MINUTES
Saturday, April 2, 2016
General Membership Meeting
Hilton Garden Inn – U.S. Capitol, Washington D.C.

Present (56): Peter Alhadeff, Genevieve Aoki, Cutler Armstrong, Kevin Auman, Tim Baskerville, Courtney Blankenship, Jerry Brindisi, Wesley Bulla, Adam Caress, Mark Carpentieri, Joseph Carucci, Carey Christensen, Mehmet Dede, Rick DeJonge, Serona Elton, Alexander Endress, Jennifer Fowler, Brian Gaber, Robert Garfrerick, Storm Gloor, Don Gorder, Denise Grupp-Verbon, Keith Hatschek, Monika Herzig, Jeffrey Izzo, John Kellogg, Kristina Kelman, Carole Knisely, Dave Kopplin, Andrew Krikun, Matt Langston, Paul Linden, Amy Macy, Janna Malone, Jonathan McHugh, Mary Anne Nelson, David Philp, Ted Piechocinski, Patrick Preston, Christine Purcell, Stephen Quinzi, John Redmond, Clyde Rolston, Bruce Ronkin, Armen Shaomian, John Simson, Justin Sinkovich, Benjamin Smith, Richard Strasser, Melissa Wald, James Waller, Darren Walters, Hubert Wandjo, Kim Wangler, Shawn Young, Michael Zager.

1. Call to Order
   a. John Simson called the meeting to order at 2:00 pm

2. President’s Report (John Simson)
   b. Summit attendance report (see attached slides)

3. Vice President’s Report (Storm Gloor)
   a. Elections
   i. Gloor reported good participation in the nomination process and 29% member participation in the election (see attached slides)
   b. Welcome of incoming Board Members
   i. Carey Christensen, Secretary, 2016-2018
   ii. Clyde Rolston, Treasurer, 2016-2018
   iii. Cutler Armstrong, Board Member, 2016-2018
   iv. Jerry Brindisi, Board Member, 2016-2018
   v. Amy Macy, Board Member, 2016-2018
   vi. Armen Shaomian, Board Member, 2016-2018

   a. See attached slides for Operating Profit and Loss, Cash, Member Grant, and Summit Profit and Loss statements

5. Membership Report (Patrick Preston)
   a. See attached slides for Membership and Summit attendee statements

6. Journal Report (Bruce Ronkin)
   a. Celebrating its 15th year of publication
   b. 2015 Journal: 21 MEIEA members on Editorial Advisory Board, 8 MEIEA members had articles accepted, 8 MEIEA members had book/video reviews accepted
   c. Acknowledgement of new Associate Editors:
      i. Paul Linden (review section)
      ii. David Schreiber (article submission process)
Next steps for the Journal
   i. Working to maximize visibility and access to Journal
   ii. Currently available through a number of electronic sources including Academic OneFile, EBSCO, ProQuest, and the MEIEA website
Review of submission process. See MEIEA website for additional information.
Submission deadline for 2016 MEIEA Journal is 6/27/16
See attached slides for Journal acceptance rates

7. Research Grants Report (Courtney Blankenship)
   a. See attached slides for acknowledgement of 2015 research grant recipients and historic grant acceptance rates
   b. Submission deadline for 2016 research grants is 11/30/16.

8. Student Enrichment Grants Report (Cutler Armstrong)
   a. See attached slides for acknowledgement of student enrichment grant recipients from April 2015 to April 2016

9. Member Discounts and Social Media Participation Report (Cutler Armstrong)
   a. See attached slides for a listing of companies that offer MEIEA member discounts and MEIEA Social Media participation information

10. Webmaster Report (Wesley Bulla)
    a. See attached slides for website visitor and traffic information
    b. Website traffic generally tied to academic year schedule

11. Service Acknowledgement (John Simson)
    a. Acknowledgement of outgoing Board Members
       i. Kristel Kemmerer, Secretary/Director of Membership, 2002-2016
       iv. Wesley Bulla, General Board/Treasurer/Webmaster, 2000-2016
    b. MEIEA will be seeking candidates to fill the Board-appointed position of Webmaster. Interested persons should contact Storm Gloor.

12. MEIEA 2016 European Summit
    a. See attached slides for date and location information
    b. Simson reaffirmed MEIEA commitment to reaching out to European academics and practitioners
    c. $500 travel grants are available for MEIEA members. See the MEIEA website for additional information.

13. Questions / Comments
    a. Dave Kopplin proposed that MEIEA consider Cleveland, MS and/or a west coast city (e.g. Los Angeles, CA) for future Summit locations.

14. Adjournment
    a. The meeting was adjourned at 2:36 pm

15. Approval of Minutes
    a. Motion: Moved by [Shaomian] and seconded by [Preston] to approve meeting minutes from the 2016 General Membership Meeting minutes held on 4/2/16. Motion carried.
    b. Date of Approval: 9/30/16 (Fall 2016 Board Meeting)
    c. Secretary: Carey Christensen (2016-2018 term)
2016 General Membership Meeting

April 2, 2016
Sponsors

John Simson (President)
Summit Attendance

John Simson (President)
Election Report

Storm Gloor (Vice President)

**Executive Board**

John Simson - President (2015-2017)
Storm Gloor - Vice President (2015-2017)

**Carey Christensen** - Secretary (2016-2018)

**Clyde Rolston** - Treasurer (2016-2018)

Patrick Preston – Director of Membership (2015-2017)
Serona Elton – Immediate Past President (2015)

**General Board (2015-2017)**

Kim Wangler
Peter Alhadeff
Melissa Wald
Courtney Blankenship

**General Board (2016-2018)**

Cutler Armstrong
Jerry Brindisi
Amy Macy
Armen Shaomian

**Appointees**

Bruce Ronkin (Journal Editor)
Wesley Bulla (Webmaster)
Ray Sylvester (European Liaison)
Ben O’Hara (Australasian Liaison)
Election Report

Storm Gloor (Vice President)

% of Members Who Vote

- 2011: 32%
- 2012: 29%
- 2013: 27%
- 2014: 24%
- 2015: 28%
- 2016: 29%

The graph shows the percentage of members who vote from 2011 to 2016.
### Year-Over-Year Comparison

#### Operations Profit & Loss Summary:

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>$55,668.22</td>
<td>$45,152.18</td>
<td>-18.90%</td>
</tr>
<tr>
<td>Expenses</td>
<td>55,491.24</td>
<td>51,375.04</td>
<td>-7.40%</td>
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<tr>
<td>Profit / (Loss)</td>
<td>$176.98</td>
<td>-$6,222.86</td>
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</table>

#### Regions Bank & PayPal Summaries:

<table>
<thead>
<tr>
<th></th>
<th>12/31/14</th>
<th>12/31/15</th>
<th>3/22/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Checking</td>
<td>$22,569.09</td>
<td>$17,954.34</td>
<td>$44,786.47</td>
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<tr>
<td>PayPal</td>
<td>41,311.01</td>
<td>39,691.12</td>
<td>24,780.98</td>
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<tr>
<td>Total</td>
<td>$103,165.44</td>
<td>$96,942.58</td>
<td>$108,854.66</td>
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</table>
### Financial Report

Jennifer Fowler (Treasurer)

#### Membership Grants

<table>
<thead>
<tr>
<th>Grants</th>
<th>2014</th>
<th>2015</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Enrichment</td>
<td>$5,894.56</td>
<td>$11,000.00</td>
<td>86.60%</td>
</tr>
<tr>
<td>Research</td>
<td>$6,500.00</td>
<td>$4,532.00</td>
<td>-30.30%</td>
</tr>
<tr>
<td>Total</td>
<td>$12,394.56</td>
<td>$15,532.00</td>
<td>25.30%</td>
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</tbody>
</table>
Jennifer Fowler (Treasurer)

Educators Summit Summary

<table>
<thead>
<tr>
<th>Educators Summit</th>
<th>2014 (Nashville)</th>
<th>2014 (European)</th>
<th>2015 (Austin)</th>
<th>2016 (D.C.)</th>
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</thead>
<tbody>
<tr>
<td>Total Income</td>
<td>$24,581.50</td>
<td>$3,982.50</td>
<td>$17,531.00</td>
<td>$19,376.23</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$15,642.24</td>
<td>$6,489.55</td>
<td>$15,557.19</td>
<td>$16,315.83</td>
</tr>
<tr>
<td>Profit / (Loss)</td>
<td>$8,939.26</td>
<td>-$2,507.05</td>
<td>$1,973.91</td>
<td>$3,060.40</td>
</tr>
</tbody>
</table>

Annual Summit P/L

- 2014 (TN): $8,939.26
- 2014 (UK): $-2,507.05
- 2015 (TX): $1,973.91
- 2016 (DC): $3,060.40
Membership Report

Patrick Preston (Director of Membership)

**Total Members**

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
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<tbody>
<tr>
<td>2011</td>
<td>187</td>
</tr>
<tr>
<td>2012</td>
<td>198</td>
</tr>
<tr>
<td>2013</td>
<td>210</td>
</tr>
<tr>
<td>2014</td>
<td>222</td>
</tr>
<tr>
<td>2015</td>
<td>252</td>
</tr>
<tr>
<td>2016</td>
<td>232</td>
</tr>
</tbody>
</table>

**Total Institutions**

<table>
<thead>
<tr>
<th>Year</th>
<th>Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>57</td>
</tr>
<tr>
<td>2012</td>
<td>66</td>
</tr>
<tr>
<td>2013</td>
<td>73</td>
</tr>
<tr>
<td>2014</td>
<td>68</td>
</tr>
<tr>
<td>2015</td>
<td>65</td>
</tr>
<tr>
<td>2016</td>
<td>59</td>
</tr>
</tbody>
</table>
MEIEA Institutional Members (paid as of 3/30/2016)

(number paid: number of members)

- American (5:3)
- Appalachian (2:2)
- Augsburg (2:1)
- Austin CC (2:2)
- Bay State (5:2)
- Belmont (12:10)
- Berklee (8:8)
- Box Hill (2:2)
- Bradley University (2:2)
- Butler University (2:2)
- Cal Poly Pomona (2:1)
- Cal State Northridge (5:5)
- Chowan (2:2)
- College of St. Rose (5:5)
- Columbia College Chicago (5:5)
- Community Col. of Aurora (2:1)
- Delta State (2:2)
- Drexel University (5:5)
- Elmhurst (2:1)
- Five Towns (2:1)
- Florida Atlantic (2:2)
- Florida State (2:2)
- Francis Marion (2:2)
- Harrisburg Area CC (2:2)
- Hinds Community College (2:2)
- Indiana Univ (2:1)
- Linnaeus (5:4)
- Lyndon State (2:1)
- Middle Tennessee State (12:7)
- Minn. State Mankato (2:2)
- Missouri State (2:2)
- Montreat (5:4)
- Murray State (2:2)
- New Jersey City University (2:2)
- New York University (5:5)
- Northeastern (8:8)
- Owens CC (2:2)
- Popakademie Baden-Wttbg (5:4)
- Saint Joseph’s Univ (2:1)
- Syracuse (5:4)
- SUNY Potsdam (2:1)
- Texas State University (5:5)
- Troy University (5:5)
- Univ. Colorado Denver (5:4)
- University of Hartford (2:1)
- University Incarnate Word (2:2)
- University Miami (5:5)
- Univ North Alabama (2:2)
- Univ Pacific (2:2)
- Univ Puget Sound (2:1)
- University South Carolina (8:8)
- Univ Southern Mississippi (5:3)
- Western Illinois (2:2)
- William Patterson (2:2)
- York College (2:1)
MEIEA International Members

Australia
Australian College of the Arts: Saintilan
Box Hill: O’Hara, Polites, Stanford

Brazil
Berklee Online: Buff de Souza e Silva

Canada
Music Industry: Wares
Trebas Institute: Leonard
Vancouver Film School: Ashdown

Germany
Popakademie: Endress, Schneider, Sikorski, Wandjo

Jamaica
Institute Cultural Policy and Innovation: Howard

South Africa
University South Africa: Baloyi

Sweden
Linneaus: Arvidsson, Bjalesjo, Johansson, Lindstrom

United Kingdom
Brighton Institute Modern Music: Bounds
Buckinghamshire: Sylvester
Snap-B Media, Ltd.: Napier-Bell
University Sheffield: O’Reilly
### 2016 Summit Attendees

71 member attendees from 20 states, DC, and 3 countries (as of 3/30/16)

<table>
<thead>
<tr>
<th>United States</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Univ (DC)</td>
<td>Minnesota St, Mankato (MN)</td>
</tr>
<tr>
<td>Appalachian State (NC)</td>
<td>Missouri State University (MO)</td>
</tr>
<tr>
<td>Bay State College (MA)</td>
<td>Montreat College (NC)</td>
</tr>
<tr>
<td>Belmont University (TN)</td>
<td>Music Money &amp; Success</td>
</tr>
<tr>
<td>Bergen CC (NJ)</td>
<td>Northeastern (MA)</td>
</tr>
<tr>
<td>Berklee College (MA)</td>
<td>Popakademie Baden-Wttbg (Germany)</td>
</tr>
<tr>
<td>Box Hill Institute (Australia)</td>
<td>Queensland U. of Technology (Australia)</td>
</tr>
<tr>
<td>Butler University (IN)</td>
<td>Radford University (VA)</td>
</tr>
<tr>
<td>Cal Poly Pomona (CA)</td>
<td>Saint Joseph’s University (PA)</td>
</tr>
<tr>
<td>Cal State Northridge (CA)</td>
<td>Sherwood Publishing Partners</td>
</tr>
<tr>
<td>College of St. Rose (NY)</td>
<td>Towson University (MD)</td>
</tr>
<tr>
<td>Columbia College (IL)</td>
<td>University Colorado (CO)</td>
</tr>
<tr>
<td>Delta State (MS)</td>
<td>Univ of the Incarnate Word (TX)</td>
</tr>
<tr>
<td>Drexel University (PA)</td>
<td>University Miami (FL)</td>
</tr>
<tr>
<td>Eastern Kentucky U (KY)</td>
<td>University North Alabama (AL)</td>
</tr>
<tr>
<td>Five Towns College (NY)</td>
<td>University of the Pacific (CA)</td>
</tr>
<tr>
<td>Florida Atlantic (FL)</td>
<td>University of So. California (CA)</td>
</tr>
<tr>
<td>Florida State University (FL)</td>
<td>University South Carolina (SC)</td>
</tr>
<tr>
<td>Francis Marion University (PA)</td>
<td>Univ Southern Mississippi (MS)</td>
</tr>
<tr>
<td>Harrisburg CC (PA)</td>
<td>Univ Texas at Austin (TX)</td>
</tr>
<tr>
<td>Indiana University (IN)</td>
<td>Western Illinois (IL)</td>
</tr>
<tr>
<td>Miami Dade College (FL)</td>
<td>William Paterson Univ (NJ)</td>
</tr>
<tr>
<td>Middle Tennessee St Univ (TN)</td>
<td></td>
</tr>
</tbody>
</table>
Value of Your Membership

Faculty research grants, to support research of historical or theoretical studies, curricular innovations and professional standards, and business models in the music and entertainment industry

Student enrichment grants

A yearly peer-reviewed Journal

Free faculty vacancy postings on our website (institutional members only)

Discounts on select services, products, subscriptions and conferences

Presentation, leadership, and publication opportunities

Social media connections: LinkedIn, Facebook, YouTube

Online access to members’ directory

An annual Spring Educator’s Summit
Journal Report

Bruce Ronkin (Journal Editor)

Journal Acceptance Rate

2011: 56%
2012: 48%
2013: 42%
2014: 29%
2015: 32%
Research Grants

Courtney Blankenship (Board Member)

- Dr. Stan Renard (The University of Texas at San Antonio) –
  *Audio Logo Common Core Attributes: An Analysis of Sonic Modality Cues*

- Paul Saintilan (Collarts) and Dr. David Schreiber (Belmont University) -
  *Managing Organizations in the Creative Industries: Organizational Behaviour for the Cultural Sector*

![Research Grant Acceptance Rate](chart.png)
Student Enrichment Grants

Cutler Armstrong (Board Member)

- Institutional Level = $1,000
- Individual Member level = $500
- Fund pool replenished every October - $5,000 year max

April 2015 – Sept 2015
- Butler University - *Indyblue Entertainment: Kara Kara EP record project*
- Indiana University - *Bloomington Music Summit*
- Middle Tennessee State University - *The Wrecking Crew: Screening and Discussion*
- Appalachian State University - *Music Moves My Sole 5K Race*
- William Patterson University - *Student travel to the 2016 Music Biz Conference*

Oct 2015 – April 2016
- University of Texas at San Antonio - *Music BIZ Day at UTSA*
- University of the Pacific - *Pacific Music Business Symposium V*
- University of North Alabama - *Singing River Records Compilation Album*
- Eastern Kentucky University – *Student travel to the 2016 Winter NAMM Show*
Recent history of monthly e-blasts
- Sep 2010 – Started initiative with monthly “MEIEA Member Discounts”
- Jan 2013 – Launched monthly “Updates & Discounts”, which added Announcements
- May 2014 – Launched “MEIEA eMessenger”, which added Member News, and ongoing Reminders and reformatted to look more like a newsletter

Cutler Armstrong (Board Member)

eMessenger Open Rate

2013 2014 2015 2016

50% 53% 53% 54%
Discounts

Cutler Armstrong (Board Member)
Cutler Armstrong (Board Member)

Social Media

LinkedIn

Total members in main group = 122 (up from 121 in Fall 2015)

Facebook

Group Members: 106 (up from 95 in Fall 2015)

YouTube

Subscribers: 48 (up from 41 in Fall 2015)
Views: 3446 (up from 3249 in Fall 2015)

Social Media Participation

- 2014: 155
- 2015: 235
- 2016: 276
Website

Wesley Bulla (Webmaster)
# Website

Wesley Bulla (Webmaster)

<table>
<thead>
<tr>
<th></th>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
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<td>8,835</td>
<td>46,461</td>
<td>18.10 GB</td>
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<td></td>
<td>(1.74 visits/visitor)</td>
<td>(1.71 Pages/Visit)</td>
<td></td>
<td>(9.01 Hits/Visit)</td>
<td>(3683.58 KB/Visit)</td>
</tr>
<tr>
<td>Not viewed traffic *</td>
<td></td>
<td></td>
<td>12,190</td>
<td>21,720</td>
<td>2.87 GB</td>
</tr>
</tbody>
</table>

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

## Monthly history

![Monthly Traffic Chart](chart.png)
## Downloads (Top 10)

<table>
<thead>
<tr>
<th>Path</th>
<th>Hits</th>
<th>206 Hits</th>
<th>Bandwidth</th>
<th>Average size</th>
</tr>
</thead>
<tbody>
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<td>0</td>
<td>32.84 KB</td>
<td>30 Bytes</td>
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<td>52</td>
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</tbody>
</table>
Service Acknowledgement

John Simson (President)

• **Kristel Kemmerer**  
  Dutchess Community College, Secretary/Director of Membership, 2002 – 2016

• **Jennifer Fowler**  
  Belmont University, Treasurer, 2014 - 2016

• **Bob Garfrerick**  
  University of North Alabama, General Board, 2006 - 2010; 2014 - 2016

• **Wesley Bulla**  
  Belmont University, General Board/Treasurer/Webmaster, 2000 - 2016
MEIEA 2016 EUROPEAN SUMMIT
(June 27-28, 2016)

Missenden Abbey
Great Missenden, England
(located just outside of London)