

# **BYLAWS OF THE ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS**

## **MISSION AND ACTIVITIES**

The Association of Collegiate Marketing Educators (ACME) is a non-profit corporation with a mission to advance marketing education, marketing research, and development of marketing faculty, so as to improve the effectiveness of marketing education as preparation for the practice of marketing. This mission is pursued by holding an annual ACME Conference. The annual conference serves as a platform for sharing refereed papers and presentations, invited papers and talks, and special workshops in the discipline of marketing. An annual Proceedings is published, containing abstracts and papers associated with the presentations at the conference. ACME also sponsors awards programs that support its mission. ACME is an affiliate of the Federation of Business Disciplines.

## **ANNUAL BUSINESS MEETING**

ACME holds an annual business meeting within its annual conference. The meeting includes officer reports, officer elections, and any organizational business that is to be considered by the membership. All individuals considered members as of the date of the meeting – whether by registration for the annual conference or by having paid annual ACME dues – shall have an opportunity to be present and vote at the annual business meeting. The serving President chairs the meeting and appropriate parliamentary procedures are observed for the conduct of the meeting.

## **FUNDING**

The activities of ACME are funded through membership dues, annual meeting registration fees, donations, and sponsorships.

## **MEMBERSHIP**

Individuals registered for an annual conference will be given a complimentary one-year ACME membership, terminating on the day prior to the start of the next conference. Individuals paying the annual dues are active ACME members for a period ending one day prior to the start of the next conference.

## **OFFICES AND LEADERSHIP**

Ongoing activities of ACME and direction for the future are provided by a team of six voting officers and a five-member Board of Directors. The designated voting officers are:

- Treasurer,
- Secretary and Director of Communications,
- Vice President of Membership and Associate Program Chair,
- Program Chair,

- President, and
- Immediate Past President.

The Board of Directors consists of the five most recent Past Presidents and is chaired by the Immediate Past President.

All ACME officers and Board members should be active members of the association. Officer and Board meetings may be held live, by internet, by conference phone calls, by other means, or by a combination of these methods as needed.

### **Election and Appointment of Officers**

Five of the voting officers – Secretary and Director of Communications, Vice President of Membership and Associate Program Chair, Program Chair, President, and Immediate Past President – begin service to ACME on the officer team by first being elected to the position of Secretary and Director of Communications, by vote of the ACME members at the annual business meeting, and then migrating into the next position each subsequent year (see below).

The Secretary and Director of Communications is elected at the ACME annual business meeting by a written ballot if more than one person is nominated; otherwise, the election may be held by acclamation vocally. The current voting officers nominate a candidate and additional candidates may be nominated from the floor at the meeting

The Treasurer serves a three-year term. The Treasurer is elected at an ACME annual business meeting by a written ballot if more than one person is nominated; otherwise, the election may be held by acclamation vocally. The current voting officers nominate a candidate and additional candidates may be nominated from the floor at the meeting.

All non-voting officers – Proceedings Editor(s), Webmaster, Historian, and other support positions as determined by the voting officers – are appointed for renewable one-year terms by the ACME President with the approval of a majority of the voting officers.

A voting officer, with the consent of the other members of the officer team, may appoint appropriate individuals to voluntary positions such as Track Chairs and Reviewers.

### **Officer Migration**

With the exception of the Treasurer, who serves a three-year term as a voting officer, the other voting officers serve for one year in each position and migrate as follows to the next position during the annual business meeting at each ACME Conference.

- Secretary and Director of Communications becomes Vice President of Membership and Associate Program Chair,
- Vice President of Membership and Associate Program Chair becomes Program Chair,
- Program Chair becomes President, and
- President becomes Immediate Past President and begins to serve a five year term on the ACME Board of Directors.

Any former ACME officer can be nominated for the position of Secretary and Director of Communications only after completing all officer obligations and their full term on the Board of Directors.

### **Officer and Board Responsibilities**

The Secretary and Director of Communications is responsible for:

- taking the minutes of all ACME officer meetings and the annual ACME business meeting, and distributing the annual meeting minutes to the membership for approval at the next annual meeting.
- managing internal and external communications of the association, with support from the other officers.

The Vice President of Membership and Associate Program Chair is responsible for:

- assisting the Program Chair in the planning and organization of the annual meeting, including the activities listed below in the Program Chair responsibilities,
- proposing, initiating, and maintaining membership drive programs to maintain and increase the membership, with the approval of the officer team, and
- overseeing the selection process for ACME Awards.

The Program Chair is responsible for planning and organization of the annual conference, including, but not limited to:

- program preparation, including recruitment of and correspondence with Track Chairs and reviewers, active solicitation of submissions, and maintaining the quality and academic integrity of the conference.
- food and beverage planning,
- coordinating with the appropriate individuals to assure that all schedules are met, and
- coordinating with the Federation of Business Disciplines (FBD) program committee to ensure timely and successful organization of the annual meeting.

The President is responsible for:

- providing advisory support and direction to all officers,
- appointing voluntary support positions as needed, including the Proceedings Editor(s), Webmaster, Historian, and other positions as determined by the voting officers,
- operating the annual meeting in an orderly fashion, following appropriate parliamentary procedures, and presenting an annual report on the state of and activities of the association,
- liaising with the FBD leadership on behalf of ACME and promoting ACME's interests with the FBD, and
- representing ACME to internal and external audiences.

The Immediate Past President is responsible for:

- advising the current President and other officers regarding ongoing programs that were initiated or in operation the previous year, and
- chairing the Board of Directors.

The Treasurer is responsible for:

- maintaining the finances of ACME, including: operating bank account(s) as needed in the name of ACME, receiving and depositing ACME funds, paying all bills as approved by the President, maintaining records in accordance with GAAP, and providing annual financial reports to the officers, the Board, and the membership at the annual meeting
- providing quarterly financial statements to the ACME President and providing advice and counsel to all officers regarding the financial status of the organization, and
- filing appropriate documents to ensure tax and legal compliance in a timely manner.

The officer team, consisting of the voting officers listed above, may initiate, approve, and implement operational policies for the association, covering matters such as paper acceptance for the conference, academic integrity, establishment and granting of awards, and reimbursement to officers for association-related expenses.

The Board will consist of the five most recent Past Presidents, with each serving for a five-year term. The Board is responsible for long term planning, advising the President and officers concerning operations to assure organizational performance quality and activities consistent with the ACME mission, and assuring fiscal responsibility.

The Proceedings Editor(s) is responsible for preparation of the Proceedings of the annual conference in a timely manner. The editor(s) will coordinate with other officers and Track Chairs to recruit and compile Proceedings content and deliver the finalized proceedings to the Webmaster for publishing on the ACME website.

The Webmaster is responsible for maintaining the ACME website, securing web domain and hosting services, ensuring that the site is functional and operational, updating the content, and assisting the officer team with web-based communications as needed.

The Historian is responsible for identifying, sharing, and maintaining documents related to past ACME events and meeting minutes.

### **Officer Vacancies**

If a voting officer is unable or unwilling to carry out the obligations and duties of their office, the Board, by a majority vote, may accept the officer's resignation and/or relieve the officer of their position (with due process), and appoint a suitable replacement for the remainder of the term. If the replacement officer is to continue into the following term, the appointment would need to be approved by a majority of the membership present at the annual business meeting.

If a non-voting officer is unable or unwilling to carry out the obligations and duties of their office, the voting officers, by a majority vote, may accept the officer's resignation and/or relieve

the officer of their position (with due process), and appoint a suitable replacement for the remainder of the term.

Appointment of officers directly to migrated positions – Secretary and Director of Communications, Vice President of Membership and Associate Program Chair, Program Chair, President, and Immediate Past President – may be made in cases when such a position is rendered vacant due to resignation or removal of the incumbent. In such a situation, the remainder of the officer panel, with the approval of a majority of the Board, may appoint a temporary officer in the position, with the qualifier ‘Acting’ appended to the title. Such an ‘Acting’ officer will discharge all the duties and have voting rights associated with the position. If the ‘Acting’ officer needs to continue in the position and migrate to the next officer position in the next conference year, the appointment would need to be approved by a majority of the membership at the annual business meeting.

If, in a particular year, a Board member leaves the Board or is unable to serve, the remainder of the Board may invite a suitable and willing former Board member to serve on the Board in order to maintain a total of five Board members for the year. Should the Immediate Past President not be willing or able to serve on the Board or as the Board Chair, then the remainder of the Board may invite a suitable and willing Past President to serve on the Board as the Board Chair.

## **AMENDING THE BYLAWS**

A proposed amendment to the Bylaws can be submitted by any ACME member in good standing via email to the ACME President. The officers will review the proposal and forward it with review and comment to the Board of Directors within 30 days. The Board of Directors will then vote, within 30 days, to accept or reject the proposal.

A proposal to amend the Bylaws that has been accepted by the Board of Directors, will be presented by the President to the membership at the next annual business meeting or electronically using a formal survey tool. The Bylaws may be amended (1) by a two-thirds vote of the members present at the annual business meeting or (2) by a two-thirds vote of the members voting on an electronic ballot and provided to members with a 15 day voting period.

*This version of the Bylaws was adopted at the ACME Annual Business Meeting during the ACME 2021 Virtual Conference on March 19, 2021.*