

**American Association for Public Opinion Research
Executive Council Minutes
Tuesday, June 15 – Wednesday, June 16, 2021**

ATTENDANCE:

Council:

Paul Beatty	Vice President
Marjorie Connelly	Associate Standards Chair
Yazmín García Trejo	Associate Communications Chair
Ana Gonzalez-Barrera	Associate Inclusion and Equity Chair
Liz Hamel	Councilor-at-Large
Ricki Jarmon	Councilor-at-Large
Ashley Kirzinger	Standards Chair
Mary Losch	Councilor-at-Large
Gretchen McHenry	Secretary-Treasurer
Dan Merkle	Past President
Marco Morales	Associate Communications Chair
Patricia Moy	President
Emilia Peytcheva	Education Chair
Heather Ridolfo	Associate MCR Chair
Darby Steiger	Conference Chair
Tamara Terry	Inclusion and Equity Chair (Absent Day Two)
Angelique Uglow	MCR Chair
James Wagner	Education Chair
Brady West	Associate Conference Chair
Anna Wiencrot	Associate Secretary-Treasurer

Invited Guests:

Ipek Bilgen	Rhythm Volunteer Oversight Working Group Chair
Raym Crow	Consultant
Peter Miller	Ad Hoc Committee on Publisher Options Chair

Staff:

Meagan Comerford	Director of Communications
Katie Geraghty	Deputy Director
Melanie Goff	Program Director
Holly Koenig	Executive Vice President
Delia Murphy	Executive Director
Rachel Nathanson	Manager of Communications
Erica Pierno	Program Administrator
Rachel Schuster	Program Administrator, Conference and Awards

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

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

Executive Council Meeting Minutes: May 5, 2021

MOTION: to accept the proposed minutes from the May 5th Executive Council meeting. Losch moved, Steiger seconded. The motion passed by unanimous vote.

Review of Parliamentary Procedures and Robert's Rules of Order

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Murphy provided some general reminders about parliamentary procedures and how to follow Robert's Rules of Order during Council meetings. Murphy asked Councilors to self-identify before speaking so that meeting minutes can accurately capture motions, seconds, and comments. Murphy also reminded Councilors that the Councilor Resource Handbook includes a ["cheat sheet" for Robert's Rules of Order](#) that they should review.

II. CONSENT AGENDA

[AAPOR Customer Service Tracking.xlsx](#)
[Conference Email Inquiries \(Tracker\)](#)
[Consent Conference](#)
[Consent Education](#)
[Consent MCR](#)
[Consent Standards](#)
[Executive Director Report June 2021](#)

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

III. APPOINTMENTS

[Working Group on AB2257](#)
Erin Pinkus
Mechelle Timmons

MOTION: to approve Erin Pinkus and Mechelle Timmons as members of Working Group on AB2257. Losch moved, Wiencrot seconded. The motion passed by unanimous vote.

[Conference Committee, Local Events Subcommittee](#)
Ned English
Alisu Schoua-Glusberg

Wiencrot recused herself for the following vote.

MOTION: to approve Ned English and Alisu Schoua-Glusberg as Co-Chairs of the Local Events Subcommittee. Merkle moved, Terry seconded. The motion passed by unanimous vote.

Wiencrot returned to the meeting.

[Conference Committee](#)
Ned English
Ana Gonzalez-Barrera
Patrick Habecker
Gretchen McHenry
Marco Morales
Emilia Peytcheva
Heather Ridolfo
Alisu Schoua-Glusberg
Tamara Terry
Angel Uglow
James Wagner
Anna Wiencrot

MOTION: to approve Habecker, English, and Schoua-Glusberg as members of the Conference Committee. Losch moved, Terry seconded. The motion passed by unanimous vote with one abstention.

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Ugnow, Ridolfo, McHenry, Wiencrot, Wagner, and Morales recused themselves for the following vote.

MOTION: to approve the remaining nominees for the Conference Committee (including Ugnow, Ridolfo, McHenry, Wiencrot, Wagner, and Morales). Moy moved, Jarmon seconded. The motion passed by unanimous vote. Six councilors recused themselves.

Ugnow, Ridolfo, McHenry, Wiencrot, Wagner, and Morales returned to the meeting.

Terry, Petcheva, and Gonzalez-Barrera recused themselves for the following vote.

MOTION: to approve Terry, Peytcheva, and Gonzalez-Barrera for the Conference Committee. Losch moved, Moy seconded. The motion passed by unanimous vote. Three councilors recused themselves.

Terry, Peytcheva, and Gonzalez-Barrera returned to the meeting.

Membership and Chapter Relations Committee, Survey Subcommittee
David Sterrett

MOTION: to approve David Sterrett as a Co-Chair of the Survey Subcommittee . Hamel moved, Wiencrot seconded. The motion passed by unanimous vote.

Standards Committee
Natalie Jackson

MOTION: to approve Natalie Jackson as a member of the Standards Committee. McHenry moved, Garcia Trejo seconded. The motion passed by unanimous vote.

JSSAM Advisory Committee
Gina Walejko

MOTION: to approve Gina Walejko as a Co-Chair of the JSSAM Advisory Committee. Terry moved, Ridolfo seconded. The motion passed by unanimous vote.

POQ Advisory Committee
Jennifer Dykema

MOTION: to approve Jennifer Dykema as a member of the POQ Advisory Committee. Wiencrot moved, Beatty seconded. The motion passed by unanimous vote.

Education Committee, Short Course Subcommittee
Doug Currivan

MOTION: to approve Doug Currivan as Chair of the Short Course Subcommittee. West moved, McHenry seconded. The motion passed by unanimous vote.

Education Committee, Webinar Subcommittee
Florian Keusch

MOTION: to approve Florian Keusch as Chair of the Webinar Subcommittee. West moved, McHenry seconded. The motion passed by unanimous vote.

Education Committee, History Subcommittee
Ken Winneg

MOTION: to approve Ken Winneg as Chair of the History Subcommittee. West moved, McHenry seconded. The motion passed by unanimous vote.

Communications Committee, Social Media Subcommittee
Melissa Cidade

MOTION: to approve Melissa Cidade as a member of the Social Media Subcommittee. Losch moved, Steiger seconded. The motion passed by unanimous vote.

IV. SECRETARY-TREASURER REPORT

April 2021 Financials

McHenry gave an overview of the April financials. McHenry noted that conference revenue will be deferred until the May budget report, but is at \$309,000 as of April 30. McHenry shared that AAPOR is at 57% of YTD budgeted revenue and 23% of YTD budgeted expenses. Murphy added that the conference care package is the one outstanding conference expense.

McHenry shared with Council that the Investment Committee would like to return to the chartered 25% asset allocation for the investment policy. Due to the concerns of market volatility due to COVID-19, AAPOR temporarily set a policy of 20% in 2020 through June 2021.

Council discussed this request and voted on a motion.

MOTION: to reinstate the investment policy of 25% asset allocation for the investment committee. Merkle moved, Losch seconded. The motion passed by unanimous vote.

V. DEBRIEF FROM THE 2021 VIRTUAL CONFERENCE

Steiger thanked Councilors and staff for all the hard work that went into the virtual conference. The 76th Annual Meeting was a success. It was the largest conference that AAPOR has hosted, with 1,283 registrants. Steiger shared that 80% of registrants were AAPOR members, and this conference saw higher attendance from Honorary Lifetime Members (HLMs) than in past year.

Steiger shared topline data from the post-conference survey, including reports of registrants' experience in the Pathable platform. There were 1,312 total users (including AAPOR staff and some exhibitor booth staff) and 594 unique sessions in Pathable. Steiger shared which sessions generated the highest turnout. Steiger reviewed exhibitor visit counts and noted that a post-conference survey was recently sent to exhibitors to collect their feedback. Steiger also discussed feedback provided during the conference-feedback-focussed coffee break at the end of the conference, as well as a breakdown of inquiries that were sent to AAPOR staff during the short course and conference weeks.

Merkle asked whether the post-conference survey for attendees would provide more information about interest in a virtual conference. Steiger said that this was not asked explicitly. Some councilors provided feedback about how a virtual or hybrid conference may affect attendance and it was noted that this topic would be discussed further in the Conference Work Plan.

VI. COMMUNICATIONS WORK PLAN

Morales explained that the current communications toolbox has room for improvement within both internal and external communications.

Morales echoed the sentiment of previous communications leadership and the desire to complete a full website redesign after the migration from iMIS to Rhythm. He also discussed streamlining the newsletter and email communications.

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He touched on actions that could improve the external communications, including the revamp of the website and taking a proactive approach to media.

Morales highlighted the goals of AAPOR2025 related to communications and how the Communications Committee plans to maximize efforts, with a focus on more low-profile/ high-impact decisions. A key goal of the committee will be to broaden the audience of AAPOR's social media outreach and regain the trust of professionals, building initiatives for journalists on the job and in training.

Council discussed the need to review and diversify the members included on the media experts list this upcoming year. García Trejo volunteered to help with this effort.

VII. INCLUSION AND EQUITY WORK PLAN

Terry began by reviewing the committee's charge, goals, and subcommittees. She walked through the goals for this year: 1) nominating a chair for each subcommittee and then tasking these chairs with scoping the work for the subcommittee, 2) integrating diversity goals into AAPOR2025, 3) reviewing AAPOR's Diversity Statement, and 4) creating an AAPOR equity statement.

Hamel asked how diversity liaisons from other committees will work with the IEC; Terry reported that the goal is to integrate their work into the IEC so as not to have duplicative efforts across committees.

Council discussed the need to scope out responsibilities and the work needed from AAPOR staff for the IEC and its new subcommittees.

VIII. EDUCATION WORK PLAN

Peytcheva provided an overview of short courses that were offered during the conference, and shared that the committee has distributed results from the short course evaluations. The committee will review emerging topics of interest for next year and consider holding some short courses virtually again, whether at the time of conference or throughout the year. West noted the need to standardize the short course abstract submission process, as well as how evaluations are done.

Peytcheva shared the Education Committee's goals for this year. A top priority is to explore opportunities to expand education offerings. The committee also wants to look at refocusing SurveyFest for a virtual environment. In addition, the committee will help coordinate the implementation of a final plan for governance for AAPOR journals, as well as explore options for distributing existing materials.

Losch noted the barriers, including our current credit card payment procedures, to signing up for webinar packages, as well as not being able to see upcoming webinars.

IX. CONFERENCE WORK PLAN

Conference Theme

Steiger introduced the 2022 theme: "Come Together: Advancing Inclusion and Equity through Data Collection, Measurement, and Community." Steiger described the theme and ideas for a panel track dedicated to these topics and plenary speakers who can speak to these important issues. Steiger has formed a subcommittee to assist with AAPOR Gives Back, an afternoon volunteering in Chicago for the community.

Hybrid Conference

Steiger presented options for a hybrid conference: 1) no live-streaming; 2) limited live-streaming (e.g., one session at a time); and, 3) some virtual sessions and some live sessions. All options include access to a virtual library of recorded sessions.

Council discussed these options for a hybrid conference. For the most part, councilors were least interested in option 3. There was concern that employers may not fund attendance at the in-person conference if a remote option is available. The value of having recordings available after the conference was emphasized and ideas were

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discussed for the timing of the release of the recordings and whether they would be included in the cost or become an additional cost? More discussion is needed around the costs of these different options.

Henry and Uglow pointed out that having a virtual option allows for some attendees who wouldn't be able to attend an in-person conference, such as some HLMs and those who can't be vaccinated due to health issues.

Ridolfo asked if presenters would be required to attend in person; Steiger said they would in options 1 and 2.

The idea of having committee meetings virtually, prior to the in-person conference was discussed, but with the option of in-person meetings if requested by the committee.

ACTION: Steiger to present final recommendation for conference format during the August EC meeting.

ACTION: AAPOR staff to send Steiger notes from group discussion regarding hybrid types.

X. FINANCE WORK PLAN

McHenry and Wiencrot will work to closely monitor expenses for the 2021 budget and the 2022 budget. McHenry will begin working with committee chairs and associate chairs over the summer to create an efficient and realistic budget for 2022.

For investments, McHenry will work with the Investment Subcommittee to monitor holdings and adjust allocations as necessary. For development, McHenry is still looking to rebuild the Development Subcommittee, starting by finding a new chair; finding someone willing to take on this role has been more difficult than expected. Once a chair is identified, the Development Subcommittee will work to align the development activities with the Sponsorship Subcommittee. The Sponsorship Subcommittee will focus on maintaining the great work that has been ongoing for the past several year and reevaluating the opportunities for an in-person conference.

McHenry asked the committee chairs to start thinking about their budgets over the summer as they refine their work plans.

ACTION: McHenry to send charge for the Development Subcommittee to Councilors to review as they consider possible candidates for the chair position.

XI. STANDARDS WORK PLAN

Kirzinger began with a review of the committee's current goals and tasks recently completed. Future goals for the committee are to streamline the process of standards complaints, and to create a new task force dedicated to online panels.

Kirzinger presented a proposal to create the AAPOR Task Force on Online Panels. Kirzinger identified guidelines for the task force and the goal of submitting the report by the end of March 2022. Councilors asked for some additional time to review the proposal to provide comment, so the proposal discussion was tabled for Day 2.

ACTION: Kirzinger to report back on the stats of the RICS Subcommittee report at the July Executive Council meeting

XII. ADJOURN

MOTION: to adjourn the meeting to Executive Session at 3:32pm ET. Beatty moved, West seconded. The motion passed by unanimous vote.

XIII. Executive Session

XIV. Adjourn Day One

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DAY TWO

XV. CALL TO ORDER, DAY 2

Moy called the meeting to order at 11:01am ET.

XVI. STANDARDS WORK PLAN – CONTINEUD

Discussion continued on the proposed AAPOR Task Force on Online Panels. Councilors provided comments for consideration, including reviewing and clarifying the objectives of the task force and to include additional perspectives from members working with online panels, beyond Ipsos and Amerispeak. Suggestions were made for alternative titles for the task force. Kellen asked what level of staff support would be needed; Merkle suggested having students on the task force to take on tasks such as notetaking, scheduling, etc. to help reduce the work for Kellen.

ACTION: Kirzinger will work with volunteers developing the proposal for the task force to incorporate Council feedback and will present the revised proposal for approval at a future Council meeting.

XVII. MCR WORK PLAN

Uglov provided an update on MCR's current work. The 2021 membership survey is still in data collection. MCR is working closely with the Rhythm Volunteer Oversight Working Group and furthering the improvement of AAPOR's database as it transitions from iMIS to Rhythm. Council discussed additional opportunities that there may be within the Rhythm system to streamline membership activities, such as membership drive emails.

XVIII. AD HOC COMMITTEES AND TASK FORCES

Moy presented an update on the following ad hoc committees and task forces:

2020 Election Polling Task Force

The task force report is being copy-edited and then will go back to the Executive Committee for a final review. The AAPOR Executive Committee had voted to approve of the report, pending completion of copy-editing. Once the report is finalized, it will be promoted to the membership as soon as possible. Morales has been working on a press release and will coordinate with AAPOR communications staff for dissemination.

Ad Hoc Committee on Publisher Options

Peter Miller and Raym Crow will join the meeting to present the report developed by Crow, as well as recommendations and comments from the ad hoc committee about proposed next steps.

Ad Hoc Committee on the Governance of AAPOR's Journals

Tim Johnson joined Council for the May meeting to present a summary of the report the Ad Hoc Committee on the Governance of AAPOR's Journals has been preparing. The Ad Hoc Committee has now submitted its final report for Council review and Peytcheva will review and bring to Council at a future meeting.

Working Group on A.B. 2257

The Working Group on A.B. 2257, chaired by Bob Davis, is still inviting members to join. The main objectives and responsibilities of the working group is to communicate to the membership how A.B. 2257 may affect the AAPOR community. This may be done through webinars, e-blasts or other work products that will be determined by the working group.

Proposal for AAPOR National Referendum Database

Moy updated Council on a request from some AAPOR members for a National Referendum Database to be created. Council will hold on further discussions and any decisions until a formal proposal is developed for review.

XIX. HARKNESS AWARD

AAPOR nominates members to be part of the committee selecting the awardee, but there has historically not been a connection to the Council for updates. Hamel has volunteered to serve in this role. Moy noted that WAPOR has

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reached out and asked for AAPOR to nominate two new members to replace the members rolling off the committee.

Councilors discussed potential AAPOR members that would be a good fit to serve on the committee. Moy recommended Henning Silbert, and West and Wagner recommended Sunghee Lee and Zeina Mneimneh; they will reach out to these individuals. Uglow suggested working with Jerry Timbrook to review the volunteer database for other members who may be interested.

Hamel recused herself from the vote.

MOTION: to approve the 3rd Councilor at Large (Liz Hamel) as the liaison for the Harkness award for the 2021-2022 year. Losch moved, McHenry seconded. The motion passed by unanimous vote.

Hamel returned to the meeting.

ACTION: Wagner/West to reach out to Sunghee Lee and Zeina Mneimneh to assess their willingness to serve. Moy will reach out to Henning Silber and Jerry Timbrook for possible alternative nominees for the award committee.

XX. POLICY FOR AAPOR STATEMENTS

Moy presented some ideas for discussion around developing a robust policy for AAPOR statements that will clarify the conditions under which AAPOR issues statements and determine the process (timeline, staff, volunteers) by which statements will be issued. This may be a standalone policy or incorporated into AAPOR's current policy on when Councilors can speak on behalf of AAPOR. Moy shared examples from ICA's, APSA's, AEJMC's, and ASA's guidelines on procedures for issuing a statement. Council agreed that a policy covering these items should be created and determined that a small group of Councilors would initially work together to develop a draft for the full Council to review. Morales, Beatty, and Kirzinger volunteered to be part of this group. Councilors noted that the ASA statement could be a good starting point.

ACTION: Moy to work with Beatty, Kirzinger, Morales, and any other Council volunteers on next steps to draft this policy for AAPOR statements. Comerford can also help to draft and provide recommendations.

XXI. EXECUTIVE SESSION – AD HOC CONDUCT COMMITTEE

Council members went into a break for lunch, while members of the Ad Hoc Conduct Committee met to discuss a Standards complaint.

The full meeting reconvened at 1:45 pm ET.

XXII. UPDATE ON RHYTHM MIGRATION

Bilgen and Geraghty presented an update from the Rhythm Volunteer Oversight Working Group on how the migration from iMIS to Rhythm is progressing. Both shared that everything is going well and most work is so far on schedule. Bilgen said that the console configuration has been delayed, but Kellen stated that the user-facing components would still be ready on schedule. Bilgen described the work of the subcommittees and noted that input may be needed from the Executive Council at some point. Geraghty walked through some of the key recommendations as part of the report from the discovery phase. Kellen said they can provide support for users when the new system rolls out.

Rhythm has capacity to handle abstract submissions, but Kellen has not vetted this part of the system yet. The contract with OpenWater will be extended for another year so it can be used for the 2022 conference.

ACTION: Murphy will set up a demo of Rhythm's abstract submission system.

Bilgen left the meeting.

XXIII. AD HOC CONDUCT COMMITTEE

Kirzinger provided a brief update to Council on the decision made by the Ad Hoc Conduct Committee. The Committee unanimously declined to take on the complaint and the information has been archived confidentially.

XXIV. REPORT AND RECOMMENDATIONS FROM AD HOC COMMITTEE ON PUBLISHER OPTIONS

Raym Crow and Peter Miller joined the meeting and Crow provided a summary of the report on journal performance analysis, including a review of current terms, net revenue, and possible recommendations for moving forward. Crow noted that it was difficult to assess the potential for better terms at this time due to conservative publisher projections and offers, and the fact that consortia and bundle license needs constrain our options; he advised seeking member subscription terms that reduce costs and understanding publisher strategies for open access social science and humanities journals.

Moy asked what signing bonuses might be right now; Crow said they are smaller than in past years. Miller asked about costs involved in putting out an RFP; Crow replied that it would be labor costs to help develop the IRB or evaluate responses. Crow advised moving quickly if we want to release an RFP because a new publisher would want to announce bringing on our journals in the spring.

Miller noted the considerable dissatisfaction with OUP's performance, but agreed we were not confident that a better option existed. He suggested delaying on seeking a new contract and instead adding one or two years under our existing terms and pushing OUP to improve. Crow can help draft a letter to this effect, which would come from Patricia. Merkle said that OUP recently asked if we were interested in an extension of a few years; Crow advised responding to that offer asking for a one year extension, decoupling the editorial issues.

Crow left the meeting.

After further discussion, Moy moved to ask for a one-year contract extension.

MOTION: to send OUP a letter requesting a one-year contract extension with July 15 turnaround for a response. Merkle moved. Losch seconded. The motion passed by unanimous vote.

ACTION: Moy to draft a letter to OUP and share with Miller, AAPOR legal counsel and Council for review before sending to OUP.

Miller left the meeting.

XXV. NEW BUSINESS

There was no new business to present. Moy acknowledged that this was Murphy's last meeting as Executive Director and thanked her for all of her work.

XXVI. ADJOURN

MOTION: to adjourn the meeting at 3:25pm ET. Kirzinger moved, Beatty seconded. The motion passed by unanimous vote.