



Marketing Educator's Association
Annual Board Meeting Minutes

April 8, 2010 1:00 PM
Renaissance Hotel Downtown
Seattle, WA

Present: Robert Lupton, Glen Brodowsky, Susan Cadwallader, Clay Daughtrey, David Ackerman, Barbara Gross, Claudia Bridges, Kenneth Chapman, Deborah Heisley, Rika Houston, Gary Karns, Wendy Wilhelm, Elise "Pookie" Sautter, James Reardon, Brian Jorgensen, Dennis Clayson, Gopala "GG" Ganesh, Ruth Taylor, Charles Comegys, Ed Petkus, Charles Duke, Charles Patti, Mark Young, Patricia Browne, Bernice Dandridge, Douglas Lincoln, Laurie Stehle

Not Present: Lars Perner, Richard Lapidus, Pola Gupta, Gerald Abergos

The meeting was called to order at 1:15 PM.

Agenda Approved

2009 Minutes

Motion: Accept the minutes of the 2009 Board Meeting. Passed.

2010 Conference Report

S. Cadwallader: Competitive Papers and Best Paper Award

68 papers submitted

62 papers accepted

102 reviewers

Judy Strauss, University of Nevada, Reno – Best Paper Award *Marketing Capstone Models 'The Apprentice' Television Show with Client-Sponsored Projects*. This was Judy's first submission to MEA.

G. Brodowsky: Special Sessions and Contemporary Issues

27 papers submitted

R. Lupton: Exhibits and Sponsors

Chapman and Associates is an exhibitor this year and a sponsor of the special sessions.

Wessex Publishing is an exhibitor this year and sponsored the Marketing Educator of the Year award.

Sage Publications sponsored the Saturday breakfast.

Journal of Marketing Education sponsored the Outstanding Article of the Year award.

Both Cengage publishing and McGraw-Hill publishing had to decline due to budget constraints.

B. Gross: Marketing Educator of the Year – Charles Duke, Clemson University

Lifetime Contribution Award – Irene Lange, California State University Fullerton

D. Lincoln: Outstanding Paper Award – Neil Granite, California State University Fullerton and Stephen K. Koernig, DePaul University

C. Daughtrey: Treasurers Report

The organization is solvent. The number of attendees at the 2009 conference was 165. This year 116 have registered so far with 110 attending the Friday night event at the Space Needle. Five hard-copy proceedings were ordered, therefore it will be phased out. May do online registration next year and add a service fee for the convenience.

R. Lupton: 2010 Conference Report

The Renaissance Hotel is excited we chose them. They have been very accommodating by providing free internet to all attendees and providing excellent service.

The Friday Night event is at the Space Needle with dinner and drinks featuring the Dave Rawlinson band. When asked if having a Friday night event should continue, the consensus was yes.

Nominations of new and existing members to the Board of Directors

Agreeing to renew their positions on the board:

D. Ackerman

K. Chapman

R. Houston

J. Reardon

C. Duke

Motion: Accept this list of nominations to the Board and present it to the membership for a vote. Passed.

Needing replacements:

R Lapidus – Southwest Director

E. Petkus – Eastern Director

P. Browne – International Director

At-large Director

Second Community College Director

Nominations for Replacements and Shifts

Ed Petkus, from Eastern to incoming 2013 MEA VP and Conference Co-chair

Christine Chung to replace to Ed Petkus in Eastern Region

GG from 'Southern' Region to the Southwestern Region (replacing Lapidas)
Charles Duke from 'At Large' to 'Southern' Region
Barbara Gross to replace Charles Duke as 'At Large'

The Board discussed realigning the districts. Charles Duke could become the Southwest Director. There would be more outreach if a Southeast position was created. Glen Brodowsky agreed to head a project with Clay Daughtrey to study the demographics of the membership to see if a Southeast position is needed.

Ken Chapman expressed concern about a conference on the East coast due to the cost. He would like to look at the number of people in the East and the results of a survey question concerning attendance at an East coast conference. Perhaps we could join with another conference in order to make the minimum requirement.

East: Christina Chung,

Motion: Move Texas and Oklahoma into the Southwest region. Passed.

Motion: Select Barbara Gross to fill the At-large Director position. Passed.

Southwest: Gopaloa "GG" Ganesh

International: Wendy Wilhelm and Charles Patti will contact some people. Any directors finding an interested person should contact Bob Lupton or Glen Brodowsky.

Community College Director: Continue the search for a person to fill this position.

JME Report

D. Lincoln: The circulation is up 2%. There were 58,000 downloaded articles. The number of pages per issue has increased to 120 pages. The Journal is still published three times a year.

Doug would like to know the names of international people to recruit for articles.

When referring to the Journal of Marketing Education in other journal articles, use the letters J M E D.

By-law Changes

Delete last sentence of first paragraph of SECTION 5. AWARDS: "Each author attending the Annual Conference will also receive a free registration to the conference at which the award is to be distributed."

Motion: Accept the changes to the by-laws as presented in Appendix C and include the verbal change shown above, which deletes the last sentence of first paragraph of SECTION 5, AWARDS. Passed. (See Appendix C)

IT Director

G. Brodowsky: An IT director is needed to provide continuity and assistance during the conference.

Motion: Create the Director position of IT Consultant and appoint David Rawlinson to the position. Passed.

Web Site

Web Master Report Handed out – sent by L. Perner: A redesign of the web site is planned next year.

Future Conference Locations

2011 Westin Hotel, San Diego, CA April 21 – 23

2012 Long Beach, CA April 18 - 22

The future of the Pre-Conference Workshop

The Pre-conference Workshop was conceived as a Master Teacher course. Gary Karns and Charles Duke would like to expand the scope of the workshop to include other areas of interest like technology. They would like to encourage others to become involved.

The Role of Directors

R. Lupton: The directors' role is to promote MEA and the annual conference in their regions.

Marketing Effort for Next Year

D. Ackerman:

Tactics:

- Personal Contacts #1
- Personal emails to colleagues
- Keynote Speakers (e.g., Clayson)
- ELMAR Posting
- Identify potential attendees state by state (Heisley)
- Thank the reliable attendees via email/letter (Houston)

Attendance Reports statistics needed to determine which tactics have been more successful.

- Attendees w/ or w/o Paper
- Attendees to Pre-conference Workshop (mentor/host)

- Former attendees

Other efforts proposed: MEA Facebook page, a letter to the Dean acknowledging each conference presenter and new attendee, a keynote speaker, a letter of acknowledgment to each attendee, person-to-person invitations is the most effective for gaining members.

New Awards Program

G. Ganesh: To acknowledge innovation in the classroom, a new award is proposed. He, Claudia Bridges, and David Rawlinson will chair a special session next year. A written proposal will be submitted by the end of summer.

By-law and Complementary Registrations

C. Daughtrey: Multiple authors on a paper cost the organization \$1,750. The award ends up rewarding the university for the conference expenses instead of the author.

The discussion offered suggestions such as limit the dollar amount of the award by splitting the award among all of the authors, secure a “sponsor” or “donor” for the specific award, recruit a director or member to raise funds for the conference and the awards.

The meeting was adjourned at 3:35 PM.

BY-LAWS of the MARKETING EDUCATORS' ASSOCIATION
Reviewed/Revised April 2009 10

Current - SECTION 2. REGULAR MEMBERS

Regular membership in the Association is open to all marketing faculty teaching full or part-time in any university, college, or community (junior) college who wish to subscribe to the purposes for which this Association is formed.

SECTION 3. ASSOCIATE MEMBERS

Individuals interested in marketing education may become associate members of the Association and shall enjoy all the rights and privileges of regular membership, except the right to vote.

Proposed Changes - SECTION 2. REGULAR MEMBERS

Regular membership in the Association is open to individuals who currently are or have been or retired from teaching marketing full or part-time in any university, college, or community (junior) college and wish to subscribe to the purposes for which this Association is formed.

SECTION 3. ASSOCIATE MEMBERS

Other individuals interested in marketing education may become associate members of the Association and shall enjoy all the rights and privileges of regular membership, except the right to vote.

Add text on membership dues amount....

SECTION 5. MEMBERSHIP DUES

The registration fee paid by an eligible individual at the Associations' Annual Conference shall include membership in the Association for a period of one year, starting on the first day of said conference. Individuals eligible for membership but not attending the Annual Conference may join the Association by payment of a fee of \$50.00, or other amount determined by the Board, for each year of membership

Current - SECTION 1. LOCATION AND FREQUENCY

There will be a meeting of the regular membership of the Association to be held during the Annual Conference and at the location of the Annual Conference.

Proposed Changes - SECTION 1. LOCATION AND FREQUENCY

There will be a meeting of the regular membership of the Association to be held during and at the location of the Annual Conference.

Add text to recognize web master....

SECTION 2. ELECTION

The Vice President shall be chosen annually for a four (4) year term by the Directors, acting as a nominating committee, at the Annual Meeting. The candidate so chosen shall be submitted to the membership at the same Annual Meeting for his or her confirmation, and take office on the first day of the month following the meeting. The Secretary-Treasurer, the Marketing Director, and the Web Master shall be chosen and confirmed in a similar manner for three (3) year terms.

SECTION 6. DUTIES

Add text to recognize web master duties...

Marketing Director: The Marketing Director shall be responsible for increasing the recognition of the MEA nationally and for membership issues.

Web Master: The Web Master shall be responsible for maintaining the hosting, appearance, and content of the website.

WEBMASTER'S REPORT

Lars Perner, Ph.D., Webmaster
Marshall School of Business, University of Southern California
perner@marshall.usc.edu


Web Site Traffic. From April 5, 2009 to April 4, 2010, we had a total of 5,682 visits, or an average of about 15.6 per day. As the chart of traffic below indicates, traffic tends to peak around the time of the conference, conference registration, and paper submission deadlines.





On the average, each visitor views 2.67 pages. Our “bounce” rate—the proportion of web site visitors who only view one page—is 43.28%, suggesting that the majority of visitors explore two or more pages. For technical reasons, these numbers do not include Adobe Acrobat PDF files. Many documents—including calls for papers, registration forms, programs, and past proceedings—are kept in this format to maintain a consistent appearance on different computers. It is, unfortunately, not possible to measure views of these pages with the current web hosting service.


It is estimated that the average time spent on the site is a little more than two minutes. This estimate is subject to certain assumptions. It should also be noted that past proceedings, programs, and call for pages—the documents on which visitors would likely spend the greatest amount of time—are not included in this estimate. Some of these files may also be download and/or printed out to read after leaving the web site.


 5,682 Visits

 15,160 Pageviews

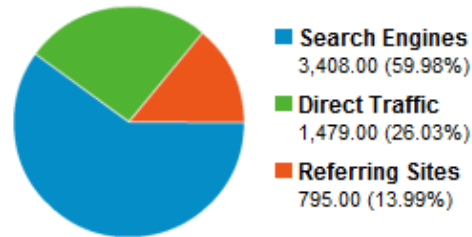
 2.67 Pages/Visit

 43.28% Bounce Rate

 00:02:08 Avg. Time on Site

 62.88% % New Visits

Traffic Sources Overview



It is estimated that the bulk—some 60%—of our visits come through search engines. The “direct” traffic involves the visitor typing in our domain name directly and/or using a “bookmark” in his or her browser and accounts for 26% of visits. The remaining visits—about 14%—come from “referring” web sites—other sites that link to our web site—and individuals who click on links in e-mails with links to the site (e.g., a notice of a call for papers).

Aside from the “index”—or front—page that visitors see first when going to the marketingeducators.org domain name, the conference pages are, not surprisingly, the most frequently visited pages. There are probably also a large number of visitors to the various proceedings volumes, but these cannot be measured under the current hosting setting.

Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page
1. /	4,761	3,673	00:01:02
2. /mea2010conference.htm	3,082	1,815	00:02:14
3. /MEA_2009_conference.htm	1,454	1,070	00:02:00
4. /conferences.htm	1,259	881	00:01:00
5. /membership.htm	803	535	00:01:18
6. /aboutmea.htm	796	538	00:00:51
7. /mearesearch.htm	564	376	00:00:51
8. /index.htm	520	357	00:00:39
9. /links.htm	465	286	00:01:14
10. /news.htm	275	181	00:00:37

Web Site Rankings. Google “rankings” of web sites—the order in which particular sites are listed for a search on a given search phrase—tend to fluctuate somewhat, both because of possible adjustments to the Google algorithm and because of changes in the factors that determine rankings. By far, the biggest factor in determining Google rankings is a site’s “popularity index”—the number and “quality” of other pages with links to the site. Links from other sites that are highly ranked on a particular term count a great deal; links from other sites with low ranks contribute very little. The presence of key terms—e.g., “marketing education”—and “click-thorough” rates—the proportion of searchers who actually click on the site when it

occurs in search results—have some impact as well, but considerably less than links from other sites going to the site.

As shown on the attached Google searches, we rank number twenty under “marketing education” and first under “marketing educators.” This is a significant difference. When people search for “marketing educators,” we come up first while, for most people, we show up only at the very end of the second page when the search is for “marketing education.” Ordinarily, Google tends to treat most words with the same “stem” as relatively equivalent, but a large difference results in this particular case. Although it is difficult to tell the cause of this difference since the specifics of Google’s algorithm are a trade secret, this may have to do with the names of different firms and organizations listed for the other sites.

It may help our site ranking if university Marketing Departments would be willing to link to our site.

Site design. Over the summer, I will redesign the web site to improve its appearance and better match our new logo. The Dreamweaver “add-in” that I have been using does not appear to offer the flexibility needed. Among other things, it is not readily possible to increase the size of the rather small font that comes as default for text.

Adobe—the publisher of Dreamweaver— will be releasing a new version of the “Creative Suite” this month. This new version may offer some new designs that would be useful. I also have another program—Xara Web Designer—which features templates that appear more flexible. I may need to come back to the board informally via e-mail on preferences on various layouts.

With the redesign of the site, there is an opportunity to integrate new content. Please let me know of any ideas of what we should add.

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How to take control of your **Marketing** dollars by tracking, measuring and evaluating ALL your **marketing** activities to ensure you only invest **marketing** ...

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Information for high school members, college DEX members, advisors, and business partners.

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[Marketing Teacher Homepage](#) ☆

Free lessons for **marketing** learners, teachers and professionals, including Boston ... Since 2000, we have been providing **marketing** learners, teachers and ...

[International Marketing](#) - [PowerPoint](#) - [Starbucks SWOT](#) - [Nike SWOT](#)

marketingteacher.com/ - [Cached](#)

[CTE :: Marketing Education](#) ☆

Utah **Marketing Education** Pathways are based on the national marketing sales and service career cluster pathways. By taking **Marketing Education** courses, ...

schools.utah.gov/cte/marketing.html - [Cached](#)

[Marketing Education Review - The Journal for the Scholarship of ...](#) ☆

Marketing Education Review promotes innovative approaches to curricular development, course content and delivery systems, student learning, ...

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[19 TAC Chapter 124](#) ☆

Texas Essential Knowledge and Skills for **Marketing Education**. ... Section 124.62, §124.62. **Marketing Education** Independent Study (One-Half to One Credit). ...

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Marketing Education prepares students for postsecondary education and careers in marketing communications, marketing management, marketing research, ...

www.ncpublicschools.org/cte/marketing/ - [Cached](#) - [Similar](#)

[Online Marketing Education Conference & Online Marketing Training ...](#) ☆

Online **Marketing** Summit 2010, will be held February 22-25 in San Diego, California, covering the topics of Social Media, Search, Email, Integrated **Marketing** ...

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[What's Working Now with E-mail Marketing to Educators](#)



Jan 21, 2009 ... With email **marketing** continuing its rapid growth as a primary channel for reaching **educators**, marketers are increasingly interested to learn ...

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Marketing Educators of Texas. Message from the President Dear MET Members,. Every day, you play a vital role in shaping the lives of students at your high ...

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[Winter Marketing Educators Conference - American Marketing Association](#) ☆

For information regarding the Winter **Marketing Educator's** Conference 2010 sponsorship and exhibit opportunities, please contact Lore Gil-Torres at ...

[Show map of 500 Canal St, New Orleans, LA 70130](#)

www.marketingpower.com/.../WinterMarketingEducatorsConference2010.aspx -

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[Summer Marketing Educators' Conference: Boston - Summer Marketing ...](#) ☆

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www.marketingpower.com/.../SummerMarketingEducators'ConferenceBoston.aspx -

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On this site you will find a wealth of information about our organization, Career and Technical Education, and **Marketing Education**. In addition, our members ...

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[Colorado Marketing Education Association](#) ☆

Colorado **Marketing Education** Association (CMEA) is an organization for Colorado **Marketing Educators**. CMEA Members enjoy many benefits including valuable ...

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[Email Marketing for Educators & Education Industry - VerticalResponse](#) ☆

As an **educator**, the ability to communicate is one of the most valuable skills at your disposal. Well, that and patience. Lots of it.

www.verticalresponse.com/vertical/education.html - [Cached](#) - [Similar](#)

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Online Resources for **Marketing Educators**. "We must be the learner we wish our students to become" Angela Maiers, author. Management Resources ...

dpi.wi.gov/deca/pdf/onlineresources.pdf

[A-CME Entry Page](#) ☆

Association of Collegiate **Marketing Educators** ... Our association is is a professional marketing organization founded to encourage exploration and ...

a-cme.org/ - [Cached](#)

[Washington Association of Marketing Educators - HOME](#) ☆

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[ACTE :: Marketing Education Division](#) ☆

We are a group of dynamic **marketing educators** who aim to make a difference. Join us and help make **marketing education** the course that is a must for students ...

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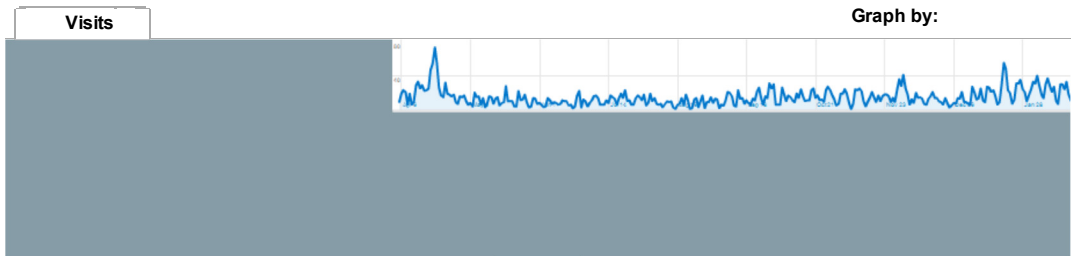
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43.28% Bounce Rate

15,160 Pageviews

00:02:08 Avg. Time on Site

2.67 Pages/Visit

62.88% % New Visits

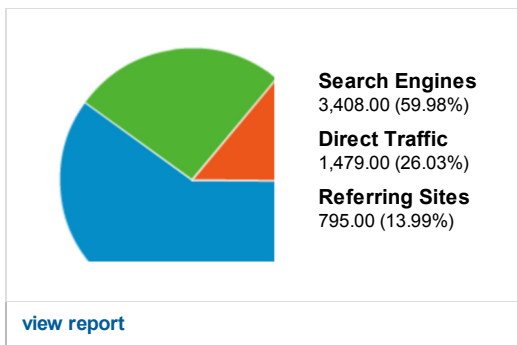
Visitors Overview



Map Overlay



Traffic Sources Overview



Content Overview

Pages	Pageview	% Pageview:
/	4,761	31.41%
/mea2010conference.htm	3,082	20.33%
/MEA_2009_conference.ht	1,454	9.59%
/conferences.htm	1,259	8.30%
/membership.htm	803	5.30%

[view report](#)

Analytics Settings View Reports: marketingeducators.org

My Analytics Accounts: www.AspergersSyndrome.org

- Dashboard
- Intelligence Beta
- Visitors
- Traffic Sources
- Content**
- Overview
- Top Content
- Content by Title
- Content Drilldown
- Top Landing Pages
- Top Exit Pages
- Site Overlay
- Site Search
- Event Tracking
- Goals

Custom Reporting

- My Customizations**
- Custom Reports
 - Advanced Segments
 - Intelligence Beta
 - Email

- Help Resources**
- About this Report
 - Conversion University
 - Common Questions

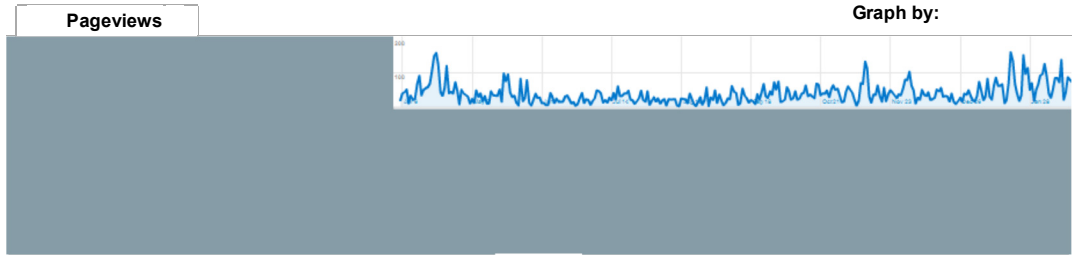
Export Email Add to Dashboard Visualize

Advanced Segments: All Visits

Overview »

Top Content

Apr 5, 2009 - Apr 4, 2010



36 pages were viewed a total of 15,160 times

Content Performance Views:

Pageviews 15,160 % of Site Total: 100.00%	Unique Pageviews 10,623 % of Site Total: 100.00%	Avg. Time on Page 00:01:17 Site Avg: 00:01:17 (0.00%)	Bounce Rate 43.28% Site Avg: 43.28% (0.00%)	% Exit 37.48% Site Avg: 37.48% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
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	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
	<input type="text" value="None"/>						
1.	/	4,761	3,673	00:01:02	31.80%	34.55%	\$0.00
2.	/mea2010conference.htm	3,082	1,815	00:02:14	70.60%	47.86%	\$0.00
3.	/MEA_2009_conference.htm	1,454	1,070	00:02:00	59.33%	55.30%	\$0.00
4.	/conferences.htm	1,259	881	00:01:00	38.98%	27.48%	\$0.00
5.	/membership.htm	803	535	00:01:18	41.38%	27.02%	\$0.00
6.	/aboutmea.htm	796	538	00:00:51	21.43%	17.34%	\$0.00
7.	/mearesearch.htm	564	376	00:00:51	75.61%	24.29%	\$0.00
8.	/index.htm	520	357	00:00:39	31.40%	23.27%	\$0.00
9.	/links.htm	465	286	00:01:14	76.69%	42.58%	\$0.00
10.	/news.htm	275	181	00:00:37	50.00%	16.36%	\$0.00

Filter Page: containing Go [Advanced Filter](#)
 Go to: 1 Show rows: 10 1 - 10 of 36