

**American Association for Public Opinion Research  
Executive Council Minutes  
Wednesday, December 15, 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
Angelique Uglow	MCR Chair
James Wagner	Associate Education Chair
Brady West	Associate Conference Chair
Anna Wiencrot	Associate Secretary-Treasurer -- Absent

**Guest:**

Tristanne Staudt	Executive Director, AAPOR Officer
Shameka Jennings	Conference and Events Director

**Staff:**

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

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

Moy called the meeting to order at 12:01 pm ET.

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Moy started the session by stating 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.

Losch brought forth a concern that the meeting minutes from November did not accurately portray the decision that was made surrounding the election ballots. Merkle agreed with Losch that the minutes did not match the discussion.

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**ACTION: Schuster to edit November minutes to reflect what had transpired in the discussion of election ballots.**

Losch asked for an update regarding action items from November's meeting minutes. Pierno stated that chapter payments have been made; Schuster confirmed this action item was completed. Schuster reminded Uglow that the document with membership trends from 2018-2020 was sent following November's council meeting. Hamman updated Councilors that he is continuing to investigate subscription revenue pricing, as requested from November's Council meeting. Merkle shared that he had contacted the POQ editors to express support for publishing the executive summary of the 2020 Pre-Election Polling Task Force report. He learned that the editors had already declined to publish the report, and the November discussion had emerged from a miscommunication of what POQ coeditor Allyson Holbrook was asking. Steiger confirmed that she and Schuster met with representatives from OpenWater to discuss technical difficulties within the website.

Uglow asked for clarification on communication amongst @aapor email accounts vs. @kellen email accounts. Staudt recommended that Councilors use Kellen staff emails to reach out to staff through the end of the year. Staudt reminded Councilors she and her staff will be receiving all emails sent to @aapor.

Peytcheva noted that the webinar that was scheduled for later in the week has been canceled and the next action item is to refund all attendees who had paid for the webinar. Peytcheva said that numerous efforts to reach the instructor had been unsuccessful. Peytcheva asked Kellen staff to remove the webinar from the AAPOR site and send a message to all AAPOR members that the webinar is canceled. Hamman confirmed that communication was sent out to attendees that the webinar was canceled. Losch and Staudt requested that Kellen staff notify all members today that the webinar is canceled and folks will be refunded.

**ACTION: Schuster to resend the membership trends to Uglow and Moy as requested from the November meeting.**

**ACTION: Schuster to send Steiger an SOP for OpenWater.**

**ACTION: Kellen staff to notify AAPOR members that the webinar will be canceled.**

**MOTION: to accept the amended minutes from the November 17<sup>th</sup> & 18<sup>th</sup> Executive Council meeting. Losch moved, Terry seconded. The motion passed by unanimous vote.**

## II. EXECUTIVE DIRECTOR REPORT

Staudt shared with Councilors that the transition is well underway, and the website and email domains have been successfully transferred and integrated with Rhythm. Staudt is adding the final additions to the asset list with assistance from Kellen staff. Staudt thanked members of the transition committee as they have assisted greatly in compiling files sent from Kellen. The final step of the transition is securing banking information and Staudt confirmed that paperwork is being finalized with John Marshall Bank as the new merchant. Lastly, Staudt shared that Kellen will compile December financials and the final shipment from the Atlanta office will be sent to the new AAPOR office.

Staudt introduced Shameka Jennings as the new Conference and Events Director. Jennings is working closely with Steiger and West. She attended the abstract review meeting where she met members of the abstract review team. Staudt also shared that two additional hires have joined the team. Jeanette Gass joins as the Membership and Development Director and Jackie Weisman joins as the Marketing and Communications Director – both hires will start on Monday, December 20<sup>th</sup>.

Staudt shared that the AAPOR domain email addresses have been updated and her new email is [tstaudt@aapor.org](mailto:tstaudt@aapor.org). Staudt thanked Kellen for their ongoing support during the transition. Geraghty shared support for Staudt and her new team. Geraghty shared that Kellen will continue to work on the asset list. Geraghty

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reminded Councilors that Kellen's office will be closed from December 23rd to January 2nd, and assured Councilors that Kellen staff will continue to assist into the first week of January to account for the time off.

### III. CONSENT AGENDA –

[AAPOR IEC Consent Report](#)

[AAPOR Standards Committee Consent Agenda](#)

[Communications Consent Report](#)

[Conference Consent Report](#)

[Education Committee Consent Report](#)

[MCR Consent Report](#)

Losch asked Councilors how the transition of the AAPOR website is being handled. Staudt shared that her team is planning to work closely with the communications committee and website subcommittee to do a thorough audit of the website and will bring forth proposals to Councilors next year. García Trejo asked Councilors if the website was accurately showing the AAPOR newsletters on the website; Staudt responded she sees the most recent articles on that page. Merkle agreed with the idea of doing a thorough audit of the website. Moy asked Steiger about the 95% acceptance rate for abstracts, and Steiger responded that in 2020 the rate was 90% accepted, partly because a virtual conference could accommodate more presentations. Merkle noted that during his tenure as Chair, the acceptance rate was in the mid-80s. Uglow reminded Councilors that the pivot table in the MCR report needs to have some membership expiration dates corrected and she is working with Kellen's client technology team.

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

### IV. CONFERENCE UPDATE

#### Abstract Reviews

Steiger reported that the Abstract Review Committee met in-person last week to review all the submitted abstracts. This year's higher acceptance rate offers a buffer for individuals that elect not to attend in-person due to the potential risk of Covid variants. The committee received 784 abstracts and the committee is planning to accept 743 abstracts this year. To bolster the poster presentations, all submissions that checked "willing to present as poster" were moved to that category. The conference will include 129 unique sessions spread out across 13 rooms. Although the schedule is tentatively set, the next step is waiting for authors to accept or decline to present their presentations, which will likely alter the overall program. Staudt and Jennings are working with the hotel to determine if A/V costs will increase given the addition of 2 new rooms at the conference.

Steiger asked Councilors to share their employer's current travel-ban restrictions and, if known, when the restrictions will be lifted. Steiger is working alongside West to determine if a survey needs to go out to AAPOR membership to see who is able and willing to travel to the conference.

#### Health and Safety Committee

Health and Safety Committee Chair Losch reported that AAPOR is continuing to monitor public health data as the Covid-19 global pandemic continues and new variants are emerging. The committee is closely watching as new information evolves to help set in place the safest protocols for all attendees. The committee also is working to create a framework for policy. A vaccine requirement is in place and the draft language is in the Dropbox for Councilors to review. Losch and Steiger shared that language surrounding a six-foot distance between attendees will not be included, as tracking this will not be feasible. Losch stated that additional room will be made in presentation spaces and all attendees will be given bracelets/lanyards that indicate their comfort with various levels of physical proximity and contact.

Hamel asked that Staudt reach out to hotel staff to get updated hotel policies and what the state of Illinois has in place. Losch pushed the notion of abiding by and reinforcing the state regulation of indoor mask-wearing at the hotel and ensuring that hotel staff follow the same state regulation. Losch stated the need to have AAPOR signage throughout the hotel that clearly indicates that masks must be worn. Steiger shared that the committee is still

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developing the protocol for when an attendee tests positive. Moy shared that she is going to send the waiver to Stuart to review. Councilors agreed with the language and no objections were brought forth.

Peytcheva asked Councilors if a protocol for meals has been determined. Steiger shared that boxed meals are in place and she is working with the hotel catering team to determine if meals can be executed both in a group setting as well as individual, to-go meals. Steiger suggested that the registration form include a question asking meals participants want to participate in. Losch shared that asking that question in advance is tricky as Covid protocols may evolve and change.

**ACTION: Steiger to forward to Moy the waiver that includes any feedback from Councilors after the meeting. Moy to forward the document to AAPOR lawyer Pardau to review.**

### V. STANDARDS UPDATE

#### RICS Report

Kirzinger provided an update on the Standard Committee's RICS subcommittee report. The Redirected Inbound Call Sampling (RICS) Report was conducted as a request from a previous AAPOR Executive Council to ensure that RICS followed AAPOR's code of ethics. The subcommittee completed its work in March of 2020 and brought it to Council to review. The subcommittee has since dissolved and the edits from Council were not incorporated into the final report. Kirzinger asked Councilors that the RICS report remain an internal-facing document for the Standards Committee.

**MOTION: To keep the RICS subcommittee report as an internal standards document. Losch moved, Uglow seconded. The motion passed by unanimous vote.**

### VI. IEC UPDATE

Terry shared that the IEC committee is working to update the all-chapter reception to include affinity groups to promote visibility. This addition to the all-chapter reception would require an additional \$250.00 for each of six affinity groups, which will cover the costs of a table and swag. West noted that adding the affinity groups would require a larger space so attendees can spread out. McHenry shared that this budget request is reasonable and a great idea. In addition, this conversation brought forth the need to rename the all-chapter reception to be more inclusive. Councilors will discuss a name change at upcoming meetings. Losch shared a need to document this decision with a motion for future conversations.

Steiger asked Terry for an update on the Inclusive Voices award. Terry shared that winners would speak at a round table at the upcoming 2022 conference. Terry shared that she would like to see past winners incorporated into sessions at the conference.

**MOTION: To expand the new-member, all-chapter event at the annual conference to include affinity groups that wish to participate – with a caveat that a name for the event will be determined later. Losch moved, Steiger seconded. The motion passed by unanimous vote.**

### VII. SECRETARY-TREASURER REPORT

#### October 2021 Financials

McHenry provided an overview of the October financials. AAPOR's year-to-date revenues are at \$997,000, which is up \$77,000 from last year and at 114% for the budgeted 2021 year, driven largely from the annual meeting. Distance education is at \$40,000 and 88% of the budget. AAPOR's expenses year-to-date are at \$840,000 which is down \$108,000 from this point last year.

#### Sponsorship

McHenry shared that sponsorship for the annual meeting is doing very well. Contracts are being signed, and \$78,000 has been allocated with another \$38,000 being committed, for a total of \$116,000 allocated for sponsorships, which is 70% of the goal for 2022. Steiger stated the goal for 2022 sponsorships is at 96% without

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the addition of booths. Losch said that it would be helpful to have online a prospectus that is updated in real time so that prospective sponsors know what opportunities are still available.

### **VIII. NEW BUSINESS**

Staudt asked Councilors for feedback on plans for the January Executive Council meeting. The new AAPOR headquarters can accommodate 14 individuals. After discussing, Staudt decided that the January meeting will be hybrid. Staudt will arrange a hotel block for Councilors after finalizing the agenda. Merkle shared that nominations are a time-consuming item, and Losch shared that one day of meeting will likely not be enough time to accurately meet to discuss all agenda items. Moy asked Councilors to be prepared for January's meeting to come together and advance goals towards AAPOR25.

Moy thanked Kellen for their work over the past few years and shared that AAPOR is in excellent shape to take over self-management. Moy thanked Geraghty and Schuster for their work as primary points of contact and thanked Kellen for their ongoing support during the transition. Moy reminded Councilors that AAPOR returns to self-management after two decades, which would not be possible without the work and partnership with association management support from AMP, Sherwood, and Kellen. Geraghty thanked Moy for the kind words.

**ACTION: Staudt to reach out to all Councilors to determine the final count on who will attend in-person vs remote.**

### **IX. ADJOURN**

**MOTION: to adjourn the open portion of the Executive Council meeting and move to Executive Session at 1:39pm ET. McHenry moved, Uglow seconded. The motion passed by unanimous vote.**