

**American Association for Public Opinion Research
Executive Council Minutes
April 24, 2015**

Michael Link	President	Present
Mollyann Brodie	Vice President	Present
Rob Santos	Past President	Present
Mary Losch	Secretary-Treasurer	Present
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	Absent
Eleni Delimpaltadaki Janis	Communications Chair	Present
Jordon Peugh	Associate Communications Chair	Absent
Cliff Zukin	Councilor-at-Large	Present
Joe Lenski	Councilor-at-Large	Present

Staff

Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Lisa Kamen	Marketing Communications Manager	Present
Ashley Hicks	Accountant	Present

Guests

Stephen Blumberg	Financial Oversight Committee Chair	Present
Anna Wienrot	Education Committee Chair	Present

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

President Michael Link called the meeting to order at 11:03 a.m. EST and a quorum was established.

Ron Langley moved, seconded by Eleni Delimpaltadaki Janis to approve the minutes of the March 26 and March 27, 2015, Executive Council meetings as presented. The minutes were approved unanimously.

Michael Link reported that he had signed the contracts for the hotels that would host the AAPOR Annual Conference in Denver (2018) and Toronto (2019).

Michael Link noted that administrator Abra Alscher had resigned to pursue new opportunities and marketing communications manager Lisa Kamen would be leaving on May 1. He expressed disappointment to see them go. Education Committee chair asked about the plan for staff support for the ResearchHack. Susan Tibbitts confirmed that she was already working with Professional Development Subcommittee Chair Chuck Shuttles and had a plan in place for onsite support at the conference.

II. EXECUTIVE COMMITTEE ACTION

Michael Link noted that the minutes of the March 30 and March 31, 2015 meetings of the Executive Committee were posted for Council review and summarized the actions of the Executive Committee in the period since the March 26-27 Executive Council meeting:

1. March 30, 2015, the Executive Committee approved a \$100 discount to 2015 Conference Registration Fee for Honorary Lifetime Members.
2. March 31, 2015, the Executive Committee approved the 2015 Conference overflow contract for The Crowne Plaza Hollywood Beach.

Mary Losch moved, seconded by Dan Merkle to approve the minutes of the Executive Committee meetings as presented. The minutes were approved unanimously.

III. SECRETARY-TREASURER REPORT

February 2015 Financials

Secretary-Treasurer Mary Losch noted the increase in cash flow from conference revenue. As of February 28, 2015, total year-to-date net income was \$241,873 compared to \$272,998 for 2014; and net income from operations was \$235,774 compared to budgeted net income from operations of (\$47,452). There was a question about the \$24,009 increase in leadership and committee expenses over the prior year. Mary confirmed that the \$20,000 sponsorship for the September 2015 Total Survey Error Conference approved by the Council in 2014 accounted for the majority of the difference and advised that the Council should expect to see the difference on future financial statements. There was a question about the impact on the projected 2015 end of year net resulting from a successful conference. Mary Losch responded that an increase in net income would reduce the necessity to rely on reserves to cover the end of year projected (\$47,452) deficit in net income.

Michael Link advised the Executive Council that The Sherwood Group had reimbursed AAPOR \$37,666 for expenses incurred as a result of several issues including the responsive website implementation.

2015 Conference Sponsor and Exhibits

Associate Secretary-Treasurer Dan Merkle reported on sponsor, exhibit and advertising sales revenue. Revenue was \$191,000, or 100% of the 2015 total sponsor and exhibit budget. He indicated meeting administrator Kim Santos was waiting for sponsorship contracts from Qualtrics and Facebook. Dan expressed gratitude for the hard work and support of Kim Santos. Staff accountant Ashley Hicks confirmed that the contract from Facebook for a \$3,000 sponsorship had been received.

Vice President/President-Elect Mollyann Brodie asked councilors to make a point to talk to all of the sponsors and exhibitors and to thank them for their support. Michael Link recommended that the Council hold a mid-year "sponsorship" summit teleconference to encourage a dialogue with sponsors and to kick off the conference sponsorship drive. Council agreed that the

coordinated, individual effort made by Council to contact potential sponsors was big help and should be continued in the future.

IV. CONSENT AGENDA

Michael Link stated that consent reports presented for information included the Education Committee and Subcommittees, Executive Director Update, Membership and Chapter Relations Committee and Subcommittees and Standards Committee and Subcommittees.

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

V. OLD BUSINESS

Future of Financial Oversight Committee

Financial Oversight Committee Chair Stephen Blumberg provided an update on the activities of the Committee. He offered his opinion that the committee has not operated effectively and lacked a clear purpose. He stated his recommendation to sunset the Financial Oversight Committee.

As background he noted that the committee was created in 2012 to be an independent advisory committee on financial matters with a mandatory review after three years to determine if the committee should be continued. He noted that half of the committee is made up of current members of the Executive Council. The mission of the committee was to:

1. Advise Council on the current and future health of AAPOR in light of the short- and long-term goals.
2. Review and comment on all financial policies each year by monitoring the budget, the Endowment Committee, the Investment Committee and other finance-related committees that may exist in the future.
3. Bring a creative and energetic vision to AAPOR about how to substantially increase financial resources.

Associate Secretary Treasurer Dan Merkle pointed out that he struggled with many of the same issues when he was chair of the committee. Secretary Treasurer Mary Losch agreed that the way the committee was currently conceived and functioning had not worked effectively.

Cliff Zukin moved, seconded by Rob Santos to sunset the Financial Oversight Committee effective immediately. Motion carried unanimously.

Michael Link thanked Stephen Blumberg for chairing the committee and stated his plan to notify the committee members and thank them for their service.

Outline and Timeline: Task Force on the Future of Telephone Survey Research

Michael Link reported he had spoken with Paul J. Lavrakas, Chair of the Task Force on the activity and progress of the task force. Michael noted that there had been some progress and recommended that Council allow the work of the task force to continue. Discussion followed. One councilor noted that a meeting had been scheduled to move the task force forward. It was noted that there still seemed to be some uncertainty about the objective of the task force. There was agreement that the Executive Council needed to be more diligent in monitoring the progress of the task force. The suggestion was offered that the Council provide specific

direction on the issues to be addressed in the task force report. Michael indicated he would follow-up with Paul Lavrakas.

Standards Committee

AAPOR Code Revisions: Update on Member Vote

Executive Director Susan Tibbitts reported that 18.88% of eligible voting members had voted, with 17 days left to vote. Michael Link asked councilors to reach out to AAPOR members on AAPORnet and in their interactions with other groups and encourage members to vote on the revised Code. He stated his goal of reaching the required quorum of 25% of eligible voting members before the comment period on the By-Laws amendments is opened prior the conference. He reminded Council that the comment period is scheduled to begin Wednesday, April 29. Ron Langley indicated he had reached out to AAPOR members of AASRO to encourage them to vote. Joe Lenski offered to reach out to NYAAPOR.

Susan Tibbitts reported that the plan was for Michael Link, Mollyann Brodie, Frauke Kreuter, Ron Langley and Courtney Kennedy to post to AAPORnet the day or day after the weekly reminder to vote email is sent to members who have not yet voted.

Address-Based Sampling Task Force draft report outline: Council Discussion

Standards Committee Chair Frauke Kreuter reported that the Address-Based Sampling Task Force draft report outline had been posted to SharePoint. Discussion followed. There was agreement that the focus of the task force was on track with expectations. Frauke stated that the Standards Committee would watch the progress of the task force and keep a close eye on the timeline and plan to have a draft to Council before the end of the year.

Sustaining Sponsorship Proposal

Susan Tibbitts presented the Sustaining Sponsorship proposal with edits discussed by the Council at the meeting on March 27, adding a statement and language to make clear that AAPOR retains control over the educational content and sponsorship for certain opportunities will be stated as, "AAPOR educational efforts are supported by..."

Mollyann Brodie moved, seconded by Ron Langley to accept the Sustaining Sponsorship Proposal with changes as presented. The motion carried unanimously.

International Initiative: Task Force Appointment

Joe Lenski stated that he did not have his recommended appointments for the task force ready. Michael Link expressed interest in taking a leadership position. Joe agreed to talk with Michael about co-chairing. Joe stated that he would present a motion for task force member appointments at the May 13, 2015 Council meeting.

Development Committee Status

Mollyann Brodie reported she had discussed the future of the Development Committee with Chair Diane O'Rourke, including the plan to dismiss the committee members and for the new Council to take the time necessary to determine the infrastructure necessary to support current and expanded initiatives. Molly reported that Diane had agreed. Molly noted that Development Committee members were responsible for annual oversight and selection of the Roper and Student Travel Scholarship awardees.

Council representative to the Development Committee Mary Losch recommended that the non-Council members of the committee be informed prior to receiving the official communication

from Michael Link. Mollyann noted that Diane O'Rourke had stated her intention to follow-up with the committee. Susan Tibbitts stated that she would contact Diane O'Rourke.

Mollyann Brodie moved, seconded by Mary Losch to dismiss the members of the Development Committee with thanks for their service, and request that the 2015-16 Executive Council re-address committee purpose, deliverables, structure, function and membership. The motion passed unanimously.

Membership and Chapter Relations Committee

Membership and Conference Survey

Membership and Chapter Relations Committee Chair Jenny Hunter Childs reported that Associate Chair Kristen Olson had posted the proposed 2015 Membership and Conference Survey to SharePoint. Jenny asked Council to look at the survey and provide Kristen with feedback by May 1, 2015. Associate Standards Committee Chair Ron Langley reported that Transparency Initiative Coordinating Committee Chair Tim Johnson would provide Kristen with questions on the Transparency Initiative. Suggestions were offered to add questions about new activities for the 2015 conference and on the possibility of offering an international conference.

Update on Other MCR Initiatives

Jenny Hunter Childs reported that the committee is planning to announce a Refer-a-Friend membership recruitment initiative with an eblast planned to be sent before the conference. The full launch would happen this fall in conjunction with the membership drive.

Mollyann Brodie complimented the committee on the New Member/Student Guide that had been posted to the website.

Jenny Hunter Childs reminded councilors to sign up for the AAPOR membership booth at the Conference.

Conference Steering Committee

Conference Registration Update

Dawn V. Nelson reported that the conference program had been posted to the website and thanked everyone for their effort, noting especially AAPOR administrative director Heidi Diederich. She reported that there were 998 persons registered for the conference including 224 registrants for the short courses, 10 registered for the Texas Hold'em class, 22 registered as Texas Hold'em players (32?in total), and 22 registered golfers. There were 65 conference t-shirt sales.

Casino Night and Poker Tournament Update

Dawn Nelson reported that the final details of the Casino Night were being worked out.

Student Poster Competition

David Dutwin reported that the planning progress for the Student Poster Competition was going well.

2015-2016 Committee Terms

Michael Link stated that terms for the Investment, Standard Definitions, Transparency Initiative, Education and Membership and Chapter Relations committee members had been posted for Council review. He thanked the committee chairs for following up on the initiative

begun by Cliff Zukin and approved by the Council at the March 26 meeting. He urged the chairs of committees that had not submitted member terms to complete their work prior to the May 13, 2015 Executive Council meeting and AAPOR committee year transition. Ron Langley indicated that he and Frauke Kreuter would provide a list for the Standards Committee in the next week. Immediate Past-President and Chair of the Survey Practice Advisory Committee Rob Santos asked if the journal oversight committees should also create terms. There was agreement that the journal committees should be included. Committee member terms for the *Journal of Survey Statistics and Methodology* Advisory Committee were already completed. Rob Santos agreed to provide terms for the *Survey Practice* Advisory Committee and Susan Tibbitts indicated she would reach out to Robert Shapiro, Chair of the *Public Opinion Quarterly* Advisory Committee.

Mary Losch moved, seconded by Joe Lenski to accept the term limits proposed for the Investment, Standard Definitions, Transparency Initiative, Education and Membership and Chapter Relations committee members. Motion carried unanimously.

VI. NEW BUSINESS

Education Committee: Chair Appointment: Sarah Cho

Education Committee Chair Anna Wiencrot addressed the Council. As the result of Anna's election as 2015-16 Associate Chair of the Membership and Chapter Relations Committee, she recommended that Sarah Cho, who currently serves as the Short Course Subcommittee Chair on the Education Committee, be appointed to replace her as 2015-2016 Education Committee Chair with a one year term, effective at the conclusion of the Annual Conference.

Discussion followed on the process and timing for appointing the Chair and Associate Chair of the Education Committee, in the event the proposed By-Laws amendments were approved by the membership. Susan Tibbitts pointed out that Article 4, section 6 of the By-Laws addresses the process for filling vacancies on the Council. There was agreement that Cliff Zukin and Joe Lenski, with the support of Susan Tibbitts, would review the By-Laws and report back to Council at or before the May 13, 2015 meeting.

Mollyann Brodie moved, seconded by Cliff Zukin to approve the appointment of Sarah Cho as Chair of the Education Committee with a one year term, effective at the conclusion of the Annual Conference. Motion carried unanimously.

Anna Wiencrot asked Council to appoint new members to the Education Committee and subcommittees.

Mollyann Brodie moved, seconded by Rob Santos to approve the appointment of Hannah Hartig, Penn Program on Opinion Research and Stephanie Psyllos, NBC News to the Journalist Education Subcommittee; Lauren Allen, University of Nebraska-Lincoln, Yanna Yan, University of Michigan and Rachel Casper, RTI to the Online Education Subcommittee; Patrick Habecker, University of Nebraska-Lincoln to the Professional Development Subcommittee; and Brady West, Institute for Social Research and Mingnan Liu, SurveyMonkey to the Short Course Subcommittee. Brady West will serve a two year term ending May 2017. The other appointments are for a three year term ending in May 2018. Motion carried unanimously.

Communication Committee: Committee Appointments

Chair Eleni Delimpaltadaki Janis moved, seconded by Mary Losch to approve the appointment of Ned English to the Communications Committee for a three year term concluding in May 2018. Motion carried unanimously.

Conference Steering Committee: Conference Support Subcommittee

Dawn V. Nelson reminded the Council that Conference Support Subcommittee Chair Mandy Sha would complete her term at the conference. She stated that Mandy had recommended that the Council approve the appointment of Marielle Weindorf to the Associate Chair position of the Conference Support Subcommittee. Ahn Thu Burks, who currently serves as Associate Chair, will replace Mandy Sha as Subcommittee Chair

Dawn V. Nelson moved, seconded by Mollyann Brodie to appoint Marielle Weindorf to the Associate Chair of the Conference Support Subcommittee. The motion was withdrawn

Discussion followed. David Dutwin stated that he had not been involved in discussion of the proposed appointment. Dawn Nelson pointed out that the proposed appointment for associate chair of the subcommittee had been handled consistent with past practice. Suggestions were offered that the Conference Chair should approve the appointment and the Council should wait to make an appointment until after the conference. There was agreement to postpone the vote until the Executive Council meeting on May 13.

David Dutwin reported that he and Dawn Nelson had been discussing the options for replacing the photography work that had been performed for a number of years by member volunteers Steve and Lori Everett. He noted that he had talked to the Everetts, and had received information from the staff. Michael Link stated the options would be discussed at the May Council meeting.

VII. EXECUTIVE SESSION

At 12:50 p.m. the regular meeting of the Council was adjourned and staff was excused to permit the Council to meet in Executive Session.

Mary Losch moved, seconded by Ron Langley to adjourn the regular meeting of the Executive Council. The motion carried unanimously.

VIII. ADJOURNMENT

Michael Link stated that meeting was adjourned at 12:59 p.m. EST.

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