

**American Association for Public Opinion Research  
Executive Council Minutes  
Monday & Tuesday, September 14-15, 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
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:**

Tamara Terry	Inclusion and Equity Committee Interim Chair
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**Staff:**

Delia Murphy	Executive Director
Melanie Goff	Program Manager, Conference and Awards
Sam Nysetvold	Program Manager, Membership and Chapter Relations
Daniel Choppa	Program Administrator, Operations and Education
Meagan Comerford	Director of Communications
Rachel Nathanson	Manager of Communications

**Day One - Monday, September 14**

**I. WELCOME, CALL TO ORDER, REVIEW AND APPROVAL OF MINUTES**

Merkle called the meeting to order at 10:02am ET / 9:02am CT.

Approval of the August 13, 2020 Meeting Minutes:

Schaeffer noted one minor spelling edit to the minutes.

**MOTION: to accept the minutes with the edit requested. Losch moved, Moy seconded. The motion passed by unanimous vote.**

**II. CONSENT AGENDA (A/R) – All**

- [AAPOR Customer Service Tracking.xlsx](#)
- [Consent 2020-09-Standards.docx](#)
- [Consent Comms September2020.docx](#)
- [CONSENT CONFERENCE Kellen Virtual Event Technology Recommended Providers.pdf](#)
- [CONSENT Conference September2020.docx](#)
- [Education Committee Consent Report September 2020.docx](#)
- [MCR Consent Report September2020.docx](#)

Council briefly discussed a section of the MCR Consent Report that outlined some database issues and missing demographic information that was not collected as part of virtual conference registration. The Membership Database Subcommittee, AAPOR staff, and Kellen’s Client Technology department have met on the complications and are putting fixes in place.

**MOTION: to accept the consent agenda as presented. Blazier moved, Triplett seconded. The motion passed by unanimous vote.**

**III. PROPOSED UPDATE TO PROCEDURES AND GUIDELINES FOR MEMBERSHIP ON VOLUNTEER COMMITTEES**

Schaeffer outlined a proposed update that would allow for exceptions to service guidelines – namely, individuals who have special expertise in a given area. In such cases, Council will discuss and vote on the individual.

**MOTION: to accept this amendment to Procedures and Guidelines for Membership on Volunteer Committees. McHenry moved, Triplett seconded. The motion passed by unanimous vote.**

**IV. APPOINTMENTS**

Nominations Committee

Tamara Terry

Policy Impact Award

Karen Bogen

Maria Krysan

Communications: Website Subcommittee

Paul Schroeder

Membership & Chapter Relations: Roper and Student Travel Awards Subcommittee

Matthew W. Courser

Stas Kolenikov

Ad-Hoc Committee on Publisher Options

Stephanie Coffey

Allyson Holbrook

Michael Elliott

Wendy Martinez

David Wilson

Christopher Wlezien

Public Service Award Committee

Jessica Gollaher

Council discussed the format and process of the committee tracker, and proposed a few additions and updates to it.

**ACTION: Choppa to add a column to the Committees Tracker for Other AAPOR Volunteer Experience (e.g., editorship of an AAPOR journal) and to edit the monthly MCR reports to include past volunteer experience for Councilors to use for nominations.**

**ACTION: Choppa to create a singular location for the Committees Tracker in Dropbox to ensure the most up-to-date version is the only version.**

**ACTION: Murphy/Choppa to connect with Olson, Terry, and Bilgen on how to best include demographic data into the Committee Tracker for diversity tracking.**

**MOTION: to approve the nominations to committees detailed in the Committees Tracker as presented. Losch moved, Moy seconded. The motion passed by unanimous vote.**

**V. SECRETARY – TREASURER REPORT**

July 2020 Financials (I/O)

AAPOR is currently at 56% of total YTD budget, and 37% of total YTD expenses.

The Education Committee is working to determine a plan to work on the revenue from Distance Education moving forward into 2021.

Investment Policy Updates (A/R)

McHenry reviewed the suggested revisions to the Investment Policy. Revisions were not majorly substantive, but mainly language and terminology updates, including the addition of the Associate Secretary-Treasurer role in the policy. Merkle noted that a timeline should be added to ensure that this policy is reviewed every five years.

**MOTION: to approve the updated Investment Policy with the caveat that the policy be reviewed every five years. Losch moved, Jarmon seconded. The motion passed by unanimous vote.**

**VI. O\*NET REQUEST**

AAPOR received a request to participate in the O\*NET Data Collection Program, sponsored by the U.S. Department of Labor. The Occupational Information Network (O\*NET) is the primary source of occupational information used by job seekers, employers, students, workforce agencies, and others who use such information in their daily activities. AAPOR was asked to provide a list of members based on criteria used for random sampling and surveying about specific occupations among AAPOR's membership. Murphy reviewed this request with AAPOR's legal counsel and confirmed that AAPOR's current privacy policy does not allow AAPOR to share members' information without their consent. AAPOR could provide members information about the request and ask them to opt in to have their contact information shared, but this has historically not yielded high response rates.

**ACTION: Murphy will respond to the O\*NET request with clarifying questions about which occupations are included, as survey researchers are listed in some materials but not in others. Murphy will explain the privacy policy limitations and ask if O\*NET would like AAPOR to reach**

out to members with the opt-in option. Murphy will also suggest to reach out to the Insights Association regarding the sub-specialty questions related to marketing.

**MOTION: to approve outreach to members via an opt-in option to O\*NET. Losch moved, Olson seconded. The motion passed by majority vote, with three abstentions.**

## VII. UPDATE TO AAPOR PRIVACY POLICY

The O\*NET request sparked conversation around AAPOR's privacy policy and the need to review and update the policy since its development in 2018. Stuart Pardau, AAPOR's legal counsel, provided a proposal with cost estimates to update the policy, which is necessary given the new privacy laws in California. Pardau estimates a maximum of 27 hours will be needed and a maximum cost of \$12,150. Kellen will also provide Pardau with best practices and examples from other associations for Privacy Policies.

**MOTION: to begin work on updating the AAPOR Privacy Policy and Terms of Use immediately with Stuart Pardau. Schaeffer moved, Caspar seconded. The motion passed by unanimous vote.**

**ACTION: Murphy to ask for timeline from Pardau for completing the work.**

## VIII. AWARD COMMITTEE UPDATES

### Reminder to Review Award Committee Timelines

Goff provided an update to Councilors on where to view award committee timelines and offered to help if Councilors needed help organizing nominations for award committees. Timelines are located in the [Award Committee Timelines](#) folder on Dropbox.

### Motion for Councilor-at-Large to be Sirken Award Liaison

Merkle noted that the Sirken Award does not have an assigned Council liaison and suggested that the junior Councilor-at-Large be the liaison for this award moving forward. This award committee is largely run by an appointed chair and is a joint committee and award between AAPOR and ASA.

**MOTION: to approve the junior Councilor-at-Large as the liaison for the Sirken Award Committee. Schaeffer moved, Moy seconded. The motion passed by unanimous vote.**

## IX. STANDARDS

### RICS Subcommittee Report

Following requests from Council to include additions to the report, including the original charge as an appendix, the RICS Subcommittee submitted an updated report. Council discussed the report and whether the report should be approved by Council or the Standards Committee, as the RICS Subcommittee is technically a subcommittee of Standards. Council reiterated that they have no issue with releasing the report in the standard manner of AAPOR report releases, including promotion via e-blast and social media as well as hosting the report on the AAPOR website.

**ACTION: Triplett and the Standards Committee to review the history of the RICS Subcommittee Report through minutes and historical information to better understand the expectations of how the Subcommittee was set up (either as a subcommittee of Standards or a Task Force) and will provide a recommendation for either Standards or Executive Council approving the report.**

### Standards Complaint Issue

Triplett reported on a standards complaint and Council discussed the course of action to resolve the issue.

**X. UPDATE ON TASK FORCE REPORT ON QUALITY IN COMPARATIVE SURVEYS**

Peytcheva provided an update on the current status of the Task Force report on Quality in Comparative Surveys, and noted that she has reviewed and sent edits to the Task Force to be incorporated. The Task Force shared that WAPOR has accepted the report as written. The Task Force will likely have a new version for Council review for the October or November Council meeting.

Olson suggested that AAPOR should provide a documented process for Task Force reports on the AAPOR website, including expectations for review, revisions, and the process for acceptance by Council.

**ACTION: Staff to add the process for proposing a task force to the website and to develop documentation for review of a task force report that will be added to the website.**

**XI. CONFERENCE COMMITTEE**

Fall Workshops

Workshop planning is moving forward and speakers are being lined up for these workshops. Additional information is included in the Conference Consent Report.

Conference Schedule

Olson presented several options for a proposed 2021 virtual conference schedule that would shift it from the typical in-person schedule. Council generally supported the proposed schedule that would move the conference to only weekdays. There should be communications surrounding the shift in timing, its rationale, and the post-conference availability of recorded sessions. Draft language should be ready for when a decision on conference format is made in January 2021.

**XII. MEMBERSHIP & CHAPTER RELATIONS**

Survey Results

Bilgen provided an overview of the key results and trends from the 2020 membership survey. The survey was fielded as a web survey between June 16 and July 20, 2020, with 910 complete or partial responses (AAPOR response rate of 47.2% based on the total 1,930 members who received the survey). Overall membership satisfaction remains stable at 74% highly (extremely/very) satisfied even though satisfaction with the virtual conference was much lower than recent in-person conferences.

**XIII. AAPOR 2025**

Merkle shared background information on AAPOR 2025, AAPOR's current 10-year strategic plan that was put in place in 2014. AAPOR2025 focuses on promoting AAPOR's core values, and providing measurements to track progress against specific goals. Council is responsible for reviewing AAPOR2025 throughout the year and providing an update to the membership on progress at least once per year at the annual meeting.

**ACTION: Merkle will create an updated AAPOR2025 scorecard and will share it with Councilors.**

**ACTION: Councilors to review the updated scorecard to see what actions have been taken and completed and determine what new programs or activities need to be added. Councilors also to identify new ideas that could help further reach these goals.**

**XIV. ADJOURN DAY 1**

**Day Two - Tuesday, September 15**

**XV. CALL TO ORDER, RECAP OF TUESDAY**

Merkle called the meeting to order at 10:02am ET / 9:02am CT.

**XVI. REVIEW OF MEMBER COMMENTS ON BYLAWS**

Losch walked through the substantive comments received during the member comment period on the proposed Bylaw amendments. Council agreed with all edits as outlined.

**MOTION: to approve the inclusion of the additional edits to the revised Bylaws for membership vote. Schaeffer moved, McHenry seconded. The motion passed by majority vote with one abstention.**

**MOTION: to allow the Bylaws Review Committee to decide, at its discretion, to approve any additional needed changes or wording made during the review and to send to the Executive Committee for final approval. Schaeffer moved, Caspar seconded. The motion passed by unanimous vote.**

**ACTION: Losch to create a new track-changes document for the Bylaws with the new comments included. Nysetvold to set up the vote on the Bylaws and work with Losch to draft the vote-email language.**

**XVII. TASK FORCE ON 2020 PRE-ELECTION POLLING: REPORT ON THE PRIMARIES**

Merkle reviewed the report on the pre-election polls in the primaries and Council discussed edits provided by Olson and Schaeffer.

**ACTION: Merkle to provide requested edits for the Task Force on 2020 Pre-Election Polling: Report on the Primaries to the Task Force. Merkle, Schaeffer, and Olson to then review the updated report and make additional edits or submit to the Executive Committee to approve for release.**

**XVIII. PROPOSED STATEMENT OF WORK FOR WEBSITE AND DATABASE UPGRADE**

Murphy presented a draft statement-of-work (SOW) proposal for both a website and database upgrade for AAPOR. Kellen put together the SOW based on initial conversations with members of the Communications and Membership & Chapter Relations Committees and the Database Subcommittee. The SOW lays out the process for upgrades in two phases:

1. Conducting a design study
2. Rebuilding the Association Management System and Content Management System

Murphy then opened the topic for discussion among Council. Schaeffer asked about the timeline of this work being implemented, which would be six to nine months from the start date. Council recommended that more interviews be incorporated into the first phase, more usage testing be conducted, and volunteers be allowed to have access to the discovery information. They also recommended that Communications and Membership & Chapter Relations be involved in all parts of the discovery and

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selection phase, including demos with potential databases. Council requested that data and information be provided on how recommended databases were selected.

**ACTION: A small group from Communications' Website Subcommittee and Membership & Chapter Relations' Database Subcommittee, led by Holzberg, to suggest additions and updates to the SOW and submit a recommendation to Council on moving forward with a website and association database upgrade.**

### **XIX. CHARGE FOR GOVERNANCE COMMITTEE**

Schaeffer presented the proposed charge for the Ad-Hoc Committee on the Governance of AAPOR's Journals.

**MOTION: to approve the charge for the Ad-Hoc Committee on the Governance of AAPOR's Journals. Kirzinger moved, Moy seconded. The motion passed by majority vote with one abstention.**

With the charge approved, Schaeffer presented two appointments for the Ad-Hoc Committee.

#### Ad-Hoc Committee on Governance of AAPOR's Journals

Tim Johnson to chair committee

Jennifer Dykema

**MOTION: to accept these nominations as presented. Moy moved, McHenry seconded. The motion passed by unanimous vote.**

### **XX. 2021 PROPOSED BUDGET OVERVIEW**

McHenry and Murphy led Council through a review of the draft 2021 budget, including updates on significant revenue and expense assumptions by program.

#### Membership

Council reviewed proposed dues revenue and 2021 membership rates.

**ACTION: Murphy to review past Council minutes for a proposed increase in dues over time. Murphy will include estimated number of members in each category as part of budget notes.**

#### Conference

Columns in the draft 2021 budget are included for both an in-person and virtual conference as the budget implications for holding either are significant. Sponsorship figures will be reviewed by the Sponsorship Committee.

**ACTION: Murphy to add to the budget for easy review cancellation costs for the conference hotel, per the 2021 hotel contract.**

#### Communications

Council discussed the Stanton contract with, which concludes at the end of 2021. There may be some additional work for Stanton in spring 2021 when the 2020 Pre-election Task Force report is released. The estimated cost of the Website Redesign/AMS Upgrade is included as a placeholder in the current draft budget.

**ACTION: Murphy to request, and include in budget, a proposal from Stanton for one-time project in spring 2021 for promoting the 2020 Pre-election Task Force report.**

Journals

Revenue and expenses for *POQ*, *JSSAM*, and *Survey Practice* are included in the draft budget. Council discussed the potential of cost savings in the future by offering fewer printed journal subscriptions to members through an opt-in process and focusing on promotion of digital issues.

Education

The Online Education Subcommittee is working on a proposal for Council review at the October meeting. This proposal will focus on webinars, including price changes and using them as a membership recruitment and retention tool. SurveyFest will be virtual in 2021 so costs will be reduced.

Finance

The Sponsorship Committee will be reviewing the overall conference budget to determine budgeting for sponsorship and exhibitors. The Committee also will be setting higher goals for sponsorship, developing two separate prospectuses for an in-person and virtual conference. McHenry and Blazier continue to search for a chair to reignite the Development Committee in 2021.

Inclusion and Equity Committee, Transparency Initiative Coordinating Committee, Ad-Hoc Committees, Task Forces

A small amount of funds is included for potential new ad-hoc committees or task forces. The Inclusion and Equity Committee has tentative plans for 2021 that may require funds, but still needs time to fully develop its charge and committee membership. If specific funding is needed in 2021, the committee will bring a formal request to Council.

**ACTION: McHenry and Blazier to work with Murphy to revise and refine the draft 2021 AAPOR budget for review at the October Council meeting.**

**XXI. OLD/NEW BUSINESS**

No old or new business presented.

**MOTION: to adjourn the meeting to Executive Session at 2:59pm ET / 1:59pm CT. Triplett moved, McHenry seconded. The motion passed by unanimous vote.**

**XXII. EXECUTIVE SESSION**

**XXIII. ADJOURN DAY TWO**