

**American Association for Public Opinion Research
Executive Council Minutes
Wednesday, May 5, 2021**

Attendance

Outgoing and Incoming Council:

Paul Beatty	Incoming Vice President
Ipek Bilgen	Outgoing MCR Chair
Rachel Caspar	Outgoing Education Chair
Marjorie Connelly	Incoming Associate Standards Chair
Yazmín García Trejo	Incoming Associate Communications Chair
Ana Gonzalez-Barrera	Incoming Associate Inclusion and Equity Chair
Liz Hamel	Incoming Councilor-at-Large
Jessica Holzberg	Outgoing Communications Chair
Ricki Jarmon	Councilor-at-Large
Ashley Kirzinger	Outgoing Associate Standards Chair, Incoming Chair
Mary Losch	Councilor-at-Large
Gretchen McHenry	Secretary-Treasurer
Dan Merkle	Outgoing President, Incoming Past President
Marco Morales	Outgoing Associate Communications Chair, Incoming Chair
Patricia Moy	Outgoing Vice President, Incoming President
Kristen Olson	Outgoing Conference Chair
Emilia Peytcheva	Outgoing Associate Education Chair, Incoming Chair
Heather Ridolfo	Incoming Associate MCR Chair
Nora Cate Schaeffer	Outgoing Past President
Darby Steiger	Outgoing Associate Conference Chair, Incoming Chair
Tamara Terry	Inclusion and Equity Chair
Tim Triplett	Outgoing Standards Chair
Angelique Uglow	Outgoing Associate MCR Chair, Incoming Chair
James Wagner	Incoming Associate Education Chair
Brady West	Incoming Associate Conference Chair
Anna Wiencrot	Incoming Associate Secretary-Treasurer

Invited Guests:

Michael Elliott	<i>JSSAM</i> Editor
Emily Geisen	<i>Survey Practice</i> Editor
Allyson Holbrook	<i>POQ</i> Editor
Tim Johnson	Ad-Hoc Committee on Governance of AAPOR Journals Chair
Eric Plutzer	<i>POQ</i> Editor
Mireille Yanow	Senior Editor, Oxford University Press

Staff:

Daniel Choppa	Program Administrator, Operations and Education
Meagan Comerford	Director of Communications
Katie Geraghty	Deputy Director
Melanie Goff	Program Director
Holly Koenig	Executive Vice President
Delia Murphy	Executive Director
Rachel Schuster	Program Administrator, Conference and Awards
Linda Arcangeli-Story	Meetings Director

MINUTES - AAPOR Executive Council Meeting

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

Merkle called the meeting to order at 1:02pm ET.

Executive Council Meeting Minutes: April 13, 2021

MOTION: to accept the proposed minutes from the April 13th Executive Council meeting. Triplett moved, Kirzinger seconded. The motion passed by unanimous vote.

II. CONSENT AGENDA

[AAPOR Customer Service Tracking.xlsx](#)

[Consent 2021-05-Standards.docx](#)

[Consent Comms May2021.docx](#)

[CONSENT Conference May2021.docx](#)

[COPAFS AAPOR Representative Annual Updatefor AAPOR April 2021_Final.docx](#)

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

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

[Councilor Annual Reports](#)

ACTION: Murphy to reach out to contact at OUP to inform them that AAPOR is exploring publisher options so it is not a surprise if heard during the annual business meeting.

MOTION: to accept the Consent Agenda as presented. Losch moved, McHenry seconded. The motion passed by unanimous vote.

III. APPOINTMENTS

Ad Hoc Conference Transition Committee

Trent Buskirk

Jennifer Dykema

Courtney Kennedy

Kristen Olson

Olson recused herself for the following vote.

MOTION: to approve Kristen Olson as a member of the Ad Hoc Conference Transition Committee. Steiger moved, Jarmon seconded. The motion passed by unanimous vote.

Olson returned to the meeting.

MOTION: to approve the remaining nominees for the Ad Hoc Conference Transition Committee. Olson moved, Schaeffer seconded. The motion passed by unanimous vote.

Standards Committee

Katrina Sostek

Neha Sahgal

Anna Brown

Transparency Initiative Coordinating Committee

Stephen Clermont

John Cluverius

Audrey Kearney

ACTION: Choppa to update the terms for the Standards Committee and the Transparency Initiative Coordinating Committee from 1 year terms as listed in the appointment document to 3-year terms.

MOTION: to approve the nominations for the Standards Committee and Transparency Initiative Coordinating Committee. Schaeffer moved, Terry seconded. The motion passed by unanimous vote.

IV. SECRETARY-TREASURER REPORT

March 2021 Financials

AAPOR is at 57% of YTD budgeted revenue, and 23% of YTD budgeted expenses. McHenry noted that conference revenue will be deferred until the May budget report, but is at \$309,000 as of March 31.

Approval of Corrected 2021 Budget

McHenry noted the 2021 budget has been prepared with the corrected formulas. Merkle requested that McHenry discuss the projected budget with the incoming Councilors, and explain the new deficit numbers. The 2021 budget includes an unrestricted operating net income of \$343,549. AAPOR has budgeted very conservatively for 2021 and expects that higher revenue than projected and a reduction in certain projected expenses will help reduce this deficit.

MOTION: to approve the 2021 budget with the correct formulas. Losch moved, Olson seconded. The motion passed by unanimous vote.

V. AAPOR STAFF UPDATE AND HOLISTIC PLAN MOVING FORWARD

Murphy shared an update on the holistic plan moving forward to review processes and procedures that were discussed during the April Council meeting. A draft of the plan had been reviewed with Merkle and Moy and then shared via email with Council prior to the meeting.

Welcome, Katie Geraghty and Holly Koenig

As part of immediately implementing this plan, Murphy introduced Katie Geraghty, a senior executive and longtime Kellen employee, who is joining the AAPOR team. Geraghty will focus on auditing the scope of work and makeup of the AAPOR team, individual team members' allocations, processes and procedures, communications, relationship with leadership, and trust building. Geraghty will also serve in an external role as deputy director with AAPOR Executive Council and volunteers and will provide additional oversight over the staff team and work closely with Murphy. Geraghty will serve in this role for as long as it takes (i.e., no specific set timeframe) to audit internal and external operations as well as audit staff assignments and performance.

Effective May 1, Holly Koenig, Kellen Executive Vice President, replaced John Ferraro as executive oversight of the AAPOR team within Kellen.

VI. CONFERENCE

Olson requested that Councilors sign in to the conference platform and update their profiles with personal information and a photo to encourage other attendees to do so.

Olson asked for several volunteers to help co-host two general topic "Coffee Break" events within the conference. Olson also asked Councilors to spend time within the Exhibit Hall to meet the sponsors virtually to help add value to sponsors exhibitors participating in the conference and to encourage their committees to do the same.

VII. AAPOR/WAPOR TASK FORCE REPORT ON QUALITY IN COMPARATIVE SURVEYS

Peytcheva presented the revised report from the Task Force, including the revisions that Council had last requested. Peytcheva requested that the report be submitted for a vote of approval.

It was noted that Council needs to clarify and document the procedure for task forces and report development.. The document could also itemize the different ways a report can be disseminated or "released." Schaeffer noted that the Education Committee could potentially prepare a procedural guide for these task force reports.

MOTION: to accept the AAPOR/WAPOR Task Force Report on Quality in Comparative Surveys. Schaeffer moved, Bilgen seconded. The motion passed by unanimous vote.

ACTION: Murphy to inform the chairs of the AAPOR/WAPOR Task Force that the report has been accepted by AAPOR Executive Council and although it will not be released before the Annual Conference, the Task Force can inform attendees at their session that the report has been approved by both AAPOR and WAPOR and will be released soon after the conference.

ACTION: Murphy to let WAPOR know that AAPOR Executive Council approved the report. AAPOR staff will coordinate with WAPOR on timing of the report release (including e-blast and social media promotion).

VIII. TASK FORCE ON 2020 PRE-ELECTION POLLING REPORT AND PR PLAN

Merkle noted that the Task Force has delivered its final report to the Council review group. Given the tight timeframe, it is unlikely that the report will be revised and ready for approval before the annual conference begins. The goal will be to release the finalized report as soon as possible after conference. The Task Force will still be able to provide findings from the report during the conference session scheduled for Wednesday, May 12. Merkle stated that Council may need to hire a copy editor for the report before it is approved.

Morales is pulling together a PR plan for the dissemination of the report.

IX. JSSAM STATISTICS EDITOR RECOMMENDATION

Olson recused herself from the meeting for the discussion.

The *JSSAM* Oversight Committee provided a report on its selection for the new statistics editor for *JSSAM*.

MOTION: to accept the the *JSSAM* Advisory Committee's recommendation for a new statistics editor. Schaeffer moved, Moy seconded. The motion passed by unanimous vote.

X. STANDARDS COMMITTEE

Standards Complaint Update

Council discussed recent updates related to the Standards complaint and the recommendation from the evaluation committee.

XI. COUNCIL PHOTOS (OUTGOING AND INCOMING COUNCILS)

Photos of both the 2020-2021 and 2021-2022 Councils were taken for historical record.

XII. AD HOC COMMITTEE ON GOVERNANCE OF AAPOR JOURNALS

Report from Tim Johnson, Ad-Hoc Committee Chair (I/O) – Johnson

Tim Johnson joined the meeting at 12:15pm ET. Johnson provided a update on the forthcoming report from the Ad Hoc Committee on Governance of AAPOR Journals. Council approved the original charge for the Ad Hoc Committee in September 2020 and the Ad Hoc Committee received input from a large number of stakeholders to develop the report. The report will include multiple recommendations for Council on how to set up a more formal governance structure for the AAPOR journals through a subcommittee of the Education committee (the Publications Subcommittee). The Education: Publications Subcommittee will deal with publication issues related to all three journals.

Proposal to Move Under Education (A/R) - Schaeffer

Schaeffer proposed that the Ad Hoc Committee on Governance of AAPOR Journals be moved under the Education Committee while it finalizes its work, as Schaeffer has been the Council liaison to the Ad Hoc Committee but is rotating off Council.

MOTION: to move the Ad Hoc Committee on Governance of AAPOR Journals under the Education Committee. Schaeffer moved, Losch seconded. The motion passed by unanimous vote.

MINUTES - AAPOR Executive Council Meeting

Schaeffer also recommended that the name of the *JSSAM* Oversight Committee be revised to *JSSAM* Advisory Committee to be consistent with the *POQ* Advisory Committee.

MOTION: to change the name of the JSSAM Oversight Committee to the JSSAM Advisory Committee. Schaeffer moved, Losch seconded. The motion passed by unanimous vote with one abstention.

XIII. COUNCILOR PRESENTATIONS

The following councilors presented reports on their work within their respective positions over the 2020-2021 Council year.

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| 1. President's Report | Dan Merkle, President |
| 2. Past President's Report | Nora Cate Schaeffer, Past President |
| 3. Secretary-Treasurer Report | Gretchen McHenry, Secretary-Treasurer |
| 4. Councilors-at-Large Report | Mary Losch and Ricki Jarmon, Councilors-at-Large |
| 5. Communications Committee Report | Jessica Holzberg, Chair |
| 6. Conference Committee Report | Kristen Olson, Chair |
| 7. Education Committee Report | Rachel Caspar, Chair |
| 8. Inclusion and Equity Committee Report | Tamara Terry, Chair |
| 9. MCR Committee Report | Ipek Bilgen, Chair |
| 10. Standards Committee Report | Tim Triplett, Chair |

XIV. REPORTS FROM AAPOR JOURNALS AND OUP

Geisen, Plutzer, Holbrook, Elliot, and Yanow joined the meeting at 3:50pm ET and presented reports on *Survey Practice*, *POQ*, *JSSAM* and the Publisher Reports from Oxford University Press.

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| 1. <i>Survey Practice</i> | Emily Geisen, Editor |
| 2. <i>POQ</i> | Eric Plutzer and Allyson Holbrook, Editors |
| 3. <i>JSSAM</i> | Michael Elliott and Kristen Olson, Editors |
| 4. Oxford University Press | Mireille Yanow, OUP |

XV. COUNCIL TRANSITION

Gavel Pass

Merkle officially passed the gavel to Moy. Merkle and Moy thanked the Kellen staff and outgoing Councilors for their service, and welcomed the incoming Councilors.

The meeting was adjourned at 4:45pm ET.