

**American Association for Public Opinion Research
Executive Council Minutes
Tuesday, April 13, 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
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:

Abiola Bankole-Hameed	Senior Vice President of Finance and Accounting
Daniel Choppa	Program Administrator, Operations and Education
Meagan Comerford	Director of Communications
John Ferraro	Executive Vice President
Melanie Goff	Program Director
Holly Koenig	Executive Vice President
Delia Murphy	Executive Director
Rachel Schuster	Program Administrator, Conference and Awards

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

Merkle called the meeting to order at 12:02pm ET.

Executive Council Meeting Minutes: March 10-11, 2021

Losch noted a reference to the Standards Complaint on day two that references a discussion on day one.

ACTION: Choppa to update the sentence in the Standards Complaint section on day one to read, “Council reviewed recommendations, discussed next steps, and notes that it would be discussed further on day two.”

MOTION: to approve the minutes, including the proposed revisions. Losch moved, Triplett seconded. The motion passed by unanimous vote.

II. CONSENT AGENDA

- [AAPOR 21 Virtual Background \(D8\).jpg](#)
- [AAPOR Customer Service Tracking.xlsx](#)
- [Care package mockups.docx](#)

MINUTES - AAPOR Executive Council Meeting

[Consent 2021-04-Standards.docx](#)
[Consent Comms April2021.docx](#)
[CONSENT_Conference_April2021.docx](#)
[Education Committee Consent Report_April-2021.docx](#)
[Executive Director Report April 2021.docx](#)
[Luggage tag.png](#)
[MCR Consent Report_April2021.docx](#)
[Sock Design 1_4.pdf](#)
[Tag.png](#)

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

III. APPOINTMENTS

[2021.04.12 Current-Committee-Roster_EXPORT.xlsx](#)

MOTION: to form the Rhythm Volunteer Oversight Working Group, which will oversee the Rhythm Database Migration from the AAPOR side. Olson moved, Losch seconded. The motion passed by unanimous vote.

Rhythm Volunteer Oversight Working Group

Ipek Bilgen – Chair

Liz Hamel

Mary Losch

Heather Ridolfo

Adam Safir

Paul B. Schroeder

Angelique Uglow

Brady T. West

Anna Fay Wiencrot

Bilgen left the meeting.

MOTION: to accept Ipek Bilgen as the Chair of the Rhythm Volunteer Oversight Working Group. Holzberg moved, Schaeffer seconded. The motion passed by unanimous vote.

Bilgen rejoined the meeting. Losch left the meeting.

MOTION: to accept the appointment of Mary Losch to the Rhythm Volunteer Oversight Working Group as presented. Olson moved, Jarmon seconded. The motion passed by unanimous vote.

Losch rejoined the meeting.

MOTION: to accept the appointments of all other nominations to the Rhythm Volunteer Oversight Working Group as presented. Moy moved, Olson seconded. The motion passed by unanimous vote.

IV. UPDATE ON ACTION ITEMS FOR MAY COUNCIL MEETING REPORTS AND ANNUAL BUSINESS MEETING

Murphy discussed the plans for the upcoming May Council meeting and the Annual Business Meeting. Most Councilors will provide a written and oral report summarizing the initiatives and work of their Committee or position over the last Council year. The Councilors asked to provide these reports are:

1. President
2. Past President
3. Secretary-Treasurer

MINUTES - AAPOR Executive Council Meeting

4. Councilors-at-Large (one report compiled together)
5. Communications Chair
6. Conference Chair
7. Education Chair
8. Inclusion and Equity Chair
9. Membership and Chapter Relations Chair
10. Standards Chair

Murphy noted that the Vice President has not historically provided a report. Staff will use the written reports to then compile the Annual Report for 2020-2021, and Councilors will use the same slides and oral report to present at the Annual Business Meeting during the Annual Conference. The reports during the Annual Business Meeting will be given live and Murphy will compile all the slide decks into one and share the slides. Murphy reminded Councilors that the Annual Business Meeting will take place in the conference platform and there will be an opportunity to practice joining the session and speaking in a dry run that will be scheduled soon.

ACTION: Murphy to distribute a calendar invite for the Annual Business Meeting to block the time on peoples' calendars and will schedule a dry run to walk through the agenda before Conference begins.

V. UPDATE FROM KELLEN ON BUDGET AND NEXT STEPS

Murphy apologized to Council for the formula errors in the 2021 approved budget. What started as an exercise in streamlining and working to clean up the budget spreadsheet to make it more user friendly resulted in two formula errors that caused the true cost of budget sections to not roll up correctly into the budget summary. The 2021 budget Council approved in December 2020 had an incorrect deficit of (\$164,386), when the true total deficit budget is (\$336,249). Abiola Bankole-Hameed, Executive Vice President of Finance and Accounting, spoke about new processes for budgeting and within the accounting team to prevent this type of error from recurring. Bankole-Hameed discussed further quality control measures that will be implemented, including hiring an internal audit manager. John Ferraro and Holly Koenig, Executive Vice Presidents, shared that Kellen and the AAPOR team will be talking about quality control measures more broadly and will be holistically looking at the AAPOR team and processes to make additional recommendations for improvement, quality, and efficiency.

VI. SECRETARY-TREASURER REPORT

2021 Budget

Murphy suggested a plan to re-develop the 2021 budget, with corrected formulas and changes to revenue and expenses based on current learnings to provide a more accurate picture of the current deficit for Council to approve. Following discussion, it was determined that Council wants to keep the budget figures as is, with the correct formulas, in order to be able to compare year over year with previous and future budgets. Council will review the budget with corrected formulas and will vote on its approval during the May meeting.

ACTION: Murphy to include the revised budget in May meeting materials for Council to review ahead of the May Council Meeting.

February 2021 Financials

McHenry provided a report on the February 2021 Financials. AAPOR is at 51% of YTD budgeted revenue, and 18% of YTD budgeted expenses. Deferred revenue for conference, as of the February financials was \$92,186, but the vast majority of revenue came in beginning in March, so there will be a large increase moving forward. Conference revenue will be deferred until the May financial statement.

Both transfers from the Raymond James investment account have been completed for the general funds moving to cash and the Heritage Funds that are now available for the History Subcommittee to use.

VII. AAPOR STATEMENT ON AAPI RACISM AND IEC

Based on a request from a member, Terry and a group of Councilors drafted a statement for the three presidents to review. Moy edited the final statement draft based on discussions with the other two presidents. Terry reported the statement to Council and requested that AAPOR take a stance on this issue. Councilors discussed whether AAPOR should take a stance or whether to focus on actionable items that can be implemented and highlight the

MINUTES - AAPOR Executive Council Meeting

work and goals of the Inclusion and Equity Committee. AAPOR does not have an explicit policy or procedure for when to issue statements like this and Council agreed that a policy should be drafted and put in place for future discussions. In the meantime, a sentence was added to the statement that condemns racism, sexism, harassment, hate crimes, injustices, and any other form of discrimination, mistreatment, or inequality.

MOTION: to approve the draft statement with the discussed revisions regarding the stance of AAPOR. Triplett moved, Moy seconded. The motion passed by unanimous vote.

Moving forward, the IEC may look to revise or update AAPOR's Diversity Statement.

VIII. UPDATE ON TASK FORCE ON 2020 PRE-ELECTION POLLING

Merkle discussed timing for release of the report with Task Force Chair Josh Clinton, provided feedback on the original draft, and is now awaiting the final draft from the Task Force. Merkle asked the Task Force to incorporate the feedback and copy edit the report before providing another draft. Merkle is hoping to receive the next draft in the next two weeks and will share with the group of Councilor who have agreed to initially review (Merkle, Moy, Schaeffer, Morales, and Kirzinger). Clinton expressed the desire to release the report in tandem with the session during conference.

IX. PR PLAN FOR THE 2020 PRE-ELECTION POLLING REPORT

Morales will take the lead on developing a statement, press release or highlights that can be used to promote the report. Council also discussed possibly including the report embargoed with a press release ahead of the conference, if there is time. Once Morales is able to read the report, he will have a better sense on the recommendation to make regarding the public relations strategy. Morales will report back to Council during the May meeting.

X. STANDARDS COMMITTEE

Standards Complaint Update

Council reviewed the current status and will receive an update at the May Council meeting.

XI. CONFERENCE COMMITTEE

Update on Registration Numbers and Additional Costs

Olson reported that registration numbers for the Annual Conference has exceeded 1000 registrants. This exceeds the 2020 Annual Conference attendance numbers and Olson noted that it will likely continue to increase. The statement of work with the conference platform, Pathable, included a maximum of 1000 attendees, so AAPOR will need to purchase a larger conference license (up to 3000 attendees). This will cost about \$2500.

Swag Store

A swag shop has been launched and includes clothing, mugs, water bottles and other items with both the conference slogan and theme and the AAPOR logo. The site allows AAPOR to make a small commission (between \$2 - \$5) on each sale of an item. AAPOR does not cover the cost of shipping or taxes and the site is free for AAPOR (as a nonprofit organization) to operate. In the first four days of the site launching, 22 items were sold.

Olson also noted the items that will be included in the care package being shipped to U.S.-based attendees who opted in to receive one.

Upcoming Deadlines

Staff, Kristen, and Darby will be performing quality checks on the Pathable platform as all the sessions are being uploaded. Staff is uploading all of the prerecorded presentations and slides for live sessions, as presenters are not able to access the conference platform before it opens for all attendees.

XII. AMS DATABASE MIGRATION TO RHYTHM

Approval of Data Migration Timeline and Plan

MINUTES - AAPOR Executive Council Meeting

Following the March Council meeting, the Executive Council has been working on reviewing the contract with Rhythm and Bilgen has agreed to lead the Volunteer Oversight Group that will work with the Kellen implementation team and Murphy on the Rhythm migration. Murphy presented the Data Migration Timeline and Plan to Council and noted new additions to the plan, including tracking of completion dates, and a minimum of a five-day review period for AAPOR volunteers. Bilgen noted that the database and products included within the new AMS need to be listed and approved at each step of the way. Olson noted that the current plan leaves no room for errors, and that some buffer space needs to be included in the plan.

Murphy noted that the license for iMIS ends on August 1, 2021 but there will no longer be any support from iMIS after that point. iMIS will not go dark at that point, but it is ideal to finalize the transfer by July 31, 2021. Schaeffer asked if there were any more staff or resources that Kellen could provide to assist with this lift.

The discovery phase will be comprehensive and will include feedback from all Councilors, Committees, and Subcommittees.

MOTION: to approve the Data Migration Timeline and Plan with the caveats discussed. Uglow moved, Bilgen seconded. The motion passed by unanimous vote.

Approval of AAPOR/Rhythm Contract

Following the AAPOR Council and Rhythm Call, Murphy worked with AAPOR legal counsel, Stuart Pardau, on review of the Contract and Terms. Upon discussion and negotiation, Rhythm agreed to a one-year term in the contract and agreed to no more than a 2% increase per year following the original contract term. Rhythm pushed back on signing a proposed addendum drafted by Pardau which would memorialize some basic changes to the Rhythm agreement and was intended to focus on four key areas: term, infringement, indemnification, and limitations of liability. Pardau recommended that AAPOR still move forward with the contract without the proposed addendum.

MOTION: to approve the AAPOR/Rhythm Contract for one year. Schaeffer moved, Losch seconded. The motion passed by unanimous vote.

XIII. REVISED AAPOR PRIVACY POLICY REVIEW

Murphy and AAPOR legal counsel, Stuart Pardau, met several times to review and discuss the AAPOR Privacy Policy for needed revisions. The updated policy adds new language around social media, clarifies terminology, and provides new context related to AAPOR and its chapters.

MOTION: to approve the revised AAPOR Privacy Policy. Schaeffer moved, McHenry seconded. The motion passed by unanimous vote.

Murphy noted that Pardau recommends that AAPOR look into revising its terms of service in the future, but there is no urgency to make these updates now.

ACTION: Staff will add the updated AAPOR Privacy Policy to the website.

ACTION: Murphy to revisit the review of AAPOR's Terms of Use with the 2021-2022 Council.

XIV. PROPOSED REVISION TO PROCEDURE FOR FORMING AND MANAGING TASK FORCES

Schaeffer presented a proposal to add additional language to the Procedure for Forming and Managing Task Forces, including additional details about timing and content of interim reports.

MOTION: to approve the proposed revisions to the Procedure for Forming and Managing Task Forces. Losch moved, Triplett seconded. The motion passed by unanimous vote.

Meeting was adjourned at 2:40pm ET.

XV. COUNCIL EXECUTIVE SESSION

XVI. ADJOURN