

Mid Year Review

Description of the review session

At the Officer Meeting on September 17, 2006, time was set aside to review the annual plan and receive updates on the chapter's progress. Following this meeting, officers 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. 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

b.) 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

c.) Goals and/or SWOT Analysis Revised

Revised Goals:

VP of Human Resources revisions -

- Prepare a new member project
- Start a Big Buddy System

Revised SWOT:

Strengths:

- Executive Board
- Alumni/Chapter support
- Maintaining the chapter confidence
- Motivated members
- 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
- Cash flow
- 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

Number of collegiate members in attendance for ratification

There were eight out of seventeen collegiate members present at the time of ratification which represents the 51% of the chapter.