



## 2011 MEA Board of Directors Meeting Minutes

Thursday April 21, 2011 1:00 pm – 3:00 pm  
Imperial Room, 2<sup>nd</sup> Floor  
Westin Gaslamp Quarter Hotel  
San Diego, California USA

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Present: Gopala “GG” Ganesh, Pola Gupta, Lars Perner, Glen Brodowsky, Susan Cadwallader, Ed Petkus, Robert Lupton, David Rawlinson, Elise “Pookie” Sautter, Charles Comegys, Barbara Gross, Ruth Taylor, Ken Chapman, Rika Houston, Brian Jorgensen, Christina Chung, James Reardon, Deborah Heisley, Doug Lincoln, Deb McCabe, Charles Patti, Clay Daughtrey  
Not Present: Charles Duke, Gary Karns, David Ackerman

Call to order: 1:00 pm  
Agenda: approved  
2010 Minutes: motion to approve--passed

### 2011 Conference Reports

- Competitive Papers and Best Paper Award, Ed Petkus Jr., Vice President and Program Chair:
  - 54 competitive papers submitted
  - 52 papers accepted (minus 2 drops = 50 competitive papers presented)
  - 54 reviewers (each reviewer reviewed two manuscripts)
  - Best Paper: *Gender Differences in Personal Selling Ethics Evaluations: Do They Exist and What Does Their Existence Mean for Teaching Sales Ethics?* by Casey Donoho (Cal State-Chico), Timothy Heinze (Cal State-Chico), and Chris Kondo (Cal State-Fullerton)
- Special Sessions and Contemporary Issues, Susan Cadwallader, President-elect and Program Chair
  - 21 special session proposals submitted
  - 20 accepted (one had been submitted also as a competitive paper, and was thus designated)
- general discussion of drop in number of papers/sessions submitted (68 papers in 2010 vs. 54 in 2011; 27 sessions in 2010 vs. 21 in 2011); possible reasons cited include lack of credit for pedagogical research at some schools (though others may be counting them more due to AACSB mission-driven accreditation) and conference travel budget cuts
- Exhibits and Sponsors, Glen Brodowsky, President, expressed thanks for the following:
  - Chapman and Associates – exhibitor and sponsored special session
  - Journal of Marketing Education* - Outstanding Article of the Year award
  - SAGE Publications - Saturday breakfast
  - Wessex Publishing – Marketing Educator of the Year award
  - San Diego State University
  - California State University, San Marcos
  - California State University, Fullerton
- other budget issues discussed: no lunch at BofD meeting; neither cookies nor muffins at the between-sessions breaks (snacks provided in registration bags); almost got Prentice-Hall to exhibit for their sustainability text
- Marketing Educator of the Year presented by Bob Lupton, Immediate Past President:
  - Regina Schlee, Seattle Pacific University, chosen from four nominees
- Lifetime Contribution Award presented by Bob Lupton, Immediate Past President
  - Stuart Van Auken, Florida Gulf Coast University
- JME Outstanding Paper Award presented by Douglas Lincoln, JME editor
  - Regina Schlee and Katrin Harich, *Knowledge and Skills for Marketing Graduates in the 21<sup>st</sup> Century*

**-Treasurer's report, Clay Daughtrey, Secretary Treasurer**

- RegOnline worked great, saved much work, easy to send receipts, generates data; might use BlackTie next year because it is cheaper
- a few people paid \$50 for an annual MEA membership
- several high school teachers attended this year; potential for increased targeting of high school teachers was discussed
- Clay Daughtrey will purchase "marketingeducators.com" for \$109
- student registration this year was discounted to \$300; a discussion about student participation ensued:
  - while we lose some money on the discounted registration, it might serve to grow participation in the long term
  - G. Brodowsky reported using ELMAR to recruit Ph.D. students
  - P. Sautter: Ph.D. students have increased demands for publication during their programs, which might make MEA an increasingly attractive outlet
  - role of the pre-conference workshop and special sessions
  - ACTION: a "task force" was established to continue to pursue this issue; task force led by Pookie Sautter; other members include Glen Brodowsky, Christina Chung, Bob Lupton, and Clay Daughtrey

**-2011 Conference Report, Glen Brodowsky President**

- Nominations of new members of the board of directors and renewal of existing board members.
- Nomination of Deborah Brown McCabe to the officer's Track as Vice President/Program Co-Chair: approved
- Renewals Confirmed:
  - Elise "Pookie" Sautter, Southwest
  - Pola Gupta, Central
  - Ruth Taylor, Southern
  - Chuck Comegys, Eastern
  - Gary Karns, Northwest
  - Deborah Heisley, West
- Two Replacements and Two Vacant Director Positions
  - Director of Community Colleges (second Director's Position still open)
  - Southwest Director Vacancy

-discussion of revisions needed for program and proceedings: directors' section

-discussion of need for refinement of Director job description; call for "task force" volunteers comes up empty; G. Brodowsky asks for people to send suggestions directly to him instead

**-JME Report, Douglas Lincoln, JME editor**

- Reviewer of the Year: Gary Karns, Seattle Pacific University
- JME circulation, membership subscriptions, and downloads are all down (for various reasons), but SAGE continues to be happy with the journal
- 2010 acceptance rate = 18.6% (30% for special issue)
- 2011 submissions = 27 (vs. 19 this time last year)
- SAGE continues to push for increased internationalization of the journal
- continuation of discussion of value of pedagogical research

**-Other Business**

- Webmaster report, Lars Perner, Webmaster
  - L. Perner distributed report; general discussion of site traffic dynamics
  - Discussion of potential to add MEA website link to departmental websites and/or possible development of "endorsement" process whereby MEA would "certify" marketing curricula (possible revenue generation)
  - Discussion of possible ways to increase web traffic (Slideshare; job postings; links to textbook publishers; teaching tips; assessment rubrics); use of Facebook and/or LinkedIn; use of blogs and forums; task force led by Rika Houston & Deb Heisley (will meet at breakfast to discuss further)
- 2011 and 2012 MEA Conference Locations
  - 2012: Long Beach, California
  - 2013: Portland, Oregon

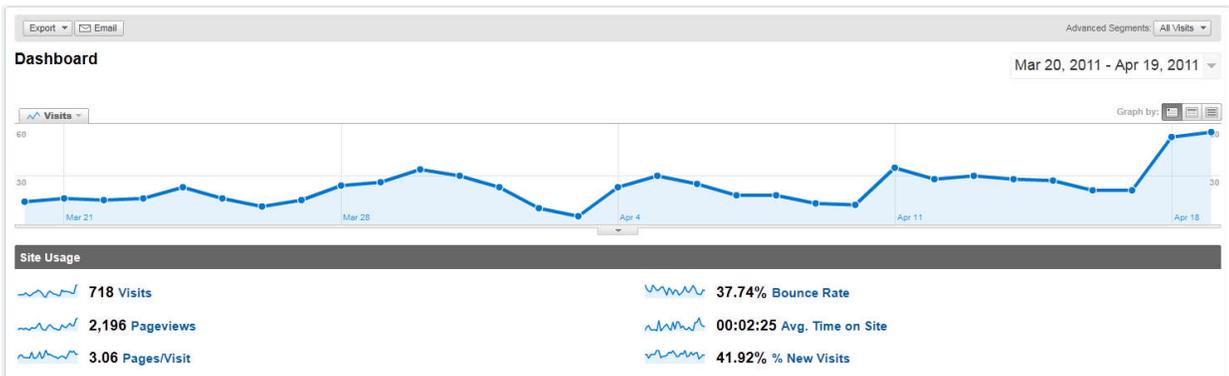
- Marketing effort for next year, David Ackerman, Marketing Director
  - i. No report (D. Ackerman absent due to miscommunication)
- The future of the pre-conference workshop – Gary Karns and Charles Duke
  - i. 2011 participants = 3
  - ii. Discussion of recruitment for future workshops (G. Karns and C. Duke will join breakfast meeting to discuss recruitment of Ph.D. students)
- Proceedings Format
  - i. Discussion of difficulties in formatting proceedings; possibility of using on-line “cloud” technology in future
- Hard Copy versus Electronic Copy of JME
  - i. Motion to make MEA members JME subscription default to the on-line copy (which includes link to all JME content)--passed
- Other business
  - i. Discussion of possible change to Board of Directors’ meeting to allow for work time (e.g., meet twice on Thursday, or reconvene after conference on Saturday)
  - ii. Discussion of potential for future conference “themes”: “task force” to meet at breakfast to discuss further
  - iii. Discussion of establishing term limits for Directors.

Meeting adjourned at 3:15 pm.

## WEBMASTER'S REPORT

Lars Perner, Ph.D., Webmaster  
Marshall School of Business, University of Southern California  
[perner@marshall.usc.edu](mailto:perner@marshall.usc.edu)

**Web Site Traffic.** During the interval of March 20-April 19, 2011, we had a total of 718 visits.

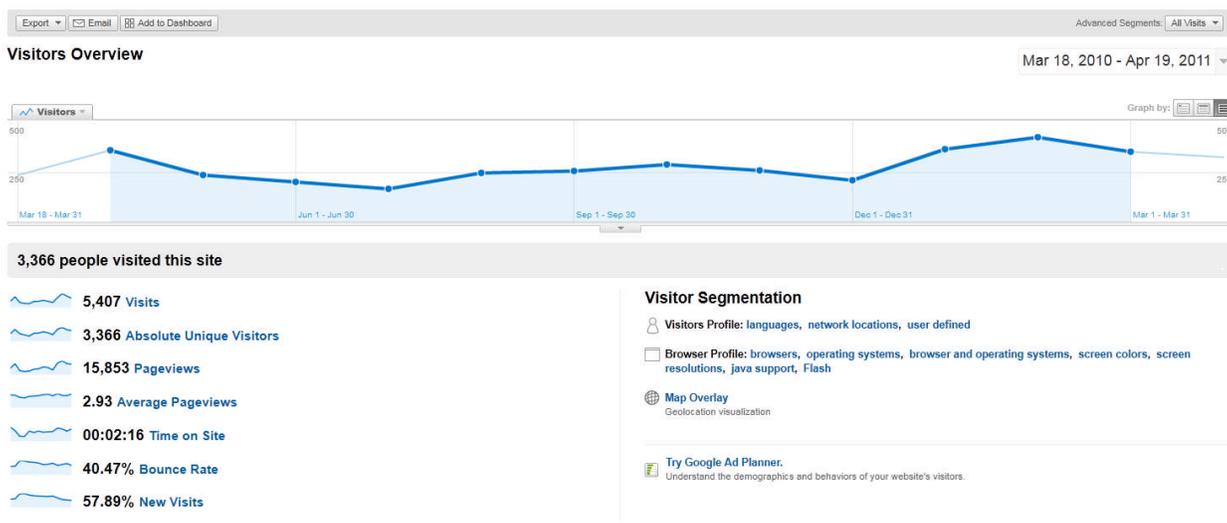


Not surprisingly, the conference related pages received the most visits during this interval. Note that the page visits add up to more than 718 because many visitors viewed more than one page. It should be noted that visits to proceedings and conference programs are *not* included in these counts since Google Analytics does not capture visits to PDF files.

Pages	Pageviews	% Pageviews
<a href="#">/mea2011conference.htm</a>	759	34.56%
<a href="#">/</a>	610	27.78%
<a href="#">/conferences.htm</a>	199	9.06%
<a href="#">/aboutmea.htm</a>	101	4.60%
<a href="#">/MEA2012_Conference.html</a>	92	4.19%
<a href="#">view report</a>		

Going back through the last twelve months, we had a total of 5,407 visits by an estimated total of 3,366 “unique” visitors. This figure is likely an overestimate since the same person who accesses once from his or her office and once from home would be counted as two “unique” individuals. If we add in a laptop access as well, the same person could account for three different identities. My best “guess” would be that we have probably had some 2,000 different individuals visit the site this year.

As reported last year, there were a total of 5,682 visits between April 5, 2009 to April 4, 2010. Thus, our total traffic is essentially unchanged since then.



A large proportion of site visitors appear to have made three or fewer visits over the year. Again, it should be noted that visits per individual may be understated because the same individual may have accessed from different computers with different IP addresses. It is, however, heartening to see that seven very enthusiastic individuals made more than 100 visits over the year!

**Visitor Loyalty**

Most visits repeated: 1 times

Count of visits from this visitor including current	Visits that were the visitor's nth visit	Percentage of all visits
1 times	3,432.00	57.93%
2 times	540.00	9.00%
3 times	300.00	5.00%
4 times	214.00	3.50%
5 times	161.00	2.62%
6 times	129.00	2.09%
7 times	99.00	1.63%
8 times	85.00	1.57%
9-14 times	302.00	5.59%
15-25 times	207.00	3.83%
26-50 times	153.00	2.83%
51-100 times	75.00	1.39%
101-200 times	7.00	0.12%

The majority of visits to our site appear to result from search engine results:

## All traffic sources sent a total of 5,407 visits

 25.21% Direct Traffic

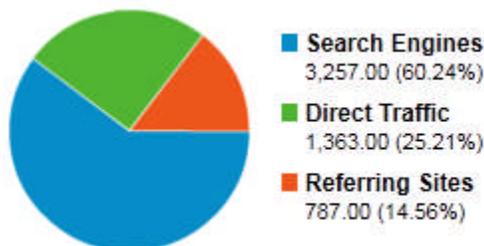
 14.56% Referring Sites

 60.24% Search Engines

## Top Traffic Sources

Sources	Visits	% visits
google (organic)	2,764	51.12%
(direct) ((none))	1,363	25.21%
bing (organic)	237	4.38%
yahoo (organic)	218	4.03%
csun.edu (referral)	89	1.65%

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“Referring sites” are other sites that feature a link to our site. Individuals who click on such links are counted here. “Direct traffic” results when an individual either types in our domain name from memory or accesses the site through a “book mark.”

It should be noted here that individuals who reach us through a search engine are not necessarily ones who “discover” MEA through the search engine. Some individuals may know of our name but may not have our domain name memorized. This hypothesis is confirmed by the list of most frequently used search terms:

Visits  
**3,257**  
% of Site Total: 60.24%

Pages/Visit  
**3.09**  
Site Avg: 2.93 (5.33%)

Avg. Time on Site  
**00:02:26**  
Site Avg: 00:02:16 (7.14%)

	Keyword	None	Visits ↓
1.	marketing educators association		719
2.	marketing education association		229
3.	marketing educators conference 2011		172
4.	marketing educators association conference 2011		104
5.	marketing educators		93
6.	association of marketing educators		91
7.	marketing educators' association		89
8.	marketing educators conference		87
9.	marketing educators conference 2010		85
10.	mea 2010		45

*All of the top ten search phrases refer to our organization name or conference. Thus, it appears many fewer individuals search under terms such as “marketing education” or “teaching marketing” or “marketing curriculum.” It is possible that we did receive some visits to specific proceedings pages—which are not reflected in search statistics for reasons discussed above—based on such keywords.*

**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-through” 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.

This year, we rank number 1 under “marketing educators”—the same as we did year—but, unfortunately, we no longer rank in the top 50 on “marketing education.” Last year, we ranked number 20. 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. I am unsure why we declined on this seemingly important phrase this year. Since Google rankings are based mostly on links, it is unclear if this would be effective, but we may want to try to feature the term “marketing education” prominently on the index page.

It may help our site ranking if university Marketing Departments would be willing to link to our site, preferably under the term “marketing education.”

We do not show up among the top 50 Google listings for the term “teaching marketing.” We may want to ask members to link from their web sites to our site using terms such as “Great ideas for teaching marketing” or something like that.

Over the last year, Microsoft's new search engine Bing has gained some following. Because Bing is used in part to power Yahoo's search process, Bing may have an increasing impact on search over time. Currently, the search results appear to be similar to those for Google.

**Site design.** Last summer, I had been hoping to update the look of the site somewhat but got caught up with a very complicated house search and mortgage process that ate up much of my time. Thus, the update did not happen at that time. However, my summer this year is a lot more open, so I hope to make some design changes. I do not anticipate making significant changes to the structure of pages per se—unless there is a desire to add or reorganize some material. The update will focus mostly on aesthetics.