



2017 MEA Board of Directors Meeting Minutes

Thursday, April 6, 2017, 1-2:30pm
Shell Room
Bahia Resort Hotel
San Diego, CA, USA

MEA Board Members Present:

- **MEA Executive Board and Officers (voting):**
Michelle Nelson (President), Chrisann Merriman (President-Elect and Program Co-Chair), Mindy Welch (Vice President and Program Co-Chair), Clay Daughtrey (Immediate Past President), Robert Trumpy (Secretary-Treasurer), Barbara Gross (Board Chair), David Ackerman (Marketing Director), Lars Perner (Web Master)
- **Regional, At-Large, and International Directors (voting):**
Lori Braunstein, Kirti Celly, Christina Chung, Susan Conner, Sabine Emad, Sarah Fischbach, Gopala Ganesh, Pola Gupta, Deborah Heisley, Rika Houston, Emi Moriuchi, Ruth Taylor, Kristen Schiele, Debhora Whitson
- **MEA Past-President Directors (voting):**
Susan Cadwallader, Barbara Gross, Brian Jorgensen, Robert Lupton, Shirley-Stretch-Stephenson
- **Ex-Officio Directors:**
Donald Bacon, *Journal of Marketing Education* Editor (non-voting)
Clay Daughtrey, Immediate Past President (voting)

MEA Board Members Not Present:

- Vilte Auruskeviciene, Sally Baalbaki, Nathalie Chinje, Dennis Clayson, Charles Comegys, Magali Dubosson, Wade Halvorson, Wendy Wilhelm

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1. **Welcome and Introductions – Barbara Gross**, MEA Board Chair, called the meeting to order at 1:05PM. The MEA Officers and Directors introduced themselves.
 2. **Board Approval of New MEA Officers – Chrisann Merriman**, MEA President-Elect & Program Co-Chair, announced nomination of **Sarah Fischbach** of California Lutheran University as incoming MEA Vice President; and **Clay Daughtrey** of Metropolitan State University of Denver and **Robert Lupton** of Central Washington University as incoming MEA Co-Secretary-Treasurer. The nominations were **approved through vote** by the Board, subject to ratification by the general MEA membership at the annual business luncheon.
 2. **2017 Conference Reports:**

President's Report – Michelle Nelson, MEA President, thanked **Barbara Gross** of California State University, Northridge, for assuming the newly created position of MEA Board Chair. Regarding the 2017 MEA Conference, Michelle Nelson reported that the practice introduced last year of designating each paper as a 25-minute session with a 5-minute transition time between papers (rather than grouping three or four papers into one session) was well received by 2016 MEA Conference attendees. Therefore, the 2017 MEA Conference is continuing this practice. Session Chairs include 25 volunteers

as well as authors who will chair the sessions at which they present their papers. The planned Friday night event was canceled as an insufficient number of conference attendees registered in advance for the event. However, the Bahia Resort Hotel offers free one-hour boat cruises on Mission Bay, beginning at 6:30PM. Cruises at 9:30PM and later include live music and dancing. Conference attendees will be encouraged to enjoy the complimentary cruises to socialize with one another. Michelle Nelson encouraged MEA Board members to recruit new members to attend MEA conferences. Registration survey information revealed that 55% of this year's attendees who answered the question about how they learned about MEA responded that they learned about MEA through colleagues.

2017 MEA Marketing Educator of the Year Award – Michelle Nelson, MEA President, announced that the 2017 MEA Marketing Educator of the Year Award recipient is **David Ackerman** of California State University, Northridge.

Special Session and Position Paper Submissions – Chrisann Merriman, MEA President-Elect & Program Co-Chair, announced that there are 15 Special Sessions and 25 Position Papers.

Competitive Paper Submissions – Mindy Welch, MEA Vice President & Program Co-Chair, announced that there are 32 Competitive Papers.

Best Conference Paper Award – Mindy Welch, MEA Vice President & Program Co-Chair, announced that the Best Conference Paper Award recipient is **David S. Ackerman** and **Barbara L. Gross**, "You Gave Me a B-!: The Antecedents of Student Reactions to Grades." David Ackerman and Barbara Gross are from California State University, Northridge. There are also two runner up papers (in unranked order) by **Dennis E. Clayson**, "Gender Differences in the Verbal Evaluation of Marketing Instructors," and by **Ruth Taylor**, "Do Marketing Grads Have Contribution-Ready Employability? (The Commercial Awareness Imperative as Taught Via Principles of Marketing)." Dennis Clayson is from _____. Ruth Taylor is from _____.

Sponsors – Clay Daughtrey, MEA Immediate Past-President, announced the contributions of the following sponsors: **Wessex/Axcess Capon**, **LINKS Simulations**, **Stukent**, and **MBTN**. LINKS Simulations and Stukent will present Special Sessions during the conference, and Board members were encouraged to attend as well as spend time at the sponsors' exhibits. Wessex/Axcess Capon sponsored the Marketing Educator of the Year Award. Additionally, **SAGE Publishing** sponsored the *Journal of Marketing Education* Outstanding Article of the Year Award; and the conference received support from **Central Washington University**, **California State University, San Marcos**, and **Linfield College**. The challenges of attracting sponsors to a conference the size of MEA were discussed. It was suggested that growing MEA registrations is also a fruitful way of increasing revenues to cover conference costs.

4. **Treasurer's Report – Robert Trumpy**, MEA Secretary-Treasurer, announced that 117 paid conference registrations were received by the time of the Board meeting. Approximately 10 of those registrations are graduate students. MEA holds in reserve monies sufficient to cover the approximate cost of one conference. MEA's current reserves are somewhat in excess of that amount. Robert Trumpy suggested that in future years the cost of a Friday night dinner be included within the conference registration fee, in lieu of an optional Friday night event. Board members voiced concurrence with this suggestion, which may be implemented at the discretion of the Executive Board while planning the annual conference.
5. **JME Reports – Donald Bacon**, *Journal of Marketing Education (JME)* Editor, announced that *JME* submissions for the past two years were 101 and 90, and acceptance rates are approximately 15%. *JME* published a special issue on "Using Simulations in the Marketing Classroom" (Volume 38, Issue 2, August 2016) and has a call for papers (submission deadline June 1, 2017) for a special issue on "Designing Retail Education for Tomorrow's Marketplace." SAGE Publishing has been satisfied with the performance of *JME*. The annual *JME* Outstanding Paper Award recipient is **Timothy H. Reisenwitz**, "Student Evaluation of Teaching: An Investigation of Nonresponse Bias in an Online Context" (Volume 38, Issue 1, April 2016). Timothy Reisenwitz is from Valdosta State University. The annual *JME*

Outstanding Reviewer Award recipient is **John A. Schibrowsky**, from the University of Nevada, Las Vegas.

6. Board Report – Barbara Gross, MEA Board Chair, announced that the MEA Board discussed at the 2016 MEA Conference the benefits of creating the new position, MEA Board Chair. The MEA Executive Board created a position description, and the MEA Board then **approved through vote** (via email) in early 2017 to create the position, followed by the **election (through vote by email)** of **Barbara Gross**, MEA Past President Director, from California State University, Northridge. Barbara Gross was elected for a 3-year term beginning 2017. The creation of the new position and the election will both need to be ratified by the MEA membership at the annual business luncheon and the MEA Bylaws will need to be updated. Barbara Gross noted that there have been other changes approved by the MEA Board and membership that are not yet reflected in the MEA Bylaws. For example, it was **approved through vote** at the 2015 Board meeting that MEA Past Presidents may remain as full voting members of the MEA Board in perpetuity. **Barbara Gross** will update the Bylaws document and send it to the full MEA Board of Directors for review and approval.

Board Member Renewals and Vacancies -- Barbara Gross, MEA Board Chair, noted that few Board member terms concluded in 2016 or 2017. The following MEA Board members agreed to additional 3-year terms:

- **Nathalie Chinje**, International Director from the University of Witwatersrand, Johannesburg, South Africa, agreed to serve for an additional term from 2018-21.
- **Wade Halvorson**, International Director from University of Western Australia, agreed to serve for an additional term from 2017-20.

The MEA Board has the following current vacancies. MEA Board members were encouraged to recruit MEA members to fill these Board vacancies:

- Rocky Mountain Region (1)
- Community College/High School Directors (2)

It was **approved through vote** that the MEA Bylaws will be amended to allow for more International Directors and more At-Large Directors to facilitate the wider reach of MEA. The Bylaws currently specify two International Directors and three At-Large Directors. The Bylaws will be amended to allow for “at least two” International Directors and “at least three” At-Large Directors.

7. Marketing Report – David Ackerman, MEA Marketing Director, reported that he promoted the 2017 MEA Conference through ELMAR and the ACR Listserv as he has done for past conferences. He noted that the most productive promotion is MEA members encouraging their colleagues to co-author papers and special sessions and attend MEA. In discussing the MEA Conference with various colleagues, David Ackerman learned from several people that their school pays for only one conference per year, which limits the potential to attract faculty members who are not yet tenured and must prioritize attending a conference in their primary research area. David Ackerman recommended that MEA Board members especially encourage tenured faculty members to attend MEA. David Ackerman and other MEA Board members encouraged one another to continue to discuss with colleagues the benefits offered by the MEA Conference, such as the collegial “MEA family” atmosphere, as well as providing good teaching ideas and serving as a conduit for pedagogical research and scholarship.

8. Webmaster’s Report – Lars Perner, MEA Webmaster, reported that traffic to the MEA website has stayed relatively constant over the past several years, with spikes prior to submission deadlines and during conference registration. Most website visits originate from the United States, followed by the Philippines, the United Kingdom, Canada, India, Australia, Switzerland, Indonesia, and Germany. MEA has not yet been able to reach a high ranking on Google on search terms such as “marketing education” or “marketing teaching,” as these result in broad searches. MEA’s current Google ranking on “marketing education” is 34, and is expected to improve once some critical rearrangement of text on the index page takes effect. Additionally, there is a “Marketing Education Association,” also calling itself “MEA,” which is the top listing under the term “marketing education.” The most important factor in search engine rankings is links, so Lars Perner encouraged MEA Board members to link the MEA webpage on their own faculty and departmental web pages. It was noted that **Robert Lupton**, Past President Director

from Central Washington University, has spearheaded a project to break down the proceedings volumes currently posted as one large PDF file on the MEA website. Once this project is finished and each MEA paper is a separate file, this should help to drive traffic to the MEA website as well as increase the likelihood that proceedings papers can be found in search engines.

9. Task Force Reports and Discussion: Visibility of Conference Proceedings

Robert Lupton, MEA Past President Director, reported that he and his staff at Central Washington University are almost finished with breaking into separate papers the proceedings volumes currently posted as one large PDF file on the MEA website, and indexing by title, date, and first author to facilitate searches. The next step is to hire a student assistant to set up a searchable database to be posted on the MEA website. Robert Lupton estimated the cost to be approximately \$5,000, and noted that it might be less. There are sufficient funds available to cover this cost and still have reserve monies sufficient to cover the approximate cost of one conference. The Board **approved through vote** the expenditure.

Sabine Emad, MEA International Director, reported that she and **Magali Dubosson**, MEA Director At-Large, have investigated various options for management of conference proceedings files going forward. These include working with a publisher or an open access company. Sabine Emad and Magali Dubosson will continue to research the options and coordinate with **Robert Lupton**.

10. 2018 MEA Conference – Chrisann Merriman, MEA President-Elect and Program Co-Chair, reported that the 2018 MEA Conference will be held in Fort Worth, Texas, April 12-14, 2018. She has secured as the conference venue a newly renovated Sheraton Hotel, adjacent to the Fort Worth Water Gardens, with room rates comparable to the rates in San Diego for the 2017 MEA Conference.

11. Proposals and Other New Business – Sabine Emad, MEA International Director, proposed investigating the viability of an international conference, possibly as a supplement to the annual MEA Conference. The following members of the MEA Board volunteered to serve on a Task Force and report their findings/conclusions at the 2018 MEA Board of Directors meeting:

- **Sabine Emad**, International Director, from University of Applied Sciences Western Switzerland
- **David Ackerman**, MEA Marketing Director, from California State University, Northridge
- **Kirti Celly**, Director At-Large, from California State University, Dominguez Hills
- **Suzanne Conner**, Southern Region Director, from Georgia Southwestern University
- **Deborah Heisley**, Western Region Director, from California State University, Northridge
- **Rika Houston**, Western Region Director, from California State University, Los Angeles

In addition to the Board members who volunteered, **Sabine Emad** suggested that the following directors not present also might be interested to join the Task Force:

- **Magali Dubosson**, At-Large Director, from University of Applied Sciences Western Switzerland
- **Wade Halvorson**, International Director, from University of Western Australia

The 2017 MEA Board Meeting was adjourned at 2:40PM.