



AMERICAN ASSOCIATION FOR  
PUBLIC OPINION RESEARCH

## **Annual Business Meeting Minutes**

**May 19, 2012**

**JW Marriott Orlando Grande Lakes**

**Orlando, FL**

The AAPOR annual membership and business meeting took place on Saturday, May 19, 2012, at the JW Marriott Orlando Grande Lakes Hotel in Orlando, Florida. President Scott Keeter called the meeting to order at 4:05 p.m.

### **I. President's Report**

President Scott Keeter welcomed the attendees to the 67th Annual Conference and asked for a moment of silence to honor AAPOR members who passed away during the past year.

Reflecting on the past year, he noted the following as evidence of the continued good health and vitality of the association:

- Interest of younger members
- Excellent financial condition
- Continued focus on the strategic plan
- Increasing expertise of the committees
- Results of the membership survey
- Launch of the webinar program
- Appointment of task forces to consider significant issues in the field
- Continued progress on the transparency initiative

He stated that it had been an honor to serve AAPOR members as president, and he thanked the Executive Council and staff for their hard work.

### **II. Past President Report**

Past President Frank Newport expressed his appreciation for the opportunity to serve AAPOR members for the past three years. He thanked the members of the Nominations Committee for their service.

The 2012-2013 incoming Executive Council members were introduced:

Vice President/President-Elect, Rob Santos  
Associate Conference Chair, Susan Pinkus  
Associate Secretary-Treasurer, Nancy Bates  
Associate Standards Chair, Courtney Kennedy  
Associate Communications Chair, Peyton Craighill  
Associate Membership and Chapter Relations Chair, Jennifer Dykema  
Councilor-at-Large, Michael Link

### **III. Secretary-Treasurer Report**

The minutes of the 66<sup>th</sup> Annual Business meeting, held May 14, 2011, were reviewed.

**Motion: To accept the May 14, 2011, Annual Business meeting minutes. Joe Lenski moved, seconded by Tom W. Smith. The motion passed unanimously.**

#### **2011 Financial Status**

Secretary-Treasurer, Joe Lenski reported that AAPOR ended the year 2011 at \$88,643 surplus, primarily due to successful Phoenix conference and increased revenue from webinars. The audit was clean.

#### **2012 Financial Status**

The 2012 operating budget included a projected deficit of \$50,350. The budget projected a 5% increase in 2012 conference attendance and a 2% increase in membership over 2011. Webinars were increased from four to six.

As of April 30, 2012, revenues are running ahead of 2011 YTD by \$51,508. Membership dues have remained the same for seven years and conference registration fees have remained the same for four years.

#### **Investments**

As of April 30, 2012, AAPOR has \$983,988 in board designated funds and \$220,233 in temporarily restricted funds. The Investment Committee continues to monitor all investments. AAPOR currently has 15 months of operating reserves.

#### **Endowment Committee**

The market value of the general board designated endowment fund was \$101,963 as of April 30, 2012. The market values of the temporarily restricted Roper, Sudman and Heritage funds totaled \$117,723.

#### **IV. Conference Steering Committee Report**

Conference Chair, Dan Merkle reported that 1,017 persons have registered for the conference. Exhibit and sponsorship support exceeded budget expectations. Hotel room pick-up totaled 2,134 room nights. He noted that the conference features at least one theme-related session in each concurrent session as well as theme-related posters, demonstrations and short courses. He thanked Associate Chair Paul Beatty and the members of the Conference Steering and Support Committee for their help during the year.

#### **V. Membership and Chapter Relations Committee Report**

Membership and Chapter Relations Chair, Joe Murphy reported that AAPOR membership remained nearly stable with 2,364 members in 2011, a slight decline from 2,420 members in 2010, the highest membership total in AAPOR's history. Members continued to be distributed relatively evenly among three industry sectors; academic, commercial, non-profit/government/other. AAPOR's seven chapters remain vital, and strong efforts are ongoing to reorganize NEAAPOR.

##### **2011 Member Survey**

Key insights were shared from the member survey. Members are generally satisfied and would recommend AAPOR (membership) to their colleagues. Members place a particular emphasis on developing standards and encouraging disclosure. Areas for improvement included educating journalists and the public, supporting students and influencing legislation.

Members of the committee volunteered considerable time to ensure that AAPOR was a visible presence at chapter meetings. Progress was made to improve the matching of volunteers to opportunities to become involved. The committee released the first guide for students attending the AAPOR conference, held a new member-first time attendee webcast to help with orientation to AAPOR member benefits and the meeting; and continued a focus on value and retention with the conference passport program and student event. Ongoing projects include the Transparency Initiative, a variety of member engagement initiatives and the reactivation of the New England Chapter.

#### **VI. Education Committee Report**

Education Committee Chair, Chuck Shuttles reported the committee continued its focus on three areas of education; annual conference short courses, journalist education and online education. The subcommittees were reorganized to meet current needs. The Distance Education Subcommittee formally launched AAPOR's webinar program to tremendous interest and participation. Post-course evaluations are expected to continue to improve future webinars.

The Journalist Education Subcommittee revised and re-launched a short course on Understanding and Interpreting Polls with the Poynter Institute. More than 4,400 people have attended the short course since AAPOR initially partnered with Poynter and 500 since the re-launch of the course. Several committee members delivered outreach webinars.

The Professional Development Subcommittee ran a small pilot of the mentoring program with the goal of rollout of a full program in 2013. The subcommittee contributed to two webinars, the first a professional development panel session on issues to consider when changing sectors in the research industry; and the second a webinar on data visualization.

Future committee plans include completing the Mentoring Program pilot and launching the full program, and developing a formal curriculum by building a Knowledge Matrix in polling and public opinion research.

## **VII. Standards Committee Report**

Standards Committee Chair, Tim Johnson thanked the Standards Committee members for their work during the past year and reported on the considerable accomplishments of the committee including: review of all standards documents on AAPOR's website, conversion of the AAPOR complaint process to electronic submission, completed investigations of three formal complaints, active involvement on the Transparency Initiative Steering Committee (TISC) and initiation of the Task Force on Refusals.

The TISC was expanded to bring in new Council members from Standards, Communications and Membership and Chapter Relations, and four subcommittees were added.

The first TI pilot test was fielded with participation by eight organizations. Based on test results the TISC recommended to Council that the Steering Committee be rechristened as the TI Coordinating Committee (TICC) with a stable, multi-year membership. Tim Johnson agreed to take on chair responsibilities. A second pilot test is planned for 2012. The TICC plans to propose a more specific scope of work including determining the amount of AAPOR staff support for TI that will be required in the next few years.

## **VIII. Communication Committee Report**

Associate Communications Committee Chair, Rich Morin reported on the accomplishments of the committee during the past year, among them completing migration of AAPORnet and all the archives from ASU to the AAPOR server. The committee established the media response team, launched the video contest, began the transition of *Survey Practice* to the website, placed membership recruitment advertising in *Public Opinion Quarterly* and *Campaigns & Elections* magazine, negotiated a year-

long advertising trade with *Journal of Consumer Research*, and continued to make improvements and add content to the website, adding an 'In Memoriam' page. The committee published six issues of *AAPOR News*.

Participation on AAPOR social media sites continued to grow with Facebook 'likes' increasing from 747 to 990, Twitter followers growing from 534 to 1,092 and LinkedIn group members expanded to 1,750 from 917 in 2011.

## **IX. Councilor-at-Large Report**

Councilor-at-Large, Linda Piekarski noted that POQ editors Jamie Druckman and Nancy Mathiowetz announced their intention to resign as editors effective January 2013. A task force with the following members was formed to name new editors:

Robert Y. Shapiro, *Columbia University*, Chair

E. Deborah Jay, *Field Research Corporation*

D. Sunshine Hillygus, *Duke University*

Nora Cate Schaeffer, *University of Wisconsin-Madison*

Timothy Johnson, *University of Illinois, Chicago*

Linda Piekarski, *Survey Sampling International*

The Council approved the task force recommendation that Patricia Moy and Tom E. Smith be named as POQ editors, and that Andy Peytchev and Steve Ansolabehere be named as associate editors. The new editors are expected to begin working with the current editors following the conference and complete transition by January 1, 2013.

## **X. Public Opinion Quarterly Report**

Nancy Mathiowetz, editor of the POQ reported there were 236 submissions in 2011, of those, 15 were accepted and 22 remain active. Total submissions declined slightly from 252 in 2010. The totals do not include the 65 manuscripts submitted for the 2013 special issues or the 75th Anniversary issue. Review times were 66-91 days for initial decision. The percentage of manuscripts taking longer than three months to a final decision increased from 10.3% in 2010 to 15.7% in 2011.

Acceptance rates based on new 2011 submissions were 4.2% of all new 2011 submissions, compared to 7% for 2010; and 5.2% of new 2011 submissions with 2011 final decision dates, compared to 9.2% for 2010. Acceptance rates based on 2011 final decisions were 12.8% of all manuscripts processed in 2011, compared to 11.6% for 2010; and 15.5% of all manuscripts with 2011 final decision dates, compared to 14.5% for 2010.

Invitations to review were sent to 1,192 persons in 2011 and 643 (54%) agreed to review.

## **XI. Transfer of the Gavel**

Scott Keeter passed the gavel to incoming AAPOR President, Paul J. Lavrakas. He thanked the AAPOR staff and noted that planning is currently underway to launch the *Journal of Survey Statistics and Methodology* in 2013.

Paul thanked the outgoing executive councilors for their service and welcomed the new councilors. He reviewed some of his focus areas for the year ahead including the possibility of extending the terms of certain councilors, taking a closer look at staff support, encouraging the work of task forces that produce reports useful to members, maintaining the quality of the journal, increasing educational services for members, encouraging membership in the chapters and enhancing relations with external organizations.

## **XII. New Business**

President Paul J. Lavrakas opened the floor to new business.

### **Speed Networking**

Concern was expressed that some attendees had used speed networking this year as an opportunity to try to market their company products or services to participating companies. The Council agreed to make the purpose of speed networking more explicit.

### **Student Memberships**

Council was asked to continue to reduce the cost of the conference for students.

### **Discussants**

One member expressed support for the value of discussants and concern for the relatively small number of discussants at conference sessions. Conference Chair, Dan Merkle observed that there were slightly more discussants this year than last and shared some of the issues faced by the conference chairs.

### **Heritage Interview Series**

A member expressed support for the value of preserving AAPOR's heritage and specifically the importance of continuing the Heritage Interview Series. He encouraged colleagues to make donations to the fund.

### **Conference Presentation Recordings**

There was a question about why AAPOR doesn't record conference presentations. Heritage Committee Chair, Mike Mokrzycki advised that the plenary had been recorded and would be available on the website following the meeting.

### **Lower-Cost Hotel Options for Students**

A student member noted that there were very few lower-cost hotel options near the conference hotel in Orlando that didn't require additional expense to travel to/from the

conference. The member asked that AAPOR take his concern into consideration when considering future sites.

### **XIII. Adjournment**

Paul J. Lavrakas thanked the audience for their participation and their commitment to AAPOR. He advised that the Council would carefully consider the issues raised in New Business.

**Motion: To adjourn the annual business meeting. Allan McCutcheon moved, seconded by Rob Santos. The motion passed unanimously.**