NSSEA to EDmarket

Jim McGarry
National School Supply & Equipment Assoc.

- Association began in 1917
- Started as President & CEO in 2011

- Characterized by dramatically changing marketplace
- Historical membership categories
- Members stuck in the past analog age
- Losing money

- Tag line – we represent the Education Products Marketplace
Revenue Streams

• Membership

• EDexpo (school supply and instructional materials)
  • Primary source of revenue
  • Low energy
  • Declining participation

• School Equipment Show (school furniture)
  • Intra Industry Event
  • Low energy
  • Exhibitor dissatisfaction
Changing Distribution

Traditional:
From manufacturer to brick & mortar distributor to school

Now:
Multichannel
  Internet
  Direct
  Traditional dealers
  New emerging channels
Changing Decision Makers

• School Administrators
• Curriculum Development Professionals
• Architects & Designers/ Facility Planners
• IT Professionals
• Teachers
• Districts
• Education Service Agencies
• Buying Cooperatives
Rebranded Association 2014

- NSSEA to Education Market Association (EDmarket)
- School Equipment Show to EDspaces for facilities market
- Maintained EDexpo for the instructional materials & supplies market
- Created EDchannels for the Ed Tech Market
- Staff from 13 to 8
EDspaces Takes Off

• Recognized by Tradeshow Executive magazine as one of 50 fastest growing in US
• $600K to $2Million top line growth
• Expanded exhibit categories
• Scholarship Program
EDspaces Takes Off

• Industry Partnerships
• Classroom design competition
• EDspaces Innovation Awards
• Tours
• Industry Party
Partnerships

• American Institute of Architects Committee on Architecture for Education
• US Green Building Council
• International Interior Design Association
• American Society of Interior Designers
• Independent Office Products and Furniture Dealers Association
• Regional associations
Scholarship Program

• Fund conference registration and 3 nights hotels for schools and colleges with major building or renovation programs
• Follow the bonds approved
• Brings $13 billion in budgeted construction projects to the exhibit hall
Cut our losses

• Stopped trying to save EDexpo
• Stopped trying other services for declining membership sections
  • Peergroups
  • EDmarketplace (connectmii)

Told committees that it is up to them to tell us what they want and will support financially, until then all investment is on hold
Change of Bylaws 2018

• Created sub committee from executive committee
• Several drafts discussed during multiple video calls
• Submitted to board of directors for approval to engage membership
• Had a video town meeting to explain the rationale and changes
• Posted new bylaws on website
• Conducted an electronic ballot of members for approval
• Whole process took about 9 months
Change of Bylaws

• Simplified to 4 membership categories and expanded definition
  • Distribution
  • Suppliers
  • Service Providers
  • Institutional

• Added new membership categories for schools and professionals

• Added individual category for professional members (i.e. architects & designers)
Change of Bylaws

• Smaller Executive Committee (11 to 9)
• Easier for Board to stand up or shut down committees
• Nominating Committee only nominates the officers, executive committee and at large board members
• Committees and Councils are responsible for recruiting new members
New Focus – Content & Connections

- Intersection of Physical Space, Technology and Pedagogy
- Adjacent to EDspaces Activity
- New partnerships
- Higher Education
- Interactive experiences
- Expanded scholarship program