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Abstract

Cardinal Communications was established in 1976. Entering its 40th year, the agency's leadership decided to review the plans the agency has set forth for itself. Focusing on growing the agency both in members and clients, this strategic plan is based on insights from scholarly studies and interviews, both of student-run firms and engaging volunteers. The following plan reviews best practices for student-run firms and lays out strategies and tactics to recruit, train, and retain members successfully as well as how to gain new clients, increase revenue, and satisfy clients. Also included in this plan are a timeline for implementation and a method for evaluating the success of the plan.

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