1 Recognizable Brand

Theta Lambda Chapter (195)
University of Central Arkansas

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3 Project Goals

• Develop a Recognizable Brand
  • Unique, Appealing, Reusable

• Increase Student Awareness of Beta Alpha Psi

• Incorporate Accounting Club
3 Steps

Meet with an Expert

Develop the Brand

Brand Circulation
“Stick with it big until you’re stuck with it.”
- Christina Madsen, UCA Associate VP for Communications, Public Relations, and Marketing

• Questions
  • Who are we?
  • Who do we want to reach?
  • What sets us apart?

• Suggestions
  • 12-15 Touches
  • Fluid brand
  • Perform a SWOT Analysis
Valentine’s Day Service Project
Thursday, February 2nd, 2017
X-period COB 206

Happy Valentine’s Day
Help us make Valentine’s cards for retirement home residents

Fun Service Activity Opportunity

Tuesday, February 6, 1:40 pm – 2:30 pm, COB 206
671 Surveys

- Sent to all accounting majors and business students in accounting classes
- Questions
  - Major
  - What is BAP?
  - Interest in BAP
  - Flyers
  - SWOT
116 Responses

• 17% response rate

• What we learned
  • 74% accounting major (or considering)
  • 69% not a member of BAP or AC
  • 45% have never seen our flyers

• SWOT
  • Strength: Organized
  • Weakness: Social media
  • Opportunity: Career options
  • Threat: Other business clubs
"I traveled 6437 miles from my home in Nigeria to study Accounting at UCA."

Obed Onyemakonor
Senior Accounting Major
• Wider distribution of brand
• New means of communication
  • Flyers (paper and digital)
  • Email
  • Social Media
• Annual Report
4 Expected Benefits

Chapter: Increased participation

Students: Development Opportunities

UCA: Celebrates achievements

Other Chapters: Adapt this process
It's in the Numbers

1 Recognizable Brand

THANK YOU!

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