



**American Association for Public Opinion Research
Executive Council Minutes
April 12, 2012**

ROLL CALL/CALL TO ORDER.

Scott Keeter	President	Present
Paul J. Lavrakas	Vice President	Present
Frank Newport	Past President	Present
Joseph Lenski	Secretary-Treasurer	Present
Rachel Caspar	Associate Secretary-Treasurer	Present
Timothy Johnson	Standards Chair	Present
David I. Cantor	Associate Standards Chair	Present
Dan Merkle	Conference Chair	Present
Paul Beatty	Associate Conference Chair	Present
Joe Murphy	Membership & Chapter Relations Chair	Present
Liz Hamel	Associate Membership & Chapter Relations Chair	Present
Rich Morin	Communications Chair	Present
Marjorie Connelly	Associate Communications Chair	Present
Linda Piekarski	Councilor-at-Large	Present
Patricia Moy	Councilor-at-Large	Present

Guests

Chuck Shuttles	Co-chair, Education Committee	Present via phone
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Staff

John Waxman	Managing Partner	Present
Susan Tibbitts	Executive Director	Present
Donna Tieberg	Administrative Director	Present
Lindsay Arends	Marketing Communications Manager	Present
Kismet Saglam	Director of Education Services	Present

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

President Scott Keeter called the meeting to order at 12:02 p.m. EST and a quorum was established.

The minutes of the March 29, 2012 Executive Council meeting were reviewed. It was proposed that the minutes be amended to include a rewording of a vote for the approval of Tim Johnson as chair of the Transparency Initiative Coordinating Committee. The minutes would read “14-0 with one abstention.”

Paul J. Lavrakas moved, seconded by Rich Morin, that the amended minutes for the March 29, 2012 Executive Council Meeting be approved. The motion was unanimously approved.

II. SECRETARY-TREASURER REPORT

A. February 2012 Financials

Secretary-Treasurer, Joe Lenski, reported that February financials were on track with the budget. As of the end of February, conference registration revenue exceeded 2011 and lagged behind the 2012 budget. Although preliminary March financials show registration revenue lagging behind last year at the same time, registration revenue is expected to meet the 2012 budget as conference registrations are processed.

As of February 29, year to date conference sponsorship revenue exceeded 2011 and had already surpassed the 2012 budget. Membership revenue exceeded 2011 at the same time.

B. Investment Status

Following discussion, the Council reaffirmed its direction to the Investment Committee chair that the committee must meet prior to the May council meeting to discuss the chair's recommendation for a more aggressive investment strategy. The Council reaffirmed its direction to the chair that the committee undertake a thorough review of the current investment policy to determine the updates that should be made and a schedule for making them.

C. Endowment Committee

The Roper Fellows Award winners and Student Travel Award winners have accepted their awards. Photos of the awardees will be arranged at the conference.

III. COMMITTEE REPORTS

A. Conference Committee

The council received a report from Conference Steering Committee Chair, Dan Merkle, who reported that annual conference registration and hotel room reservations continue to be strong. Revenue from sponsorship and exhibitors also remains above budget as noted in the treasurer's report. The printed conference program will be finalized and printed in the next few weeks.

B. Standards Committee

The council received a report from Standards Committee Chair, Tim Johnson, who reported the committee received two active complaints that are under investigation. The Committee hopes to resolve the complaints before the May council meeting.

C. Membership and Chapter Relations Committee

Membership and Chapter Relations Chair Joe Murphy, presented a proposal for a temporary membership dues deferral for those members who are unemployed and

faced with extreme financial hardship. Currently AAPOR does not offer a dues deferral option. In other associations that offer the option, there are generally a limited number of members who take advantage of the option. Other associations often include military service/deployment among the criteria to qualify.

As proposed, the hardship deferral would only be available to current members and for a period of not more than one year. Council members discussed the impact of waiving all or a portion of dues and the option of covering the expense by transferring an amount equal to the total deferral from reserves to membership revenue. There was general agreement that the MCR Committee may approve dues waiver in cases of financial hardship, at their discretion, until a formal policy has been approved.

Joe Murphy moved, seconded by Patricia Moy, to establish a program to allow a dues waiver, or membership hardship exemption, to members for a period not to exceed one year, with the details of the program and procedures to be developed at a subsequent meeting. The program should include an evaluation after one year. The motion was approved unanimously.

Joe Murphy reported on the All Chapter/New Member Reception and other membership activities to be held at the upcoming conference. A sub-group of the committee has been focused on improving retention of student members and has arranged for a student reception to be held at the conference on Friday night. There was a recommendation that the executive committee agree to approve a modest budget increase to support the catering costs for the student reception.

D. Journals Review Task Force

The council received a report on discussion and negotiation underway between the Journals Review Task Force and Oxford University Press (OUP) on an agreement to publish the new *Journal of Survey Statistics and Methodology (JSSM)*. Several councilors expressed concern about the length of the contract proposed by Oxford and the lack of comparative information available from competing publishers. Patricia Moy, Councilor-at-Large and incoming POQ co-editor stated her recommendation that the contract for the journals coincide with the terms of the journal editors. Scott Keeter recommended that council members serving on the task force make the chair aware of their concerns.

E. Transparency Initiative

The council received a report for information on the Transparency Initiative (TI). Tim Johnson will be introduced as the head of the new Coordinating Committee at the session to be held during the conference. Members of the current TI Steering Committee and the Standards Committee have been asked to serve on the Coordinating Committee.

F. Education Committee and Online Subcommittee

The council received a report from Education Committee. Co-Chair, Chuck Shuttles who reported that there has been enthusiasm from mentors and mentees involved in

the Mentoring Pilot Program. The program will be evaluated within the next six months and a report will be provided to the council.

IV. PRIORITY STRATEGIC INITIATIVES

Chuck Shuttles discussed the progress of the Education Committee, focusing on issues raised in the strategic plan as outlined in a memo to the council. Observing that progress has been made on many of the initiatives, the committee has identified professional development as a area for increased focus.

Kismet Saglam, AAPOR staff director of education services reported on discussions that she and Chuck have had concerning the development of a body of knowledge matrix (BOK) as a method for mapping AAPOR's current educational needs. Chuck observed that a matrix can be a good first step toward development of a curriculum. The Education Committee would take the lead to develop the BOK and seek the input of a broader set of AAPOR members. The BOK would help to determine gaps in the current educational programs and could assist with the development of new educational programs and expansion of existing programs such as shortcourses and webinars. Chuck identified a member educational needs assessment as a complementary action once the BOK is developed. Council discussion followed on the general topic of the direction of AAPOR educational activities.

V. OTHER BUSINESS

A. Executive Council Elections

Scott Keeter discussed the results of the recent AAPOR Executive Council elections. He commended Chair Frank Newport and the members of the committee for their hard work and thanked Susan Tibbitts for her support. An orientation teleconference will be scheduled to take place prior to the conference.

B. AAPOR Rapid Response Team

The Election Rapid Response team is working on a statement concerning polling methods in the state of New Hampshire.

C. New Task Forces

Scott Keeter stated his intent to recommend two new task forces at the May council meeting.

VI. ADJOURNMENT

Paul J. Lavrakas moved, seconded by Rich Morin to adjourn the meeting. The motion was approved unanimously.

The meeting was adjourned at 12:54 p.m. EST.