

**AAPOR Executive Council Meeting**  
**Thursday, March 23, 2017 | 8:30 pm – 4:00 p.m. EDT**

Executive Council Meeting Minutes: March, 2017

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	Present
Sandra Bauman	Communications Chair	Present
Jennifer Hunter Childs	Associate Communications Chair	Present
Jennifer Dykema	Conference Chair	Present
Trent Buskirk	Associate Conference Chair	Absent
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 February AAPOR EC call were distributed prior to the meeting.

*Motion: Morin moved, Dykema seconded to approve the February 2017 AAPOR EC Call minutes – the motion was passed unanimously*

**Secretary/Treasurer Report – Holbrook**

January 2017 Financials (I/O)

AAPOR is currently at 24% of budgeted revenue and 7% of budgeted expenses. Most revenue is from membership renewals at beginning of year. Distance education is higher for both revenue and expense than this time last year. Expenses due to DC shortcourse, and revenue due to sale of webinar packages at the beginning of the year account for this.

**CONSENT AGENDA**

1. AAPOR.org metrics
2. APDU Letter
3. COPAFS Letter
4. Communication Report
5. Executive Director Report
6. Pre-Election Polling Report
7. MCR Report
8. Conference Report
9. Education Report

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

**Appointments**

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Earp discussed the timing of awards that are currently chaired by MCR. The concern is that the committee is also working on the membership survey at that same time. Earp proposed that Gina Walejko take over as chair of the Student Travel and Roper Fellow award committee, as she has volunteered. Brodie clarified that the purpose of having these awards report under the MCR is to intergrate the awardees with the membership to keep them connected. Earp stated the student and early career subcommittee chair reached out to awardees immediately. Dykema asked that committee continue to involve conference support activities for students.

*Motion: Childs moved, Dykema seconded, that Gina Walejko be appointed the chair of the Student Travel and Roper Fellow Award committee. Motion passed unanimously.*

### DC-AAPOR Bylaws Review – Earp

Earp provided background on the issue; stating that DCAAPOR wants to amend their bylaws to align with AAPOR's bylaws and DCAAPOR wants to be able to appoint officers to their board. The second bylaw change is brought on by their treasurer stepping down 1 month into their term. They want to formalize the process for future events. Morin asked about the history of chapter voting and Brodie provided clarification from the bylaw review and changes 2 years ago. Thocher provided context, that agreement with chapters requires AAPOR EC approval to put bylaw changes onto their ballot. Morgan reiterated that DCAAPOR just wants to change their bylaws to reflect changes in the national bylaws

*Motion: Dykema moved, Peytchev seconded to approve the request by DCAAPOR to amend their bylaws as requested. Motion passed unanimously.*

After the motion there was further discussion around contacting chapter members to determine why they are not part of the national organization. Thocher will work with MCR on logistics to send survey to chapter members that are not national members to determine what national could do to be more interesting/relevant for them.

### Public Opinion Ad-Hoc Committee –Brodie/Tourangeau

Brodie and Tourangeau provided background on the history of the Public Opinion Ad-Hoc committee. In 2015 the committee came to Council with an ambitious plan and report. Council recommended a time limited charter for ad-hoc committee. Due to circumstances beyond their control, the committee has not accomplished anything this year. Brodie recommends that we extend their timeframe. Tourangeau provided additional context on the original and successor committee. After discussion it was determined that the committee will be restructured with new committee leadership and will report up to councilor at large. The committee's new deadline will be May 2019.

*Motion: West moved, Striecher seconded to restructure the committee leadership and extend their charter by one year to May 2019. Motion passed unanimously.*

Further discussion on Committee chair and membership will take place on the next call.

### AAPOR Awards Review Recommendations –Morin/Belden

Morin and Belden presented their recommendations for the AAPOR Awards. The goals of the recommendations

- 1) increase quality and quantity of nominations.
- 2) increase diversity of committees and award winners
- 3) increase commitments of chairs and committee members to the process
- 4) create institutional memory from one committee to the next. AAPOR has already begin to implement this specific recommendation.

Morin and Belden recommend a 3 year review to see if these recommendations are working and meeting goals. Specific recommendations as best practice/guidelines for the committees also include:

- 1) size of committee should be about 5 and at least one from previous year should chair if not designated by policy. Committee terms should be a 2 year term
- 2) Require that each member nominate a person/book/organization etc.
- 3) Don't require any committee to give an award if they don't feel there is a right fit.
- 4) Membership on committee to be diverse from type.

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- 5) Staff provides a schedule and it needs to be met.
- 6) Committee should provide award language
- 7) Staff keeps cumulative list of nominees from year to year.

In terms of outreach:

- 1) calendar should be moved up so winners can be incorporated into the program.
- 2) Alternately, Conference chair sets aside time for awardees to be used/recognized/integrated into conference.
- 3) Communications committee should be brought in to help reach out and do publicity.
- 4) Our own website has a page about winners
- 5) Communications would be asked to develop a communications plan to promote awards and winners.

Peytchev asked about requiring nominees to be AAPOR members. Morin and Belden stated that it was considered and ultimately did not make the list of recommendations. Discussion determined that Policy, Innovators and Book awards must choose and announce their decision by January 15 and inform Conference Chair. Conference chair will include award winners into program if possible and if winner wants to.

*Motion: Peytchev moved, Earp seconded to accept the recommendations of Morin and Belden regarding the AAPOR Awards process effective beginning the 2017-2018 council year. Motion passed unanimously*

### **Long Term Diversity Report – Brodie**

Brodie reviewed changes from previous Long Term Diversity report and incorporated edits.

*Motion: West moved, Striecher seconded to approve the recommendations of the committee. Motion passed unanimously.*

The EC thanks Brodie for her work on the committee. Tourangeau will include note about diversity initiative in his newsletter article. Thocher and Bailey will work on the schedule for implementation.

### **AAPOR Nomination Reference Material –Brodie**

Brodie provided context behind the provided document and process and requests that Council adopt as a standard. She stated that this document is a reference to be updated and refreshed over time, and that the Council recommends that all ad-hoc committees consider creating a similar reference document.

The document is posted on the AAPOR EC Sharepoint site and Stone will collect comments and edits.

The Council thanks Mollyann Brodie and Mandy Sha for their work on the Nomination Committee and the Reference document.

### **AAPOR Membership/Conference Survey –Earp**

West had previously reached out to JPSM practicum class to help with the conference survey. He also reached out to Peter Miller and Doug Currivan about reducing bias and increasing response rates. Five classes reviewed all data and had the following recommendations:

- 1) Send a presurvey letter – stress benefits of responding.
- 2) Define 3 groups of respondents, and screen at the beginning of the survey.
- 3) It is important to have the head of the organization sign materials (AAPOR President).
- 4) Record a teaser video
- 5) Provide an incentive – reminder item or raffle item.
- 6) Send a text blast survey reminder.
- 7) Improving the frame - survey subcommittee is interested in asking permission for linking demographic items to database. Also should link conference registration to demographic information.
- 8) Long term strategies – offering incentive for a complete profile demographic
- 9) Conduct a survey not a census
- 10) Demonstrate scanning survey software at conference

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After discussion it was determined that AAPOR will include a check box to receive permission to link survey demographics to AAPOR database after getting legal approval on verbiage.

Tourangeau will thank Peter and Doug for letting us use their students and classes.

### **ESOMAR Code – Loft**

We have received a request for AAPOR to endorse the ESOMAR code. Loft recommends not formally endorsing code. Alternate verbiage could include that we “commend”. AAPOR will provide a letter of support.

### **Litigation in Survey Research – (A/R) – Peytchev**

Peytchev provided background on the issue. There is very little legal support on results to support disclosing who is doing survey and who respondents are. Changing the AAPOR code might not be a solution. AAPOR currently recommends that you should protect confidentiality of respondents. Tourangeau stated his previous experience using “we will protect your confidentiality to the extent allowed by law.”

Tourangeau proposed having a call with Stanley Presser to clarify the issue. Tourangeau will follow up and provide more information to Stanley.

### **Standards Complaint – (I/O) – Loft**

The AAPOR Standards committee has received a formal complaint regarding Frugging by a political party. AAPOR policy states that on the recommendation of the standards chair we can turn the issue over to an investigation committee and bring results to the EC. Loft suggested we bypass the committee step in this instance, and go forward with a letter or communication to the subject to condemn the practice. Typically these censures are private but could be public. Thocher provided historical case of a similar situation with no committee review. Tourangeau suggested putting out a statement condemning practice overall, using this specific example. Johnson and Tourangeau will discuss developing a study design to identify frugging perpetrators. Thocher cautioned making this specific issue a private censure while Tourangeau and Johnson discuss the broader issue and bring recommendations back to the counsel.

### **Review of Standards Complaint Procedures – Peytchev**

Peytchev has been reviewing Standards Committee processes and complaint procedures and will join Tourangeau and Johnson on the Frugging discussion.

### **AAPOR Statement on LGBTQ questions in federal surveys – Tourangeau**

Tourangeau provided background: The HSS sponsored surveys, National Survey of Older Americans and Annual Performance Report for Centers of Independent Living, originally included questions on LGBTQ orientation. The survey then removed these question at a later date. HUD survey on LGBT homeless was also canceled. Roger recommends making a protest stating that surveys should be unbiased

### **Other Old/New Business**

Holbrook brought up continuing fundraising efforts in 2017 and advancing development. They are looking for ideas from council to take to the development subcommittee for ongoing efforts.

Thocher brought up volunteer recognition and recommended having a volunteer appreciation reception. Defined volunteers as those that we are tracking, and including chapter reps. West suggested including them on the Saturday night rolling slides. Council approved

Thocher reminded the group that their Annual Business Meeting reports are due on March 31.

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Bauman mentioned that there is a "launch event" for Courtney Kennedy's task force report, and it will be facebook live instead of a webinar.

Morin discussed the History Committee activities. Thocher noted that this year they only have 3 people to interview and that would take remainder of funds. Thocher and Striecher will clarify the remainder of the fund balance. Holbrook noted that there is nothing preventing us from giving the committee a recurring amount.

Morin nominated Scott Keeter to be on the Herritage committee.

*Motion: Morin moved, Brodie seconded to add Scott Keeter to the History Committee. Motion approved unanimously.*

Tourangeau is working on an update for the Lavrakas report Telephone Survey research.

Cho stated that one of the Research Hack prizes and the conference is mentorship sessions. Jenny Hunter Childes has volunteered but they are looking for more.

West stated that we are also looking for additional RH3.0 participants

Tourangeau distributed President thank you gifts.

*Motion: Johnson moved, Belden seconded to adjourn the meeting. Motion passed unanimously.*

The council moved into executive session immediately following the close of the meeting.