



**American Association for Public Opinion Research
Executive Council Minutes
Thursday, February 11, 2021**

In-Attendance

Council:

Ipek Bilgen	Membership & Chapter Relations Chair
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 Director, Conference and Awards
Delia Murphy	Executive Director

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

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

Executive Council Meeting Minutes: January 13-14, 2021

MOTION: to approve the January 13-14 meeting minutes with suggested revisions from Schaeffer provided in track changes. Schaeffer moved, Losch seconded. The motion passed by unanimous vote.

II. CONSENT AGENDA

- [AAPOR Customer Service Tracking.xlsx](#)
- [Consent 2021-02-Standards.docx](#)
- [Consent Comms February2021.docx](#)
- [CONSENT Conference February2021.docx](#)
- [Education Committee Consent Report February-2021.docx](#)
- [Executive Director Update February 2021.docx](#)
- [MCR Consent Report February2021.docx](#)

Schaeffer asked for clarification of the name of a paper that was mentioned in the Standards Committee consent report. Triplett shared that the paper is still under review and has not been published yet.

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Merkle requested further information about the current standards complaints under review to ensure that the required timeline for investigation is being followed. Triplett responded that things were moving along within the timeline specified by the procedures governing AAPOR standards complaints.

MOTION: to approve the consent agenda. Losch moved, Schaeffer seconded. The motion passed by unanimous vote.

III. APPOINTMENTS

There were no appointments to be reviewed at this point in the meeting.

IV. SECRETARY-TREASURER REPORT

December 2020 Financials

McHenry presented the December 2020 financials, the final statement for the 2020 fiscal year. AAPOR is not expecting any significant trailing costs for revenue and expenses for the fiscal year 2020 financials. At the beginning of the pandemic, AAPOR was anticipating higher losses for the year due to COVID-19, but thanks to conservative budgeting, AAPOR was less affected than expected. AAPOR concluded the fiscal year at 57% of budgeted revenue and 60% of budgeted expenses. AAPOR's current cash on hand is low, given lower revenue for the year, and McHenry and Murphy are speaking with the Investment Subcommittee about pulling some additional funds from unrestricted investments to put in cash for upcoming 2021 expenses.

Sponsorship

The Sponsorship Subcommittee and staff team are continuing to make calls and perform outreach for the upcoming Annual Conference. As of February 9, AAPOR has secured \$57,500 from committed sponsors and exhibitors. A demo of the conference platform was held on February 9 and was recorded to be shared with sponsors and exhibitors.

Review Proposed Charge and Appointments for Future of AAPOR Finances Working Group

In the January council meeting, Schaeffer noted that it may be wise to look into creating a working group regarding the future of AAPOR finances. McHenry presented the charge and nominations for the Future of AAPOR Finances Working Group. In addition to the nominations for the working group, several Councilors have also agreed to serve in an advisory capacity to the working group, including Bilgen, Olson, Steiger, Uglow, and McHenry.

Schaeffer requested that the working group develop reports that cut across all of AAPOR's verticals to focus on revenue and expenses for the different programs and how they corollate with each other. Losch suggested that all significant expenses and revenue generators should be reviewed. Council discussed incorporating these requests into the charge for the working group.

MOTION: to approve the Future of AAPOR Finances Working Group, with the proposed additions as discussed by Council. Losch moved, Moy seconded. The motion passed by unanimous vote.

Appointments:

Allyson Holbrook
Joseph Lenski III
Dawn V. Nelson
Lydia Saad
Jeffrey A. Stec

MOTION: to approve the nominations for the Future of AAPOR Finances Working Group. Holzberg moved, Triplett seconded. The motion passed by majority vote, with five abstentions.

V. VOTE ON EXTENSION OF TERMS FOR COUNCILORS-AT-LARGE, LOSCH AND JARMON

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Due to the newly approved revisions to AAPOR’s Bylaws, Council term limits for the Councilor-at-Large position have extended from two years to three years. Both Jarmon and Losch have agreed to continue on Council for another year to extend their terms to three years.

Losch recused herself for the following vote.

MOTION: to approve the extension of Losch’s term as Councilor-at-Large for another year, to conclude in May 2022. McHenry moved, Olson seconded. The motion passed by unanimous vote.

Losch returned to the meeting and Jarmon recused himself from the following vote.

MOTION: to approve the extension of Jarmon’s term as Councilor-at-Large for another year, to conclude in May 2023. Kirzinger moved, Losch seconded. The motion passed by unanimous vote.

Jarmon returned to the meeting.

ACTION: Choppa to update the terms for both Losch and Jarmon in the AAPOR database.

VI. STANDARDS COMMITTEE

Code: Update on Final Membership Revisions and Timing for Council Approval and Member Vote

Kirzinger provided an update on review of the final proposed revisions received from the membership for the AAPOR Code of Professional Ethics and Practices. A small group was formed from the Standards and Code Review Committees to review these edits closely. This group will provide recommendations for incorporating edits, and Kirzinger will present these recommendations to Council for review at the March meeting. Kirzinger noted that this will push back the timing for the official membership vote on the revised Code until April.

VII. CONFERENCE COMMITTEE

Update on Abstract Acceptances

As of early February, there were 529 paper acceptances, 12 declines, and 18 outstanding abstract submissions that Goff is following up with to finalize status.

Olson presented a data analysis of the presenters for the 2021 Annual Conference by their institutions. There are 13 organizations that make up approximately 48% of the accepted abstracts for Conference. Olson recommended that AAPOR use this list to recruit sponsors and exhibitors for Conference as well as new volunteers for AAPOR committee engagement, as many of these organizations are not highly reflected in current committee rosters. Schaeffer also noted that the commercial sector organizations need attention to develop a pipeline for future Council members.

ACTION: Bilgen to provide the abstract organization count information to Jerry Timbrook for the Volunteer Committee.

AAPOR could implement targeted outreach regarding volunteer opportunities to these groups. Uglow noted that personal contact from Councilors who know people at these organizations would be very beneficial.

ACTION: Uglow to reach out to contacts at the top ten organizations regarding volunteer opportunities.

Triplett suggested that a future project could look into groups that used to be in the top ten but are no longer listed.

Olson also presented a word cloud created of words included in accepted abstracts, and recommended that this be shared on AAPOR’s social-media platforms.

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Councilor Involvement at Conference (Coffee Breaks; Breakfast Breakout Rooms; Business Meeting)

Olson explained that the Conference Committee is trying to replicate the feeling of being at the AAPOR Conference in-person, even though we will be virtual. There will be multiple breakout rooms and coffee breaks where attendees can connect with each other and each breakout and coffee break will have a specific theme. Some ideas for themes could be “Meet Your Council” or coffee breaks dedicated to specific AAPOR committees or programs to help attendees learn how to get involved, share information, and recruit new volunteers. Olson asked if Councilors would be willing to help participate in some of these meetings. Kirzinger suggested that Standards and the Transparency Initiative could host one of the coffee breaks. Councilors expressed their willingness to participate and comfort with being assigned to different times throughout the conference to volunteer.

ACTION: Olson, Steiger, Murphy and Goff will organize time slots and specific themes and will send to Council to determine any conflicts.

Murphy provided brief details about the Annual Business Meeting, which will take place on May 14. Most Councilors will present a short update on the annual activities of their committee or role on Council. Murphy will share more details in the coming weeks about preparations for these presentations and the finalized agenda.

Program Materials – March 1 Deadline

Olson and Goff are reaching out to Councilors and Conference Committee members regarding information needed for developing the Conference Program and other promotional activities. The deadline to submit descriptions for sessions and events is March 1. The Conference Program will also include rosters of all committee and volunteer groups.

ACTION: Choppa and Goff to reach out to committee chairs regarding their committee rosters to confirm the information that will be included in the Conference Program.

ACTION: Choppa to audit the website to ensure that all information that is non-autopopulated through the AAPOR database is correct and will make any additional updates based on roster reviews.

ACTION: Once committee rosters are reviewed and confirmed, Murphy will auto-populate the committee rosters into the template PowerPoint slides for Councilors for the presentation during the Annual Business meeting.

VIII. UPDATE ON AWS WAREHOUSE PROPOSAL AND NEXT STEPS

Bilgen summarized discussions regarding the AWS Warehouse proposal as part of an initial discovery call conducted for Phase 1 of the proposal. Through the discussion with the Database Subcommittee, AAPOR staff and Kellen’s Client Technology team, the group confirmed that the highest priorities for the Database Subcommittee are having more access to personally identifiable information from members, continuing to improve data quality, and getting Subcommittee members direct access to the data for analyzing. These priorities are not truly what the AWS Warehouse would be able to provide, in the ideal format. The AWS Warehouse would provide more aggregated data that could be used to track changes or trends over time. Therefore, the group agreed that further discussions for the development of an AWS Warehouse should be put on hold at this time and that the priority to focus on in the short term is a database migration away from iMIS. With a database migration, many of the priorities of the Database Subcommittee will likely be addressed and following the completion of a database migration, the group could review the AWS Warehouse proposal again and decide if there are other elements still not available with a new database that would warrant an AWS Warehouse.

Council agreed that the priority should be a database migration.

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MOTION: to put any next steps with the AWS Warehouse proposal on hold at this time and review it in the future, after prioritizing a change to the AAPOR AMS database. Losch moved, Olson seconded. The motion passed by unanimous vote.

IX. AAPOR AWARD COMMITTEE ITEMS

Due to inconsistencies in the term lengths of various awards committees, Schaeffer presented various proposals to the Council.

Policy Impact Award – Proposal to Update Council Liaison to Third Councilor-at-Large

MOTION: to move responsibility for chairing the Policy Impact Award Committee from the Past-President to the third Councilor-at-Large. Moy moved, Caspar seconded. The motion passed by unanimous vote.

ACTION: Staff to update the Procedures for Award Committees document to reflect this change and review materials and the AAPOR website to make additional updates following the 2021 Annual Conference.

Proposed Revisions to Policy Impact Award Description

Schaeffer presented proposed revisions to the Policy Impact Award charge and description to provide more clarity and reiterate materials required for nomination.

ACTION: Schaeffer to make revisions to the Policy Impact Award description, as discussed by Council, and then share with Olson and Caspar for review. Schaeffer will bring this revised Award Committee charge and description back for approval at the March Council meeting.

Award Committee Process Discussion

Schaeffer presented a proposal to review the structure of Award Committees for possible updates to how they operate and the terms of Committee members to provide a mix of history and renewal over time. Councilors agreed that updates could go a long way for continuity and tracking purposes. Olson noted that a structural update makes sense for some committees, such as the committees for the Book, Inclusive Voices, Innovators, Policy Impact and Public Service awards, but not necessarily for all award committees.

ACTION: Losch, Bilgen, Terry, Jarmon, Murphy, Goff and Choppa to work together to provide recommendations to Council on updates to the structure of the Awards Committees.

X. DISCUSSION ON POTENTIAL CHARGE AND PLANS FOR AD-HOC COMMITTEE ON AB2257

Jarmon provided an update on discussions to form an Ad-Hoc Committee or Working Group on AB2257 that could provide information or guidance to AAPOR members. Jarmon is drafting a charge for the Ad-Hoc Committee or Working Group. Because AB2257 affects so many organizations, Jarmon requested that Councilors send out communications internally if their organization is already reviewing AB2257 to identify individuals who may be interested in serving on the committee or working group. Jarmon is looking for a total of five members. Council held a discussion about potential volunteers, including past members of the TCPA Task Force. This Working Group could be a case study for a more permanent committee for legislative affairs in the future that could focus on a variety of legislative topics of interest to the AAPOR membership.

ACTION: Councilors to ask internally within their respective organizations if there are individuals that would like to participate on this working group and to reach out to Jarmon with any suggested names for volunteers.

ACTION: Kirzinger will reach out to AAPOR Council and membership regarding interest in this committee.

ACTION: Jarmon will bring a charge to the March council meeting for review.

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XI. NEW/OLD BUSINESS

Schaeffer noted that documents should be dated Year/Month/Day so that they can be sorted easily. She also requested that approved minutes be labeled as “Approved” rather than “Final.” More information about naming conventions for AAPOR documents can be found in the [Executive Council Resource Handbook](#).

MOTION: to adjourn this portion of the meeting at 2:12pm ET. Losch moved, Triplett seconded. The motion passed by unanimous vote.

XII. EXECUTIVE SESSION

Executive Session adjourned at 2:54 pm ET.

XIII. COUNCIL MEETS WITH MURPHY/FERRARO

Councilors, Murphy and Ferraro met until 3:15 pm ET.

XIV. ADJOURN