

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 eighteen 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 has produced twenty-one prospective new members which will again more than double current membership. The Gamma Chi chapter is currently 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 one member participating in a blood drive and volunteering for the Chitamacha Louisiana Open, twenty-five percent of the chapter participating in Habitat for Humanity, members attending a SMEI social over the summer, and the president winning the 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. We also have many ideas for projects such as a Car Show and a Masquerade Ball. Through these projects, we hope to increase our membership by gaining a reputation amongst the student population.

II. Chapter Mission Statement

To be a positive and influential collegiate organization that is committed to professional development, personal growth, and continual friendship of the students at the University of Louisiana at Lafayette campus and community.

III. Geographical Analysis

The Gamma Chi Chapter is located in Lafayette, Louisiana-the heart of Acadiana. Our chapter is located on the campus of the University of Louisiana at Lafayette (or UL Lafayette.) The campus is the second largest state funded University in Louisiana and has approximately 17,000 students of which the majority is Caucasian.

By the fall 2005, UL Lafayette plans to raise its enrollment requirements requiring students to meet the following criteria for admission: at least a 23 on the ACT and at least a 2.5 GPA or in the top 25% of their graduating class. It is anticipated that this change in enrollment requirements will bring more students to the University who hold academics as their primary focus.

University Population Fall 2005:

	Total	Undergraduates	Graduates	Full Time	Part Time	Male	Female
Applied Life Sciences	940	922	18	829	111	194	746
the Arts	1,237	1,202	35	1,091	146	619	618
Business Administration	2,857	2,690	167	2,435	422	1,592	1,265
Education	2,545	2,434	111	1,843	702	633	1,912
Engineering	1,381	1,218	163	1,219	162	1,242	139
General Studies	715	715	-	517	198	357	358
Graduate School	1,511	-	1,511	854	657	680	831
Liberal Arts	3,069	2,756	313	2,680	389	1,060	2,009
Nursing	1,744	1,690	54	1,481	263	276	1,468
Sciences	1,821	1,466	355	1,617	204	937	884
University College	471	471	-	15	456	106	365
Total	17,075	15,564	1,511	13,780	3,295	7,078	9,997

IV. Competitive Analysis

University of Louisiana at Lafayette has approximately 157 student organizations on the campus.

	Organizations	Number of Members	Organization Focus	Dues
Direct Competitors	None			
Indirect Competitors	Delta Sigma Pi	30	Emphasize social activity and educate members on business principles	\$75

V. Primary Research

When the members were asked about what type of projects they would like to see done, they replied in saying that they would like to have many service projects, a t-shirt project, a car show, a ball, and community service projects. We also found out that our chapter really hopes to gain knowledge, skills, networking skills, and experience from involvement in Pi Sigma Epsilon. All members hope that Pi Sigma Epsilon will help them improve their selling and management skills and that they will form long and lasting relationships with everyone they meet through Pi Sigma Epsilon. We strive to understand the wants and desires of our members, because we know if we provide them with events that interest them, they will continue to be active in Pi Sigma Epsilon.

VI. Industry Analysis

Like much of the southern region, the Louisiana economy is in recovery. Statewide, industries are recovering, funds are less fluid, and cutbacks are still being made all due to Hurricane's Rita and Katrina. Many cutbacks are eliminating marketing, middle management, and entry-level positions. As many of the employment force affected by the cutback try to find employment, they are creating stiffer and stiffer competition for recent college graduates, particularly those without experience. Research shows that to be more competitive, college graduates will have to attend graduate school to gain additional expertise in their field of choice.

Locally, the Lafayette economy is the best in the state as recorded in 2004. Our 2005 status is not yet completed. We are experiencing growth in all areas including retail, urban development, as well as downtown development. Louisiana, under the direction of the Department of Economic Development (DED), has an aggressive development program that has encouraged cities and parishes throughout Louisiana to conduct research on their development industries (clusters).

Employment by Industry:

Industry	No. of Employees	% of Total Workforce
Mining	15,300	8.54%
Construction	9,400	5.43%
Manufacturing	10,700	6.18%
Transportation	5,600	3.24%
Wholesale Trade	7,700	4.45%
Retail Trade	24,100	13.93%
F.I.R.E.	9,700	5.61%
Health Care	21,500	12.43%
Leisure/Hospitality	15,800	9.13%
Other Services	28,100	16.24%
Government	25,100	14.51%
Total	173,000	100.00%

Source: Louisiana Department of Labor, November 2004

Civilian Labor Force

The Civilian Labor Force is comprised of all employed and unemployed individuals. The numbers below represent Lafayette Parish and the Lafayette MSA. (The Lafayette MSA includes Acadia, Lafayette, St. Landry and St. Martin Parishes.)

Month - Year	Lafayette MSA	Lafayette Parish
Nov - 03	180,700	100,400
Nov - 04	184,000	102,900

Source: Louisiana Department of Labor

Unemployment Rate

Month - Year	Lafayette MSA	Lafayette Parish
Nov - 03	4.6%	3.7%
Nov - 04	4.4%	3.6%

Source: Louisiana Department of Labor

VII. SWOT Analysis

Strengths:

- Executive Board
- Alumni/Chapter support
- Maintaining the chapter confidence
- Motivated members
- Cash flow
- New faculty advisor, Dr. Robert Bush
- 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
- Keeping our name abreast in the community

Opportunities:

- Sales Marketing Executives International of Baton Rouge
- Starting SMEI in Lafayette
- Influx of students at the university due to the hurricanes
- Lafayette Chamber of Commerce
- Small Business Development Center located on the UL campus
- Increase in support from mentoring chapter Beta Xi
- New Leadership within the chapter
- Inner chapter activities

Threats:

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

VIII. Target Market Analysis

The chapter has three major target markets. The primary target consists of UL Lafayette's B.I. Moody III College of Business, but more specifically marketing and management majors and freshman. This target includes all races, genders, and academic

classifications. Emphasis will be placed on the useful knowledge learned through participation in Pi Sigma Epsilon.

The secondary target market has two focuses. The first focus is all students enrolled in B.I. Moody III College of Business. The second focus will be any students enrolled in a business course.

There are also two focuses in the tertiary target market. The first being all students enrolled in the University of Louisiana at Lafayette. The second is the entire faculty at the university, alumni of Gamma Chi, and all area businesses and professionals.

Target Order	Market Segment	Demographic
Primary Target Market	Marketing and Management Majors	Freshman, Sophomore, and Juniors
Secondary Target Market Focus I	Business Majors (BSAT, Accounting, Finance, Economics, Insurance and Risk Management, PLRM, etc.)	Freshmen, Sophomores, Juniors, Seniors
Secondary Target Market Focus 2	Students enrolled in business courses	All business courses
Tertiary Target Market Focus I	All students in UL Lafayette	All majors
Tertiary Target Market Focus 2	Associate, Educator, Professional, Alumni	University faculty, businesses, professional, affiliates, alumni

Based on recruiting information, Gamma Chi plans to recruit 15 members to increase our chapter size by 100%.

	Primary Target Market	Secondary Target Market	Tertiary Target Market 1	Tertiary Target Market 2
Target Market Time Investment*	70%	30%	0%	0%
Spring Goal (100%)	7	8	0	0
Fall Goal (100%)	10	15	0	0
Total	17	23	0	0
			Annual Total	40

*Source: Time investments based on Virtual Recruiting CD

IX. Chapter Goals and Strategies

- Build a relationship with the Lafayette Chamber of Commerce
- Start a SMEI Chapter in Lafayette
- Recruit new members and keep the retention rate high
- Satisfy member's needs and wants

X. 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

- Recruit at least 15 new members for the Spring semester
- 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

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

PSE Annual Plan 2006-2007:

Gamma Chi

- 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.

XI. Standing and Temporary Committee Goals

Website Standing Committee

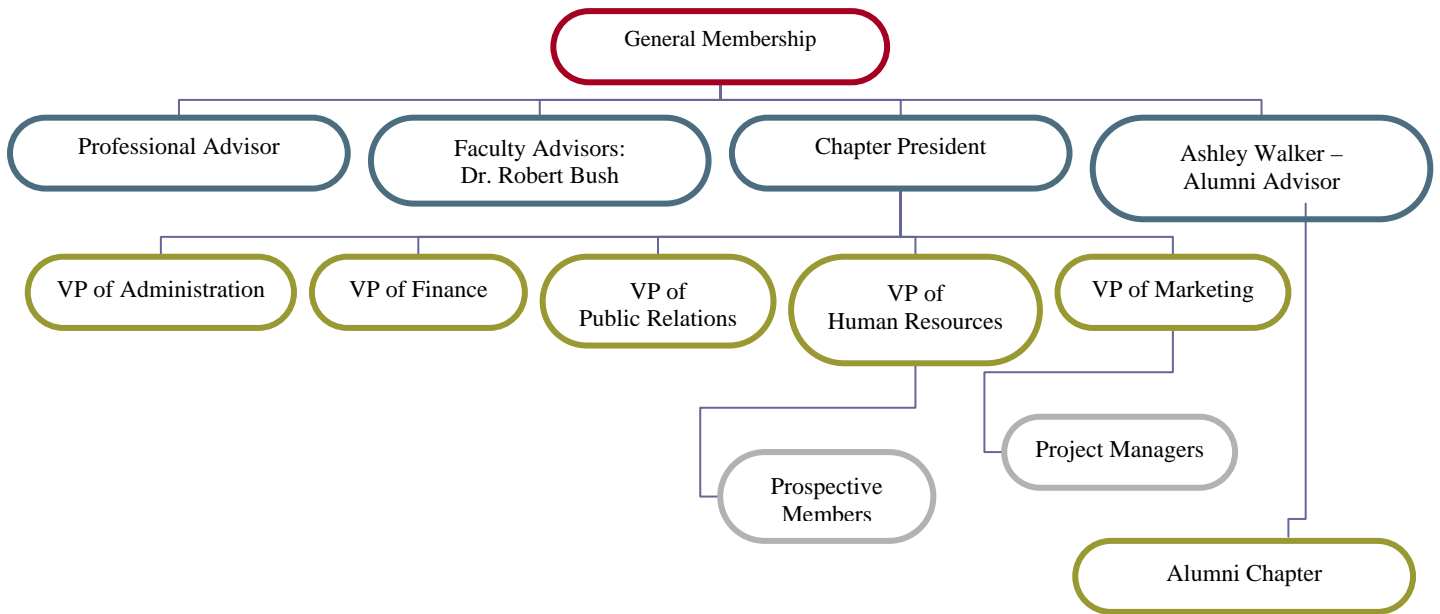
- Ask for the chapter's input of what should be included on the website
- Appoint a webmaster who will be in charge of creating and maintaining the website
- Keep the current membership and prospective members informed of chapter events
- Establish a message board that promptly informs members of events

Recruiting Committee

- Double chapter size
- Improve recruiting strategies
- Improve informational and training meetings

XII. Personal Plan

**Gamma Chi
Organizational Chart**



Job Descriptions

President

The President is responsible for delegating officer responsibilities to ensure they meet all required duties. He or she will lead and maintain professionalism at all Executive Board Meetings and General Business Meetings. They will assure the obedience to the Chapter Bylaws and National Pi Sigma Epsilon Ethics. With the support of the Executive Board members, the President can release any officer from their duties if they are not fulfilling their obligations to the fraternity. He or she will maintain a positive communication between chapter members, National Headquarters, professional partners, the College of Business, and the University of Louisiana at Lafayette.

Vice President of Administration

The Vice President of Administration is responsible for keeping accurate and complete minutes of all chapter meetings. He or she maintains precise and updated records of all chapter activities. He or she is also responsible for providing the chapter with monthly calendars and yearly phone lists. He or she is responsible for keeping the Executive Board members and Chapter members updated on CEI requirements. This person also acts as a liaison between our chapter and National Headquarters. In the absence or disability of the President, the Vice President of Administration will succeed to his or her power and duties.

Vice President of Public Relations

The Vice President of Public Relations is responsible for communicating chapter activities with all chapters in the Southern Region, alumni, and National Headquarters. The Vice President of Public Relations also is responsible for creating and maintaining an alumni database, and responsible for recognizing and inviting alumni to all chapter events. This person will also be responsible for maintaining alumni relations through verbal and written communication channels. He or she is responsible for building and maintaining a relationship with local media to publicize chapter activities. He or she is responsible for following up after any chapter function to thank the appropriate people in written form. He or she is also responsible for maintaining a relationship with area professional organizations (Sales and Marketing Executives International of Baton Rouge and Greater Lafayette Chamber of Commerce).

Vice President of Human Resources

The Vice President of Human Resources is responsible for all recruiting activities, appointing other members or officers to aid in recruitment if deemed necessary. It is also the responsibility of this person to oversee the recruitment of professional, educator, and alumni members in order to benefit the chapter as much as possible.

Vice President of Finance

The Vice President of Finance is responsible for keeping accurate records of all income and expenditures that occur within the chapter. The Vice President of Finance all collects and submits National dues, Chapter dues, Initiation fees, and any other incoming money

to the chapter. He or she is responsible for collecting money and ordering cords for graduating seniors every semester.

Vice President of Marketing

Vice President of Marketing is responsible for all marketing, sales, service, and research projects. He or she appoints project managers for each project and assists the project managers when needed. This person will meet with the project managers to maintain progress on all projects throughout the course of time. When the project is completed, the Vice President of Marketing will then write the CEI report.

XIII. Marketing Plan

Chapter Activity	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan
Planning	100%	25%	10%	25%	10%	75%	100%	55%	25%	20%	100%	100%
Recruiting	100%	20%	15%	10%	25%	25%	100%	100%	100%	10%	50%	100%
Training	75%	100%	10%	75%	10%	10%	50%	50%	100%	10%	25%	50%
Chapter Programs	75%	50%	25%	25%	10%	10%	50%	75%	50%	25%	25%	25%
Professional Programs	75%	50%	25%	25%	10%	10%	25%	25%	25%	25%	25%	25%
Meeting	100%	100%	75%	50%	25%	25%	100%	100%	100%	100%	50%	50%
Communication	90%	75%	75%	75%	25%	50%	100%	100%	100%	100%	100%	100%
Reporting	75%	50%	25%	75%	10%	10%	50%	50%	50%	50%	50%	50%
Convention & Fall Convention	15%	90%	15%	10%	25%	25%	25%	0%	90%	0%	0%	0%

XIV. Promotional Plan

We plan to have our own brand with which we will create flyers and posters to spread the word about Pi Sigma Epsilon. We will use all resources to gain new members, such as list serve of all College of Business students, the Dean of the College of Business, faculty, facebook, etc. We will present during freshman orientation sessions, speak at business orientation classes, and have current members hand out flyers with Information Meeting dates and times. We know our chapter will be a successful chapter if we use all of our available resources.

XV. Non-Advertising Recommendations

Our chapter currently has two professional programs that can be used as networking resources. The closest Sales and Marketing Executives International (SMEI) chapter is located in Baton Rouge. Some of our chapter members attend SMEI luncheons in Baton Rouge when time permits. We are in the preliminary stages of establishing a SMEI Chapter in Lafayette in conjunction with the Greater Lafayette Chamber of Commerce, which will eventually lead to our chapter developing relationships with other professional organizations in the Lafayette area.

XVI. 12-Month Calendar of Events

Please see attached file.

XVII. Previous Year's Operating Budget

Please see attached file.

XVIII. Budget

Please see attached file.

XIX. Two Year Long-Term Chapter Outlook

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 semester bake sales. These bake sales allow the chapter an opportunity to reach out to potential members, while increasing awareness of our chapter on the University of Louisiana at Lafayette campus.

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.

XX. 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.

PSE Annual Plan 2006-2007:

Gamma Chi

XXI. Date School Term Begins

Spring 2006 – Tuesday, January 17, 2006

Summer 2006 – June 5, 2006

Fall 2006 – August 21, 2006

Spring 2007 – not yet posted

XXII. Number of Collegiate Members in Attendance at Time of Ratification

At time of ratification, we had 60% of the active collegiate membership.

XXIII. Date of Officer Elections

- In the Fall 2006 semester, we plan to hold officer elections on November 15, 2006.