

## **ACTIVE ENGAGEMENT IN AN ACADEMIC'S PROFESSIONAL ORGANIZATION: LEARNING WHAT MEA OFFICERS DO AND WHY**

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For many MEA members, participation in the annual conferences is routine that only retirement, lack of institutional support, illness or injury could deter. Many of us enjoy the social interaction with old acquaintances, meeting new people, and gaining new knowledge and skills. Service opportunities in MEA are numerous. Potential participants can submit papers for presentation and inclusion in the proceedings, review papers, and chair conference sessions. There are also opportunities to serve in crucial organizational roles, such as being a Regional Director, an International Director or an At-Large Director. Some may also choose to serve in the important roles of Marketing Director, Web Master, and Audio/Visual Specialist. Some may be invited to serve in the officer track (a four-year+ commitment) or to serve in the ongoing role of Treasurer/Secretary. A MEA member also always serves as the Editor of the MEA-associated *Journal of Marketing Education*.

What prompts individuals to serve in such organizations, such as MEA, year after year. Is it organizational citizenship, organizational commitment, cause commitment (marketing education is the cause), organizational or cause identification, or some other personal ambition unique to each individual? Organizational citizenship is defined as going above and beyond the expectations of normal members (Clark et al. 2014). Organizational commitment can be described as an emotional attachment to, identification with, and involvement in the organization (Van Knippenberg and Sleebos 2006). Organizational or cause identification defines how individuals consider themselves to be integral parts of an organization or cause and intend to be involved with others who also identify with the organization (MEA) or cause (marketing education) (Van Knippenberg and Sleebos 2006). Some faculty may be faced with an expectation by administration that they will be involved in external service. Others may have a personal or professional desire to extend their marketing network. Other motivations to get more involved in MEA by assuming one of the roles listed above may include personal issues, such as service to the profession to help in tenure and/or promotion, or other personal ambitions.

This special session will feature many of the individuals currently serving in key positions in MEA.

- Robert Trumpy is MEA's new Secretary/Treasurer. This position is not rotating and Robert will serve as long as he wishes.
- Chrisann Merriman is MEA's incoming Vice President. At the conclusion of this 2015 conference, she will assume her Vice President responsibilities to help prepare for the 2016 conference.
- Michelle Nelson is this year's MEA Vice President. She is in the first year of her four-year commitment.
- Clay Daughtrey is this year's MEA President-Elect. He is in the second year of the four-year commitment.

- Greg Black is this year's MEA President. He is in the third year of his four-year commitment.
- Deb McCabe is this year's MEA Immediate Past President. She is in the fourth (and last?) year of her commitment.

The panel members will discuss their motivations for accepting the responsibilities associated with these MEA positions. They also will discuss the responsibilities of their current MEA role. In addition, attendees will have an opportunity to ask questions about service opportunities and expectations, as well as discuss these roles and MEA in general. In the course of the discussion, the individuals in these key MEA positions will have the opportunity to learn more about MEA members and to listen to suggestions and concerns.

### **References**

- Clark, O. L., Zickar, M. J., & Jex, S. M. (2014), "Role definition as a moderator of the relationship between safety climate and organizational citizenship behavior among hospital nurses," *Journal of Business & Psychology*, 29(1), 101-110.
- Van Knippenberg, D. & Sleebos, E. (2006), "Organizational identification versus organizational commitment: self-definition, social exchange, and job attitudes," *Journal of Organizational Behavior*, 27(5), 571-584.