

**American Association for Public Opinion Research  
Executive Council Minutes  
Thursday, March 10-11, 2021**

---

**Attendance**

**Councilors in Attendance:**

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
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 (Absent Day Two)
Tim Triplett	Standards Chair
Angelique Uglow	Associate Membership & Chapter Relations Chair

**Absent Councilors:**

Marco Morales	Associate Communications Chair
---------------	--------------------------------

**Guests:**

Peter Miller	Ad-Hoc Committee on Publisher Options
--------------	---------------------------------------

**Staff:**

Daniel Choppa	Program Administrator, Operations and Education
Meagan Comerford	Director of Communications
John Ferraro	Senior Vice President
Melanie Goff	Program Director
Delia Murphy	Executive Director
Michael Patti	Senior Director, Client Technology
Rachel Schuster	Program Administrator, Conference and Awards

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

Merkle called the meeting to order at 10:02am ET.

Murphy introduced Rachel Schuster, Program Administrator, Conference and Awards, to Council as a new staff member.

Executive Council Meeting Minutes: February 11, 2021

Merkle noted the items left for discussion in the draft minutes regarding language of how motions are captured when members recuse themselves or abstain. Council agreed that the motions should remain as written in the draft minutes.

## MINUTES - AAPOR Executive Council Meeting

**MOTION: to approve the minutes as presented. Triplett moved, Caspar seconded. The motion passed by unanimous vote.**

### II. CONSENT AGENDA

[AAPOR Customer Service Tracking.xlsx](#)

[Consent 2021-03-Standards.docx](#)

[Consent Comms March2021.docx](#)

[CONSENT Conference March2021.docx](#)

[Education Committee Consent Report March-2021.docx](#)

[Executive Director Report March 2021.docx](#)

[MCR Consent Report March2021.docx](#)

Holzberg reported that the Communications Committee is working with staff members on new content for AAPOR's e-newsletter.

Council discussed the list of candidates for future heritage interviews provided by the History Subcommittee and stressed the importance of diversity.

**ACTION: Caspar will share with the History Subcommittee the request that diverse candidates be added to the heritage interview list.**

Merkle noted several updates in the Executive Director report regarding action items from recent Executive Sessions, including AAPOR staff developing additional Standard Operating Procedures (SOPs) that are available on Dropbox for Council. Staff are continuing to document processes and AAPOR programming for more clarity and understanding. If Councilors have any edits, they should send them directly to Murphy.

**ACTION: Murphy to draft a process for clarifying that Councilors should alert the Executive Director if they have changed or edited a process or procedure in Dropbox. This will allow staff to ensure that the master copy has been updated and any additional copies are updated as well.**

Bilgen shared that SurveyMonkey has granted AAPOR another complimentary year for the MCR Survey Subcommittee to use SurveyMonkey for the annual member survey.

**MOTION: to approve the consent agenda. McHenry moved, Olson seconded. The motion passed by unanimous vote.**

### III. APPOINTMENTS

[Future of AAPOR Finances Working Group](#)

Lydia Saad – Chair

**MOTION: to approve the appointment of Lydia Saad as Chair of the Future of AAPOR Finances Working Group. Losch moved, Schaeffer seconded. The motion passed by unanimous vote.**

### IV. SECRETARY–TREASURER REPORT

[January 2021 Financials](#)

McHenry reviewed the January 2021 financial statement and noted that revenue from the 2021 AAPOR Conference registration will not appear until the May 2021 financial report. A separate report will be included for the April and May meetings to track conference registration financials.

AAPOR is at 35% of total year-to-date budgeted revenue, and 5% of total year-to-date budgeted expenses.

Distance Education (Webinars) revenue is up in the first month of the fiscal year due to members purchasing more yearly package subscriptions or webinar packages as part of the renewal process.

## MINUTES - AAPOR Executive Council Meeting

This could be a result of MCR including a free webinars in 2021 along with membership, which may be leading members to review the webinar options and choosing to purchase additional webinars.

McHenry noted that to keep the cash balance healthy for upcoming conference-related expenses, \$70,000 from the general operating investment fund will be moved into cash. As registration picks up, additional cash will be on hand.

McHenry is continuing to conduct outreach in search of a Development Subcommittee chair.

### V. STANDARDS COMMITTEE

#### Code: Final Review of Membership Revisions and Council Approval

Extensive comments were submitted at the end of the Code comment review period. Based on guidance from Council, Kirzinger put together a group of volunteers from the original Code Review Subcommittee to review the final comments and make recommendations on how they should be incorporated. Council reviewed the final proposed changes.

**ACTION: Merkle to send a few additional copy-editing comments to Ashley to incorporate.**

McHenry asked that the member-vote email include an explanation for why no track-changes document was included as well as a statement about the purpose of the crosswalk document.

Council agreed that the process for reviewing all member comments was sound and robust. All have confidence in the outcome, given the process. Council thanked Triplett, Kirzinger and the full Code Review Committee that spent countless hours and time on the review process. This Code review has spanned two Councils and the changes and reorganization have been extensive.

**MOTION: to approve the substantive changes to the Code, with final review for copy editing, to present to the AAPOR membership for a vote. Losch moved, Olson seconded. The motion passed by unanimous vote.**

**ACTION: Murphy, Choppa, Schuster, Triplett and Kirzinger will work to put together the materials, e-blast drafts and vote timeline, with final review by Merkle, Moy, Schaeffer and Losch.**

#### AAPOR Code Violation

Council reviewed recommendations, discussed next steps, and notes that it would be discussed further in day two.

### VI. EDUCATION UPDATES

#### History Subcommittee Proposal on Electronic Archiving

Caspar presented a proposal from the History Subcommittee requesting funds from the Heritage Fund be used to digitize historical conference programs.

Council agreed with the value of this proposed project and noted that it should be promoted to the membership to raise awareness of the work. The project will be used to promote the Heritage Fund and the purpose of it so that membership can continue to donate to this area.

**MOTION: to approve the proposal from the History Subcommittee to utilize the funds from the Heritage Fund to support this program. Caspar moved, Losch seconded. The motion passed by unanimous vote.**

## MINUTES - AAPOR Executive Council Meeting

**ACTION: Caspar to share request with the History Subcommittee from Schaeffer that the digitization include all errata sheets and abstract booklets that are available in addition to the conference programs.**

**ACTION: AAPOR staff to download from Open Water all abstracts from the 2018-2020 conferences. Staff will download now but wait until after the 2021 conference to format in the template.**

**ACTION: McHenry and Murphy to move money from the Heritage Fund into cash for this effort.**

**ACTION: Staff to update the website and donation letters regarding the Heritage Fund so that there is consistency in how the fund is referenced.**

Update from Ad-Hoc Committee on Publisher Options  
Peter Miller joined the meeting at 11:59am ET.

Miller provided an update on activities of the Ad-Hoc Committee. Miller noted that Kristen Olson will be joining the Ad-Hoc Committee upon the resignation of Michael Elliot. The Ad-Hoc Committee has drafted a survey to be sent to a subset of AAPOR members about the journals. Miller will be using SurveyMonkey and the survey will be 10-15 questions long.

**ACTION: Bilgen requested that Miller work with Heather Ridolfo, Chair of the MCR: Survey Subcommittee, to gain access to the AAPOR SurveyMonkey account. Bilgen will also send Miller the report of responses from the 2020 membership survey questions on the journals.**

**ACTION: Miller to share a draft of the survey with Moy and Schaeffer for review before it is sent to members.**

### VII. AAPOR DATABASE MIGRATION TO RHYTHM

Murphy and Ferraro shared that Kellen has announced a strategic partnership with a new association management system (AMS), Rhythm, and will be migrating all clients, including AAPOR, to Rhythm over the next few months. AAPOR's contract with the current AMS, iMIS, concludes on July 31, 2021 so the migration to Rhythm will take place in the spring and summer; this will allow AAPOR to go live with Rhythm on August 1, 2021.

Murphy presented the features that Rhythm provides in comparison with iMIS and other relevant competing systems. Councilors then asked questions about the migration and contract, especially focused on the terms of the contract, the migration timeline, and ensuring data quality during the migration. The contract for Rhythm will be between AAPOR and Rhythm directly. Rhythm is willing to negotiate on the duration of the contract, reducing it from 3 years to 1 year and adding a clause about maximum cost increases after the contract term ends.

Council agreed to discuss further during Executive Session and to finalize a decision on the second meeting day.

**ACTION: Staff to prepare a more detailed timeline of tasks and milestones for the AMS migration.**

### VIII. INCLUSION AND EQUITY COMMITTEE (IEC) UPDATES

Terry presented the proposed structure and programs of new subcommittees under the Inclusion and Equity Committee. Terry prepared a charge for the committee, along with a high-level structural overview. A total of six subcommittees will fall under the purview of the IEC Chair and Associate Chair.

## MINUTES - AAPOR Executive Council Meeting

One proposed program is the development of an Equity Commitment Statement that organizations will sign on to and commit to measurable internal actions, similar to the Transparency Initiative. Triplett raised a concern about accountability and how AAPOR would enforce these metrics within other organizations. Terry noted that details and further feasibility discussions still need to take place.

Terry will be planning multiple meetings in the next few months to gather input and support for the IEC charge, structure and goals.

**ACTION: Terry to schedule time to discuss with Councilors in smaller groups to share specific ideas.**

### IX. ADJOURN DAY ONE

The meeting adjourned at 3:53pm ET.

## DAY TWO

### X. EXECUTIVE SESSION

#### XI. CALL TO ORDER, RECAP OF DAY ONE

Merkle called the meeting to order at 10:34am ET.

#### XII. CONFERENCE COMMITTEE

##### Plenary Sessions

Olson provided an update on the themes of the opening plenary, closing plenary, speakers, and moderators. Olson noted that the AAPOR Award winners will have the option to present a keynote. *JSSAM* has offered to publish the speeches of the 2020 and 2021 AAPOR Award winners.

Moy asked about the publication of the speeches in *JSSAM* versus *POQ*, given how the AAPOR Award citation and presidential address have always been published in *POQ*. Olson suggested that authors would have the option to choose the journal in which their speech would be published.

**ACTION: Olson to connect with the *POQ* editors to discuss publishing options, given how the AAPOR Award citation has always been published in *POQ*.**

##### Conference Platform Demo

Olson walked Council through the conference platform to show the development progress to date. Olson alerted Council that attendees will have access ahead of the meeting start date. A few Council members will be asked to be early testers of the platform.

##### Conference Registration and Sponsorship

Olson noted that registration numbers are still lagging but should pick up ahead of the early-bird rate deadline. Some members are continuing to struggle with the “spinning-wheel” problem. Council discussed reasons for low registration numbers at this point, including the lack of travel and reservation requirements that typically prompt interested parties to register.

Losch raised a concern about presenters dropping out at the last minute if they don’t complete their presentations. Conference leadership and staff are working to reach out to presenters to connect on deadlines and ask whether they have concerns about meeting the April 16 deadline.

#### XIII. FINISH DISCUSSION OF AAPOR DATABASE MIGRATION TO RHYTHM

Merkle announced that Council discussed the migration to Rhythm during Executive Session and approved the migration, contingent on several factors, including:

- A meeting scheduled between AAPOR and Rhythm, so that AAPOR can ask questions about the company and its services. AAPOR staff to facilitate setting up this call.

## MINUTES - AAPOR Executive Council Meeting

- The contract needs to be between Rhythm and AAPOR, including an updated term length of one year and language about percentage increase limits following the first year.
- Kellen will update the migration project timeline to include more detailed tasks and deliverables.
- Communication about the timeline and progress against milestones must be frequent.
- Kellen will agree to refund the first year's annual license fee if AAPOR is not satisfied. Kellen and AAPOR will work together to define what this means and success metrics.
- Full data exports from iMIS will happen throughout the process to make sure all data are secured, including one final data export right before the switch goes live in Rhythm.
- Kellen to provide a list of all third-party vendors that are tied to iMIS.
- A commitment from Kellen that the data will be migrated as is. If any changes are needed, those decisions will be discussed and approved by AAPOR volunteers.

**ACTION: Murphy to set up the meeting with Rhythm and full Council. Kellen to provide the updated migration project timeline within the next week.**

### XIV. UPDATE ON TASK FORCE ON 2020 PRE-ELECTION POLLING

Merkle provided an update on the Task Force on 2020 Pre-Election Polling. The Task Force has been working to finalize the report and will have a draft ready soon for initial review. The Task Force Chair has indicated that it will be difficult to provide a definitive reason on why the polls were not as accurate in 2020. This report may not have the same clear-cut messaging as the 2016 election report. Once the first draft is reviewed, Council will have a better understanding of what kind of planning for messaging and promotion will be needed for the report's release.

### XV. REVIEW OF A.B.2257 GROUP DRAFT CHARGE

Jarmon presented a draft charge for the Working Group on A.B.2257 for Council review. Council particularly liked the idea that this working group could serve as a case study for a broader government or legislative affairs group that could be used to address issues that are impacting the profession.

**MOTION: to approve the formation of the Working Group for A.B.2257 and its charge. Moy moved, Losch seconded. The motion passed by unanimous vote.**

#### Appointments

Bob Davis – Chair

**MOTION: to approve Bob Davis as the chair of the Working Group for A.B.2257. Jarmon moved, Triplett seconded. The motion passed by unanimous vote.**

### XVI. AWARD COMMITTEES: REVIEW OF PROPOSED CHARGE REVISIONS

#### Policy Impact Award

Schaeffer presented proposed revisions to the charge of the Policy Impact Award based on the discussion during the February Council meeting. These revisions included moving the responsibility of chairing the Policy Impact award from the Past President to the third Councilor-at-Large. Council proposed an amendment to the language regarding who may nominate someone for the award.

**MOTION: to approve the revisions to the charge with the proposed amendment of the "Who May Nominate" section. Losch moved, McHenry seconded. The motion passed by unanimous vote.**

### XVII. UPDATE ON AAPOR PRIVACY POLICY REVIEW

Murphy is working with AAPOR legal counsel, Stuart Pardau, to update the AAPOR Privacy Policy. Murphy noted that discussions are ongoing, and proposed revisions to the Privacy Policy will be brought forth to Council in April for review.

### XVIII. AAPOR2025

## MINUTES - AAPOR Executive Council Meeting

Merkle thanked Councilors for their review and revisions to the AAPOR2025 scorecard, which is used to track progress against the long-term strategic vision. The AAPOR2025 strategic vision is saved in the AAPOR Commons within Dropbox. Merkle will be updating the AAPOR membership on AAPOR2025 progress during the Annual Business Meeting. Merkle called for Councilors to look through and provide comments, ideas, or revisions so that the scorecard can be updated.

**ACTION: Councilors to send Merkle and Murphy their comments, ideas, or revisions to the scorecard.**

**ACTION: Murphy and Merkle to connect with Terry about adding to the AAPOR2025 scorecard the IEC's proposed plans, once finalized.**

### **XIX. STANDARDS COMMITTEE (continued)**

#### Standards Complaint

Triplett provided an update on the Standards complaint discussion from the first day of the meeting.

### **XX. AWARD COMMITTEES: REVIEW OF PROPOSED CHARGE REVISIONS (continued)**

#### Seymour Sudman Student Paper Award

Steiger presented proposed revisions to the Seymour Sudman Student Paper Award. Councilors provided comments and revisions to the charge. It was noted that along with a complimentary conference registration, the awardee will be registered as an AAPOR member for the remainder of the year.

**MOTION: to approve the suggested changes to the Seymour Sudman Student Paper Award charge. Triplett moved, Moy seconded. The motion passed by unanimous vote.**

#### Student Poster Award

Steiger presented proposed revisions to the Student Poster Award charge and description. Olson noted that all student poster presenters at the Annual Conference whose membership status is listed as "Student" will be automatically entered into the Student Poster Competition. This will remove extra steps for these students to enter or submit their posters to the competition.

**MOTION: to approve the suggested changes to the Student Poster Award. Schaeffer moved, Triplett seconded. The motion passed by unanimous vote.**

**MOTION: to adjourn the meeting at 2:50 pm and move to Executive Session. Schaeffer moved, Triplett seconded. The motion passed by unanimous vote.**

### **XXI. EXECUTIVE SESSION**

### **XXII. COUNCIL MEETS WITH MURPHY/FERRARO**

Murphy and Ferraro joined Council at 3:30 pm ET.

### **XXIII. ADJOURN DAY TWO**

**MOTION: to adjourn Executive Session at 3:53 pm ET.**