

**American Association for Public Opinion Research  
Executive Council Minutes  
Friday, October 16, 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
Patricia Moy	Vice President
Kristen Olson	Conference Chair
Emilia Peytcheva	Associate Education Chair
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
--------------	--

**Staff:**

Linda Arcangeli-Story	Meetings Manager
Daniel Choppa	Program Administrator, Operations and Education
Meagan Comerford	Director of Communications
John Ferraro	Senior Vice President
Melanie Goff	Program Manager, Conference and Awards
Delia Murphy	Executive Director
Rachel Nathanson	Manager of Communications
Sam Nysetvold	Program Manager, Membership and Chapter Relations

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

Merkle called the meeting to order at 12:02pm ET / 11:02am CT.

Schaeffer noted that motions and actions in the meetings minutes should include language referencing specific documents. This will allow for better documentation in the motions and actions document.

**MOTION: to approve the minutes as edited and presented by Schaeffer. Losch moved, Moy seconded. The motion passed by unanimous vote.**

**II. CONSENT AGENDA**

[Consent 2020-10-Standards.docx](#)  
[Consent Comms October2020.docx](#)  
[CONSENT Conference October2020.docx](#)  
[Education Committee Consent Report October 2020.docx](#)  
[Executive Director Update October 2020.docx](#)  
[MCR Consent Report October2020.docx](#)

Merkle noted that Murphy will write an Executive Director Report each month that will be included in the Consent Agenda moving forward. Councilor feedback on content is welcome.

**ACTION: Murphy to include a section documenting “Upcoming Items” in the Executive Director Report moving forward.**

**MOTION: to approve the consent agenda as presented. Schaeffer moved, McHenry seconded. The motion passed by unanimous vote.**

**III. APPOINTMENTS**

Ad-Hoc Committee on Governance of AAPOR’s Journals

Stephen Blumberg  
Bianca DiJulio  
James Wagner

Book Award Committee

Morris Davis  
Dick Kulka  
Brittany Lark

Nominations Committee

Bob Davis  
Josh De La Rosa  
Morgan Earp  
Nicole Lee  
Mark Lopez  
Dawn Nelson  
Jordon Peugh  
Alisu Shoua-Glusberg  
Jerry Timbrook

COSSA: AAPOR Representative

Paul Scanlon

Inclusive Voices Award Committee

Eva Aizpurua  
Edward Rincon  
Neil Ruiz  
Jolene Smyth

Innovators Award Committee

## AGENDA - AAPOR Executive Council Meeting

---

Mansour Fahimi  
Allyson Holbrook  
Frauk Kreuter  
Michael Link  
Brady West

### Policy Impact Award Committee

David Cantor  
Aleia Clark Fobia  
Rupa Datta  
Tresa Udem

### Public Service Award Committee

Rene Bautista  
Yuli Patrick Hsieh  
Courtney Johnson  
Chintan Turakhia

### Sirken Award Committee

Morgan Earp

### Standards Committee

Mansour Fahimi

### Sudman Award Committee

Philip Brenner  
Andrew Caporaso  
Ana Gonzalez-Barrera  
Lisa Lin-Freeman  
Rebecca Medway  
Rodney L. Terry

Choppa explained the new Committee Tracker and nominations process to Council, as outlined in the Committee Appointments and Nominations SOP. The Committee Tracker's new format will better achieve the Council goal of understanding the diversity and balance of committees and demographic analysis will be added to the Committee Tracker in the next month. Moving forward, Councilors will ask nominees to submit their information through the volunteer form on the AAPOR website and Choppa will pull their demographic information prior to each Council meeting.

Council reviewed the volunteer form and made suggestions for condensing some questions, updating the list of committee options to include all active committees and ad-hoc committees, and adding an option for volunteering for AAPOR beyond committees.

**MOTION: to approve the nominations as presented. Blazier moved, Olson seconded. The motion passed by unanimous vote.**

**ACTION: Choppa to set up a meeting with Jerry Timbrook to discuss the volunteer form, suggested edits, and the new nominations process.**

**ACTION: Murphy to add the Committee Appointments and Nominations SOP to the Council Resource Handbook.**

**IV. SECRETARY – TREASURER REPORT**

August 2020 Financials:

AAPOR is holding at 57% of budgeted YTD revenue, and 43% of budgeted YTD expenses.

**V. CONFERENCE COMMITTEE**

Virtual Platform Demos

Conference Committee leadership and staff have reviewed five separate platforms, and have had hour-long demos for each. A final demo with a sixth platform is planned and then the number of platform options will be narrowed down for a second round of demos with a larger group of volunteers and staff. The Committee is collecting budget estimates for platform usage to allow for value comparisons. Olson noted that no single option will be the perfect fit, and there are pros and cons to all the options. Regarding the metrics used to determine value, the conference committee is leaning towards prioritizing end-user experience.

Status of Abstract Submissions

Olson provided an update on the abstract submission process, which is open through November 13. Ninety percent of abstract submissions typically come through the day of the deadline, and this year will likely follow the same pattern.

Status of Fall Workshops

Olson provided an update on the COVID-19 Effects on Research Workshop Series. Registration for the three scheduled workshops has opened, and there is a great amount of interest. The first workshop on changes to telephone interviewing is already at capacity.

Proposal on Format Decision

Olson presented a proposal to make a decision on conference format now rather than waiting until January 2021, as originally agreed by Council. It is unlikely that there will be significant improvements in the global COVID-19 situation between October 2020 and January 2021. The current open phase of Los Angeles would not allow for AAPOR to hold its meeting in person, which allows AAPOR to claim force majeure now. It was also determined that budgeting for an in-person conference would leave AAPOR at a deficit of approximately \$150,000; the meeting likely would have a vastly reduced attendance but costs to hold the in-person meeting would not be greatly reduced. McHenry noted that it is difficult to work with potential sponsors without a clear decision on the format. There was unanimous consensus amongst Council that the format decision should be made now and AAPOR should proceed with a virtual conference in 2021.

**MOTION: to make AAPOR 2021 a virtual Conference. Kirzinger moved, Losch seconded. The motion passed by unanimous vote.**

Olson reiterated the proposed change of conference dates that was discussed with Council during the September meeting. To respect the dual demands of work and family during the COVID-10 pandemic, AAPOR wants to be mindful of members' time. Olson proposed moving the conference dates from weekend dates to all week days.

**MOTION: to move the AAPOR 2021 Conference dates from Thursday, May 13 through Sunday, May 16 to Tuesday, May 11 through Friday, May 14. McHenry moved, Schaeffer seconded. The motion passed by unanimous vote.**

**ACTION: Staff will draft a letter to notify the hotel of the decision to make AAPOR 2021 a virtual conference. Olson, Steiger, Holzberg and staff will draft messaging to inform the membership.**

**VI. TASK FORCE REPORT ON QUALITY IN COMPARATIVE SURVEYS**

The Task Force addressed most of the comments provided by Peytcheva, but were not willing to make the major structural changes that were requested by Council.

It was noted that it would be a good idea to strengthen task force charges in the future and make them more descriptive. Looking forward for similar instances, it may be wise to set up a review panel for task force reports. This way the burden of review does not fall only on Councilors.

**ACTION: Merkle, Moy and Murphy to discuss a path forward to re-visit the task force reporting process and make needed edits to procedures document so task forces better understand the editing and review process for reports. Once updated, this process should be added to the website, made public, and shared with task forces at the beginning of their work. Suggestions included a requirement that the task force submit an outline and then a first draft for review as part of the process. The process will also require the task force to acknowledge that they may receive edits that need to be addressed.**

**ACTION: Olson and Schaeffer will provide remaining edits to report to Peytcheva and then Peytcheva share recommended edits with the task force. Based on their response and review of a new draft, Peytcheva will provide a recommendation to Council for the November meeting on whether the task force needs to make additional changes or if the report can be approved.**

**VII. WEBINAR PROPOSAL FOR DISCOUNTS AND NEW RATES**

Caspar presented the proposal for webinar discounts and new rates from the Online Education Subcommittee. The Subcommittee took into account feedback from members, notably Honorary Life members and student members, who have noted barriers to webinar access due to the pricing.

Webinar revenue and attendance have been on a downward trend since 2017. This data led to discussions surrounding the purpose of the webinars and the proposal that webinars should serve as a key component of member retention rather than as a major-revenue builder.

The Subcommittee proposal included recommendations to decrease webinar pricing to bring them into alignment with AAPOR short-course prices, offering new and renewing members in 2021 a free webinar, and changing the AAPOR website to allow members to create their own webinar kits.

The Subcommittee did not discuss institutional pricing or pricing of current webinar packages and kits as part of the proposal. Losch noted the missed opportunity of not reworking the institutional subscription packages, which would lower the cost to be more appealing as well as increase revenue and attendance.

**MOTION: to approve the recommendations from the Online Education Subcommittee proposal on webinar discounts and new rates moving forward, with the recommendation that the Subcommittee separately review the institutional subscription rates. Losch moved, Triplett seconded. The motion passed by unanimous vote.**

**ACTION: Choppa to inform the Online Education Subcommittee of the Council request to review the institutional subscriptions for pricing and potential opportunities as well as bring back additional recommendations for these subscriptions.**

**ACTION: Membership and Chapter Relations to include, as part of the 2021 dues renewal process, information about the free webinars for new and renewing members.**

## VIII. STANDARDS COMMITTEE

### Code Revisions: Review of Crosswalk Document

Kirzinger presented the crosswalk document outlining the proposed revisions to the 2015 Code. While the AAPOR Code ultimately directs the guidelines for the Transparency Initiative, the Transparency Initiative Coordinating Committee reviewed the proposed Code revisions and agrees with the proposed revisions.

### Standard Definitions Update

Triplett shared that the Standard Definitions Subcommittee has created an updated version of the response-rate calculator and drafted messaging to share with membership. There was consensus among Council that the messaging was fine.

### Standards Complaint

Triplett provided an update on the Standards complaint presented in a prior Executive Council meeting.

**MOTION: for AAPOR to not take action on the standards complaint, per the recommendation of the Standards Committee. Schaeffer moved, Olson seconded. The motion passed by unanimous vote.**

## IX. MEMBERSHIP AND CHAPTER RELATIONS

### New Affinity Group Application

A new affinity group application was submitted for a Survey Research Teaching Affinity and Interest Group. At least ten members support establishing the affinity group and have followed the guidelines of Affinity Group formation.

**MOTION: to approve the formation of the Survey Research Teaching Affinity and Interest Group. Schaeffer moved, Jarmon seconded. The motion passed by unanimous vote.**

**ACTION: Bilgen will reach out to Chase Harrison to share the Affinity Group approval. Choppa will follow up for website information and other setup activities (send finalized Affinity Group procedures document, etc.).**

**ACTION: Olson to reach out to Harrison about deadlines for conference submissions for Affinity Groups.**

### AAPOR Procedures and Guidelines for Affinity Groups

Bilgen presented revisions to the procedures document based on feedback from Affinity Group chairs. Council discussed the proposed revisions, including edits to the section on the definition and purpose of Affinity Groups, reporting structure, and approval and governance process. The current Affinity Group structure is vague, which allows for flexibility for different types of Affinity Groups.

**MOTION: to approve the proposed changes to the AAPOR Procedures and Guidelines for Affinity Groups document. Steiger moved, Moy seconded. The motion passed by unanimous vote.**

**X. DRAFT 2021 BUDGET REVIEW**

McHenry presented the 2021 draft budget and fielded questions from Councilors. The column with the draft in-person annual conference budget will be removed moving forward.

**MOTION: to adjourn the meeting at 2:29pm ET / 1:29 CT, and move to executive session. Losch moved. McHenry seconded. The motion passed by unanimous vote.**

**XI. Executive Session**

Council moved to Executive Session.