

SECRA 2009 Business Meeting Notes
February 14, 2009
By Mick Fekula – Communication Officer

Marketing Issues/Membership/Communications

- We must “get the word out” about SECRA through NACRA. There is currently no link for SECRA on the NACRA website.
- Send an e-mail to all SECRA associates asking them for opportunities to promote SECRA at the conferences they normally attend. Example are SEDSI, SEInforms, Assoc for Marketing Theory, Atlantic Marketing Association
- Can our website be linked so search engines would pick-up our proceedings or journal cases?
- We approved the establishment of a SECRA Fellows Program
- There are no fees to publish in the SECRA Journal; however, membership in SECRA is required in order to publish in the SECRA Journal. For co-authored cases, each author must be a SECRA member. Those desiring membership, but not attending the annual SECRA Conference must pay \$75 for annual membership. Attendance at the annual conference and payment of the conference registration fee constitutes annual membership in SECRA. Each SECRA member will receive a copy of each SECRA journal published during that year of membership. The membership year begins on the first day of the annual conference and ends on the day before the following annual conference. Because student and retiree conference registration fees are deeply discounted and cover only the conference meals and related hotel fees, a discounted registrant will only receive a copy of the journal in which they have published a case.
- Send recognition letters to schools like Maryville College.
- Do “you were missed” letters to prior attendees.

Program Issues

- Add separate Track for Student Case submissions – differentiate graduate and undergraduate students
- Set-up Conference Review System (the web-based submission system)

- Many people would like to see “free-time” on Friday afternoon because the current program allows no free time. Some proposals include Roundtables on Friday or Saturday a.m., optional workshops on Friday afternoon, and events on Thursday evening.
- Track Chairs should promote/market their Track to colleagues in order to generate submissions.
- The entire Proceedings can be e-mail out to everyone prior to the conference.

Financial Issues

- Take a closer look at conference costs versus income to determine where we can assume more cost activities for things we’d like to do
- Get Deans to sponsor the conference – get 10 schools to offer at least \$50
- The Conference Registration Fee for 2010 is \$165, but now includes an annual subscription to the SECRA Journal, as well as Annual SECRA membership. All SECRA members can publish in the SECRA Journal. There is no fee to publish in the SECRA Journal; however, only SECRA members can publish in the SECRA Journal. Conference non-attendees can pay \$75 for an annual SECRA membership.
- The Student and Retiree registration fee for the annual conference is \$60.
- Late or on-site registration for the annual conference is \$185 and \$75 for students and retirees.

Policy/Governance

- We adopted NACRA by-laws for SECRA (Mike Ritchie will forward via e-mail); exceptions to NACRA for SECRA use are: no Board of Directors and all students are welcome, as opposed to only graduate students

Awards and Recognition

- Send recognition/thank you letters to Dean’s of SECRA Officers/Track Chairs
- Currently there are too many awards to distribute – give tokens to Track Chairs and officers; give “larger” recognition items to key conference officer positions
- Consider SECRA coffee mugs as tokens for 2010.

Site Coordinator Issues

- Ask people to register early even if they will not pay until they arrive on-site; that way they can avoid the later registration fee. The Site Coordinator will benefit us by having an accurate count.
- We need someone to do materials, like nametags
- We need to get an associate site coordinator – what about a USC student of Mike Welch's?

Website

Get students involved?