

**AAPOR Executive Council Meeting**  
**Thursday, April 20, 2017 | 1:00 pm – 3:00 p.m. EDT**

Minutes

---

Attendance:

Roger Tourangeau	President	Present
Tim Johnson	Vice President	Present
Mollyann Brodie	Past President	Present
Allyson Holbrook	Secretary-Treasurer	Present
Janet Streicher	Associate Secretary-Treasurer	Absent
Sandra Bauman	Communications Chair	Present
Jennifer Hunter Childs	Associate Communications Chair	Present
Jennifer Dykema	Conference Chair	Present
Trent Buskirk	Associate Conference Chair	Present
Sarah Cho	Education Committee Chair	Present
Brady West	Associate Education Chair	Present
Anna Wiencrot	Membership & Chapter Relations Chair	Absent
Morgan Earp	Associate Membership & Chapter Relations Chair	Present
John Loft	Standards Chair	Present
Andy Peytchev	Associate Standards Chair	Present
Rich Morin	Councilor-at-Large	Present
Nancy Belden	Councilor-at-Large	Present
<b>Staff</b>		
Adam Thocher	Executive Director	Present
Eric Bailey	Marketing Communications Manager	Present
Crystal Stone	Administrator	Present

**Call to Order, Review and Approval of Minutes – Tourangeau**

Tourangeau called the meeting to order and welcomed everyone. The minutes from the March AAPOR EC meeting were distributed prior to the meeting.

*Motion: Buskirk moved, Johnson seconded to approve the March 2017 AAPOR EC meeting minutes – the motion was passed unanimously*

**Secretary/Treasurer Report – Holbrook**

Holbrook reported that statements are available for February and in most cases revenues are higher than they were for this period last year. We are currently behind in sponsorship according to latest conference report. Holbrook stated that feedback on sponsorship efforts is that organizations make their decisions earlier in the year and not this close to the conference. The group discussed possible reasons for the difference. The EC recommend evaluating the sponsorship committee activities in the future.

**CONSENT AGENDA– ALL**

*The following written reports and materials have been posted to SharePoint for information. The motion should state ‘approval as presented.’ For discussion to take place, a motion must be made and approved to remove an item from the consent agenda for consideration under Old or New Business.*

- |                                |                           |
|--------------------------------|---------------------------|
| 1. AAPOR.org metrics           | 6. AAPOR Support for APDU |
| 2. 2017-18 EC Meeting Schedule | 7. Education Report       |
| 3. Communication Report        | 8.                        |
| 4. Conference Report           | 9.                        |
| 5. MCR Report                  |                           |

There was a brief discussion on the Conference Report and differences in numbers from 2016 to 2017.

## Minutes - AAPOR Executive Council Meeting

April 20, 2017

*Motion: Moved by Johnson, seconded by Dykema to approve all consent reports as presented. Motion passed unanimously*

### Appointments – ALL

Conference Support  
Standards Committee  
Communications Committee  
Survey Practice  
Public Opinion Ad-Hoc Committee  
Education/Diversity Subcommittee

The question was raised around rules regarding the ability to chair two subcommittees. Thocher stated that there is no formal rule. Brodie stated that it is a bad precedent to set, but the person being considered for two positions is capable of it. It is recommended that the council consider it an exception, not support for a general rule, going forward. The council will evaluate success and effectiveness after one year.

*Motion: Moved by West, seconded by Loft to approve all appointments. Motion passed unanimously.*

### Pre-Election Polling Task Force Report – Tourangeau

Tourangeau stated that the Pre-Election Task Force has produced its report and appendixes and that the report is very substantial and well done. Morin echoed the feeling that the report is wonderfully done. Buskirk and Cho recommended that a master table that lists data sources and which figures or tables the data supported be included. Thocher provided an update on the press conference. The council will provide feedback to the Task Force chair for revision. All edits are due to Thocher by April 21 and final edits to be completed by May 2, 2017. Other than minor changes, the report is enthusiastically accepted by the council.

*Motion: Moved by Morin, seconded by Johnson to approve and accept the Pre-Election Polling Task Force Report. Motion passed unanimously.*

### Future of Telephone Survey Task Force Report – Tourangeau

Tourangeau stated that the Task Force chair has indicated that the report has been completed and asked for a motion to approve the report as is. A press release will be sent out.

*Motion: Moved by Brodie, seconded by Buskirk to approve the report and thank the committee for their work. Motion passed unanimously.*

### AAPOR Webinar Program – West

West provided an overview of the online education subcommittee plans for next year.

- 1) Subcommittee chair would like to add case study webinars. An example of this is the RTI text messaging study. The purpose is to have webinars that go over specific cases not just techniques.
- 2) Subcommittee recommends providing additional recognition to individuals that attend 5+ webinars or all in a series etc.
- 3) Subcommittee recommends additional focus on re-promoting previous webinar recordings.
- 4) Committee recommends live streaming prestigious events, including events given by other organizations that might be of interest to AAPOR membership
- 5) The group would like to focus on the “big names” in the industry for presenters as they have found that they bring in more attendees.
- 6) Would like to give the opportunity for past AAPOR Presidents or those in late stages of career to talk about their career.
- 7) Considering offering a longer webinar format – for example an 8 hour session done in 2 hour segments over 4 weeks. This model has worked well for similar organizations.

### 2017 Development Planning – Thocher

Thocher stated that the development committee met recently and requests that the council provide suggestions on what they should focus on in the coming year. Last year’s focus was on increasing donations for student travel. The committee is looking for

## **Minutes - AAPOR Executive Council Meeting**

April 20, 2017

additional ideas on what could use funding or should be a funding priority in 2017. Nancy Mathiowetz would like to join an EC call or meeting to discuss the issue in further detail. Tourangeau recommends inviting Mathiowetz to the May EC meeting at the Annual Meeting and holding further discussion at that time.

### **Conference Hardship – Dykema/Tourangeau**

Dykema provided background on the issue. A member messaged that they were accepted to present at the conference but that their company would not provide funding to attend. The member would like to know if there is a fund for AAPOR to help with conference attendance for those that need it. After discussion it was determined that this would be challenging to establish parameters and criteria for such an award. At this time we will continue to support student and early career travel grants. Thocher will draft a standard response for the committee to use when receiving similar requests in the future.

### **POQ Articles – Free Online – West**

West stated that this discussion is regarding synthesizing information of interest for our members. A student group identified 262 articles on POQ that synthesized or aggregated information on similar topics. West contacted Oxford University Press regarding making some free, and they would be willing to provide around 20 articles. West suggests drawing on the most recent articles, making them available and providing language that states that “as a member you could get these additional articles for at no charge as well.” Tourangeau endorsed the idea as this is a reasonable compromise. The information will be relayed to the new chair of public opinion ad hoc committee for them to act on.

### **3:00 pm Adjourn**

*Motion: Moved by Morin, seconded by Johnson to adjourn. Motion passed unanimously.*