

2022 Clark Johnson Achievement Award
Submission
University of Louisiana at Lafayette
March 1, 2022

Contents

- Project Mission Statement..... 03
- Project Description 04
 - Promoting IMA on Campus 06
 - Get on Board Day 07
 - Event Points 07
- Project Assessment 08
- Project Results 09
 - Community Service 10
 - Leadership Skills for Officers 11
 - Utilizing Social Media for the Better 11

Project Mission Statement

UL's Lafayette Student Chapter mission statement is to provide a comfortable environment for all business students who seek guidance for their careers by creating opportunities for professional development through leadership opportunities, guest speakers, business seminars, and community service.

The academic year of 2021/2022 has been anything but normal. Before the beginning of both semesters, everyone was beginning to get back into daily operations just for a spike in Covid cases to rise in our area to shake up our schedules again. During our Fall semester, our IMA President, Dominique St. Andre was elected and decided it was best for our chapter's IMA meetings to be on Zoom for the semester. Slowly as each semester passed post pandemic, slowly our number of members steadily declined. In the Fall of 2021, Dominique St. Andre came up with a new idea that previous officers have not done and created a survey for members to share their opinion about their experience this semester and how could IMA improve the following semester. Going off on the opinions of our members, the officers decided to change and improve ways of how the student chapter operates. In January of 2022, we begun the first three weeks switched to remote learning and slowly drifted into normal operations. IMA officers had a couple of meetings to brainstorm ideas on how to improve our recruitments strategies and how to share IMA with all business students.

Project Description

The project was to make personable interaction with as many business students as we could. This would include being involved with all UL events for organizations, using our social media platforms and having officer's present IMA to many lower-level accounting courses. Our first step was for the President to attend a student leadership retreat for her to acquire new ways of engaging with students on campus, as well as a proper way to introduce or pitch IMA to potential new members. Below are two sessions she attended at the retreat. As well as the elevator pitch, she created at one of the workshop's that UL's Career Services offered at the retreat. The pitch was centered around an event UL holds for its organization called "Get on Board Day." After the retreat, Dominique held an officer meeting to incorporate all the new tips and knowledge she gained from the retreat and implement them into IMA.

- ***Mastering the Art of Event Planning: Secrets and Tips to Producing High Quality Programs*** (*Shadows*)

- ***Ruben Henderson, Admissions and Recruitment***

Are you looking to enhance and improve the quality of your events? Do you want your events to be more organized and successful? If you want to enhance the overall experience and provide phenomenal events to your attendees (the students), then this is the session for you! Come learn the valuable and important components of event planning and producing premiere events in your student organization. During this session, you will be empowered with the knowledge and skills of executing the best events on campus!

Excerpt from the "Student Organization Leadership Retreat" program by Ally Bordelon, Coordinator of Student Engagement and Leadership.

- ***Promoting Your Events on Campus*** (*Pelican*)

- ***Amy Windsor, Office of Communications and Marketing***

Learn the best ways to promote events on campus, specifically how to cast the widest net on social media by using your organization and its members' accounts, as well as UL Lafayette's official accounts. We will also touch on where to find University resources to promote events to the local media.

Excerpt from the "Student Organization Leadership Retreat" program by Ally Bordelon, Coordinator of Student Engagement and Leadership

IMA Pitch

Hi, my name is _____ and I'm the (officer position) of Institute of Management Accountants. IMA provides UL business students with opportunities for professional development through leadership positions, guest speakers, business seminars and community service.

Our organization assist business students by preparing them for internships and offering job opportunities at local firms in the area. We offer a helping hand to a charity in need each semester by holding a donation drive and by volunteering in Lafayette. We also hold a raffle to raise money to provide a scholarship for one of our members.

I invite you to sign up as a member if you are interested. Registration will begin next Monday our informative meeting is next Tuesday! (Point at sign) You can check out our Engage page and follow us on Social Media to stay up to date. Here's a flyer with all our contact information. I look forward from hearing from you.

Slides 7 from February's Agenda PowerPoint created by Dominique St. Andre, IMA President

After the retreat, Dominique held an officer meeting to incorporate all the new tips and knowledge she gained from the retreat and implement them into IMA. She presented a PowerPoint going over how to approach potential members, how to talk with confidence, and other events that officer's will be doing for February. Here are six slides from the PowerPoint presentation.

THIS MONTH'S AGENDA

IMA

FEBURARY

COOL

Dream **Topics of Today's Meeting**

- **Class Presentations**
- **Get on Board Day**
- **Registration Drive**
- **First Meeting**
- **Donations for Raffle**

Class Presentations

SUPER

ACCT 200 - 400 Levels

We will present in classes starting next week.
Monday, Tuesday
Thursday and Friday

When you walk into the room, your attitude set the energy around you




Slides 1-6 from February's Agenda PowerPoint created by Dominique St. Andre, IMA President

Promoting IMA on Campus

We had two main events/ways to promote our organization on campus. Our first objective was to go into as many lower-level accounting courses and give a brief presentation about IMA and the benefits of joining. As to improve our recruitment strategy, Dominique came up with a cute design mixing IMA and UL Lafayette into a sticker to hand out to potential members at all our recruitments (Class presentations, registration drive, Get on Board Day). They were a hit and had potential member's follow us on social media to see what our chapter is all about! We also added our first Zoom meeting QR code on all flyers so potential members can have easy access to attend.







Requirements:

- 2.0 Cumulative GPA
- \$45 Registration Fee
- Must attend 3 of the 4 meetings
- Must have 3 event points (Professional or Service)
- Must donate 2 items to the Donation Drive
- Must participate in Raffle

Meeting Dates & Times

Tuesday, February 15
 Tuesday, March 8
 Tuesday, March 22
 Tuesday, April 12



1st Meeting: 6:00pm via Zoom
 Remaining Meetings on Campus
 Social: 5:30pm in Moody 220
 Meeting: 6:00pm in Moody 103

IMA Promotional Sticker and Flyers created by Dominique St. Andre, IMA President

Get on Board Day

Our second objective was to be a part of Get on Board Day. It's a day where all UL's Lafayette organizations join together on the Quad and set up promotional booths and tables for their respective organizations. Our President trained all the officers about table etiquette at an event and how to pitch IMA to potential members. We came up with an idea to bring two red balloons to make our table stand out from others and put "IMA" on both sides of the balloons.



Photo taken at Get on Board Day by Zidane Tan, Media Coordinator

Event Points

This screenshot is an excerpt from our weekly announcement. The "Refer A Friend" to IMA to earn an event point was used more than once this Spring. Our President came up with this idea last semester and decided to use it again. It's a great way for recruiting potential members and rewards our current members by earning an event point. Event points are professional events or workshops held by IMA, UL or us. We love incorporating innovative ideas for our members to stay active throughout the semester.

Upcoming event points:

Refer a Friend:

After current membership dues are received, that current member can receive one easy event point by having a friend or student sign up this semester. They should send all proof (name of member who signed up & name of current member) of the event point to (C00221706@louisiana.edu).

Excerpt from IMA's Weekly Announcement by Korie Bazille, VP of Member Relations

Project Assessment

Our main strength during this project was that all our officers were motivated. We met up a couple of times to discuss strategies to grow IMA before the semester began. Everyone always was putting in extra time and energy into everything we did.

Our greatest weakness was not having enough members, therefore, not enough officers to push this project to its full potential. As three officers, we did achieve a lot of objectives together as a team. One of our crucial issues were time conflicts with giving class presentations to lower-level accounting students. The main days we planned to present, were the same days that majority of the classes we planned to speak to were having an exam. We had to work together to come up with a different schedule on when to present.

My assessment on how this project could grow is to motivate new members into officers, which would allow more people to promote IMA on campus. Also, incorporate all business majors into our class presentations and not just accounting students. This semester, we had students joined with a major in economics, finance and marketing. It's wonderful to have members in similar fields but different majors work together as business students. Which also allow our members to meet new friends and network across campus.

Project Results

As mentioned above, IMA taken part in as many campus events as possible to promote IMA to all business majors. We utilized monitors in our accounting building and hang flyers in all the business buildings. We took part in Get on Board Day and meet potential members. As well as hold our Registration Drive and obtained more members after that. What also helped was the “Refer a Friend” event point we shared with new members after they joined. A combination of all these things mentioned in the submission help achieve this result. When we began this Spring semester, we only had four members. We tripled that number into 12 members. It’s not the number we were hoping for, but it is still an accomplishment. This wouldn’t have happened without the teamwork of all the officers.



Photo of potential member signing up for IMA by Zidane Tan

Hi Dominique, I am Jaheim Holden, and I referred my friend Korie Bazille.

Email received from new member – “Refer a Friend” event point – via Dominique St. Andre

Community Service

In Fall of 2021, we were not able to participate in any service projects due to the pandemic. This semester, we are going all in. IMA will be volunteering at a local animal shelter, a food bank, and at a local festival that asked for our help. IMA's biggest event is our Donation Drive.

Each semester, IMA teams up with a local charity in need and receives a list of items that they need. IMA holds a drive all semester long that members donate all items that the charity asks for. The Fall of 2021 charity we selected was Foster the Love LA. They asked for baby items, such as diapers, baby bottles, blankets etc. We we're able to get at least one of every item on the list.



IMA Flyer for Donation Drive and picture of all donation items collected by Dominique St. Andre

Leadership Skills for Officers

The leadership skills all officers learned was how to be confident at public speaking while promoting IMA to other accounting students. As most members who joined IMA joined post pandemic, they learned how to properly address potential members and gained the confidence to initiate a conversation with business students. As switching back to in person meetings, members obtained the skill to learn how to dress professionally at all IMA meetings.

Utilizing Social Media for the Better

Previously, the last time any IMA social media accounts were used was in the Spring of 2019. Our media coordinator has been using a monthly schedule to use IMA social media pages to keep our members engaged and to network with other students and organizations. We began a new section on our social media for professors in our business departments. Beginning in March, every Friday, a professor will be in the spotlight on our Instagram page sharing a headshot and brief bio about themselves. As students, we don't realize how many long hour professors put in. The Friday spotlight is a wonderful way to honor them and thank them for all their demanding work.

Social Media Calendar
Monthly
MSGR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Story	Post	Poll/Question	Post	#Professor Spotlight	
	Story	Post	Poll/Question	Post	#Professor Spotlight	
	Story	Post	Poll/Question	Post	#Professor Spotlight	
	Story	Post	Poll/Question	Post	#Professor Spotlight	
	Story	Post	Poll/Question	Post	#Professor Spotlight	

- Instagram
- Facebook
-

Instagram:

- POST STORIES DAILY
- SHARE OTHER UL ORGANIZATIONS EVENTS
- USE CANVA OR SIMILAR SITES TO POST OUR EVENTS AND MEETINGS (AESTHETICALLY PLEASING)
- ADD POLLS OR QUESTIONS
- PROFESSOR SPOTLIGHT: EACH FRIDAY, POST ON OUR PAGE A PROFESSOR IN THE COLLEGE OF BUSINESS. (CREATE HIGHLIGHT)
- POST CONTENT PERTAINING TO OUR EVENTS BUT ALSO DEALING WITH BUSINESS IN GENERAL. EX. EXCEL TIPS, INTERVIEWING TIPS, OR FUNNY REELS DEALING WITH ACCOUNTING

MONDAYS - Send any important events IMA is having via DM to @ullafayette before 4:30pm

Any event we will be having, when you post via story/page tag @ullafayette @ulgetinvolved @moodycollegeofbusiness and tag #gauxcajuns #ulgetinvolved

Facebook:

- POST STORIES DAILY
- SHARE OTHER UL ORGANIZATIONS EVENTS
- USE CANVA OR SIMILAR SITES TO POST OUR EVENTS AND MEETINGS (AESTHETICALLY PLEASING)
- ADD POLLS OR QUESTIONS
- PROFESSOR SPOTLIGHT: EACH FRIDAY, POST ON OUR PAGE A PROFESSOR IN THE COLLEGE OF BUSINESS.
- POST CONTENT PERTAINING TO OUR EVENTS BUT ALSO DEALING WITH BUSINESS IN GENERAL. EX. EXCEL TIPS, INTERVIEWING TIPS, OR FUNNY REELS DEALING WITH ACCOUNTING

Social Media Calendar created by Dominique St. Andre