

**American Association for Public Opinion Research
Executive Council Minutes
Wednesday & Thursday, June 17-18, 2020**

ATTENDANCE

Council:

Ipek Bilgen	Membership & Chapter Relations Chair
Ginger Blazier	Associate Secretary-Treasurer
Rachel Caspar	Education Chair
Jessica Holzberg	Communications Chair
Ricki Jarmon	Councilor-at-Large
Ashley Kirzinger	Associate Standards Chair
Mary Losch	Councilor-at-Large
Gretchen McHenry	Secretary-Treasurer
Dan Merkle	President
Marco Morales	Associate Communications Chair - joined late Day One
Kristen Olson	Conference Chair
Emilia Peytcheva	Associate Education Chair
Patricia Moy	Vice President
Nora Cate Schaeffer	Past President
Darby Steiger	Associate Conference Chair
Tim Triplett	Standards Chair
Angelique Uglow	Associate Membership & Chapter Relations Chair

Guests:

David Dutwin	Co-Chair, Journal of Survey Statistics and Methodology Oversight Committee
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Staff:

Delia Murphy	Executive Director
Eric Bailey	Senior Director of Communications
Sam Nysetvold	Program Manager, Membership and Chapter Relations – Absent Day Two
Daniel Choppa	Program Administrator, Operations and Education

WEDNESDAY, JUNE 17TH, DAY ONE

I. REVIEW OF PARLIAMENTARY PROCEDURES

Murphy provided a description of parliamentary procedures, using the Robert’s Rules methodological summary. It was noted that self-identification is especially important due to the telephonic nature of Executive Council meetings.

II. WELCOME, CALL TO ORDER, & REVIEW AND APPROVAL OF MINUTES

Merkle called the meeting to order at 10:13am ET / 9:13am CT.

MOTION: to approve the minutes from the previous meeting. Olson moved, Losch seconded. The motion passed by unanimous vote.

III. DEBRIEF FROM THE 2020 VIRTUAL CONFERENCE

Merkle thanked councilors and staff for all the hard work that went into the virtual conference. In the coming weeks, finalized information from the conference, including final registration numbers of financial information, will be ready.

The conference was a success, especially based on the short turn-around time. Approximately 940 attendees registered for the conference, surpassing AAPOR's goal of 500-600 attendees. Attendees enjoyed the flexibility of the pre-recorded sessions, while still being able to access the live aspect of some of the meetings.

The staff team debriefed following the conference and spoke about lessons learned to improve for future conferences.

The CadmiumCD software system provided data on the conference and key takeaways Olson included in the Conference Consent Report. There were multiple entrance points into the conference, generating some overlap in the data. There were 6,954 total logins, and presentations were "favorited" 13,138 times. Olson provided the top 10 viewed titles from the desktop interface. The exhibit hall was not as successful in the virtual conference format and should be revisited for potential future virtual conferences. Holzberg noted that there was a lot of positive feedback on social media, especially on Twitter.

Peytcheva noted that the short courses had mixed reviews. Instructors had varying technological prowess and competency at teaching a course virtually. There was a need for more interaction, rather than just a chat box.

IV. SECRETARY/TREASURER REPORT

April 2020 Financials

McHenry gave an overview of the April financials and the final budget for 2020. There are \$956,570 in total revenue for FY 2020 YTD, and \$450,106 of FY2020 YTD of expenses. The FY2020 YTD operating revenue is \$506,578.

V. CONSENT AGENDA

[2020.06.04 Proposed Timeline for Member Comment and Vote on Conduct Policy, Bylaws, and Code.docx](#)

[Conference 2020 06 AAPOR Virtual Conference App Views.pdf](#)

[Conference 2020 06 AAPOR Virtual Conference Website Interface Views.pdf](#)

[Conference 2020 06 AAPOR Virtual Conference App Interface PresentationsViews2020.pdf](#)

[Conference 2020 06 AAPOR Virtual Conference Website PresentationsReport.xls](#)

[Conference 2020 06 Consent Report.docx](#)

[Consent 2020-06-Standards.docx](#)

[Consent Comms June2020.docx](#)

[Education Committee Consent Report June 2020.docx](#)

[MCR Consent Report 2020 06.docx](#)

MOTION: to adopt the consent agenda. Triplett moved, Moy seconded. The motion passed by unanimous vote.

VI. APPOINTMENTS

Communications Committee

[Appointment Comms June 2020.docx](#)

Damon Roberts – Communications Website Subcommittee Member

Education Committee

[Education Committee Appointment Recommendations 6-2020.docx](#)

Bella Struminskaya – Online Education Subcommittee Member

Brady West – Short Course Education Subcommittee Chair

Mario Callegaro – Short Course Education Subcommittee Member

Alexandra Allman – Short Course Education Subcommittee Member

Sponsorship

[Sponsorship Chair Appointment.xlsx](#)

Lisa Lin-Freeman – Sponsorship Committee Chair

MCR

[MCR Committee Appointments Bilgen.xlsx](#)

Chase Harrison – Student and Roper Awards Subcommittee Chair

Alian Kasabian – Diversity Subcommittee Chair

Kacey Lenger Tesfaye – Diversity Subcommittee Member

Holly Hagerty – Welcoming Committee Co-Chair

Benjamin Schapiro – Welcoming Committee Co-Chair

Morgan Earp – Membership Database Subcommittee Chair

Adam Safir – Membership Database Subcommittee Associate Chair

Cameron McPhee – Chapter Liaison and Support Subcommittee Associate Chair

ACTION: Choppa to send out the Procedures for Committees Document to Councilors as a reminder of the processes.

MOTION: to accept these appointments. Caspar moved, Triplett seconded. The motion passed by unanimous vote.

VII. CONFERENCE WORK PLAN

Conference theme + mini-conference

Olson presented a plan to include a “Mini Conference” within the 2021 Annual Conference to field discussion on the conference theme during the call for abstracts. The qualitative research track has expanded exponentially and Olson would like this under the conference committee’s purview. Olson would also like to create a track for professional development sessions and a track where all affinity groups have one formally invited session.

Olson will be working with MCR to create guidance for the “Professional Development” and Affinity Group tracks.

Three options for delivery of 2021 Conference

Olson outlined three options for the 2021 AAPOR Conference. The Council will ultimately make the decision on how the Conference will be held.

Option 1: Traditional Format – In-person conference held at the Westin Bonaventure in LA – 5/13-16

Option 2: Fully online Virtual Conference

Option 3: Hybrid – Some in-person, some online

Proposed dates for decisions on delivery of 2021 Conference

The call for papers will happen in mid-September and will need to be carefully communicated to frame the uncertainty around the conference and how the themes are presented. This decision and Council buy-in need to happen during the August meeting.

The actual mode of administration for the 2021 conference will be decided by the full Council during the January 2021 meeting

Series of Workshops for Survey Practitioners to Discuss Current Issues in Collecting Data during the COVID-19 Pandemic

The Conference Committee suggested offering a series of interactive virtual workshops for survey operations leaders. This will provide educational opportunities not tied to the conference. Council agreed that this was an excellent idea and the Committee will begin to plan these workshop to take place soon, likely in the fall.

VIII. COMMUNICATIONS WORK PLAN

Stanton Communications

Working through the summer and fall plans for communications. Holzberg is working on priorities of the scope of work with Stanton, and finalizing metrics for the program. To pay for the Stanton program, AAPOR took money out of the financial reserves, but it was not agreed that this should become an ongoing operating expense. AAPOR has been running a bit over budget on Stanton so far, so the program will be less active during the summer and then will ramp up in the months leading up to the election. The focus in fall 2020 will be on having timely responses to media inquiries about the 2020 pre-election polls. Holzberg will work with the 2020 Pre-Election Poll Task Force to push out communications and key takeaways.

Website Updates and Redesign

A full website redesign is not budgeted for this year, but the Committee will focus on updates that can be done and a plan for what should be updated for when a redesign is approved. AAPOR should document the pain points in the website, and pull together requirements needed and metrics for a redesign. There is a need for more consistency within the committee pages on the website, which will be improved with the implementation of the committee tracker, and improvement of the online store.

Murphy noted that a website redesign should be considered for the 2021 budget and that a database upgrade to move away from iMIS, which interfaces directly with the website, would make sense to plan for in parallel with a website redesign.

Streamlining Internal Communications

Communications will be re-organizing its subcommittee structures and spreading work out more evenly between subcommittees. Holzberg would also like to focus on developing a structure to bundle emails and messaging together to lower the mass of emails that AAPOR members receive. The Communications Committee will work with AAPOR staff to determine the best practices and methods for email and social communications.

Holzberg confirmed that AAPORnet falls under internal communications, which is monitored for hot topics to bring to Council for discussion.

IX. MEMBERSHIP AND CHAPTER RELATIONS WORK PLAN

MCR Topics and Activities Related to AAPOR 2021 Conference

Following the 2021 Conference Scenarios, there are five activities that MCR will be working on in tandem with the conference, MCR Coordinated Awards, Membership and Welcome Committee Strategies. The 2020 survey will be fielded between now and July and the findings will be discussed in the August/September Council meetings. MCR will assist and coordinate with chapters for the All Chapter Mixer. MCR will be coordinating the Roper, Student Travel and Student-Faculty Awards.

Committee Tracker and Volunteer Term Limits

Bilgen reviewed the purpose of the committee tracker and how Councilors should use it moving forward for appointments. The accurate committee lists in the tracker will be used to keep the website and conference programs up to date and accurate. This tracker will feed into the database along with the volunteer database, and will help track an individual's volunteer and committee history. It is important for councilors to check the accuracy of their member lists within the tracker to keep it up to date.

ACTION: Councilors to review through their committees/subcommittees for accuracy of individuals listed and terms.

ACTION: Choppa to update the committee tracker with columns in the appointment tab for volunteer history, diversity questions from previous spreadsheet, first or second term, concurrent committee, and in the committee tabs for Chairs and Associate Chairs

Council held a discussion around term limits and the standard start date for terms.

MOTION: to accept a May 31 term end date for all Committees. Triplett moved, Holzberg seconded. The motion was withdrawn as Council determined further discussion on term guidelines was needed.

ACTION: Bilgen to bring forth a proposal on term limits/guidelines for committee tracking for the July Council meeting.

ACTION: AAPOR staff to send letters of notification for nominations with their appointment and official term on Committees as well as thank you letters when a member's term ends. Staff will look into the potential to automate this process when new nominations are made.

Canadian Chapter Update

There is a newly formed Canadian chapter within AAPOR. This was discussed at the 2019 Business Meeting, but the Chapter was not officially formed. The Ottawa/Toronto AAPOR Chapter will be creating their website, which will then be promoted on the AAPOR website.

X. EDUCATION WORK PLAN

Expand Educational Offerings Beyond Conference

AAPOR signed a three-year agreement with JPSM in 2019 for the AAPOR-JPSM Citation Program and AAPOR will be assessing the impact and success of the program over the first three years to determine

if it should continue beyond the first agreement cycle. The Committee is also exploring options and the cost of offering free/heavily discounted short courses for students and early-career folks or individuals working in “survey research deserts.” The Committee will be working towards broadening the options of online education courses. There may be an option to re-offer the short courses or other sessions from the conference for individual purchase, or as a “webinar kit.”

SurveyFest

SurveyFest 2021 will be the third year of the event and it will be shifting to a virtual environment, in part due to COVID-19, but also out of the possibility of increasing the scope of access to students that would not be reached due to socio-economic means and location of the event. If a virtual SurveyFest can be successful, this may be the direction this event moves in the future to reach a wider and more diverse attendee base.

AAPOR’s Got Talent

Beyond the first year of the program, which was successful, there has not been much interest in the program and it was cancelled for 2020 prior to the change of the conference format due to COVID-19. The subcommittee will need a champion and a new approach or else this program may not move forward.

Integrate History Committee into Education

The History Committee will now be housed in the Education Committee as the History Subcommittee. Education Committee leadership will be working with Janice Ballou to determine the next projects for the Subcommittee, including continue periodic updating of the AAPOR history timeline.

XI. STANDARDS – CODE REVISION

Conduct Policy Revisions

The Conduct Policy with proposed revisions was approved by Council in the May meeting, but in email discussions following the meeting, it became clear that some additional revisions were necessary. The Council reviewed the additional proposed revisions.

Council agreed that language should be clear in the policy that sensitive information about complaints will not be included in official Council meeting minutes to protect the complainant. Council agreed that the minutes would include limited details, such as a sentence stating, “Council reviewed a report from X Ad-Hoc Committee,” with no inclusion of names or details of the report.

ACTION: Triplett will update the language of the Conduct Policy discussed by the Council for vote on Day 2.

XII. ADJOURN DAY ONE

The meeting was adjourned at 3:57pm ET / 2:57pm CT.

THURSDAY, JUNE 18TH, DAY TWO

XIII. CALL TO ORDER – DAY TWO

The meeting was called to order at 10:03am ET / 9:03am CT.

XIV. STANDARDS – CODE REVISIONS, CONTINUED

Conduct Policy Revisions

Triplett reviewed the final revisions to the Conduct Policy.

MOTION: to adopt the revision to the Conduct Policy. Moy moved, Schaeffer seconded. The motion passed by unanimous vote.

The Conduct Policy will then be provided to the AAPOR membership for a comment period before a membership vote to approve it takes place.

Code Revisions Continued

Council reviewed proposed revisions to the Code. In terms of formatting, there should be more terminology that is survey-based, such as measures vs. instrumentation. After the category, there should be a survey notation with examples or other types of methods, which would make this more user friendly. Some of the suggested changes to the Code, though expanded and in some ways helpful, may make specific cases less clear. Council agreed that Item 9 in particular in Section III needs some additional editing and refining.

ACTION: Triplett and Kirzinger, working with Schaeffer, Olson, Losch, Jarmon, Uglow, Moy, and Caspar will review/wordsmith the Code for the necessary revisions.

ACTION: Council members to send any comments about additional Code revisions to Triplett and Kirzinger by Wednesday, June 24 so they can be incorporated into the wordsmithing. Kirzinger to then put together a composite of the full Code revisions to share with Council.

MOTION: to disband the 2019-2020 Code Review Subcommittee and thank them for their work. Olson moved, Blazier seconded. The motion passed by unanimous vote.

Final report on Redirected Inbound Call Sampling (RICS) – Approval of Report and Discussion of Next Steps

Council reviewed the report from the Subcommittee that was created previously under Standards based on a request from Council to look into a new method of sampling, RICS. Council discussed edits required before the report can be approved and whether it should be made publicly available or approved and kept within Council, since this was a Council request. Council also discussed a potential conflict of interest (COI) of one of the Subcommittee members. An appendix should be included that includes the charge of the Subcommittee as well as an explanation of the COI.

ACTION: Triplett to ask the Subcommittee to add revisions to include an appendix with the original charge and explanation of COI.

XV. DIVERSITY COORDINATING COMMITTEE PROPOSAL

Bilgen present a proposal from Tamara Terry and Dianne Rucinski to restructure the Diversity Coordinating Committee (DCC). Bilgen also noted that Rucinski has served as the Chair of the DCC for 3 years and will be stepping down but has agreed to remain in the role until a new Chair is found.

Council discussed elements of the proposal that conflict with current bylaws and what would need to be proposed to change in the bylaws as part of the membership vote and the timeline of events moving forward. Council can appoint a new Chair now and then invite the Chair to every Council meeting until a bylaws change would make the DCC a standing committee with formal representation on Council.

ACTION: Bilgen, Jarmon, Moy, Terry, and Rucinski to recommend a new name of the DCC for Council approval either by electronic vote or at the July Council meeting.

MOTION: to add to the draft bylaws language that the DCC (new name – TBD) will be a new standing committee, thereby adding two new seats on council for DCC Chair and Associate Chair. Holzberg moved, Jarmon seconded. The motion passed by unanimous vote.

ACTION: Edit the Conduct Policy with the new name for the DCC once the member comment period has concluded.

ACTION: Councilors to send suggestions for candidates to and new chair of the DCC to Bilgen.

ACTION: Bilgen to lead the effort to determine a new Chair for the Diversity Committee.

XVI. FINANCE WORK PLAN

AAPOR will be collecting the 2021 budget from Committee work plans to revise.

Investments

In the last meeting, Council approved a motion to give the Investment Subcommittee the option to lower AAPOR's stock holdings through the end of the year.

Development

There is not currently a standing development subcommittee. McHenry and Blazier are working to rebuild this subcommittee and find a Chair and Associate Chair. The 75th Anniversary donation campaign will continue through the rest of 2020.

Sponsorship

A new Committee Chair is approved, and Blazier will be staying involved. Sponsorship activities for conference will need to be thought through carefully given that the format of the conference will not be decided until January 2021, but discussions with sponsors should begin in fall 2020.

XVII. STANDARDS WORK PLAN

New Conduct Policy

Triplett and Kirzinger will work with AAPOR Staff to get the reporting form updated once a membership vote takes place.

New Code of Professional Ethics and Practices

Code revisions are still underway, but the final proposed revisions will be shared with the membership for comment and a vote later in 2020.

More Transparency Initiative (TI) members and continued reviews of current members

Outreach will continue to bring in more members of the TI, and annual reviews of current members will continue.

Update Response Rate Calculator with plan for an online version

The Standard Definitions Committee is working to eliminate some of the errors in the calculator, and add in new modes, which is likely to be completed next Council year.

Report on Implications of the Use of Non-survey Data in Survey and Public Opinion Research

This committee is currently recruiting members.

Review of Standards pages on the AAPOR web site

Triplett is planning to meet with Holzberg, to determine how Standards information should be presented on the website.

XVIII. COUNCILORS-AT-LARGE WORK PLAN

Completing Bylaw Changes and Implementation

Losch will work to move the Bylaws conversation to its conclusion.

Diversity

The Councilors-at-Large will also be supporting the role of Council as a whole. Jarmon is looking forward to the first DCC meeting, and noted that diversity is a priority. There may be a way to engage historically Black universities with AAPOR and the industry at large.

XIX. AD-HOC COMMITTEES AND TASK FORCES

2020 Pre-Election Poll Task Force

This task force is in process and collecting pre-election polls, including 900 pre-Election polls, 400 national polls, and 250 general election polls thus far. The timeline is to have an analysis of the primary election polls by the end of the summer, with the overall report and an analysis of the general election to be submitted to Council by January 2021.

AAPOR/WAPOR Task Force on Quality of Comparative Surveys

This task force report was recently delivered to Council. Peytcheva is serving as the assigned Councilor who will review the report and provide the task force with feedback by early August, if needed. If Peytcheva suggests edits/revisions, the task force would be asked to make those revisions within a few weeks with the goal of having the full Council vote on the report at the September meeting.

Data Fabrication Task Force

Triplett and Losch are the assigned Councilors working with this task force and will review the revised report before bringing it to Council for discussion in July.

ACTION: Communications Chair and Associate Chair to review the task force reports in preparation for communication about the reports when they are released to the membership.

ACTION: Murphy to finalize the discussion with OUP about the copyright statement for Task Force reports.

XX. TIMELINE FOR MEMBERSHIP VOTE ON CONDUCT POLICY, CODE, and BYLAWS

MOTION: to support the timeline with the understanding that there may need to be revisions to the timeline for membership votes on Conduct Policy, Code, and Bylaws. Losch moved, Holzberg seconded. The motion passed by unanimous vote.

AAPOR Staff to collect all comments and send twice a week to relevant Councilors. The 2020 budget includes enough funds for VoteNet to cover the three votes to be made for the rest of the year.

XXI. ANNUAL CONFERENCE – 2024 ATLANTA BID UPDATE

Arcangeli-Story has continued discussions with the Atlanta Hilton around holding the 2024 Annual Conference at the hotel. She asked about additional timing options, but the hotel is only available for AAPOR's typical schedule for conference, Wednesday through Sunday.

MOTION: to move forward with the 2024 conference in Atlanta. McHenry moved, Steiger seconded. The motion passed by unanimous vote.

XXII. JOURNAL ITEMS

Dutwin joined the call at 2:01pm ET / 1:01pm CT.

Update on JSSAM Editorship – Dutwin

MOTION: to support the request for financial support for the recommended new methods editor, laid out in the manner in which it was submitted with subsequent years to accommodate potential salary increases. Losch moved, McHenry seconded. Excluding one opposition, the motion passed by majority vote.

JSSAM Oversight Committee – Dutwin

The JSSAM Oversight Committee normally has a set number of members from ASA and AAPOR. Jennifer Dykema and Patricia Moy were asked to sit on the Oversight Committee.

MOTION: to support the nomination of Jennifer Dykema to the JSSAM Oversight Committee for a term that will end 12/31/2021. Kirzinger moved, Caspar seconded. Excluding one abstention, and one absence, the motion passed by majority vote.

MOTION: to support the nomination of Patricia Moy to the JSSAM Oversight Committee for a term that will end 12/31/2022. McHenry moved, Bilgen seconded. Excluding one abstention, the motion passed by majority vote.

Structure of Journal Advisory Committees – Schaeffer

Schaeffer is working on a proposal for structuring the journal advisory committees and will bring it forth to the Council in the coming months.

OUP Request for Editorial Stipend - Murphy

Oxford University Press (OUP) requested to hold AAPOR's editorial stipend for POQ for 2021 at the same rate as 2020, given the market conditions due to COVID-19.

The AAPOR Executive Committee discussed this and are in agreement that AAPOR can agree to OUP's request to maintain the editorial stipend for POQ at the 2020 rate for 2021 (\$92,480), but will need to review and look closely at future years and will likely expect to go back to the usual increases after 2021. This was approved by a unanimous electronic vote of the Executive Committee.

XXIII. DISCUSSION OF AAPORnet EMAIL ON SUPPORTING BALLOT TESTING

Council discussed a request that was posted on AAPORnet to potentially develop a task force or group to work on supporting e-ballot testing. Council agreed that this is an important issue, but noted that this would be difficult to put together prior to the 2020 election. This may be something to consider for a future election cycle.

ACTION: Merkle will reach out to Michael Traugott to discuss further and potentially consider something for the future, but not for the 2020 election cycle.

XXIV. OLD/NEW BUSINESS

New Sources of Revenue

Before Josh De La Rosa finished his term on Council, he brought up the idea of AAPOR finding new sources of revenue and that this may be something the Council considers in the future. One idea would be another mid-year conference, or being part of other non-AAPOR conferences.

Olson noted that Conference is planning new workshops this year that may serve as an additional revenue source.

OUP Contract Expiration

Council agreed that AAPOR should develop a request for proposals (RFP) from other publishers before AAPOR's contract with OUP rolls over for another five years. The current contract was signed in 2013. Council agreed to move forward to put together a Subcommittee to lead these discussions for a new contract and RFP. OUP will need to be notified by December 31, 2021 about a change in publishers or else the contract will immediately roll over for another 5 years.

There may be a need for a Subcommittee to deal with the review of financing and budget for the journals, including Murphy, JSSAM and POQ Advisory Committee members, and the Secretary-Treasurers.

XXV. MEMBERSHIP AND CHAPTER RELATIONS WORK PLAN

AAPOR currently has 280 members less than YTD of 2019. This is due to COVID-19 and holding a Virtual Conference rather than an in-person, which typically brings in new members. The Membership Drive Subcommittee can look into new methods of membership recruitment and retention, and MCR will work directly on this.

Membership Database Improvement

AAPOR has a new Membership Database Subcommittee working on improving the database and is working on creating a volunteer database that will be tracked within the overall iMIS database. The committee tracker sheet works in tandem with this as it feeds into the database and website.

XXVI. ADJOURN

MOTION: to adjourn the Executive Council Meeting and move to Executive Session at 3:37pm ET. Losch moved, Schaeffer seconded. The motion passed by unanimous vote.