

BY-LAWS OF THE ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

MISSION

The Association of Collegiate Marketing Educators (ACME) will operate as a non-profit corporation mandated to further marketing education, and to further marketing research and faculty development so as to improve the effectiveness of marketing education as practical preparation for the practice of marketing. This mission is pursued by holding an annual meeting of ACME. Competitive refereed papers, invited papers, and special workshops related to this mandate are presented at the meeting. An annual proceedings is published and contains abstracts and papers associated with the presentations at the meeting.

FUNDING

The activities of ACME are funded through dues and annual meeting registration fees.

MEMBERSHIP

Those paying the annual dues are active ACME members.

OFFICES AND LEADERSHIP

Ongoing activities of ACME and direction for the future is provided by a set of six officers and a five member board. The designated officers are Treasurer, Secretary, Vice-President for Membership, Program Chair, President, and Immediate Past President. The board consists of the five most recent past Presidents and is chaired by the Immediate Past President.

Election of Officers

All officers except the Treasurer begin service to ACME by first being elected to the position of Secretary by vote of the ACME members at the annual business meeting. The Secretary serves for one year and then automatically migrates to the position of Vice-President for Membership at the annual meeting following their election. The Vice-President for Membership then moves to the position of Program Chair, and the Program Chair moves to the position of President. The President moves to the position of Immediate Past President and begins to serve a five year term on the ACME Board.

The Treasurer is elected for a three year term and is elected at the ACME annual meeting by a written ballot if more than one person is nominated otherwise the election can be made by acclamation vocally. The current officers nominate a candidate and additional candidates can be nominated from the floor at the meeting. All ACME members in attendance at the annual business meeting are eligible to vote.

Officer and Board Responsibilities

The Treasurer is responsible for establishing bank accounts as needed in the name of ACME. The Treasurer will deposit funds obtained by ACME, pay all operational bills as approved by the President, maintain records in accordance with GAAP, and provide annual financial reports to the officers, the Board, and the membership. The Treasurer is also responsible for providing quarterly financial statements to the ACME President in a timely manner.

The Secretary is responsible for taking the minutes of the annual meeting and distributing these to the membership for approval at the next business meeting. The Secretary will provide membership communications support to all other officers and the Board as needed.

The Vice-President for Membership will propose, initiate and maintain membership drive programs with the approval of the President and Program Chair and with advice from the Board. These programs are intended to maintain current members and to generate new members.

The Program Chair is responsible for the organization of the annual meeting including, but not limited to, recruitment of track chairs and with track chairs the recruitment of papers; maintaining the quality intellectual standards of the annual meeting papers, presentations, workshops and food and entertainment events and coordinating with the appropriate individuals to assure that all schedules are met.

The President is responsible for providing advisory support and direction to all officers, appointment of voluntary support positions as needed including the ACME Webmaster, sharing recommendations with the ACME Board, implementing programs and representing ACME. The President is also responsible for 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 organization.

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.

The Board will consist of the last five 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. Board meetings may be held live, by internet, by conference phone calls, by other means or by a combination of these methods as needed. If a Board member leaves the board or is unable to serve, the most recent former board member available will rejoin the board to maintain a total of five board members. Should the immediate past president not wish to serve as the board chair then the most recent past president willing to serve as the board chair will serve as the board chair.

Removal of Officers

If, in the opinion of the board, an officer is unable or unwilling to carry out the obligations and duties of their office, a replacement for that officer may be named by a majority vote of the Board.

Amending the By-Laws

Proposed changes of the By-Laws must be submitted to the President of the Association who will present them to the officers for their review and comment and to the Board for their approval. If the Board approves the changes the amendments will be presented to the membership at the annual business meeting. The by-laws may be amended by a two-thirds vote of the membership in attendance at the annual business meeting.