



Student Affiliation Terms, Conditions & Benefits



Affiliation, Entry Fees and Subscription

A college or university organization is eligible for affiliation with the Milwaukee chapter of the Business Marketing Association (BMA):

- Upon submission of official BMA-Milwaukee Affiliate Application
- Upon payment of \$200 registration fee
- Upon receipt of respective Student Affiliate Membership (1) student names' listing, (2) email addresses, and (3) major area of study (NOTE: students *must* be vetted by the Faculty Advisor – see **Notes to Advisors** on the last page).

Official BMA-Milwaukee affiliation is from September 1 to August 31 of each program/academic year. Student Affiliation may be initiated anytime during the academic year.

An application for school affiliation with BMA-Milwaukee must be:

- Submitted by the sanctioned school organization's Faculty Advisor
- Submitted using the BMA-Milwaukee College/University Affiliation Application
- Logged with the Student Affiliate Liaison for BMA-Milwaukee:

Brent Kaufman
BMA-Milwaukee Student Affiliation
207 N. Milwaukee Street
Milwaukee, WI 53202
(414) 271-4001 ext. 106

Actions of BMA-Milwaukee University Outreach Committee (UOC)

After the receipt of an application, the University Outreach Committee (UOC) Chairperson must refer the application to the UOC, which will determine approval or rejection. Upon approval of the application for Affiliation, the UOC Chair will:

- Notify the applicant school in writing or via email of Affiliation approval
- Request payment of \$200 fee for the Program Year by or before Sept. 30
- Request a full listing (in an Excel file) of student affiliates (1) names, (2) email addresses, and (3) major area of study.

Rejection of Application

The UOC must, within 15 working days of their decision, notify the applicant in writing that the application has been rejected, and provide reasons therefore.

Ceasing Affiliation

An affiliate sanctioned school organization that has paid all money due and payable to BMA-Milwaukee may cease affiliation with BMA-Milwaukee by:

- Ceasing to pay and register with BMA-Milwaukee in September of each year.



Actions of the BMA-Milwaukee Executive Administrator

The BMA-Milwaukee Executive Administrator must enter the school and student applicants' names in the Register of Affiliates within 15 days after receipt of the (1) notice of application approval from the UOC; (2) list of students; and (3) receipt of payment from the school.

All students who are registered and vetted under the affiliated sanctioned school organization become Student Affiliate Members, and are entitled to exercise the rights of student affiliation when his or her name is entered in the Register.

Rights & Benefits of School and Student Affiliation

- Each member receives an official BMA-Milwaukee UOC T-Shirt, plus licensed use of the official "BMA-Milwaukee Student Affiliate" logo for your organization!
- The right to put "BMA-Milwaukee Student Affiliate Member" on your resume.
- Entitlement to an exclusive on-campus presentation of the UOC Career Builder Road Show, as well as access to UOC speakers, events & activities specifically geared to prepare students for a career in marketing communications.
- Admission to monthly BMA-Milwaukee professional meetings. For Student Affiliate Members, the meeting fee is \$10; non-affiliates pay \$20. Each meeting features networking time, a nice dinner, and a program / speaker on relevant industry topics and issues.
- Attend the BMA-Milwaukee Bell Awards Event at regular BMA-Milwaukee Member rates.
- Access to the "Students" link on the BMA-Milwaukee website (www.bma-milwaukee.org), where you'll find information about UOC events, internships, the BMA-Milwaukee Academic Scholarship, speakers and other academic, developmental and career opportunities. (Your school & organization will also be prominently acknowledged on the "Students" site!)
- Access to the knowledge and experience of career professionals who appreciate the role of students as the future of marketing communications.
- Stand out from the pack when you wear your Student Affiliate Member nametag at BMA-Milwaukee meetings, exhibiting your membership in an affiliated university or college organization.
- Opportunities to have fun and help out great causes working side-by-side with professionals at food pantries, fundraisers, and other events.



BMA-Milwaukee Definition of a “College Student”

A “college student” is someone:

- Currently enrolled in classes at a college, university, technical college or a post-high school institution of higher learning
- Officially registered for 9 or more academic credits
- Is engaged in the process of receiving a post-high school degree (associate, bachelors)
- Not employed fulltime.

Should a student in the course of being a Student Affiliate Member of BMA-Milwaukee fail to meet any of the above criteria, their status as stated Member will be void. (i.e., stop attending college, fall below 9 credits, find full-time employment, etc.) We then encourage and welcome past Student Affiliates to become full professional members of BMA-Milwaukee.

Affiliate Faculty Advisers – Special Notes:

Please note the following regarding Student Affiliation:

- School affiliation and student affiliation with BMA-Milwaukee *does not in any way constitute a membership with BMA-International.*
- “Affiliation” or “Affiliated Member” refers to the sanctioned college/university organization applying for BMA-Milwaukee affiliation.
- “Student Affiliate Member” refers to individual students who have student “membership” under the sanctioned school organization’s affiliation.
- Student Affiliate Members are not professional members, nor do they have all privileges and opportunities afforded to professional members.
- It is incumbent upon the Faculty Advisor to alert the UOC and/or BMA-Milwaukee Executive Administrator of changes in Student Affiliate Member status, should that occur during a BMA-Milwaukee Program Year (see “BMA-Milwaukee Definition of a College Student” above).

While it is not mandatory that the Student Affiliate Faculty Adviser be a member of BMA-Milwaukee, it is highly recommended—and beneficial—for advisers to make this important commitment. Payment of the affiliation fee does not count toward professional BMA-Milwaukee membership.

Full BMA membership benefits are available at reduced rates for those who work in academia. If interested, please feel free to speak with someone on the UOC, or go to the BMA National website: www.marketing.org.

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