to underlying problems amongst members within the organization ranging from lack of interest, lack of effort, fear of speaking to managers and owners of

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5"x5" = \$20	5"x9" = \$50	

Battle of the Bands:

During our chapter meeting we all came up with different ideas, and decided to do a battle of the bands on May 2, 2006. The party took place downtown at a club named club 307 Downtown. We had five live bands, 3 judges, 2 sound guys, 2 stages, merchandise, food, and numerous drink specials. The cover at the door was five dollars.

The product of the project was to offer the students of the University of Louisiana at Lafayette a great atmosphere to let it all hang out before finals. We offered five excellent live bands. The price to get in the door was \$5, as far as promotional strategies we used flyers, radio, live advertisement at other shows around Lafayette leading up to our show.

The chapter and I first discussed the possibility of having a live show fundraiser it was at one of our weekly chapter meetings. I believe it was sometime in December, soon after I volunteered to manager this end of semester party/fundraiser. I then contacted the bands and the club owner Mike D.; we had numerous meeting to plan this event.

The doors opened at the club around 4:00PM, The first band, The Taipans, took the stage at 4:00pm and played until almost 5:00PM. The second band, Dire Wood, took the second stage at 5:00 PM, and they played until 6:00pm, the third band Bluehaven took the stage at 6:00 pm on the first stage, and played until 7:00PM, the fourth band Automoon took the second stage at about 7:15 PM and played until about 8:30 PM, The fifth and final band Cattlehead started playing at 8:35 PM and played until 9:30 PM. After the five bands had played the judges for the event and me congregated to decide the winning band. I announced the winning band at about 10:00 PM, the winner of the \$500.00 and 5 songs EP from Broken heart records, was Automoon

Compared to what we expected the actual results did not match, we wanted this show to be the talk of the town and have a large turnout. We expected somewhere around 300 guests at the show, the exact numbers were about 150 guests (only 115 were paying guests, the rest were ticket winners from the radio contest and members working the show for Pi Sigma Epsilon).

Plate Lunch Sale:

The plate lunch sale was a way for all the members to participate in a project to help the chapter raise money. We sold Jambalaya, corn, salad and a roll, to all of our friends and family. This project was also a great way for us to get experience in sales, cooking, budgeting, and team work.

Our project goals were for each member to sell 12 tickets in 2 weeks at 5 dollars a ticket. We also set a budget to \$200 for our total expenses. Annika Holmgren and Marcia Louis were the two project managers for the plate lunch sale. There were committees for all of the members to get involved in and uses there own special creativity. Committee's such as donations, signs, pricing, ticket design and location. Each committee was given a detail description of what he/she would need to do and when it would need to be done by. Project managers were there for assist when ever need and to check in on the progress being made.

The project overall was a great success. We had a lot of member participation the day of and everyone had a great time. We did go over our budget by about 35 dollars, but in the end we made double what we spent. For future projects we will need to adjust our according to sales items and increases in the market. We will also need to find away to motivate the members to sale all of there tickets, so we can reach our projected sales. Our member motivation was simple, who ever could sale all of their tickets in one week would receive a free plate lunch.

Habitat for humanity:

The members of the Gamma Chi Chapter of PSE volunteered for Habitat for Humanity on October 14, 2006 from 8:07am -2:00pm. Our project was to assist with building and remodeling efforts for two houses near campus. Members were placed in two different groups, one for each house. Since we joined the volunteers towards the final stages of the process, we did not get to assist with the more complex process of building and remodeling. Instead, we took action touching up paint, cleaning the floors, hanging blinds, cleaning windows, and gathering trash. This project gave us an opportunity to do some home hands on work; we also met some really more people who volunteer all the time. For this project our biggest goal was the help out as much as possible and to just have a good time doing it and we succeeded. In the future we plan to try and volunteer during the first stages of the building process. This will allow us to get more hands on experience and see the process of a house being built. A lot of our members were really motivated to go and help out, that's what we enjoy doing and we really saw it as a way for us to bond as a chapter.

Easter Egg Hunt:

This was a great opportunity for members to volunteer their creative energy to benefit the young children of a local Daycare Center on April 6, 2006 at 2:30 pm. Seven of our members interacted with children ages 2-5 by splitting them up into groups according to age and letting them loose on an exciting Easter egg hunt that lasted for about 2 ½ hours.

The children were allowed to decorate brown paper bags. There was no food provided at this event. The project was a success and the children were very happy.

Speed Dating:

For the fall 2006 new member project, the pledges put together an event for University of Louisiana at Lafayette Students. The event was called Next Speed Dating. It was a social, meet-and-greet event. We divided the project up into different committees to share the responsibility. The criteria set forth in choosing an event included a project that could possibly bring profit to the organization, a project that would give new members experience, a project that would allow new members to get to know each other, and a project that would include the new members’ skills such as marketing, finance, advertising, etc. The logistics of the event consisted of students coming to a reserved room in the student union and completing a registration card with their e-mail, name, and number given on their nametag in order to contact them about people who would like to meet them again in the future. Every five minutes, a buzzer rang and a funny rhyme was said notifying the males to move to the next table to date another girl. Research was conducted that suggested that the type of event was popular among singles and a great way to meet people without any further commitment and that also a minimal fee of \$5 was appropriate. The following table includes a summary of the jobs each member was responsible for:

Committees and Responsibilities	
Project Manager	<ul style="list-style-type: none"> <input type="checkbox"/> Assign committees <input type="checkbox"/> Make sure all responsibilities are done <input type="checkbox"/> Create deadlines for certain parts of the project <input type="checkbox"/> Get approval through the administration for project, flyers, and location <input type="checkbox"/> Get all supplies needed for the event
Research Committee	<ul style="list-style-type: none"> <input type="checkbox"/> Research the costs of other similar events <input type="checkbox"/> Find out rules, information and other places that tried the event <input type="checkbox"/> Research logistics used for similar events
Logistics Committee	<ul style="list-style-type: none"> <input type="checkbox"/> Create a summary of what the event will consist of <input type="checkbox"/> List rules that will be followed at the event <input type="checkbox"/> Create registration forms <input type="checkbox"/> Create match cards that people will fill out
Location Committee	<ul style="list-style-type: none"> <input type="checkbox"/> Find appropriate location for event <input type="checkbox"/> Have the area ready for specified number of people attending
Advertising Committee	<ul style="list-style-type: none"> <input type="checkbox"/> Create logo for event <input type="checkbox"/> Create a flyer targeting males, females, and the general public <input type="checkbox"/> Make copies of flyers

	<ul style="list-style-type: none"> ❑ Distribute and hang flyers in designated areas ❑ Create website with details of event ❑ Create a Facebook invitation to the event
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The only unsatisfactory committee was the location committee. It took much longer than expected for the committee to come together to find a location. It was important to reserve a location quickly to create the flyers and continue with other aspects of the project. The promotional strategies that were used included creating flyers that got the attention of males and females separately. By creating different flyers for each gender, we were able to grab the attention of what each gender would be looking for in the event. Overall, our project met all our goals and expectations. Despite the fact that there were less people that attended than we expected, all the new members were successful in completing the project that we came up with. In the future, it would be better to choose an event that isn't so foreign to the geographical area. Speed dating is something that was started in Los Angeles and is common in large cities.

Professional Programs

In the fall 2006 semester we had 3 guest speakers. We had a guest speaker from Target Corp. Kim Vincent, General Manager of the Lafayette store came to speak to the members of Pi Sigma Epsilon about what Target is and how they operate. She also talked about the Executive Internship Program that Target offers. She also handed out materials about the program and some freebies to the members. Kim also answered questions from the members concerning what she looks for in a resume and interviewing tips. Our members received very valuable information during the speakers stay.

Also, we had a guest speaker from BBR Creative. Cherie Hebert, Partner, of BBR Creative spoke to PSE about how to do a creative marketing campaign. She showed us some of their work and story behind each one. She also talked about what they do as a company and how it got started. BBR Creative (Blondes, Brunettes, and Redheads Creative) was started by 3 women and are located in downtown Lafayette. She also took questions from the members on what they wanted to know about the job market and about her clients. She also answered questions on how she started they started their business. Cherie was a very good speaker and the members loved her.

We also had Kim Billeaudeau with UL Career Services come to speak to our members on resume writing tips to spruce up their resume. We plan on having Kim back in the spring 2007 semester to talk to members about interviewing. From this, we have developed a relationship with Career Services and are now in the working stages of putting on a speaker series and interviewing workshops.

V. Membership

Recruiting

For the past year, Gamma Chi held recruiting campaigns with hopes of doubling chapter size each semester. For the spring semester, we did just that, we recruited double our chapter size, recruiting 14 new members. In the fall, our goal again was to double our membership, unfortunately, that did not happen. We only recruited 7 new members; which came out to 6 Marketing Majors, and 1 Accounting/Finance Major; which is divided into 4 juniors, 1 freshman, 1 senior, and 1 sophomore. Although we didn't make our goal, we ended up with 7 of the best members. They are dedicated and reliable.

Achievements

The Gamma Chi Chapter had 3 members that achieved excellence this past year. Our incoming VP of Marketing, Annika Holmgren is joined Mu Kappa Tau and is now the incoming President of the Mu Kappa Tau chapter at the University of Louisiana at Lafayette. Next, we have our incoming VP of Finance who received the 2006 SMEI of Baton Rouge's PSE Student Marketer of the Year Award. A very distinguished honor that is given to students for their hard work and dedication to PSE and their school. Our outgoing President, Steven David, was inducted into Sigma Alpha Lambda, a National Leadership and Honors Organization. Sigma Alpha Lambda is a national leadership and honors organization dedicated to promoting and rewarding academic achievement and providing members with opportunities for community service, personal development, and lifelong professional fulfillment.

VI. Outcomes/Measurements

Over the next two years, the Gamma Chi Chapter intends on accomplishing many things. Our number one priority and goal is to increase our membership by 50% every semester. We will continue to strive towards establishing a very diverse group.

The Gamma Chi chapter has continued to and over the next two years intends to continue with our diverse thinking for new projects and guest speakers. These new projects will give our members what they need to help them in their future endeavors. The guest speakers will provide them with information on how businesses operate in society and what they need to do to prepare for this.

As always, we want to help the Gamma Chi Chapter member become more professional and better prepared for what lies ahead after graduation in the business world.

In the next two years, we hope to continue to establish strong connections not only with fellow Pi Sigma Epsilon Chapters, but also within our Acadiana community.

Outcomes

Throughout the year, we measure our chapter's success by our increase in membership. We still feel that we are a successful chapter if we retain at least 60% of our chapter (in respect to graduating seniors.) We also believe we can measure our success by whether we increase our membership by at least 50%.

The Gamma Chi Chapter hopes to continually increase its member participation in chapter events. We believe that a successful chapter has at least 75% of member participation. We know that by taking surveys we can find out what members want to be involved in and by holding such events, successfully maintain a 75% participation rate.

Gamma Chi will also measure the success of our chapter by the quantity and quality of the projects we have. By setting goals for each project, we can accurately find out how successful each was.

We feel as though these will be the best ways to measure Gamma Chi's success. If we begin to slack in any of these areas, we will be able to locate the problem and find what it is that needs to be done to better motivate our chapter members.

PI SIGMA EPSILON

A National Professional Fraternity in Marketing, Sales Management, and Selling



Gamma Chi

Operating Statement

For the Period July 1, 2006 to December 31, 2006

BALANCE AT THE BEGINNING OF THE PERIOD \$ 1,819.01
INCOME

ADMINISTRATIVE INCOME:

	# of Members	Dues Fee	Total
New Member Initiation Fees (Fall)	6	\$ 50.00	\$ 300.00
New Member Initiation Fees (Spring)	0	\$ 50.00	\$ -
New Member Annual National Dues (Fall)	6	\$ 60.00	\$ 360.00
New Member Annual National Dues (Spring)	0	\$ 60.00	\$ -
Current Member Annual National Dues (Fall)	12	\$ 60.00	\$ 720.00
Chapter Dues (Fall)	20	\$ 20.00	\$ 390.00
Chapter Dues (Spring)	0	\$ 20.00	\$ -
Lifetime Membership	0	\$350.00	\$ -
University Funding			\$ -
University Support Funding			\$ -
Annual Corporate Sponsorships			\$ -
TOTAL ADMINISTRATIVE INCOME:			<u>\$ 1,770.00</u>

PROJECT INCOME:

Plate Lunch Sale			\$ 722.50
Project #2			\$ -
Project #3			\$ -
Project #4			\$ -
Project #5			\$ -
Project #6			\$ -
Project #7			\$ -
TOTAL PROJECT INCOME:			<u>\$ 722.50</u>

MISCELLANEOUS INCOME

Interest Income			\$ 10.70
			\$ -
			\$ -
TOTAL MISCELLANEOUS INCOME:			<u>\$ 10.70</u>

TOTAL ESTIMATED INCOME: \$ 2,503.20

EXPENSES

ADMINISTRATIVE EXPENSES:

	# of Members	Dues Fee	Total
New Member Initiation Fees (Fall)	6	\$ 50.00	\$ 300.00
New Member Initiation Fees (Spring)	0	\$ 50.00	\$ -
New Member Annual National Dues (Fall)	6	\$ 60.00	\$ 360.00
New Member Annual National Dues (Spring)	0	\$ 60.00	\$ -
Current Member Annual National Dues (Fall)	13	\$ 60.00	\$ 780.00
PSE National Convention			\$ -
Office Expenses			\$ 69.58
TOTAL ADMINISTRATIVE EXPENSES:			<u>\$ 1,509.58</u>

PROJECT EXPENSES:

Plate Lunch Sale			\$ 233.30
Next Speed Dating			\$ 91.98
Project #3			\$ -
Project #4			\$ -

Project #5	\$ -	
Project #6	\$ -	
Project #7	\$ -	
TOTAL PROJECT EXPENSES:		<u>\$ 325.28</u>

OFFICER EXPENSES:

President

Printing	\$ -
Supplies	\$ -
Grad Cords	\$ 57.00

TOTAL EXPENSE \$ 57.00

VP of Admin

Printing	\$ -
Supplies	\$ -

TOTAL EXPENSE \$ -

V.P. of HR

Printing	\$ 11.60
Incentives	\$ 8.38
Initiation	\$ 50.00
Recruitment Expense	\$ 22.19

TOTAL EXPENSE \$ 92.17

V.P. of Finance

Printing	\$ -
Supplies	\$ -
Postage	\$ 22.60

TOTAL EXPENSE \$ 22.60

V.P. of Marketing

Printing	\$ -
Supplies	\$ -

TOTAL EXPENSE \$ -

VP of Development

Printing	\$ -
Postage	\$ -
Professional Programming	\$ -
SMEI Meeting	\$ -

TOTAL EXPENSE \$ -

V.P. of Public Relations

Printing	\$ -
Postage	\$ -

TOTAL EXPENSE \$ -

TOTAL OFFICER EXPENSES \$ 171.77

TOTAL EXPENSES \$ 2,006.63

TOTAL BALANCE (Income minus Expenses) \$ 496.57

BALANCE AT THE END OF THE PERIOD \$ 2,315.58

Balance at the beginning of the period + Income - Expenses = Balance at the end of the period.

VIII. Conclusion

Over the past year, Gamma Chi has gone through dramatic changes. In the spring, the executive board was new and there were problems. Major problems that we had two officers that we had to ask resign, and we just had people mad at each other. Over the summer, we regrouped and came back together to start off the fall semester on the right foot. We had our time line ready to with all of our events for the semester.

Although there is still a lot of work to be done, our members are finally realizing what PSE can do for them. We have a big problem with low participation in the chapter, which hurts every year. But it's also something that we have been improving on. Some challenges for the future leadership of this chapter to note, is to recruit good, quality people who join an organization to put forth an effort and who are willing to participate. It makes all the difference if you have willing and able members who want to do things.

The future of Gamma Chi is bright, with many opportunities that lie ahead. I know that the chapter will continue on but it will encounter the bumpy roads that are in the future, but with good quality people that will lead the chapter, they will be able to work through that with all the ground work that has been laid out by the previous officers and members.