

**American Association for Public Opinion Research
Annual Business Meeting
May 16, 2009**

**Westin Diplomat Resort and Spa
Hollywood, FL**

The AAPOR annual membership meeting took place on May 16, 2009, at the Westin Diplomat Resort and Spa, Hollywood, FL, USA. President Richard "Dick" Kulka called the meeting to order at 4:00 PM. There were approximately 70 attendees.

President's Report:

President Dick Kulka welcomed the attendees and introduced the 2008-2009 Executive Council members:

Past President – Nancy Mathiowetz
Vice President/President Elect – Peter Miller
Secretary-Treasurer – Kate Stewart
Associate Secretary-Treasurer – John Boyle
Conference Chair – Michael Link
Associate Conference Chair – Patricia Moy
Standards Chair – Mary Losch
Associate Standards Chair – Stephen Blumberg
Membership and Chapter Relations Chair – Adam Safir (Absent)
Associate Membership and Chapter Relations Chair – Nancy Whelchel
Communications Chair – J. Mike Brick
Associate Communications Chair – Mike Mokrzycki
Councilor-at-Large – Scott Keeter
Councilor-at-Large – Paul Lavrakas (Absent)

Dick Kulka stated that this had been an incredibly hardworking Executive Council, and it has been an interesting and challenging year for the group. Dick thanked the Conference Steering and Operations Committee and AMP Staff for a phenomenal job of putting together this year's Annual Conference.

Dick reported that it had been a year of evaluation and change for AAPOR with respect to the conference. After a 2-year period of evaluation, the conference will return to its previous format, with a Thursday afternoon start. Organizationally, conference related committees were combined under a new Conference Steering Committee, with four subcommittees, in order to better integrate and strengthen the conference planning process. The steering committee and its subcommittees did an excellent job this year.

As part of the implementation of the long range plan, the Strategic Marketing Committee met throughout the year to discuss marketing strategies for AAPOR. Their recommendations will be forwarded to AAPOR's management firm.

An ad hoc committee, chaired by Scott Keeter, Councilor-at-Large, was formed to evaluate AAPOR's management needs. That committee reviewed AAPOR's management needs, the goals outlined in the long range plan, and as a result, the committee recommended that AAPOR issue a request for proposals to selected association management companies. As a result of that process, a new association management firm has been hired by AAPOR. Details of the work of that committee were provided by Scott in his report (as councilor-at-large) to the association.

AAPOR collaborated with other sister organizations this year on a number of projects, including presentation of a webinar on "Understanding and Interpreting Polls in the 2008 Election" with the Poynter Institute's News University (NewsU); submission of an invited session at the Joint Statistical Meetings; the development and filing of a joint amicus brief with CASRO on respondent confidentiality; joining with other organizations as part of a Census Partnership, which offers support for the Census; and joining in the support of the nomination of AAPOR member Robert Groves as director of the U.S. Census Bureau.

AAPOR's Communications Director resigned in September; a decision was made to not replace her, at least in the short term. In other noteworthy communications and outreach issues during the year, Dick noted the public statement by AAPOR in February concerning Dr. Gilbert Burnham, who AAPOR found had violated the Association's Code of Professional Ethics & Practices. AAPOR filed a successful amicus brief (jointly with CASRO) on respondent confidentiality; and the Report of the AAPOR Ad Hoc Committee on the 2008 Presidential Primary Polling was released in April. *Survey Practice* was also successfully launched in the past year. A new contract was signed with Oxford University Press which will continue to publish *Public Opinion Quarterly*. Some new social media venues were introduced by Mike Mokrzycki to promote the Annual Conference: Twitter, LinkedIn, and Facebook. Improvements and updates are also slowly being made to the AAPOR website.

The Executive Council increased its presence on AAPORnet and released summaries of its Executive Council meetings shortly after the meetings. All Executive Committee resolutions are now archived on the website.

Dick then turned the meeting over to the Chairs for their reports.

Past President's Report:

Nancy Mathiowetz, Past President, chaired the AAPOR Nominations Committee (Mark Blumenthal, Craig Hill, Kristen Olson, Kate Stewart, and Cliff Zukin). She thanked the committee members and all AAPOR members who agreed to run for office. Congratulations were offered to the 2009-2010 Executive Council members:

Associate Communications Chair – Jon Cohen
Associate Membership and Chapter Relations Chair – Kelly Foster
Associate Standards Chair – Reg Baker
Associate Conference Chair – Rob Santos
Associate Secretary-Treasurer – Barbara O'Hare
Councilor-at-Large – Roger Tourangeau
Vice President/President Elect – Frank Newport (Absent)

Secretary/Treasurer Report:

Kate Stewart, Secretary-Treasurer, asked if there were any corrections to the minutes of the May 17, 2008 Annual Business Meeting.

RESOLVED to accept the May 17, 2008, Annual Business Meeting minutes with the correction of adding Ron Langley's name to the Standards Committee. Motion made by Mike Brick; seconded by Alan McCutcheon, and was passed unanimously by the membership.

Kate Stewart gave an update on the financial status of AAPOR and the work she and John Boyle, Associate Secretary-Treasurer, have done in the past year (see Appendix A). As for the 2008 budget, Kate stated that AAPOR had originally projected a deficit of about \$83,000, but ended with a \$32,373 surplus. The surplus was due to both increased revenue (increased membership, POQ royalties, and conference revenue) as well as savings related to not replacing the Communication Director. In the 2009 budget, AAPOR projects a \$21,000 surplus; however, Kate believes that AAPOR will likely record a deficit at the end of the year. This difference is due to transition costs involved with changing management firms that were not budgeted, and possible effects of the economic recession on lower membership and conference attendee numbers. We will have a better idea in July/August when we will know membership numbers after the conference and final numbers on costs and revenues from the conference.

Kate stated that at the 2008 annual business meeting the issue of how much money AAPOR has in reserves was raised. Kate and John reviewed the policies of other organizations similar to AAPOR with respect to financial reserves. A formal policy on asset reserves was adopted by the Executive Council in September. At the encouragement of the IRS, AAPOR has also adopted some new policies to meet the guidelines for the new 990 tax form, including financial review policy, whistleblower policy, document retention policy, and reimbursement policy. These documents will be added to the AAPOR website.

Kate highlighted two committees that work under the Secretary-Treasurer: Finance Committee (chaired by Dan Merkle) and the Endowment Committee (chaired by Jennifer Rothgeb). Kate explained that the Finance Committee met with its financial advisor at Morgan Keegan to discuss AAPOR's investments in January. The committee opened an ING account for AAPOR and invested in some 6-month CDs.

Kate thanked Endowment Committee Chair Jennifer Rothgeb for her years of service as she steps down and Dawn Nelson becomes the new Chair. The Endowment Committee reviewed 14 Roper applicants this year, with eight being chosen to receive funding.

Kate noted the development of Executive Council "highlights" which summarize the discussions and motions passed during Executive Committee meetings. The highlights are sent out by AAPORnet shortly after the meetings. The Executive Council meeting minutes will continue to be posted on the AAPOR website in the members-only area.

Conference Chair Report:

Michael Link, 2009 Conference Chair, greeted attendees by proclaiming AAPOR a resilient group; during 2008-2009 the association had to deal with a change in conference hotel, change in conference chair, the bottoming of the economy, and the swine flu pandemic which threatened the conference.

The total number of people registered for the meeting was 844; 773 of these individuals were paid attendees (the rest were exhibitors), compared to 781 last year. He said the numbers say a lot about the association as many people paid for the conference themselves.

He reported that registration fees were increased by \$30 this year. These fees had not been raised in 6 years. A provision was put in place that the Executive Council review conference registration costs at least every two years. Absent any action by the Executive Council, conference registration costs will increase by 3% every 2 years.

Michael thanked John Boyle for his work on conference sponsorships and developing a new underwriting process for sponsorships.

Other changes in the conference noted this year included: opening the conference meeting registration and the hotel registration at the same time; producing a smaller, spiral-bound program book; thumb drives that contained the abstracts; and a more professional look to the e-mails promoting the conference.

A separate call for abstract reviewers was done that asked reviewers about their interest areas. AAPOR saw a 50% increase in the number of abstract reviewers, which brought new people to the process and helped take the burden off just a few reviewers as in the past.

Mike thanked Associate Communications Chair Mike Mokrzycki for all his work in promoting the Annual Conference on Twitter, LinkedIn, and Facebook. He also thanked Vince Price, who had to step down as conference chair in December, for the plan he laid out for the Annual Conference, and to Patricia Moy who stepped in to help execute that plan.

Conference Operations Report:

Linda Dimitropoulos, Conference Operations Committee Chair, said that in keeping with the theme of change, some traditional things were done and some new things were done at this year's Annual Conference.

Linda recognized the efforts of Dave DesRoches, Associate Conference Operations Chair, for overhauling the Docent Program, coordinating the volunteers, and taking on a lot more work this year. He also helped organize an outing to the Marlins baseball game (55 people). She also thanked Craig Hill for organizing the Thursday golf outing (28 golfers). She also offered thanks to Brad Edwards who led two new networking sessions: scatterplot and speed networking. Those sessions were successful and should be offered again next year. Jim Weaver and Ginger Blazier helped lead this year's pub crawl in which more than 40 people participated. Deborah Rexrode helped to organize the fun run on the boardwalk with 24 participants. Linda also thanked Steve and Lori Everett for photographing the Annual Conference.

Linda thanked the Executive Office staff for all their help with switching hotels. Linda stated she hopes to see everyone in Chicago in 2010.

Education Committee Chair Report:

Mollyann Brodie, Education Committee Chair, stated that this has been a busy year for this committee. The Education Committee has three subcommittees: Short Course Subcommittee; Online Education Subcommittee; and Journalist Education Subcommittee.

The Journalist Education Subcommittee will continue to market the NewsU course and other online courses. AAPOR and The Poynter Institute's NewsU teamed up to offer a 1-hour webinar in September titled "Understanding and Interpreting Polls in the 2008 Election." The webinar was hosted by Claudia Deane on behalf of AAPOR and had 250 participants. This subcommittee will continue to be chaired by Mollyann.

The Online Education Subcommittee is being chaired by Chuck Shuttles. This subcommittee is exploring what AAPOR can offer in the way of online educational products, trying to balance cost and benefits. The subcommittee has prepared recommendations for a strategic plan, which will be reviewed by the AAPOR Executive Committee.

She reported that 230 people attended the six short courses offered at this year's conference, compared to 145 last year. Mollyann thanked Melissa Herrmann for all her work with the short courses and recognizing the memberships' needs regarding topics for those courses. Melissa Herrmann will continue as chair of the Short Course Subcommittee.

Mollyann announced that she is stepping down as chair of the Education committee. Moving forward, the committee will be chaired by Melissa Herrmann. She thanked all members for their help and advice.

Standards Report:

Mary Losch, Standards Chair, thanked the Standards Committee members (Stephen Blumberg, Reg Baker, Diane Burkom, John Kennedy, Ron Langley, John Loft, Trevor Tompson, and Jim Wolf). She stated that the committee was very active and helpful. In particular, Mary thanked Stephen Blumberg, Associate Standards Chair, for all his help in the past year.

Mary noted the accomplishments of the Standards Committee in the past year (see Appendix B). A new Online Panel Task Force has been established to review current empirical findings about online panels, similar to the AAPOR cell phone task force. An Ad Hoc Committee to review the AAPOR Code, which is required by our bylaws every five years, was recently established. Mary will chair this committee.

Committee members have also helped develop a summary of federal guidelines for interviewer falsification practices and procedures (Ron Langley) and a checklist for survey researchers for minimal disclosure (Trevor Thompson). These documents have been posted on the AAPOR website. Ongoing activities include development of a document to summarize the current activities surrounding human participant training for survey interviewers.

Mary reported that there were 17 formal standards complaints in 2008-2009; two did not go forward; 15 were forwarded to the Executive Council for a full investigation. One investigation was completed which resulted in a public statement of censure for Gilbert Burnham. She stated that there were many informal complaints and each one was handled as it came in. She stated that the Standards Committee still gets lots of questions concerning push polls.

Mary stated that it had been a privilege to serve an organization that so greatly enriched her professional life. .

Communications Chair Report:

Mike Brick, Communications Chair, noted that the resignation of the communications director had the greatest impact on the Communications Chair and Associate Chair. He thanked Mike Mokrzycki, Associate Communications Chair, for getting heavily involved in everything.

Mike reported that *Survey Practice* was successfully launched last year. He thanked the editors of that publication, John, Diane, and Andy for their efforts. He asked for feedback on making the publication more relevant or appropriate to what the membership is doing.

Work continues on the AAPOR website to update the content. AAPOR's publication "A Meeting Place" has been posted on the website. Other information pertaining to AAPOR's history is being added to the website. Mike thanked Shap Wolf and ASU for continuing to host AAPORnet. Mike also announced that the AAPOR newsletter got a new format this past year.

The biggest adventure this past year has been the use of social media to promote AAPOR and the Annual Conference. Mike Mokrzycki worked with Facebook, Twitter, LinkedIn, and YouTube to promote AAPOR and reach out to people.

Membership and Chapter Relations Report:

Nancy Whelchel, Associate Membership and Chapter Relations Chair, stated that it had been a busy year with regard to membership recruitment and retention. She said that work continues on a membership research page on the AAPOR website.

Welcome e-mails are being sent automatically on a weekly basis to new AAPOR members.

Nancy described the areas the membership and chapter relations committee had worked on in the past year: created a post-conference attendee list this year; completed a membership directory available in PDF form; worked with the Strategic Marketing Committee on ways to grow AAPOR's membership; created a meeting confirmation form for international meeting attendees so they can obtain travel visas; worked with chapters and attended their conferences; sent chapters monthly updates on new members; worked with chapters to guarantee conference slots for student paper winners; and promoted a membership discount to chapter members who were not current members of national AAPOR.

Nancy reported that AAPOR has 1,717 members as of the end of March; membership affiliations breakdown as 38% academic, 34% commercial, 26% government/non-profit/retired/other, and

3% no response. She stated that the association is on target to reach 2000 members this year despite the economy. The committee will start work on a trend analysis of the membership to see where to target resources for retention. The committee seeks suggestions on what is important to know about members for marketing and retention. Matt Jans, Student Liaison, is helping with student membership issues. AAPOR is working toward better retention of its student members. There are great plans for the coming year.

Councilors-at-Large Report:

Scott Keeter, Councilor-at-Large, acknowledged Paul Lavrakas the other councilor who could not attend the Business Meeting. Since the duties of the councilors at large are not obvious, Scott explained that the councilors sit on the POQ Advisory Committee and chair the Mitofsky Innovator Award and Book Award committees.

As noted earlier in the report of the President, Scott chaired an ad hoc committee to evaluate the management needs of the association. The committee was comprised of Nancy Belden, Diane Colansanto, Donna Gillin, Nancy Mathiowetz, Peter Miller, Mark Schulman, and Cliff Zukin. The committee evaluated alternative management models for the association (deciding to maintain the current model of using an outside management firm rather than hire an executive director as an employee of the association). After issuing an RFP for management services, the committee reviewed six submitted proposals, visited some of the companies, and ultimately chose The Sherwood Group in Deerfield, IL, as its new management company. The new company will take over AAPOR's management later this summer. Scott also thanked the AMP staff for all their services and the fantastic job they had done in getting AAPOR to the strength and size it is today.

POQ Editor's Report:

Nancy Mathiowetz and James Druckman, POQ Editors-in-Chief, began their term as editors in January of 2009. Nancy thanked Peter Miller for his service to the organization, serving as editor for 8 years.

Nancy stated that the contract with Oxford University Press was recently renegotiated (6-year contract). She acknowledged that Trish Thomas, Oxford Executive Editor, was attending the AAPOR Annual Conference. Nancy noted that the Oxford contract contributes a minimum of \$75,000 annually to AAPOR revenues. During Peter's term as editor, AAPOR has supported the publication of a special "fifth" issue of POQ each year. Next year, Paul Biemer will edit a special issue on total survey error.

Nancy stated that the number of submissions has been fairly healthy. In 2008, there were 204 new submissions and 59 revisions. There were 73 new manuscripts received by April 2009, compared to 55 new manuscripts as of the same time last year.

The biggest challenge facing POQ is getting reviewers to finish their comments in a timely manner. Nancy stressed that they need to have more reviewers and that they need to encourage members to volunteer to serve as reviewers. More editors will allow them to conduct reviews faster. New policies have also been adopted to move the review process along faster. The average review time has dropped to 66 days.

The journal has an advanced access site and as articles are typeset they are placed on that access site. Nancy stated that the editors are trying hard to work through the backlog of articles and reduce the average time from the point of access to being put on the advanced access site to three months. Once posted, the authors can use the information to cite their articles using the DOI number.

New Business:

Dick Kulka asked the members in the audience if they had any new business.

Paul Melevin asked if the conference hotel rates can be released earlier as he needs them at least 1 year before the actual meeting due to state government requirements for approval of out-of-state travel. Michael Link stated that the conference registration rate is the same for next year and the hotel room rate in Chicago is already fixed. That information could be made available to him, possibly by posting on the website.

Dick Kulka stated that getting a government rate at the conference hotels continues to be something that AAPOR would like to see in the hotel contracts.

Paul Melevin also asked about liability insurance for AAPOR chapters, as applied to meeting facilities and communications. He also noted that access to Survey Practice is blocked by his state government internet, which may be related to its blogging capability.

Cliff Zukin asked about the financial health of AAPOR. He asked if a statement of how much money AAPOR had in the bank could be provided. Kate Stewart answered that AAPOR has about \$1.2 million in the bank, but some of this will be offset by liabilities from the conference. The current estimated reserve amount for AAPOR is \$741,000. Cliff also asked about the drop in membership from about 2100 to 1700. Kate answered that AAPOR won't know its true membership numbers until August since a significant number of memberships occur at the conference.

Alan McCutcheon posed the question of revisiting the meal plan being incorporated in the conference fees. He stated that the \$455 conference fee is hard for those at universities and \$40 for lunch is too much. He said that the high conference fees may frighten more junior members because there are also the costs of getting to the meeting location and then the hotel costs. Nancy Whelchel stated that the deal with food and the meal plan helps offset the cost of meeting space. She described how so much food and beverage has to be sold in order to get the meeting rooms free. Alan asked that this topic be looked at more strategically as to keep young members coming to the conferences.

Janice Ballou asked if the AAPOR budget or financial statements were posted on the AAPOR website.

Susan Pinkus asked if the recent membership survey asked questions about whether AAPOR should offer more offsite dinners at the Annual Conference versus dinners and lunches. She also asked if there was a way to provide more timely information regarding standards violations. Mary Losch stated that the entire timeline is listed in the procedures. She said it is lengthy so the situation can be thoroughly assessed and adequate time is given to the targeted person to

respond. Robert Daves noted that the 17 allegations received by the Standards Committee was a high number as most past Standards Chairs have had to deal with only about three. Kathy Frankovic asked who would be on the committee that will look at revising the Code. Mary stated that the Executive Council had just approved the proposed committee members and those people will now be approached about their participation. Mary hoped to have a final listing in about 2 weeks.

Transfer of the Gavel:

Dick transferred the gavel to Peter Miller as the new President of AAPOR. Dick thanked everyone for the privilege to serve as AAPOR's president. Dick was presented a plaque as outgoing AAPOR President after the banquet on Saturday night. The plaque states the following: *"In grateful recognition of your outstanding professionalism, dedication and leadership as the 62nd President of our Association."*

Peter Miller welcomed his wife and daughter who were in attendance at the meeting. He stated that the coming year would bring a lot of work involving standards. He said he asked the Standards Committee to look at ways to become more proactive in establishing a routine standards process that would help researchers comply with requests for disclosure of information.

Peter stated that all areas of AAPOR will be busy in the coming year not just because of the normal course of work, but because of the transition by AAPOR to a new management company. He said it will take some time to get acclimated to a new environment.

Peter thanked the Executive Council for their work in the past year. The annual business meeting was adjourned at 5:29 PM.

Respectfully submitted,

John Boyle
Secretary-Treasurer

Appendix A



AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH

Executive Council Report Form

Position: Secretary / Treasurer

Date: May 2009

Summary of Activities:

I. AAPOR Financial Status

In 2007, the AAPOR Executive Council approved a budget for 2008 with a projected deficit of \$83,000. However, AAPOR ended 2008 with a surplus of \$32,373. The surplus was due to a number of factors, including higher than projected revenues from membership, POQ, and the 2008 conference, as well as savings from not replacing Communications Director, Pat Lewis, when she left in September 2008.

Looking to next year, the Executive Council passed a budget for 2009 with a projected \$21,000 surplus. However, meeting this budget will depend on a number of factors with an economic recession that may depress income from membership and conference and the potential for additional expenses that we did not anticipate when putting together the budget.

II. Adoption of New Policies

Executive Council adopted a number of new policies this year to ensure continuation of practices as Executive Council changes year to year. These are either up on the website or will be soon:

- In September, Executive Council adopted a formal Asset Policy which establishes the level of reserves AAPOR should maintain to ensure the financial stability of the organization. We took a conservative approach of keeping at least six months of operating expenses (including both deferrable and non-deferrable costs) for a year in assets, which would allow AAPOR to weather two bad years in a row and still be running.

Other policies that were recently adopted because they are encouraged by IRS policies are currently being reviewed by AAPOR's lawyer and will be up on the website soon:

- Whistleblower policy
- Formal reimbursement policy

- Document retention and reduction
- Financial decision policy

III. Investments

Finance Committee continues to keep an eye on AAPOR's investments and we opened a few 6mth CDs in February, as well as an ING account to allow us to receive a higher interest rate.

IV. Endowment Committee

The Executive Council would like to thank Jennifer Rothgeb for chairing the Endowment Committee for the last three years. Dawn Nelson has been appointed as the Chair for a three year period. This year the Roper Award received 14 applications and the Endowment Committee selected eight individuals to receive money towards attending the Annual Meeting.

V. Improving Communications with Members

Beginning in March 2009, the Secretary-Treasurer began sending out highlight memos to the membership after Executive Council calls and meetings to keep membership up to date with the workings of the Executive Council. Official minutes of Executive Council meetings will continue to be posted on the website under the members' only section.

VI. Strategic Marketing Committee and Development Subcommittee

The Associate Secretary/Treasurer was appointed to both the new Strategic Marketing Committee and the new Development Subcommittee of the Conference Committee to act as liaison to both of these financially-oriented committees. The Strategic Marketing Committee and Development Subcommittee proposed a new approach to conference underwriting, which required sponsorship prior to underwriting opportunities at the conference, which was approved by the Executive Committee and implemented for the 2009 Conference. Since most of the focus of the Strategic Marketing Committee's activities was either in conference or membership, the Executive Committee will evaluate whether we should continue this committee or add this function to the Conference and Membership Committees.

Appendix B

2009 REPORT OF THE STANDARDS CHAIR

AAPOR BUSINESS MEETING MAY 16, 2009

Mary Losch, 2008-2009 Standards Chair
Stephen Blumberg, 2008-2009 Associate Standards Chair

The Standards Committee for 2008-2009 included Reg Baker, Diane Burkom, John Kennedy, Ron Langley, John Loft, Trevor Tompson, and Jim Wolf. I have enjoyed working with them and thank them all for their efforts and many contributions throughout the year. Special thanks go to the Associate Standards Chair, Stephen Blumberg whose expertise, energy, and good humor were indispensable to the Standards efforts this year and AAPOR will be well-served as he moves into the Chair position.

The Standards Committee held five meetings in 2008–2009: one at the annual conference in May 2008 and the others by telephone on November 12, 2008, February 12, 2009, March 5, 2009, and April 10, 2009. The committee's work and counsel on a variety of issues was of great benefit to the Chair and Associate Chair. Thank you all for your contributions.

2008-2009 Initiatives

Online Panel Task Force. In November, Council charged a task force with reviewing the current empirical findings related to online panels utilized for data collection and developing recommendations for AAPOR members. These would not be viewed as best practices but instead would follow the model of the cell phone task force report and provide key information and recommendations about whether and when online panels might be best utilized and how best to judge their quality.

Standards Committee Activities. Ron Langley led the development of a document summarizing the current status of federal guidelines regarding interviewer falsification. Trevor Tompson led the development of a checklist for survey researchers and reporters that lists the AAPOR minimal disclosure elements and suggests how they might be presented in a summary table. Both of these documents are now completed and ready to be posted to the AAPOR website. Ongoing activities include development of a document to summarize the current activities surrounding human participant training for survey interviewers in the wake of more institutions viewing survey interviewers as key personnel. Several organizations have developed human participant protection training targeted to survey interviewers and the Standards Committee will disseminate this information to AAPOR members.

Review of Procedures for Dealing with Alleged AAPOR Code Violations. To increase efficiency and clarity, the Schedule of Procedures for Dealing with Alleged AAPOR Code Violations was

reviewed by the Standards Chair, Associate Chair, the Standards Committee and then Council. The revision will be posted on the AAPOR website in the next few weeks.

Review of AAPOR Code of Professional Ethics and Practices. In accordance with Article IX of the AAPOR Bylaws, the Code must be reviewed at least every five years. In March 2009, AAPOR Council approved the creation of an ad hoc committee to review the AAPOR Code and make recommendations for revisions to increase the Code's applicability to new and changing technologies. The committee will be chaired by Mary Losch and will begin work during the summer of 2009. Recommendations will be made to the Standards Committee, which will then present the recommendations to Council by January 2010. Revisions agreed to by Council will then be presented to the membership for its approval in the spring of 2010.

Formal Complaints

Seventeen formal allegations of Code violations were filed during the 2008-2009 year. The Standards Chair and Associate Chair discussed each complaint in detail. Fifteen of the complaints were forwarded to Council with recommendations for full complaint review and investigations. These investigations have been completed and Council is reviewing the Evaluation Committee reports in order to complete final actions on these complaints. Additionally, one investigation that was begun in March 2008 was completed in December 2008. In agreement with the recommendation of the Evaluation Committee report related to that investigation, AAPOR Council issued a public censure on February 4, 2009.

Informal complaints and inquiries answered

In addition to responding to the formal complaints, the Standards Chair and Associate Chair also answered many inquiries throughout the year about general standards issues. These queries ranged from questions about whether or not a survey was, in fact, a 'push poll' to a query about how best to probe public conceptions of chimpanzees in the media.

Appendix C



AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH

Membership & Chapter Relations Report for the AAPOR Business Meeting

Prepared by Adam Safir and Nancy Whelchel

May 16, 2009

Over the 2008-09 Council year, the AAPOR Membership and Chapter Relations Chair and Associate Chair have focused extensive efforts on membership recruitment, retention, and strategic planning for the improvement of services to members. Highlights from the 2008-09 Council year are noted below. (See Attachments 1 and 2 for a complete list of accomplishments and plans for the future.)

- A new **membership research webpage**, providing members with updated information on membership trends and perceptions of the value of various services
- A new **welcome letter** e-mailed to members on a weekly, rather than the previous monthly schedule, providing website login credentials and other information about the organization on a more timely basis
- A **post-conference attendee list**, providing information on both individual attendees as well as organizations represented at the Annual Conference
- A new **student liaison** position to focus on the student members and potential student members of AAPOR
- A **printable membership directory** in PDF format

Importantly, AAPOR experienced unprecedented membership growth over the 2008-09 Council year. In fact, in 2008, AAPOR finished the year with 2,213 members – a record for the organization. In 2009, as of April 30, AAPOR is again on pace to finish the year with over 2,200 members (see Table 1).

Table 1. Membership by Organizational Affiliation

Affiliation	2008		2009	
	N	%	N	%
Academic	813	36.7	667	37.9
Commercial	691	31.2	587	33.4
Government	149	6.7	114	6.5
Non-Profit	260	11.7	237	13.5
Other	80	3.6	68	3.9
Retired	38	1.7	38	2.2
Missing	182	8.2	47	2.7

Total 2,213 100.0 1,758 100.0

Attachment 1. Accomplishments for the 2008-2009 Council Year

Membership

1. Developed and distributed a post-conference **Conference Attendee List**, with roster of both individual attendees as well as organizations represented
2. Developed a **Membership Research Webpage**, giving members online access to questionnaires, tabulations, reports, and presentations from the:
 - 2007 Membership Survey
 - 2005 President's E-mail Poll
 - 1996 Member Survey
3. Developed and instituted an automated weekly **Welcome E-mail** with website login information for:
 - New members
 - Renewing members
 - New/renewing student members
4. Developed a standard **Confirmation Form for Foreign Nationals** for use by international members as visa application supporting material
5. Instituted a **Monthly Archiving of Membership Data** at both the summary and member-level
6. Prepared a **Membership Growth and Retention Strategy Brief** for the Executive Council
7. Created a **Student Liaison** position and appointed AAPOR's first student liaison
8. Prepared and distributed a **PDF Membership Directory** to members
9. Prepared a **Poster on Membership Trends** for presentation at the Annual Conference

Chapter Relations

1. Presented **Results of the 2007 Membership Survey** at:
 - SAPOR conference on October 9, 2008
 - MAPOR conference on Nov 21, 2008
 - PAPOR conference on Dec 11, 2008
2. Instituted **Monthly Membership Updates** for regional chapters
3. Coordinated **Guaranteed Conference Slots** for regional chapter student paper competition winners

Attachment 2. Plans for the 2009-2010 Council Year

1. Update ***AAPOR Booth Panels*** with new content and photos
2. Update ***Membership Brochure***
3. Develop a ***Membership Tracking Report***
4. Improve the ***Just for Students*** area on the website
5. Develop a ***Welcome Webpage*** for new members, with dynamically updated content
6. Re-launch the ***Mentor Program***
7. Develop follow-up process for obtaining complete demographic data for ***Conference Membership Registrations***