

2023 MEA Board of Directors Meeting Minutes

Thursday, April 13, 2023, 12:30-2:00 pm, Pacific Daylight Time

Embassy Suites, San Francisco, California

MEA Officers and Board Members Present (Remote attendees #):

- **MEA Executive Board and Officers (voting):**
Tony Stovall (President), Julie Nelsen (Immediate Past President), Susan Cadwallader (Board Chair), Vicki Eveland (President-Elect), Rex Moody (Co-Secretary/Treasurer), Qin Sun (Vice-President)
- **Regional, At Large, and International Directors (voting)**
Sabine Emad (International), GG Ganesh (Southwest), Rika Houston (Western), Bob Trumpy (Northwest), Sally Baalbaki # (Rocky Mountain), Kathleen Zumpfe (At Large), Cal Simpson # (Central), Adam Mills # (Southern)
- **MEA Past-President Directors (voting):**
Clay Daughtrey
- **Ex-Officio Director (voting):**
Journal of Marketing Education Editor (not present)

MEA Officers and Board Members Not Present

- Suzanne Conner (Co-Secretary/Treasurer/Webmaster), Kirty Celly (Western), Deborah Heisley (Western), Kristen Schiele (Western), Jayoung Koo (Central), Ruth Taylor (Southern), Emi Moriuchi (Eastern), Vilte Auruskeviciene (International), Nathalie Chinje (International), Wade Halvorson (International), Magali Dubosson (At Large), Janet Parish (At Large), Pam Richardson Greenfield (At Large), Mark Rosenbaum (At Large), Victoria Crittenden, Editor, *Journal of Marketing Education*
1. **Welcome and Introductions – Susan Cadwallader** called the meeting to order at 12:35 PDT. Attendees online and in-person introduced themselves. The minutes of the previous board meeting were approved by a combination of email and attendee votes.
 2. **2022-2023 Conference Reports**
 - a. **President’s Report – Tony Stovall, MEA President.** We have 85 registered participants. This is less than last year. The reduction may be because we didn’t offer an online option this year. There could also be an impact based on budgetary issues for many smaller schools. A challenge that we will face going forward is keeping participation affordable.

2023 MEA Marketing Educator of the Year Award – Tony announced that the **2023 Marketing Educator of the Year Award** recipient is Susan Cadwallader.

2023 Lifetime Achievement Award -- Tony also announced that Gary Karns from Seattle Pacific University was selected for a Lifetime Achievement Award

Best Conference Paper Award – Tony Stovall also announced the winners of the Best Conference Paper Award: **Steven Bauer, Sarah Fischbach, Alice Labban, Lauren Haberstock, and Natalie Schnneider** (all from Pepperdine University) for “A Day in the Life of Marketing Pedagogy: VR Case Study with the Malibu Labor Exchange.”

- b. **President-Elect’s Report – Vicki Eveland, MEA President-Elect**, announced that 12 competitive papers, 18 position papers, and 12 special session papers were submitted and accepted. One student paper was submitted but was not accepted.
 - c. **Sponsors – Julie Nelsen, Immediate Past President** announced that we received \$8,500 from a total of 5 sponsors. Marketplace Simulations, Interpretive Simulations, Stukent, Hubro Education, and The Original Videobook for Principles of Marketing. Interpretive Simulations was unable to make the conference at the last minute due to medical issues.
3. **Treasurer’s Report** – According to **Rex Moody, MEA Co-Secretary/Treasurer**, MEA continues to be solvent and that we are likely to break even at this year’s conference. Even if we operate at a small loss, we made enough money on last year’s conference to cover any shortfalls.
4. **JME Report** – No verbal report was provided. Written report provided with Meeting Agenda. Tony Stovall announced the following Journal of Marketing Education Awards:

Outstanding Article of the Year -- “What Works Best: A Systematic Review of Actual Learning in Marketing and Management Education Research” April 2022 – Authors - Professor Donald R. Bacon, University of Denver & Professor Kim A. Stewart, University of Denver

Honorable Mentions -- “Where There’s a Will, There’s a Way: Synthesizing Creativity, Contagious Motivation, and Unique Projects Into the Course Experience” April 2022 – Author: Anjala S. Krishen, University of Nevada Las Vegas

“Evaluating E-Book Effectiveness and the Impact on Student Engagement” April 2022

Authors: Adam C. Merkle, University of Tampa; Linda K. Ferrell, Auburn University; O.C. Ferrell, Auburn University; Joe F. Hair, Jr., University of South Alabama

“How Faculty Status Impacts Student Evaluations of Teaching: A Study of Full- Versus Part-Time Marketing Faculty” April 2022 – Authors: Armen Tashchian, Kennesaw State University; Maria Kalamas Hedden, Kennesaw State University; William R. Forrester, Kennesaw State University

Outstanding Reviewer – Professor Dae Ryun Chang, SUNY Stony Brook, Korea

5. **Board Report** – **Susan Cadwallader** announced that **Mark Rosenbaum (At Large)** and **Janet Parish (At Large)** want to continue their service on the board. After the Board Meeting and **Natalie Chinje (International)** confirmed via email that she wishes to continue her service on the board. **Ruth Taylor (Southern)** will not continue her service. Ruth has retired. Three new board members were proposed, seconded, and unanimously accepted. **Clay Daughtrey** nominated **Kwabena Pephrah from Metropolitan State University of Denver** for a Rocky Mountain board position. **G.G. Ganesh** nominated **Thuy Nguyen from the University of North Texas** for a Southwest board position. **Adam Mills** nominated **Karen Robson from University of Windsor’s Odette School of Business** for an International board position. Several vacancies remain on the Board and we still have not filled the Social Media Coordinator position should **Suzanne Conner** not wish to add this responsibility as webmaster (or would like assistance in her role).
6. **Marketing Report** – **David Ackerman** post-Board meeting via email. He wishes to continue in his capacity as Marketing Director.

In interviews with marketing faculty about Marketing Educators Association over the course of the last year, 2022-2023, two themes stood out. The first is something we all know about, that university budgeting for travel continues to be tight and restricted. Especially for faculty from R1 universities, marketing education conferences may not be a first priority for funding. Marketing education research may be a first priority for faculty from research and teaching universities or from universities that focus solely on teaching. These faculty have traditionally made up the strongest contingent at MEA. We need to encourage our board members from the Pacific Rim, the Rocky Mountain states and the Southwest to continue to find interested faculty at these schools, and work with them.

The biggest surprise, for me was lack of brand awareness. They like us when they think of us, but top of mind awareness is especially low. Faculty who are not actively involved in MEA just do not think of us. This should not be true given that we are after all marketers. We should think of what brand image we want, like ‘the friendly global

marketing education conference where you can make friends and listen to cutting edge research.” ...or something like that. We should also have something like MEA stickers or pins or maybe even MEA cookies and biscuits that we can take to other conferences like AMA. “Good looking / tasting? Glad you asked.” If some of our board members are going to other major conferences, they could ask about setting up a table or leaving promotional materials. Also, do we have a quick MEA promotional video? Lastly, I know this seems silly but someone mentioned a mascot as well. Cactus? Or sequoia tree? Gila monster?

We need as many journal editors as we can afford or attract. This will help attract researchers, especially younger researchers who need to turn their conference papers into journal articles.

Can we attract any faculty from related majors like communication majors, and fashion and merchandising majors? They could be a great source for cross-fertilization of ideas.

Officer Track – Cal Simpson from **Indiana University** East has agreed to serve as Vice President next year. The board voted to unanimously approve his nomination. This opens up a vacancy for a **Central Director**.

Action Item: Chair needs to follow up with **Suzanne Conner** to see if she might be willing to add social media responsibilities to her Webmaster role. If she is not, we need to find someone to serve as Social Media Coordinator. The query will be made to see if Suzanne wishes to continue in this role.

7. **Upcoming Conferences – President-Elect Vicki Eveland** announced that the 2024 conference will be held in Reno, NV. The hotel is still being finalized.
8. **Proposals/Discussions** – The board discussed the difficulty of finding new locations for conferences and the need for a more intense marketing effort to bring in new members to the organization. Some suggestions included building an email list of prospects who would have an interest in a conference focused on education, sending messages to LinkedIn Groups for new hires, and sending emails reminding past participants to submit papers. **G. G. Ganesh** suggested that Directors make a special effort to reach out to clinical faculty in their regions to invite them to participate as part of their faculty development activities.

Clay Daughtrey suggested that a special conference location and agenda should be considered for 2026 as it is the MEA’s 40th Anniversary. This idea was widely supported by the board. Hawaii or Puerto Rico were mentioned as possible locations to consider. There was also consensus that planning and marketing for that conference should be started before 2025-2026.

Some board members expressed concern about not being able to find proceedings on the website indicating that it appeared that we were no longer publishing the proceedings of the conference. Several indicated that they were all available under the Research tab, but there was still concern that they might be difficult to find.

Action Item: Chair asked Proceedings Editors to talk with the Webmaster about making the Proceedings more visible from the home page.

Qin Sun mentioned that we had several competitive papers submitted this year that were not focused on marketing education. The officers this year decided to accept the papers but wondered about whether we should have a non-education category for next year. Do we want to move away from being solely education focused? No one wanted to move away from our central focus on marketing education, but several felt that it wouldn't hurt to see if members wanted to submit papers on other topics as well.

Action Item: Add non-education track for papers next year.

9. **Other New Business – Rex Moody, MEA Treasurer and Co-Secretary**, indicated that it soon would be time to renew subscriptions to JME for MEA members. It costs us \$15 per member to buy the subscriptions plus we pay for the JME Awards. He wondered if paying for the subscriptions should be something we continue to do as many members have access to the journal through their libraries. The discussion broadened to frustration in general with the status of the relationship with JME and MEA. All felt that it was valuable to be associated with a marketing education journal, but many indicated that the relationship with the JME was not as mutually beneficial as it once was. Adam Mills mentioned he was Associate Editor of JME and that he wanted to work on a plan to better integrate the two organizations moving forward.

Action Item: The **Chair, Susan Cadwallader** appointed **Adam Mills, Sally Baalbacki, and Rex Moody** to a task force to explore strategies to rebuild and strengthen the relationship between MEA and JME.

Meeting Ended at 2:00 PM PDT