

Minutes of the Marketing Educators' Association Board Meeting  
April 27, 2006 – 12:30 to 2:30 PM, Hyatt Fisherman's Wharf, San Francisco, California

Prepared by Brian K. Jorgensen

Attending: Beverlee Anderson, Claudia Bridges, Glen Brodowsky, Kenneth Chapman, Chuck Comegys, Howard Combs, Larry Couture, Bernice Dandridge, Charles Duke, Neil Granitz, Barbara Gross, Chuck Harrington, Rika Houston, Brian Jorgensen, Gary Karns, Doug Lincoln, Robert Lupton, Shekhar Misra, James Reardon, Jack Schibrowsky, Richard Scott, Wendy Wilhelm

- The meeting was called to order at 12:50 PM.
- The officers were introduced.
- The agenda was approved.
- The 2005 minutes were approved with the addition of Claudia Bridges as an attendee and changes to the JME Outstanding Article Award recipient names, specifically Bill Faranda and Bud Clarke III as recipients.
- Presentation by Neil Granitz of the results of his MEA-related survey conducted with Katrin Harich.
  - Results not yet available on the website
  - Bob noted that some membership information had been lost in moving the database. Ken suggested that a student could look people up.
  - Suggestion that perhaps we should market the value of MEA to deans.
  - Claudia expressed a willingness to have a class project focused on MEA marketing.
- Issue of paper reviews
  - Suggestion to make clear to reviewers that we want to set a higher bar on reviews—more than just a couple of sentences.
  - Acceptance rate is very high.
  - Suggestion that we provide examples of good reviews vs. bad reviews. Counterpoint that we all know how to review; it's just making sure that reviewers know the importance of doing it right.
- Discussion on improving conference attendance
  - Idea that timing for promotion is *now*, especially to locals in Texas.
  - Question raised as to what our selling proposition is for new, probationary faculty to come to the MEA conference. One response: a way to get feedback so as to submit a paper to a journal afterwards. Also, a place to find co-authors, etc.
  - Other suggestions:
    - A discipline-based track
    - Focus on community college groups

- The inclusion of workshops, e.g., for new teachers or commonly taught classes. Or perhaps a case teaching workshop.
  - JME invited sessions are a new idea for the current (2006) conference
  - Idea of bringing in a renowned speaker, perhaps a text author, retired luminary, etc.
- Report on competitive papers: 47 submitted, 39 on the program. Best paper award to Dennis Clayson, for the second year in a row.
- Report on invited sessions: many were delighted to come, some were new to the conference.
- Report on special sessions: most, if not all, were accepted—13 on the program plus 6 round tables.
- Report on exhibitors/sponsors
  - \$9,900 brought in, including from some new sponsors (a couple of simulation groups)
  - Fourteen exhibitors and sponsors in all
  - Important to express good will and appreciation to the sponsors
- Beverlee presented Stuart Van Auken as marketing educator of the year. McGraw Hill back to make the award.
- Doug presented JME outstanding article award winner: Mark Young from Winona State.
- Bob's treasurer's report:
  - 115 registered; \$32,805 brought in
  - Some cancellations, a handful at the last minute
  - Refund policy? Ken determined to look at other conferences and create a policy
  - Note: We did make the room guarantee, partly through people staying extra nights.
- All board members up for renewal agreed to renew. In addition, it was suggested that Mark Young be invited onto the board, and if he couldn't do it, Sandra Mottner.
- Discussion surrounding Nathan stepping down as MEA Marketing Director:
  - Should person be paid a stipend? No.
  - Claudia will do it when she makes tenure.
  - A lot of the work has fallen on the president in the past.
  - Idea: find someone who would like to be more involved. Perhaps send him or her to San Antonio?
- Discussion on conference price
  - \$245 is fairly cheap and barely covers everything. Doesn't cover hotel technology. Do we want to add this in the future for a higher price?
  - Possibility: a higher room rate with a kickback to the society.
- The Friday night event: Should it be continued?

- Point: Is this really something the president should be doing? Are we spending too much time together?
  - Counterpoint: It's one more opportunity to continue to meet and network, particularly for those new to the conference.
- The MEA bag. Perhaps a portfolio instead? Or perhaps a "bring your old bag" campaign?
- Singapore is moving forward, with Chuck and Geoffrey working on it.
- Lars: Website ideas
  - Collaboration boards
  - Independent server
  - Links to other websites
- JME report. Would like to see more submissions. Special issue coming up.
- Meeting adjourned.