

Minutes of the Marketing Educators' Association Board of Directors Meeting

Fairmont Newport Beach Hotel, Newport Beach, California

April 23, 2009, 13:00-15:00

Prepared by Vice President and Program Co-Chair, Glen H. Brodowsky

Attending:

Executive Board and Officers:

Barbara Gross (President), Robert Lupton (President Elect and Program Co-Chair, Acting Secretary-Treasurer), Glen Brodowsky (Vice President and Program Co-Chair), Brian Jorgensen (Immediate Past President), Susan Cadwallader (Incoming Vice President and Program Co-chair), Clay Daughtrey (Incoming Secretary-Treasurer), David Ackerman (Marketing Director), Lars Perner (Web Master).

Directors:

Gerald Abergos, Claudia Bridges, Patricia Brown, Kenneth Chapman, Charles Comegys, Bernice Dandridge, Gopala "GG" Ganesh, Deborah Heisley, Rika Houston, Richard Lapidus, Douglas Lincoln, James Reardon, Ed Petkus, Elise "Pookie" Sautter, Ruth Taylor, Wendy Wilhelm, Mark Young.

Charles Duke and Gary Karns taught the Pre-Conference Workshop from 8AM-3PM.

Not Attending:

Dennis Clayson, Pola Gupta, Charles Patti

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1. President Barbara Gross called the meeting to order at 1:09 PM. The officers and directors introduced themselves.
 2. The 2009 agenda was approved.
 3. The 2008 minutes were approved.
 4. 2009 Conference Reports

Competitive Paper Submissions, Reviewing, and MEA Conference Paper of the Year

Glen Brodowsky, Vice President and Program Co-Chair reported that the 2009 program includes:

69 competitive papers submitted
62 competitive papers accepted, presented in 20 competitive sessions
93 reviewers

The MEA Conference Paper of the Year is to be awarded to Wendy Wilhelm (Western Washington University) for “The Relationship between Student Knowledge of Sustainability Concepts and Product Choice.”

Special Sessions and Contemporary Issues/Table Topics

Robert Lupton, President-Elect and Program Co-Chair, reported that the 2009 program includes:

25 Special Sessions and 10 Contemporary Issues/Table Topics sessions
2 rejected

Barbara Gross noted the significant growth of the conference compared with 2008, where there were 48 papers presented, 17 Special Sessions, and 4 Contemporary Issues/Table Topics. Attendance is expected to be approximately 170, significantly more than in recent years.

Marketing Educator of the Year

Brian Jorgensen, Immediate Past President, announced that Dr. Mary Curren of California State University, Northridge has been selected Marketing Educator of the Year. A call for nominations went out to the membership and the selection committee chose between the nominees.

Journal of Marketing Education Outstanding Article Award

Doug Lincoln, Editor of the *Journal of Marketing Education*, announced that the 2009 Outstanding Article Award will go to Nina Diamond, Stephen Koernig, and Zafar Iqbal for “Uniting Active and Deep Learning to Teach Problem Solving Skills: Strategic Tools and the Learning Spiral,” published in the August 2008 issue. Stephen Koernig will attend the conference and accept the award on behalf of the three authors.

Journal of Marketing Education Outstanding Reviewer of the Year

Doug Lincoln, Editor of the *Journal of Marketing Education*, announced that the recipient of the first annual Outstanding Reviewer of the Year Award is Mark Young.

Secretary-Treasurer’s Report

Robert Lupton, President-Elect and Acting Secretary-Treasurer, resumed primary responsibility for the position of Secretary-Treasurer after the resignation of Lori Braunstein in summer 2008. He announced that Clay Daughtrey will accept the appointment to the office of MEA Secretary-Treasurer for a three-year term (2009-12). The Board of Directors unanimously approved the removal of Lori Braunstein and the appointment of Clay Daughtrey.

Robert Lupton reported that, as of the morning of April 23, the conference had generated \$67,540, two-thirds of which came in through RegOnline, eliminating the need for labor-intensive hand processing of all but 15 registrations.

5. 2009 President's Conference Report

- a. Exhibits and Sponsors – Barbara Gross, President, reported over \$14,280 in exhibitor and sponsor money. However, she explained that most of this is non-renewable for future years because a significant portion was provided by four departments at her institution, California State University, Northridge. Exhibitors are Chapman and Associates and Wessex Publishing. In addition, Chapman and Associates (Randy Chapman) is providing a Sponsored Special Session and Wessex Publishing is sponsoring the Marketing Educator of the Year Award. Additional sponsorships came from the Direct Selling Education Foundation, SAGE Publications, and the *Journal of Marketing Education*. Textbooks for the Pre-Conference Workshop were sponsored by Clemson University. Central Washington University sponsored the name tag pouches and flash drives for proceedings.
- b. Fee Structure – Barbara Gross addressed the need to revisit MEA's fee structure in light of the waning support of textbook publishers for academic conferences in general. The mostly non-renewable support from sponsors described in the previous section subsidized every attendee by approximately \$85. MEA has cut costs by eliminating pre-printed proceedings in favor of electronic versions and pre-ordered printed proceedings sold separately, by eliminating cloth carrier bags in favor of name tag pouches and paper folders, by eliminating the Board of Directors lunch, by economizing on food and beverages, by borrowing laptop computers and data projectors from local universities, and by other measures.

A lively discussion ensued concerning ways to further cut costs and/or raise fees. The group noted that MEA's current fee structure is substantially lower than comparable conferences and it was suggested that MEA benchmark its fees with comparable organizations. While conference food costs represent a large portion of expenses, the group expressed preference for continuing to offer a Saturday luncheon. Preference was similarly expressed for offering an optional Friday evening networking event. Board members also discussed whether to continue to bundle the membership fee and *JME* subscription into the conference fee. Robert Lupton acknowledged new ways MEA provides value beyond the conference, most notably through recently added and planned features on the website. One of the most effective efforts for growing the conference and spreading its fixed costs over more participants has been the move to encourage current members to bring at least one new member to the conference. Other ideas offered were to offer a price break for institutions sending multiple members and to revisit the possibility of requiring all authors listed in the Program to become members.

The general consensus of the board was that the conference fee should be raised next year.

- c. Nominations of New Board Members and Renewal of Existing Board Members – Several members of the Board complete their terms with the 2009 conference. Barbara Gross, President, noted that most such Board members have agreed to serve another three-year term from 2009-2012. These are denoted below with an asterisk (*). One Community College Director position remains vacant.

Barbara Gross introduced the incoming 2009-10 Vice President and Program Co-Chair for the 2010 conference, Susan Cadwallader of California State University, Fullerton.

The 2009-10 Executive Board

- Robert Lupton President
- Glen Brodowsky President-Elect and Program Co-Chair
- Susan Cadwallader Vice President and Program Co-Chair
- Barbara Gross Immediate Past President
- Clay Daughtrey Secretary-Treasurer (2009-2012)
- David Ackerman Marketing Director (2007-2010)
- Lars Perner Web Master (2008-2011)

Western Region (4 Directors)

- Claudia Bridges - term expires in 2012*
- Deborah Heisley - term expires in 2011
- Kenneth Chapman - term expires in 2010
- Rika Houston - term expires in 2010

Northwest Region (2 Directors)

- Wendy Wilhelm - term expires in 2012*
- Gary Karns - term expires in 2011

Rocky Mountain Region (2 Directors)

Clay Daughtrey's appointment as Secretary-Treasurer created a vacancy. Brian Jorgensen volunteered to serve as his term as Immediate Past President ends with the 2009 conference.

- Brian Jorgensen – term expires in 2012
- James Reardon - term expires in 2010

Southwest Region (2 Directors)

- Richard Lapidus - term expires in 2011
- Elise "Pookie" Sautter - term expires in 2011

Central Region (2 Directors)

- Dennis Clayson - term expires in 2012*

- Pola Gupta - term expires in 2011

Southern Region (2 Directors)

- Gopala “GG” Ganesh - term expires in 2011
- Ruth Taylor - term expires in 2011

Eastern Region (2 Directors)

- Charles Comegys - term expires in 2011
- Ed Petkus - term expires in 2010

At Large (3 Directors)

- Charles Patti - term expires in 2012*
- Mark Young - term expires in 2012*
- Charles Duke - term expires in 2010

International Directors

- Gerald Abergos – Director of International Linkages, Association of Marketing Educators of the Philippines (AME)
- Patricia Brown - term expires in 2010

Community College Director

- Bernice Dandridge – term expires in 2012*
- Vacancy

Ex Officio

- Douglas Lincoln, Editor, *Journal of Marketing Education*
- Barbara Gross, Immediate Past President

6. *Journal of Marketing Education* Report

Doug Lincoln, *JME* Editor, noted that six MEA Directors serve on the Review Board for the journal. The journal is doing well, despite cuts by libraries because international subscriptions are up, especially in Europe. Two special issues, on Assurance of Learning and Australia/New Zealand, had 30 percent and 50 percent acceptance rates, respectively. The overall acceptance rate for the journal is approximately 15 percent. The journal will most likely move to four issues per year in 2010, as agreed to by SAGE. Each issue might be a few pages shorter than current issues. Pricing changes may need to be considered. There is currently a good pipeline of manuscripts. SAGE increased its support for the *JME* Article of the Year Award from \$250 to \$300. Lincoln plans to stay on as editor.

7. 2010 and 2011 Conferences Planning

Robert Lupton reported that the 2010 MEA conference will be held in downtown Seattle at the Renaissance Hotel at a room rate of \$159 per night.

Glen Brodowsky announced that the 2011 MEA conference will be held in downtown San Diego. He is currently in negotiations with the Westin Gaslamp Hotel at a room rate of \$169.

8. Marketing Report

David Ackerman, Marketing Director, submitted a written report (attached).

9. Website Report

Lars Perner, Web Master, submitted a written report (attached).

10. Other Business

- a. Bylaws Review – Barbara Gross, President, and Robert Lupton, President-Elect, recommend the following revisions to the Bylaws:
 - i. Article IV Annual Meeting, Section 1 currently states, “There will be a meeting of the regular membership of the Association to be held generally on the last day of the Annual Conference” Gross and Lupton suggested changing the language to read, “during the Annual Conference,” thereby not specifying a particular day (recent practice has been to hold the meeting on the first day of the conference). This change was MSP.
 - ii. Gross and Lupton suggested that Article VI Officers should reflect the inclusion of the Web Master, a position created in recent years. It was MSP that “and the Web Master” be added to Section 2 Election. It was further MSP that Section 6 Duties include the following language provided by Lars Perner, Web Master: “Web Master: The Web Master shall be responsible for maintaining the hosting, appearance, and content of the website.”

A subcommittee was created to thoroughly review the Bylaws over the coming year and submit recommendations at the 2010 Conference. For example, Article II Member currently states, “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 was formed.” Questions were raised during the year about the exclusion of retired faculty and faculty pressed into administrative service. Lars Perner, Gopala “GG” Ganesh, and Brian Jorgensen volunteered to serve on this subcommittee.

- b. New MEA Logo – Barbara Gross handed out copies of finalist versions of potential new MEA logos. Graphic art students working through the Viscom Center at California State University, Northridge designed the proposed logos. These and other proposed logos were distributed electronically to the Board during the year. The Board engaged in online discussions, feedback, and voting to narrow the range of options. At the meeting, it was MSP that the best liked of the

three finalist versions be adopted. The new logo will be used on the MEA website and all marketing materials.

Charles Comegys suggested recognizing the student who designed the selected logo with a \$100 prize. Barbara Gross announced that MEA agreed to make a donation to the Viscom Center, and the money goes toward student scholarships.

- c. Non-Pedagogical Papers at Future Conferences – Barbara Gross, President, and Glen Brodowsky, Vice President and Program Co-Chair, raised the question of whether non-education oriented papers should be included in the MEA Call for Papers. Historically, the Call for Papers has allowed for papers on topics such as consumer behavior and marketing strategy not specifically dealing with pedagogy or other marketing education topics. Reviewers frequently recommend rejection of such papers. However, it is not fair to do so simply on that basis because the Call for Papers specifically invites them. Several strategies were discussed, with the sense of the Board being that the mission of MEA is primarily pedagogical and this should be maintained. Jorgensen suggested stating a *preference* for pedagogical papers in the Call. As the 2010 Call for Papers is already in print and includes non-pedagogical topics, Lars Perner and Brian Jorgensen will forward suggestions to Glen Brodowsky to create appropriate language for the 2011 Call for Papers.

Review of Number of Authors and Panelists Who Did Not Attend Conference – Barbara Gross addressed the suggestion of requiring all authors of conference papers to be MEA members by paying a membership fee. She did an analysis of the 2008 conference submissions. She found that 12 of 54 authors in special sessions and table topics did not attend the 2009 conference (22 percent), but seven of those twelve were from overseas, so their absences were attributable to distance, expense, and difficulty with VISA approval. Only 24 of 94 authors of Competitive Papers did not attend the conference (approximately 25 percent) and all Competitive Papers had at least one author in attendance to present the paper. The percentage of Competitive Paper authors not yet registered for the 2009 conference (with most presumed not to be attending) is almost identical to that of 2008. Further, only a few Special Session and Contemporary Issues/Table Topics panelists were known as of April 23 not to be attending the 2009 conference or were not yet registered (fewer than in 2008 due to the lesser percentage traveling from overseas). Nearly all known to be unable to attend had international travel issues or family/personal or health issues. The issue was tabled. After discussion the Board concluded that no change to the current MEA conference author attendance or membership requirement was in order.

- d. Marketing Exit Exam – Ken Chapman explained that a standardized marketing exit exam is being developed for use by various universities. The initiative is being spearheaded by Don Bacon. Chapman asked for initial opinion as to

whether MEA might be interested in participating in the development or certification of such a test.

11. Adjournment

The 2009 Meeting of the Board of Directors of the Marketing Educators' Association adjourned at 15:05.

WEBMASTER'S REPORT

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Web Site Design Changes. During past year, a major overhaul of the web site was performed to achieve a more uniform look. The new design was created using the “Web Assist” plug-in for Dreamweaver.

It is almost certain that the new logo that will be selected for the Association will differ significantly in shape from the current one. The current logo bar on the web site is quite rectangular—spanning the entire width of the site but not much height. Most likely, the new logo will be much taller but less wide. This will likely require some redesign of current page layouts. Assuming that the final logo will be available by then, I will be able to work on the upgrade after classes are done for the academic year in late May.

Site Content. As part of the site redesign, a “Links” page was added in addition to “Forums” section where members can exchange ideas about the teaching of specific courses and/or seek collaborators for projects. Currently, the number of links is limited. Suggestions for additional links are needed. **The Board may want to set a policy as to what types of links are appropriate.** For example, are links to sites run by clearly commercial—and not necessarily academically rigorous— sites appropriate?

By far the greatest recent content addition was made prior to last year’s conference as a result of Bob Lupton’s tremendous efforts in scanning in conference proceedings going back to 1981. This effort will likely have a growing impact on traffic to the site. More people are likely to link to the site which, in turn, increases our search engine rankings. In addition, during the past year, Google has implemented indexing of scanned document based on optical character recognition (OCR). This means that there is now a large “reservoir” of key terms that will trigger the MEA site. The last two years’ proceedings, in addition, have been generated from original word processing files, meaning that the PDF files already contain recognizable characters.

Site Traffic. During the last four months, the site has had an average of approximately eighteen visits a day. Much of this traffic is attributable to conference registrations, as is evidenced by the fact that the conference pages received a large portion of the total visits. Traffic reports from Google Analytics are attached. Subject to the limitations in the way that traffic is measured, it appears that the bulk of our traffic originated in the U.S., although there is considerable traffic from certain foreign countries as well. Note that, for technical reasons having to do with “anonymous” surfing and “caching” of web pages by Internet service providers, traffic statistics are likely to slightly understate actual visits—especially visits made from home as opposed to from a university network. Because of the seasonal nature of site traffic associated with conference activity, it is difficult to ascertain whether traffic is currently

growing. With better search engine rankings, there would clearly be opportunities for more visits.

Search Engine Optimization. A major problem we face is that the MEA web site does not show up among even the first fifty Google listings on the term “Marketing Education.” Only a limited number of searchers are likely to go beyond the first “screen” of Google results (by default ten listings). Those who know to search under “Marketing Educators’ Association” or even “marketing educators” will find us more readily. Ordinarily, Google will tend to adjust for words that use the same root (e.g., “education” and “educator” or “educators”), but for reasons that are not clear, this substitution does not appear to happen here to the extent that we would like. Under “marketing teaching,” we are currently ranked about thirty.

Although much of the algorithm that Google uses to “rank” pages is secret and proprietary, it is clear that the strongest determinant of site rankings is the number of links from other highly rated web sites. **Thus, it would help immeasurably if more marketing departments would link to the MEA site under the term “marketing education.”** Today, “key words” on a page appear to have a smaller effect, but with the redesign of the web site associated with the new logo, it will be important to prominently feature the phrase “marketing education” on the site index page.

As previously mentioned, proceedings content is likely to draw an increasing number of individuals who search under more specific terms.