

MEA: MARKETING EDUCATORS ABSCOND?

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ABSTRACT

Founded in 1978, the Marketing Educators' Association (MEA) is a non-profit, educational organization dedicated to the development of the marketing professoriate. The organization's mission is to provide worldwide leadership in promoting the development and sharing of scholarship that enhances marketing education and advances knowledge and practice. The Association's principal activities include conducting an annual conference, as well as a publishing conference proceedings and the Journal of Marketing Education.

Marketing educators from around the world are members of MEA. These members come predominately from universities and colleges in the Western region of the U.S. MEA offers individual memberships at \$50 which include a subscription to the Journal of Marketing Education, a biannual newsletter, the biannual directory and announcements of the conference program. Individuals who register for the conference become members.

In the last few years, MEA has been experiencing a declining number of membership renewals and new memberships. Even though efforts were made to boost membership, this trend has been ongoing. MEA needs to gain a better understanding of what its current members desire and how to attract new members.

The objective of this special session is to focus on why current members are not renewing and how MEA can appeal to new members such as new tenure track professors. More specifically, the following questions will be addressed: While membership renewal may be declining due to members not renewing and new members not joining, which is impacting the membership numbers to a greater extent? How did current members first become aware of MEA? Why did current members join MEA? What MEA services or activities do

current members use? What are current members satisfied or dissatisfied with on all that MEA offers? Do current members plan to renew? Why? Why not? What can MEA offer to current members in terms of services and activities to ensure their membership renewal? Were new tenure track faculty aware of MEA's existence? How? If so, why did they not previously attend/join? According to new tenure track professors, what activities and services can MEA offer to attract them as members? Are the current members and new tenure track professors also members of other organizations? Which? Why? On key activities, how do current members and new tenure track professors view MEA versus other competing organizations? How does the marketing mix of MEA compare to that of competitors?

In an attempt to answer the above questions, the panelists will present the results of a recent survey of the current MEA membership. In addition, the latter part of the session will be devoted to a live moderated panel of new tenure track professors.