

**American Association for Public Opinion Research  
Executive Council Minutes  
Wednesday, November 17, 2021 & Thursday, November 18, 2021**

**ATTENDANCE:**

**Council:**

Paul Beatty	Vice President
Marjorie Connelly	Associate Standards Chair
Yazmín García Trejo	Associate Communications Chair
Ana Gonzalez-Barrera	Associate Inclusion and Equity Chair
Liz Hamel	Councilor-at-Large
Ricki Jarmon	Councilor-at-Large
Ashley Kirzinger	Standards Chair
Mary Losch	Councilor-at-Large
Gretchen McHenry	Secretary-Treasurer
Dan Merkle	Past President
Marco Morales	Communications Chair
Patricia Moy	President
Emilia Peytcheva	Education Chair
Heather Ridolfo	Associate MCR Chair
Darby Steiger	Conference Chair
Tamara Terry	Inclusion and Equity Chair – Absent
Angelique Uglow	MCR Chair
James Wagner	Associate Education Chair
Brady West	Associate Conference Chair
Anna Wiencrot	Associate Secretary-Treasurer

**Guest:**

Tristanne Staudt	Executive Director, AAPOR Officer
------------------	-----------------------------------

**Staff:**

Katie Geraghty	Senior Account Executive
Collin Hamman	Program Coordinator, Membership and Awards
Rachel Schuster	Program Administrator, Membership and Operations

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

Moy called the meeting to order at 12:03 pm ET.

Executive Council Meeting Minutes: October 20, 2021

Moy thanked Councilors for their ongoing support and dedication to AAPOR. Moy stated that the meeting will be conducted in accordance with the U.S. antitrust laws and will follow Robert’s Rules of Order. She asked Councilors to self-identify before speaking so that meeting minutes can accurately capture motions, seconds, and comments.

**MOTION: to accept the amended minutes from the October 20<sup>th</sup> Executive Council meeting. Uglow moved, Morales seconded. The motion passed by unanimous vote.**

Executive Director Report

Moy reminded Councilors that the scope of work no longer includes the Executive Director submitting a written consent report prior to the Executive Council meeting; rather a verbal report will be given. Geraghty shared that

## MINUTES - AAPOR Executive Council Meeting

Kellen's staff focus is on dues renewal with Pierno working with the Membership and Chapter Relations Committee. Geraghty thanked Losch for the assistance with reviewing the AAPOR Award Google forms and compiling nomination information. Geraghty shared with Councilors that Kellen's office will be closed from Christmas Eve to New Year's Day, Geraghty assured Councilors that Kellen staff are focused on maintaining a smooth transition.

Uglov asked for an update related to the volunteer form being integrated through Rhythm. Currently, the volunteer form functions as a separate form, not connected to Rhythm. Geraghty shared that Jerry Timbrook, the Volunteer subcommittee chair, and Pam Reid at Kellen were working together on the form. Geraghty shared that access for Rhythm will be given to Councilors on an admin level once the transition is complete. Lastly, Geraghty shared with Uglov and fellow Councilors that Kellen staff are correcting the chapter payment dues.

**ACTION: Pierno to submit all invoices for chapter payments.**

**ACTION: Schuster to send Uglov a report for membership trends for 2019-2020, found on Dropbox.**

Staudt shared that a formal offer for the conference position will be extended tomorrow and the offer for the membership position will go out next week. Interviews have been scheduled for the marketing position. Staudt shared that she is expecting to receive information currently housed on Kellen's internal shared drive next week; she will review the documents received.

Staudt recommended that Kellen handle the December financials and work alongside the accounting firm to assist with the migration in January. Geraghty mentioned this does not qualify as Kellen's scope of work, but she is working with leadership at Kellen to come to an agreement on scope for January.

Staudt shared that post-Thanksgiving her focus will be on finding a secure, affordable, and user-friendly web platform, as Kentico, the current site, costs \$850 a month. Her team of consultants will compare prices to present at the next meeting.

**ACTION: Jarmon asked Staudt if she could present a written report at December's meeting. Geraghty offered to present a written report in advance as well.**

## II. CONSENT AGENDA

[AAPOR IEC Consent Report](#)  
[AAPOR Standards Committee Consent Agenda](#)  
[Communications Consent Report](#)  
[Conference Consent Report](#)  
[Education Committee Consent Report](#)  
[MCR Consent Report](#)

**MOTION: to accept the Consent Agenda as presented. Steiger moved, Losch seconded. The motion passed by unanimous vote.**

## III. APPOINTMENTS

Membership and Chapter Relations Committee, Database Subcommittee  
Bianca DiJulio, Member

Education Committee, Online Education  
Josh De La Rosa, Member

Book Award Committee  
Morris Davis, Member

## MINUTES - AAPOR Executive Council Meeting

### Conference Committee, Abstract Review Subcommittee

Maura Spiegelman, Member

### Inclusive Voices Award Committee

Neil Ruiz, Member

### Policy Impact Award Committee

Matthew Anderson, Member

**MOTION: to approve the nominations as a block. McHenry moved, Uglow seconded. The motion passed by unanimous vote.**

## IV. EDUCATION REPORT

### JPSM Citation Program

Peytcheva provided Councilors an update to last month's discussion regarding AAPOR's partnership with JPSM's citation program. Peytcheva and Wagner met with representatives of the program to review the online format. The online format is a two-day course.

The Online Education Subcommittee agreed that the online short course provided through the JPSM does not compete with AAPOR's initiative and does not drive competition away from AAPOR. Peytcheva recommended that the citation program remain as is.

Wagner stated that he will recuse himself next year from all decisions related to this program given his status as a JPSM faculty member.

### Institutional Webinar Pricing

Peytcheva shared with Councilors the suggested pricing structure for 2022. The formula was determined based on survey responses from qualitative interviews with universities and discussions within the subcommittee. One change in the pricing structure takes into account that previous webinar recordings from 2014 cannot be supported on today's online viewing platforms and will need to be converted to a new format to view online.

Losch expressed appreciation that the data related to purchasing institutional webinar packages will benefit interested parties. Geraghty shared that outreach to AAPOR members included messaging around obtaining a free webinar. Ridolfo noted that if a person renewed when the first notice went out in 2021, they were not sent messaging about a free webinar; it was only included later. The committee recommends that messaging for the comp code will be included in all renewal messaging. Hamman shared with Councilors that the comp code only works once per account, which is based on an honor system.

**ACTION: Hamman to provide a spreadsheet with the revenue from subscription purchases from 2015-2020.**

Moy recommends tabling approval until Hamman can provide Councilors with the breakdown of costs for institutional subscriptions.

## V. PUBLICATION OF PRE-ELECTION POLLS TASK FORCE REPORT

### Publishing Report

Merkle shared that according to AAPOR policy, Council decides how to disseminate the task force reports. This step was overlooked in the discussion of this report. Merkle asked Councilors if the report, in a condensed state, should be printed in POQ. Moy stated that the executive summary is typically published in POQ and would require minimal additional work by the task force.

## MINUTES - AAPOR Executive Council Meeting

**MOTION: To support the printing of the publication of Pre-Election Polls task force report in POQ. Losch moved, Morales seconded. The motion passed by unanimous vote.**

**ACTION: Merkle to communicate to Holbrook that Council supports publishing the executive summary of the report in POQ.**

### VI. SECRETARY-TREASURER REPORT

#### 2022 Budget Summary

McHenry shared with Councilors the projected total expenses and revenue for 2022. The projected budget has \$340,000 in operating costs over revenue. Steiger reminded Councilors of the unknown surrounding next year's conference and that costs may change as more information is brought to light, which could have an impact on the budget.

**MOTION: To approve the budget for 2022. Losch moved, Jarmon seconded. The motion passed by unanimous vote.**

#### September 2021 Financials

McHenry provided an overview of the September financials. AAPOR is at the point in the year where it is incurring additional expenses but seeing little revenue. This is largely due to membership fees now being reported in the 2022 budget. AAPOR's year-to-date revenues are at \$994,000, which is up \$76,000 from last year and at 113% for the budgeted 2021 year, driven largely from the annual meeting. Membership is up by \$21,000 from last year and at 109% of the budget. All revenue from the annual meeting has been realized.

### VII. BREAK

**VIII.** Following the break, Councilors returned to the conversation regarding institutional webinar packaging to allow time for Kellen staff to pull a report from Rhythm that highlighted the difference in revenue from webinars purchased by individuals vs institutions.

**MOTION: To approve the 2022 institutional webinar package pricing structure as presented in the consent report with the amendment that that year 2011 will be updated to 2014. Losch moved, Merkle seconded. The motion passed by unanimous vote.**

### IX. CONFERENCE UPDATE

#### Abstract Submission

The deadline for submissions closed last week; there were 783 submissions for this year. This number is more than 200 submissions greater than last year's virtual conference. Steiger noted that submissions for posters have seen a rapid decline in recent years. Staudt and Ridolfo reminded Councilors that some organizations do not fund travel to present poster submissions, which could be why the number of submissions has declined over the years. Councilors discussed the need to bolster the submission rate for posters. West shared the model that JPSM uses and suggested that AAPOR investigate speed sessions to increase poster submissions. The abstract review committee will meet on December 8<sup>th</sup> and 9<sup>th</sup>.

The Task Force on Online Panels will present at the conference. Kirzinger will connect with Steiger, who will block time for the submission to be shared at the conference. Kirzinger will discuss this with the task force. The process for abstract review is underway. Some users have experienced difficulties with navigating the abstract portal, Steiger thanked Schuster for her timely responses with assisting AAPOR members. Geraghty reminded Councilors that 92% of folks did not experience any issues with the platform.

**ACTION: Steiger and Schuster to meet with OpenWater representatives on Friday.**

#### Health and Safety Committee

## MINUTES - AAPOR Executive Council Meeting

At its inaugural meeting, the committee discussed language surrounding a waiver of liability. Losch is collecting similar documents from other organizations and conferences to compile a proper statement for AAPOR. At the December Executive Council meeting, Steiger will present the updated language to Councilors for approval.

### Sponsorship

NORC is interested in celebrating the 50<sup>th</sup> anniversary of the GSS and focusing one day of the conference on the GSS. Steiger shared the possibility of having one room dedicated to GSS-related sessions and activities. Sponsorship includes Westat as a sustaining member and NORC as a platinum member. Steiger kindly asked Councilors to reach out to their organizations and ask for sponsorship, and directed them to the prospectus available on the AAPOR site.

Steiger and West are meeting with Staudt on December 10 to compile the abstracts and build the schedule for the 2022 conference.

## X. DISCUSSION OF CANDIDATE MATERIALS FOR COUNCIL ELECTION

AAPOR member Karen Goldberg reached out to Merkle to discuss the current format for Council nominations. She stated the information collected for the election is repetitive and too long.

Merkle shared that having information on the candidates is helpful but would like to get input from Councilors. Currently, the process requires a 350-word bio, a photo submission, and short answers (250 words) to two questions:

- What key challenges and opportunities do you see AAPOR facing and how will you solve them?
- How does your current position prepare you for the role?

Moy stated that one solution could be asking nominees to keep to a 600-word count for all answers included. She also suggested formatting the bios on a few pages as a PDF for ease of downloading as needed. Beatty suggested having two statements: a short bio and what problems the candidate identify and how they can address those problems. Losch stated there is a downside in dropping too much information as background and experience are both relevant for decision making. West suggested decreasing the 350-word limit for the bio to 250 words. Merkle agreed with the idea of limiting the bio to 250 words from the original 350-word limit as well as keeping the question of background and current position experience on the nomination's application. The consensus amongst Councilors was to eliminate the question that asks what key challenges and opportunities may be faced in their role.

## XI. ADJOURN

**MOTION: to adjourn the open portion of the Executive Council meeting and move to Executive Session at 2:26pm ET. West moved, Connelly seconded. The motion passed by unanimous vote.**