

**American Association for Public Opinion Research
Executive Council Minutes
January 8, 2015**

Michael Link	President	Present
Mollyann Brodie	Vice President	Present
Rob Santos	Past President	Present
Mary Losch	Secretary-Treasurer	Absent
Dan Merkle	Associate Secretary-Treasurer	Present
Frauke Kreuter	Standards Chair	Present
Ron Langley	Associate Standards Chair	Present
Dawn V. Nelson	Conference Chair	Present
David Dutwin	Associate Conference Chair	Present
Jennifer H. Childs	Membership & Chapter Relations Chair	Present
Kristen Olson	Associate Membership & Chapter Relations Chair	Present via phone
Eleni Delimpaltadaki Janis	Communications Chair	Present
Jordon Peugh	Associate Communications Chair	Present
Cliff Zukin	Councilor-at-Large	Present
Joe Lenski	Councilor-at-Large	Present
Staff		
Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
John Waxman	Managing Director	Present via phone
Guests		
Anna Wiencrot	Education Committee Chair	Present via phone
Courtney Kennedy	Ad Hoc Code Review Committee Chair	Present via phone

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

President Michael Link called the meeting to order at 9:00 a.m. EST and a quorum was established.

A spelling error was noted on page 5 in Communications Committee Report, changing “noting” to “nothing.”

Ron Langley moved, seconded by Jenny Hunter Childs to approve the minutes of the December 18, 2014, Executive Council meeting as presented. The minutes were approved unanimously.

II. SECRETARY-TREASURER REPORT

November 2014 Financials

Associate Secretary-Treasurer Dan Merkle noted that the November financials reflected the increasing deficit that was forecast for end of year. As of November 30, 2014, total year-to-date net income was (\$26,456) and net income from operations was (\$44,036).

Investment Status

Dan Merkle advised Council that the Investment Committee would be meeting in late January.

2015 Conference Sponsor and Exhibits

Dan Merkle stated that as of December 15, sponsor and exhibit sales revenue was \$107,000, or 59% of the 2015 total sponsor and exhibit budget. Total revenue as of December 15 was greater than the same date for both the 2014 and 2013 conferences.

Michael Link encouraged Council members to offer their assistance to make key contacts with potential sponsors as soon as possible. Several councilors offered their assistance to Dan.

III. CONSENT AGENDA

Michael Link noted that consent reports were presented for information from the Communications Committee, Conference Steering Committee, Executive Director and the Transparency Initiative Coordinating Committee.

Eleni Delimpaltadaki Janis moved, seconded by Cliff Zukin to accept the consent reports as presented. The motion was approved unanimously.

It was noted that the President and/or Conference Chair should send an annual invitation in mid-September to the president of WAPOR, asking WAPOR to submit an abstract during the annual conference submission process.

IV. EXECUTIVE COUNCIL NOMINATIONS

Nominations Committee Chair Rob Santos advised the Council that the committee contacted every councilor for candidate recommendations and had also contacted a number of other active members for their feedback, including chapter officers. He noted that qualified AAPOR members expressing an interest in being considered were asked to confirm their willingness to run if nominated, and to submit their qualifications. In total the committee considered more than 200 members for council leadership positions. He advised that the approved slate would be announced to the membership on February 16, and voting would begin on March 13.

Following discussion, the council approved the slate of candidates to stand for election to the 2015-2016 Executive Council.

Reg Baker and Roger Tourangeau as candidates for the office of Vice President/President Elect.

Jennifer Dykema and Joe Murphy as candidates for the office of Associate Conference Chair.

Rich Morin and Michael Schober as candidates for the office of Councilor-at-Large.

Allyson Holbrook and Chintan Turakhia as candidates for the office of Associate Secretary-Treasurer.

Sandra Bauman and Sarah Cho as candidates for the office of Associate Communications Chair.

Bob Davis and Anna Wiencrot as candidates for Associate Membership and Chapter Relations Chair.

John Loft and Tim Triplett as candidates for the office of Associate Standards Chair.

Rob Santos stated that he would inform all candidates of the Council decision in follow-up to the meeting.

V. NEW BUSINESS

Transparency Initiative Coordinating Committee: Terms and Appointments

Michael Link indicated that he would ask the committee for a leadership succession recommendation. Members currently serving on the committee have served two to five year terms.

Michael Link moved, seconded by Rob Santos to add Peter Miller and Tom Miller to the Transparency Initiative Coordinating Committee. Motion carried unanimously.

Michael Link recommended special recognition at the 2015 conference for the efforts undertaken to launch the Initiative. There was agreement that TICC Chair Tim Johnson, TICC members and all approved organizations should be recognized. Ron Langley suggested that Peter Miller be asked to present the Transparency Initiative recognition.

Appointment of Chapter Rights and Responsibilities Ad Hoc Committee

Membership and Chapter Relations Associate Chair Kristen Olson recommended appointment of members of the proposed ad hoc committee: Liz Hamel (chair); Marc Weiner, Pat Moynihan, Rhoda Brooks, Nancy Belden, Rachel Caspar, Mary Losch (Secretary Treasurer), Kristen Olson (MCR Associate Chair) and Susan Tibbitts.

Mollyann Brodie moved, seconded by Dan Merkle to approve the appointments to the Chapter Rights and Responsibilities Ad Hoc Committee. Motion carried unanimously.

Remembrance for Mike Mokrzycki

Michael Link led the discussion on how best to honor the memory of long-time active volunteer, Mike Mokrzycki.

Dan Merkle moved, seconded by David Dutwin to dedicate the session on 2014 Election Polling at the 2015 Conference to the memory of Mike Mokrzycki. Motion carried unanimously.

VI. OLD BUSINESS

Proposed Changes to the AAPOR Code of Professional Ethics and Practices: Recommendations of the Code Review Task Force

Michael Link introduced the proposed revisions to the AAPOR Code of Professional Ethics and Practices and thanked the task force members: Reg Baker, Jill Darling, Allyson Holbrook, Tim Johnson, Courtney Kennedy, Gary Langer, Ron Langley, Paul J. Lavrakas, John Loft, Mary Losch, Carl Ramirez, Trevor Tompson and Andrew Zukerberg, for their service.

Code Review Task Force chair Courtney Kennedy reviewed the task force recommendations and noted that major changes were covered in the code revisions summarized in the Task Force communication to Council. Significant changes included:

1. Expansion on respondent rights and personally identifiable information (Sections I and II);
2. Policy change proposed regarding non-probability samples (Section III);
3. New subsections proposed: qualitative survey research (Section III.B) and content analysis (Section III.C);
4. Paragraph added to promote data set disclosure (Section III.E).

Michael Link recognized the thorough and thoughtful work by the task force members. Council discussion followed. Additional comments included: With regard to documentation and disclosure in Part E, concern was expressed that the revisions may move away from individual responsibility and toward organizational responsibility. In Section A, Part 5. there was a suggestion to add a specific estimate of the part of the population not covered. Concern was expressed about the difficulty for a pollster to produce the required information. For Item 8, there was a suggestion to add mode and method; not adequate to say, "CAPI, CATI or IVR." Item 11, name of supplier would say 'sample' supplier. For Item 18 there was a question about why dispositions can't be reported.

Councilors were asked to send specific language to Courtney Kennedy on the changes discussed.

Cliff Zukin moved, seconded by Dan Merkle to accept the revisions to the AAPOR Code of Professional Ethics and Practices, pending consideration of comments to be received from members. Motion carried unanimously.

Executive Director Susan Tibbitts was asked about the approval process for Code revisions. She stated that the proposed revisions to the Code could be added to the ballot with the slate of candidates for the 2015-16 Executive Council election set for March 13, 2015 (preferred); or included with the By-Law amendments that will be presented to the membership for approval immediately following the 2015 Conference.

Council discussion followed. There was general agreement that placing Code revisions and By-Laws amendments on a single ballot could be overwhelming for member voters.

Dan Merkle moved, seconded by Ron Langley that the proposed revisions to the Code could be added to the ballot with slate of candidates for the 2015-16 Executive Council election set for March 13, 2015. Motion carried unanimously.

VII. STRATEGIC INITIATIVES

International Initiative: Update

Joe Lenski reported that the goal is to present at the March Executive Council meeting, a short, two to three page report identifying possible options.

Michael Link noted that WAPOR invited an AAPOR panel to present at the 2015 WAPOR meeting in Argentina. Frauke Kreuter responded that she would check with the Big Data Task Force to see if someone can make the trip to Argentina to present. An abstract would need to be submitted to WAPOR. Jenny Hunter Childs indicated she would be in Argentina and would be able to present if needed.

Survey Practice: New Vision Follow-Up Discussion

Survey Practice Advisory Committee Chair Rob Santos presented the new vision for *Survey Practice*, prepared by co-editors Kirby Goidel and Kumar Rao. He noted the plan to take *Survey Practice* from a static online publication, to an interactive, online journal that would encourage commentary and interaction with the broad AAPOR community. The journal Advisory committee plans to come to the Council with a plan and progress report in March 2015.

Conference Steering Committee

Conference Chair Dawn V. Nelson reported that the committee is planning to expand the number of posters accepted and is looking at the budget implications of increasing the number of poster boards.

Associate Conference Chair David Dutwin reported that that the decision that was made to require Sudman Award applicants to submit during the abstract submission process had nearly doubled the number of proposed submissions. He reminded Council that the final number of applicants would be determined by the number of papers submitted by the deadline.

VIII. OLD BUSINESS

Education Committee: Update and Future Planning

Education Committee Chair Anna Wiencrot presented the plans of the Education Committee for 2015. A detailed plan will be presented to Council for approval in March.

Short Course Subcommittee

Short Course Subcommittee Chair Sarah Cho has nearly completed planning for the 2015 Short Courses.

Journalist Education Subcommittee

The subcommittee will be working with WAPOR and ESOMAR to revise the existing presentation for an audience of international journalists. Scott Clement is taking the project lead for AAPOR.

Professional Development Subcommittee

Mira Norton agreed to Chair the Professional Development Subcommittee.

ResearchHack 2.0 Subcommittee

Work on the ResearchHack 2.0 event at the 2015 Conference is moving forward, led by Subcommittee Chair Chuck Shuttles.

Online Education Subcommittee

The Subcommittee is on track to host eight (8) webinars in 2015. The committee plans to contact task forces chairs to invite them to hold webinars.

Sherwood – Kellen Follow-Up

John Waxman, AAPOR Managing Director, and Kellen Company Group Vice President, followed-up on the questions from the December Council call and addressed the following questions from the Council:

1. What percentage of TSGI staff is expected to remain given the increased commute to Oak Brook, IL? John stated that 15-20% will have an improved commute; 25-30% will have a

neutral commute; and a significant portion of employees will have a more difficult commute. Kellen is committed to making people whole on the increased commute costs and time.

2. AAPOR has experienced challenges with staff turnover, and keeping the right people in the right positions. It is important that the Council will continue to be involved in staffing decisions. John responded that he will do everything possible to keep the team in place.
3. Are any of the AAPOR staff team positions considered redundant as a result of the merger? John indicated there are 3-4 Sherwood Group employees who have been notified. None of the employees serves directly on a client team. The plan is to keep client account teams in place.
4. Would AAPOR continue to be managed out of Chicago? John confirmed that was the plan.
5. Will Kellen continue to use the same software system to record staff time? If Kellen moves to a new system, how does that affect the fee structure? John noted that Kellen plans to continue to use the current system and AAPOR team employees will continue to report their time in the same manner they have been.
6. Will the merger create one company? John indicated the merger is largely vertical. He stated that Kellen has grown through mergers. Past Sherwood employees would function as a business unit within the Kellen structure.
7. How will the merger benefit AAPOR? John pointed out that Kellen is a larger organization with more resources, a bigger bench and increased communications capabilities.
8. What has kept you up at night regarding the merger? John described his concern and efforts to structure a deal that makes the move right for all clients and employees.

Michael Link indicated that he would coordinate offline with John to set up a meeting with the Kellen leadership in Atlanta.

Council discussed how it could best monitor the merger to minimize disruption to AAPOR's management. Jordon Peugh pointed out there are things to look for, but not a lot you can do about them other than support staff and keep an eye out. Jordon encouraged Michael to connect with the Kellen management team to ensure there is a line of communication in the event of issues.

Other Old Business

There was no other old business to report.

IX. ADJOURNMENT

Michael Link stated that meeting was adjourned at 4:24 p.m. EST.

Dan Merkle moved, seconded by Cliff Zukin to adjourn the Executive Council meeting. The motion carried unanimously.