

**American Association for Public Opinion Research  
Executive Council Minutes  
Tuesday, August 17, 2021**

**ATTENDANCE:**

**Council:**

Paul Beatty	Vice President
Marjorie Connelly	Associate Standards Chair
Yazmín García Trejo	Associate Communications Chair – Absent
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	Communications Chair
Patricia Moy	President
Emilia Peytcheva	Education Chair
Heather Ridolfo	Associate MCR Chair
Darby Steiger	Conference Chair
Tamara Terry	Inclusion and Equity Chair
Angelique Uglow	MCR Chair
James Wagner	Associate Education Chair
Brady West	Associate Conference Chair
Anna Wiencrot	Associate Secretary-Treasurer

**Staff:**

Collin Hamman	Program Administrator, Membership and Operations
Katie Geraghty	Executive Director
Melanie Goff	Program Director
Rachel Schuster	Program Administrator, Conference and Awards

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

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

Executive Council Meeting Minutes: July 22, 2021

**MOTION: to accept the proposed minutes from the July 22nd Executive Council meeting. Losch moved, Kirzinger seconded. The motion passed by unanimous vote.**

Geraghty noted that the meeting will be conducted in accordance with the U.S. antitrust laws and will follow Robert’s Rules of Order. Geraghty asked Councilors to self-identify before speaking so that meeting minutes can accurately capture motions, seconds, and comments.

**II. CONSENT AGENDA**

- [AAPOR Standards Committee Consent Agenda](#)
- [Conference Consent Report](#)
- [Education Committee Consent Report](#)
- [MCR Consent Report](#)

## MINUTES - AAPOR Executive Council Meeting

Councilors were reminded that all committees must submit their consent agenda reports prior to each month's meeting. Moy asked that Councilors submit their reports at least 48 hours before each meeting so there is ample time to review as needed.

**MOTION: to accept the Consent Agenda as presented. Wiencrot moved, Jarmon seconded. The motion passed by unanimous vote.**

### III. APPOINTMENTS

Conference Committee, Sponsorship Subcommittee

Lisa Lin-Freeman, Chair

Conference Committee, Short Course Subcommittee

Doug Curriivan, Chair

Conference Committee, Welcoming Committee

Holly Hagerty, Co-Chair

Ben Schapiro, Co-Chair

**MOTION: to approve the nominations as a block for the Conference Committee. Connelly moved, McHenry seconded. The motion passed by unanimous vote.**

### IV. SECRETARY-TREASURER REPORT

May 2021 Financials

McHenry gave an overview of the June financials. The conference revenue from May has been reported; it is expected that remaining minor expenses will be known by next month's report. AAPOR is up \$64,000 from last year's benchmark for revenue over expenses. Year-to-date revenues are sitting at \$980,000, which is up \$89,000 from last year and up 112% for the budgeted 2021 year – this is largely due to the success of the annual meeting.

Membership is up, and almost all revenue from membership has been realized. Once AAPOR begins the fall membership drive, those numbers will be added to 2022 revenue. In addition, distanced education and the career system are up for 2021.

Geraghty praised AAPOR's strong financial position and commended leadership. McHenry reminded Councilors that Saad will be joining the meeting in the afternoon to review the Future of AAPOR Finances working group report.

McHenry reminded Councilors to submit their budget requests for the 2021-2022 year. A draft budget will be shared during the September meeting.

**ACTION: Steiger and Geraghty to discuss the AAPOR conference budget prior to the September meeting**

### V. POLICY ON AAPOR STATEMENTS

Policy Criteria

Moy introduced Councilors to the proposed criteria by which AAPOR decides whether or not to issue a statement. Moy worked with Beatty, Kirzinger, and Morales to adapt the criteria currently used by the American Statistical Association. The process by which statements get issued will comprise four phases: initiation of request; review of request; crafting of statement; and transmission of statement.

**MOTION: to accept and approve the proposed process as amended for AAPOR statements. Terry moved and Merkle seconded. The motion passed by unanimous vote.**

### VI. CONFERENCE UPDATE

## MINUTES - AAPOR Executive Council Meeting

Steiger began by reminding Councilors of the 2022 theme, Come Together: Advancing inclusion and equity through data collection, measurement, and community. Steiger presented artwork. Councilors discussed the artwork in detail, and offered suggestions related to the number of and representation of bodies, and the color scheme related to skin tone.

Steiger shared photos and reviewed the site visit to Chicago at the Sheraton Grand Hotel. Concurrent sessions will all be held on the same floor. Steiger praised fellow AAPOR members who joined the site visit.

Steiger then proposed shifting the conference dates to begin Wednesday at 12:45 pm CT and conclude Friday at 9:15 pm CT. This schedule reduces time away and allows attendees to be home by the weekend, especially since turnout at Sunday sessions historically has been low.

Steiger compared what was offered in person at the 2019 conference in Toronto vs what is expected for the 2022 conference in Chicago. Changes included: number of in-person short courses, concurrent sessions, concurrent rooms, committee meeting places, and hours of the exhibit hall.

Steiger presented a summary of budget tensions and additional financial factors of the conference taking place in a union town. Costs for food and beverage are 25% higher, and A/V costs include an additional 20% for union-related labor, and there would likely be a substantial fee for providing health and safety monitoring on-site. Another cost related to conference is the creation of a digital library to house recorded sessions. Steiger is considering adding a nominal fee to registration costs. McHenry reminded Councilors that there is a previously approved schedule for membership and conference fee increases.

Losch reminded Councilors of the need to focus on scientific rationale surrounding health and safety measures. Geraghty shared that Kellen's meeting department is writing up documentation regarding in-person meetings and recommended health and safety measures. West is reviewing the services SafeExpo can offer for health and safety monitoring.

Steiger shared updates related to the opening plenary session, "Disrupting public opinion research in the pursuit of equity." Steiger has identified three keynote speakers, each with an emphasis on African American, Hispanic, and Native American communities. Steiger is planning to reach out to these individuals in September.

**ACTION: Steiger to follow up with Kellen's creative team to discuss revisions to the artwork.**

**MOTION: To accept the proposed shift in conference dates for the 2022 AAPOR Conference. Losch moved, Terry seconded. The motion passed by unanimous vote.**

## VII. FUTURE OF AAPOR FINANCES WORKING GROUP UPDATE

Saad began with reviewing the working group's charge. The activities of the working group have been split between two priorities: (1) a financial review and budget forecasting; and (2) making recommendations for the future. The second priority is on hold until after an extensive review of AAPOR's records over the past 10 years. The working group focused on both revenues generated as well as participation/attendance.

Saad reported that both minor and significant discrepancies had emerged in her group's review of records, and the working group is actively tracking the larger discrepancies. The larger discrepancies are few in nature and have been found to be a direct result of timing errors from past record keeping. Saad reassured Councilors no discrepancies are prohibiting the working group from moving forward.

One area of the report that has required additional attention is determining Kellen's staff time in budgeting. The current system does not allow for employees to specify which committee to select; rather it summarizes them as one. To make this process easier, the working group has decided to remove the line item related to management fees.

## **MINUTES - AAPOR Executive Council Meeting**

McHenry thanked Saad for the working group's tremendous efforts; Moy seconded McHenry's expression of gratitude.

### **VIII. KELLEN AND COMMITTEE ROLES**

Geraghty, Moy, and Beatty have been meeting regularly to review scope of work for Kellen staff, particularly as noted in the contract signed in 2016. Moy reminded Councilors that the removal of certain work components will require discussion and a review of contextual information. Councilors and Kellen staff then discussed in detail the level of effort and staff support that is needed for tasks currently assigned in the scope of work document.

**ACTION: Kellen staff to locate the calendar of committee calls.**

**ACTION: Councilors to provide comments in the Dropbox for the remaining pages of the scope documents.**

### **IX. ADJOURN**

**MOTION: to adjourn the open portion of the Executive Council meeting and move to Executive Session at 2:34pm ET. Steiger moved, Kirzinger seconded. The motion passed by unanimous vote.**