

**American Association for Public Opinion Research
Executive Council Minutes
Tuesday, September 14, 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 – Absent
Marco Morales	Communications Chair
Patricia Moy	President
Emilia Peytcheva	Education Chair
Heather Ridolfo	Associate MCR Chair - Absent
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

Guest:

Tristanne Staudt	Executive Director, AAPOR Officer
------------------	-----------------------------------

Staff:

Katie Geraghty	Senior Account Executive
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. Moy welcomed Tristanne Staudt, Incoming Executive Director, and shared her start date of 27 September.

Executive Council Meeting Minutes: August 17, 2021

MOTION: to accept the proposed minutes from the August 17th Executive Council meeting. Beatty moved, Connelly seconded. The motion passed by unanimous vote.

Moy 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 IEC September Consent Report](#)

[AAPOR Standards Committee Consent Agenda](#)

MINUTES - AAPOR Executive Council Meeting

[Communications Consent Report](#)
[Conference Consent Report](#)
[Education Committee Consent Report](#)
[MCR Consent Report](#)

According to Peytcheva, at the May meeting, Council agreed to change the wording of “oversight committee” to “advisory committee”, in regard to the Governance of AAPOR Journals but the change was not properly documented in June’s Education Committee Consent Report. Councilors discussed, and it has been noted that going forward documentation will say “advisory committee” when referring to the Governance of AAPOR Journals.

Kirzinger shared with Councilors that the RICS report is still outstanding. Originally created as a task force three years ago, Kirzinger has been unable to get updates and finalize the report from past members. Kirzinger asked Councilors for their recommendation on proceeding. Councilors discussed and agreed that the report is not as valuable today given the survey-research landscape. Moy recommended that Kirzinger reach out and give the group until 31 December to finalize; if not finalized, the report will be removed from AAPOR’s agenda.

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

III. APPOINTMENTS

Nominations Committee

Ipek Bilgen, Member
Patricia Moy, Member
Anna Sandoval, Member
Tamara Terry, Member
Luis Tipan, Member

Seymour Sudman Student Paper Award Committee

Mengyao Hu, Member
Sarah Lessem, Member
Andrew Mercer, Member
Murrey Olmsted, Member
Dave Vannette, Member

Finance Committee, Sponsorship Subcommittee

Rachel Grover, Member
Robert Torongo, Member

Education Committee, Short Course Subcommittee

Rosalynn Yang, Member

Conference Committee, Conference Support Subcommittee

Craig Hill, Member
Jennifer Kelley, Member
Danielle Mayclin, Member
Sarah Spell, Member

Conference Committee, Abstract Review Subcommittee

Ashley Amaya, Member
Chris Antoun, Member
Dorothy Barth, Member
Aleia Clark Fobia, Member
Wendy Hicks, Member

MINUTES - AAPOR Executive Council Meeting

Robert Torongo, Member
Ting Yan, Member
Erica Yu, Member

Inclusion and Equity Committee, Learning and Professional Development Subcommittee
Dana Garbarski, Chair

Standards Committee, AAPOR Task Force on Online Panels
Frances Barlas, Member
Roderick Little, Member

Moy and Terry recused themselves from the following vote.

MOTION: to approve the nominations as a block. Wiencrot moved, West seconded. The motion passed by unanimous vote.

Moy and Terry returned to the meeting.

Terry requested that the IEC chair or associate chair always be part of the Nominations Committee; Losch noted this is not part of the Bylaws, it can't be required, but can become practice moving forward.

IV. SECRETARY-TREASURER REPORT

July 2021 Financials

McHenry gave an overview of the July financials. The annual conference exceeded its revenue goals which put AAPOR in a good financial position. AAPOR's year-to-date revenues are at \$987,000, which is up \$97,000 from last year and at 112% for the budgeted 2021 year, driven largely from the Annual Meeting.

Membership is up by \$22,000 from last year and at 108% of the budget. Almost all revenue from membership has been realized. Once AAPOR begins the fall membership drive, those numbers will be added to the 2022 revenue.

V. CONFERENCE UPDATE

Steiger began by announcing that the call for abstracts is live, and the AAPOR website has been updated to reflect the 2022 Conference. The abstract process is facing a challenge between the migration of OpenWater, the abstract platform, and Rhythm. The issue is AAPOR members are unable to log in to their account and receive messages that their account is not recognized. In the interim Kellen staff has created a form for attendees to complete and will be in place for a few weeks while the migration of OpenWater and Rhythm is completed.

The artwork has been revised and the Conference Committee is pleased with the new artwork. Steiger shared that the first plenary speaker has confirmed her attendance.

Steiger shared the plan to currently stick to hosting an in-person conference in Chicago. If the decision is made to cancel the in-person conference, AAPOR will pay the maximum penalty of \$505,000. Last year, the decision to cancel the in-person meeting was made at the October Executive Council meeting. Steiger said she is not ready to make that decision next month.

Geraghty stated that Kellen staff will continue to be a resource in helping plan for in-person logistics and guidance from Kellen's meeting department leadership will continue to support AAPOR with this decision.

Steiger discussed the health and safety procedures plan, including requiring proof of vaccination that matches the standards adhering to the best policy at the time. Steiger received information from the hotel on its current procedures: The hotel has upgraded its air-filtration system, and they currently have level-11 filters. Losch has asked that Steiger investigate the hotel's air-exchange rate.

MINUTES - AAPOR Executive Council Meeting

Steiger and West are in the process of developing a survey related to health and safety for attendees. The hotel does have a clause in the contract that states that if more than 25% of attendees are unable to travel due to restrictions, food and beverage prices will be lowered. Steiger will circulate the survey to Councilors for review.

Steiger noted that Gary Langer has generously agreed to host a virtual library that will include recordings of sessions; this clearinghouse will be accessible in perpetuity. Everyone who attends will have access, and non-attendees will need to pay for access.

ACTION: Steiger to circulate the survey to Councilors for review.

ACTION: Steiger to share the contract from Langer with Staudt.

According to Steiger, Kellen staff have been overseeing the abstract reviews, including assigning them to reviewers. Steiger is working with Kellen staff to determine the system that was in place for assigning abstract reviewers on different tracks. Steiger clarified that this year, the Abstract Review Committee will have a closer look and play a larger role in placing abstracts in tracks.

VI. 2022 AAPOR BUDGET

The conversation began with providing a basic overview of where AAPOR currently sits overall. Initially, the draft budget showed a deficit of \$136,000. However, after errors were found during Executive Council review, the draft budget actually has a deficit of approximately \$355,000.

Membership and Admin

Budget numbers in this category are based on what was approved in 2018. Membership is tied to annual meetings and is based on 2021 figures. Peytcheva asked if offering a free webinar to members boosted membership. For the administration-related items, McHenry provided Councilors a look at which fees are currently covered under Kellen and suggested that once Staudt is up to speed, they meet to discuss future management expenses. McHenry shared that the line item for legal fees was increased as AAPOR Councilors have been utilizing this more and more as the transition to self-management continues. Jarmon suggested that the legal fees allotment be reviewed as a transition to self-management will likely incur a higher usage of Pardau's assistance and involvement. In total, the revenue over expenses is a deficit of \$117,000.

ACTION: Councilors and Kellen staff to determine a method of finding how many members have cashed in their free webinar. In addition, Peytcheva to research which AAPOR members have yet to use their free webinar.

ACTION: Geraghty to research when the insurance payment is due for AAPOR.

ACTION: Uglov to send McHenry an analysis of the projected usage of Stuart in relation to legal assistance.

Leadership and Committees

McHenry noted that line items in the Leadership and Committee tab rarely generate revenue. The Council meeting line item was kept the same as the 2021 budget with the hope of meeting in person. The budget set for the Education committee (\$2,000) includes money set aside for the mid-year short course. Morales shared that the budget for the Communications committee (\$3,000) had money set aside for members to attend journalist conferences. McHenry suggested that moving forward, the Education Committee line item be moved to the Distance Education tab of the budget. The ad-hoc allocation has not been used for this year; the allocation of funds (\$5,000) mimics the amount from 2019. McHenry noted that the MCR line item (\$10,000) was based on the potential need to travel to other chapter conferences; she is open to lowering this number to \$7,000. McHenry shared that the affiliated societies line item has not been used yet this year. The Executive Director's line item of \$5,000 is to allow Staudt to travel during her first year as the new Executive Director.

MINUTES - AAPOR Executive Council Meeting

ACTION: To add Inclusion and Equity Committee as a line-item and give IEC \$3,000 of the \$5,000 allocated to the Ad-Hoc line item.

ACTION: Kellen to research COSSA and other affiliated societies memberships for 2021 and 2022.

ACTION: McHenry to research Archive Committee and investigate past expenses.

Distance Education

Councilors agreed it makes sense to merge short courses into Distance Education; short courses currently are allocated in the conference budget. Peytcheva recommended the estimated revenue for webinars be changed from \$20,000 to \$25,000 to better match anticipated 2021 actuals. Webinar sponsorship was \$10,000 in 2021 and will be budgeted at the same amount in 2022. Webinar expense for hosting/software is \$1,000 – currently covered under Kellen, but will need to be covered under self-management.

Transparency Initiative

Losch noticed an error on the spreadsheet where the Kellen management fee was duplicated. This error has been corrected. The Transparency Initiative (TI) does not bring in revenue; the only fee associated with TI is related to the Kellen management fee. This tab (and expenses) will be removed during the budget revision with Staudt.

Publications and Career Center

The job bank and donations to AAPOR have brought in more revenue in 2021 than is typical. The current budget allocates a total of \$10,000 in revenue for the Job Bank and General Donations.

ACTION: McHenry to investigate the line-item expense allocation for *Survey Practice*.

ACTION: Geraghty to confirm with Comerford that the Public Relations Program refers to previous work with Stanton

VII. BREAK

OUP Journals

Losch identified another error with the budget formulas, causing the expected revenue from the OUP journals to be duplicated, and McHenry corrected this during the meeting. Jarmon asked why \$18,601 was included without an explanation for the line item. This line was later removed as an error. Moy shared that the “Royalties” referred to are the signing bonus and should be revised in the new budget. West shared that he currently receives two hard copies of the journal, one at home and one at the office. Councilors will look into why this is occurring and determine if this is an internal problem, or if it is related to the publishers.

ACTION: Geraghty to investigate the \$18,601 budget item from FY 2020.

ACTION: Geraghty to investigate the Honorary Subscriptions.

Annual Meeting

McHenry thanked Steiger for her dedication and hard work in putting together a budget for the 2022 annual meeting. Steiger has suggested that the costs for registration include a \$25 increase, while keeping the price the same for students and Honorary Life Members. The contract for the hotel will include a refund if AAPOR can fill the contracted hotel nights. Also, Steiger has a goal of 100 members purchasing the digital library option. Steiger reminded Councilors that Chicago’s labor fees are higher than in other cities, and therefore AV costs are much higher than years past. Steiger shared that tote bags will not be offered at the 2022 conference. The site visit in August was drastically cheaper this year than in past years. Schuster shared with Steiger that the plenary honorarium for 2021 was \$1,000, not \$2,500, as the projected budget suggests. To meet the food and beverage threshold, 980 attendees are needed at the 2022 conference. Special activities are set aside at \$10,000 to help

MINUTES - AAPOR Executive Council Meeting

support a potential chapter after party on Thursday evening. In total, the projected budget expenses are \$1,039,330. The collateral line item is traditionally used for printed materials on-site and postcard mailings. Geraghty thanked Steiger for her commitment and hard work in creating the budget for the 2022 Conference.

Investments

Traditionally, AAPOR does not estimate investment gains as part of the annual budget. The only expense is annual investment fees.

ACTION: Schuster to look up tax ID # for AAPOR and share with Steiger.

Final Comments

McHenry added a line item to the Leadership and Committees tab for IEC. The committee would like to have an intern join for the year and have that allocated at \$4,800 over 12 months at \$20 per hour for 20 hours a month. Terry would like to allocate \$6,000 for Executive Council training; training would occur for the 2021-2022 Council and the 2022-2023 Council. Losch would like more information on the training that Terry selects, and what the goal of the training would be. Discussion also ensued about the proposed intern and whether AAPOR should pay volunteers. McHenry noted that expenses included in approved budgets do not necessarily need to be incurred. Moy thanked McHenry for her hard work on crafting the budget.

VIII. ADJOURN

MOTION: to adjourn the open portion of the Executive Council meeting and move to Executive Session at 3:18pm ET. West moved, Steiger seconded. The motion passed by unanimous vote.