

**American Association for Public Opinion Research  
Executive Council Minutes  
Tuesday, November 17, 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
Tamara Terry	Inclusion and Equity Chair
Tim Triplett	Standards Chair
Angelique Uglow	Associate Membership & Chapter Relations Chair

**Staff:**

Daniel Choppa	Program Administrator, Operations and Education
Meagan Comerford	Director of Communications
John Ferraro	Senior Vice President
Melanie Goff	Program Manager, Conference and Awards
Tom Gooding	Vice President, Client Technology
Delia Murphy	Executive Director
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.

With member approval of the 2020 revisions to the AAPOR Bylaws, Terry is now a full voting member of Council as Chair of the Inclusion and Equity Committee (IEC).

Executive Council Meeting Minutes: October 16, 2020

**MOTION: to approve the minutes from the October 16, 2020 Executive Council meeting. Caspar moved, Schaeffer seconded. The motion passed by unanimous vote.**

**II. CONSENT AGENDA**

[2021 Conference Abstract Submissions by Category and Type.xlsx](#)  
[Consent\\_2020-11-Standards.docx](#)

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[Consent Comms November2020.docx](#)  
[CONSENT Conference November2020.docx](#)  
[Education Committee Consent Report November 2020.docx](#)  
[Executive Director Update November 2020.docx](#)  
[MCR Consent Report November2020.docx](#)  
[MCR Award Announcements.docx](#)  
[MCR Awards Email tobediscussedwithCouncil.msg](#)  
[MCR Membership Outreach EmailStats.pdf](#)

### Standard Definitions Calculator

Triplett provided an update on the Standards Definitions Subcommittee. Edits are being made to the response-rate calculator on the AAPOR website.

**ACTION: AAPOR staff will update the website with the new calculator and will then send out an announcement to membership.**

### Education Report

The History Subcommittee has requested approval to use dollars dedicated to the Heritage Interviews Fund for digitizing additional conference programs. Council agreed that the use of dedicated funds in this manner is likely fine but requested more information about what the History Subcommittee is planning to digitize.

**ACTION: Caspar will go back to Janice Ballou with this information and proposal request. The proposal should review what is available digitally already and what needs to be digitized, a timeline for digitization, and a budget and specific breakdown of the amount of funds needed to present to Council.**

### Membership & Chapter Relations

Due to COVID-19 and moving forward with a virtual conference, the student travel awards housed under MCR will not be offering travel for the conference and Council discussed changing the award name. Bilgen proposed the idea of changing the Student Travel Award permanently to the Student Conference Award and Council agreed.

**ACTION: Goff will revise the name of the Student Travel Award to the Student Conference Award for 2021 and this will be the permanent name of the award moving forward.**

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

## III. APPOINTMENTS

### Abstract Review Committee

Liz Hamel  
Allyson Holbrook  
Yuli Patrick Hsieh  
Todd Hughes  
Samara Klar  
Jordan Peugh  
Rodney Terry  
James Wagner

**MOTION: to approve the nominations for the Abstract Review Committee. Schaeffer moved, McHenry seconded. The motion passed by unanimous vote.**

### Communications: Website Subcommittee

Karen Goldenberg

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**MOTION: to approve the nomination for the Communications Website Subcommittee. Olson moved, Moy seconded. The motion passed by unanimous vote.**

### IV. SECRETARY – TREASURER REPORT

#### September 2020 Financials

AAPOR is holding at 57% of year-to-date budgeted revenue, and 46% of year-to-date budgeted expenses.

McHenry provided an update on the reformation of the Development Subcommittee and review of the subcommittee's charge. McHenry and Blazier are working to identify a new chair. In the meantime, a marketing campaign for Giving Tuesday will launch on December 1 to encourage members to donate to AAPOR.

### V. DRAFT 2021 BUDGET: FINAL REVIEW AND APPROVAL

McHenry and Murphy led Council through a review of the draft 2021 budget. Council requested that the draft revenue numbers for membership dues be reviewed further and made more conservative. The website and database upgrade-and-design proposal remains a line item in the draft budget as the proposal is still being considered. In addition, the budget includes a line item for a possible public-relations project to promote the 2020 Pre-Election Polling Task Force report when it is released in spring 2021. Council also raised concerns about the estimated revenue for online education and agreed to lower it, given the increased competition for online webinars and education during the pandemic.

Due to time constraints, Council was not able to fully review the budget in detail and will schedule an interim meeting prior to the December Council meeting to finish its review and approval.

**ACTION: Councilors to send McHenry, Blazier, and Murphy all questions and updates to the draft budget.**

**ACTION: Murphy to schedule another meeting prior to the December Council meeting to discuss the budget.**

### VI. INCLUSION AND EQUITY COMMITTEE

Terry provided a draft of the IEC charge for Council feedback. A final version will be presented to Council for approval in mid-December.

Terry raised the importance of having a strong IEC Associate Chair, as the inaugural standing committee will be setting up processes and projects. With the new bylaws approved, the Associate Chair position will be part of the election for the 2021-2022 Executive Council and the Nominations Committee will be considering nominations for this position.

**ACTION: Terry will provide a list of candidates, interview them personally, and make recommendations to the Nominations Committee and Schaeffer.**

Terry is currently planning for six IEC subcommittees: Outreach and Communications; Learning and Professional Development; Affinity Group Management; Talent and Pipeline Planning/Membership Diversification; Metrics and Accountability; and the Inclusion & Equity Coordinating Committee. The latter may oversee an equity-based program that is the equivalent of the Transparency Initiative, whereby organizations commit to building and/or adhering to inclusion and equity programs.

### VII. STANDARDS COMMITTEE

#### Standards Complaints

Triplett reported on three standards complaints. For the first complaint the Standards Committee recommended that it be investigated by an ad-hoc evaluation committee. The Executive Council supported this recommendation. For the second complaint the Standards Committee recommended no action be taken because the complaint provided no examples. The Executive Council supported this recommendation. For the third

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complaint the Standards Committee recommended that it be investigated by an ad-hoc evaluation committee. However the Executive Council felt that the Standards Committee should do some more evaluation before recommending a full investigation.

### VIII. CONFERENCE COMMITTEE

#### Abstract Submission Update

Olson noted that a total of 569 abstracts were submitted as part of the Call for Abstracts. Olson presented a breakdown of session tracks based on the submitted abstracts.

#### Virtual Conference Platform

A virtual conference platform has been selected, and the Virtual Conference Platform Subcommittee was unanimous in selecting the top platform – Pathable. Olson presented the functionality options of the chosen platform and listed decisions that still need to be made surrounding the schedule and format. The platform itself facilitates live, video interaction between attendees which will greatly boost the networking capabilities of the virtual conference as well as return on investment opportunities for sponsors and exhibitors.

### IX. 2026 ANNUAL MEETING – RE-BOOK WITH Los Angeles HOTEL

#### 2026 Annual Meeting

The LA Bonaventure hotel accepted AAPOR's claim of force majeure to cancel the in-person 2021 Annual Conference. AAPOR staff then discussed possible future dates with the hotel to rebook for a future conference. AAPOR has contracts finalized for annual conferences through 2024, but the LA Bonaventure has AAPOR's usual pattern available for 2026 (week of May 10, 2026). The hotel confirmed that the only change in contract terms is an increase in the nightly rate from \$235 to \$253 due to inflation. Staff recommended booking 2026 with the hotel and updating the 2021 contract with an addendum rather than developing a new contract.

**MOTION: to approve moving forward with rebooking the Los Angeles Hotel for the 2026 Annual Conference. Steiger moved, Moy seconded. The motion passed by unanimous vote.**

### X. STATEMENT OF WORK FOR DATABASE WAREHOUSE

Due to time constraints, this agenda item was not discussed.

### XI. EXECUTIVE SESSION

Council moved to Executive Session at 2:32pm ET / 1:32pm CT. Executive Session ended at 3:02pm ET / 2:02pm CT.