

Mid Year Review- 2007

Gamma Chi Chapter

Description of the review session

At the Chapter Meeting on September 12, 2007, time was set aside to review the annual plan and receive updates on the chapter's progress. Following this meeting, chapter members agreed that the original goals and SWOT Analysis needed to be reviewed and therefore were revised and resubmitted to the chapter for ratification.

Analysis of the chapter's overall operations

a.) Goals Accomplished

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

1. Increasing communication with chapter members. Each week members are updated on the status of our chapter regarding projects, current events, and news updates.
2. Maintaining great relations with National Headquarters
3. Maintaining our website more user friendly and weekly updates.

b.) Goals in Progress

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

1. Gain contact with the Lafayette Chamber of Commerce
2. Satisfying members' needs and wants pertaining to projects and other activities
3. Increasing chapter participation in projects and social activities
4. Improving awareness amongst UL Lafayette students on campus and in the community
5. Recruitment of a professional advisor

c.) Goals and SWOT Analysis Revised

Revised SWOT:

Strengths:

- Executive Board
- Alumni/Chapter support
- Maintaining the chapter confidence
- Motivated members
- New faculty advisor, Dr. James Underwood
- Networking
- Student Advisory Council

Weaknesses:

- Loss of office (for all business student organizations)
- Meeting attendance
- Alumni Support
- Cash flow
- Keeping our name abreast in the community and on campus

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
- “Meet and Greet” hosted by the Marketing Department
- Moody Annex Career Fair

Threats:

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

Number of collegiate members in attendance for ratification: 7

There were seven out of twelve collegiate members present at the time of ratification which represents the 58% of the chapter.