

**American Association for Public Opinion Research
Executive Council Minutes
April 17, 2014**

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| Rob Santos | President | Present |
| Michael Link | Vice President | Present |
| Paul J. Lavrakas | Past President | Present |
| Nancy Bates | Secretary-Treasurer | Present |
| Mary Losch | Associate Secretary-Treasurer | Present |
| Courtney Kennedy | Standards Chair | Present |
| Frauke Kreuter | Associate Standards Chair | Present |
| Susan Pinkus | Conference Chair | Present |
| Dawn V. Nelson | Associate Conference Chair | Present |
| Jennifer Dykema | Membership & Chapter Relations Chair | Absent |
| Jennifer H. Childs | Associate Membership & Chapter Relations Chair | Present |
| Peyton Craighill | Communications Chair | Present |
| Eleni Delimpaltadaki Janis | Associate Communications Chair | Present |
| Dan Merkle | Councilor-at-Large | Present |
| Cliff Zukin | Councilor-at-Large | Present |

Staff

| | | |
|-----------------|--------------------------|---------|
| Susan Tibbitts | Executive Director | Present |
| Heidi Diederich | Administrative Director | Present |
| Abra Alscher | Administrator | Present |
| Lisa Kamen | Marketing Communications | Present |
| Ashley Hicks | Accountant | Present |

Guests

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| Anna Wiencrot | Education Committee Chair | Present |
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I. WELCOME, CALL TO ORDER, REVIEW AND APPROVAL OF MINUTES

President Rob Santos called the meeting to order at 12:01 p.m. EST and a quorum was established.

Paul J. Lavrakas moved, seconded by Rob Santos to approve the minutes of the March 27, 2014 meeting as presented. The minutes were approved unanimously.

Paul J. Lavrakas moved, seconded by Susan Pinkus to approve the minutes of the March 28, 2014 meeting as presented. The minutes were approved unanimously.

Paul J. Lavrakas moved, seconded by Rob Santos to approve the minutes of the April 4, 2014 special meeting as presented. The minutes were approved unanimously.

SECRETARY-TREASURER REPORT

Investment and 2013 Audit Updates

Secretary-Treasurer Nancy Bates reported that the March financials are not yet available. She noted that staff has received the 2013 audit draft for review. The Financial Oversight Committee met and recommended moving available cash that will not be needed to meet obligations for the conference, from short-term investments to long-term investments. Nancy

and FOC chair Dan Merkle will share the recommendation with Investment Committee chair Janet Streicher for implementation.

Referring to questions that council has raised about actual journals revenue for 2013, Nancy stated that Executive Director Susan Tibbitts had contacted Oxford University Press (OUP) senior editor Laura Bannon to request a detailed update, including review of the royalty assumptions created by OUP in 2012. Nancy noted that information provided by Laura would be shared with the council. Susan Tibbitts added that Laura Bannon had been invited to attend the May Council meeting in Anaheim.

2014 Conference Sponsor and Exhibit Update

Associate Secretary-Treasurer Mary Losch reported that registration is slightly ahead of the same time in 2013. The hotel room block was sold out. To date, AAPOR had received conference sponsor, exhibit and advertising revenue equal to 82% of the 2014 budget, which is behind the same time last year. She noted that the sponsor, exhibit and advertising revenue goals for 2014 were unchanged from 2013, and added that we knew these were stretch goals for Anaheim given the expected reduction in registration.

II. CONSENT AGENDA

The consent agenda was presented for information.

Susan Pinkus moved, seconded by Paul J. Lavrakas to accept the consent agenda as amended. The motion was unanimously approved.

III. OLD BUSINESS

AAPOR Strategic Plan

Rob Santos presented the refreshed strategic plan, noting that the introduction from the 2010 plan had been updated to reflect 2013 initiatives. He commented that the refreshed plan includes the materials from council discussion over the last year. The intent was to add to the record of strategic work accomplished by the current council to provide the incoming council with a place to begin their ongoing discussion. He reminded the council that no fundamental changes had been recommended to AAPOR's mission. Council had approved adding the word "media" to the first of the bulleted goals included in the mission statement i.e. educate policy makers, the media and the public at large to help them make better use of surveys and survey findings.

IV. NEW BUSINESS

A. Replacement Appointments: Financial Oversight Committee

Dan Merkle stated that the upcoming council transition, would create two openings on the Financial Oversight Committee (FOC). Committee member at large Mollyann Brodie and Committee Chair Dan Merkle would no longer serve in their FOC positions. Council discussion on successors followed, with several councilors emphasizing the importance of a reasonable level of familiarity with AAPOR's financial structure and condition. Opinion was also offered that as the initial committee founder, Past President Paul J. Lavrakas should remain involved in a leadership position.

Michael Link moved, seconded by Rob Santos to appoint Paul J. Lavrakas Chair and invite John Boyle to fill the member-at-large seat vacated by Molly Brodie.

Council discussion followed. Several councilors favored broadening the list of members to participate and contribute in leadership roles. The motion was withdrawn.

Michael Link moved, seconded by Susan Pinkus to appoint Paul J. Lavrakas Chair of the Financial Oversight Committee.

Paul J. Lavrakas recommended that Stephen Blumberg and Rachel Caspar be considered for chair and encouraged Michael Link to withdraw the motion. The motion was withdrawn.

Rob Santos stated that he, Michael Link and Dan Merkle would re-convene to identify members for appointment to the FOC. The recommendation will be considered at the May executive council meeting.

B. Position Description: Full Time Executive Director

Rob Santos presented the position description for full time executive director for information only. The description was drafted by Susan Tibbitts and John Waxman, in consultation with then-president Paul J. Lavrakas in 2012.

C. COPAFS Invitation to AAPOR to Join the “Friends of the Bureau of Labor Statistics” Group

Rob Santos presented the invitation from COPAFS to join the “Friends of the Bureau of Labor Statistics” Group. Michael Link supported joining the group because it fits with AAPOR’s mission.

Michael Link moved, seconded by Susan Pinkus to accept the invitation to join the “Friends of the Bureau of Labor Statistics” Group. Motion carried unanimously.

Strengthening Ties with the American Statistical Association

Rob Santos shared his recent experience as an invited guest to the American Statistical Association Board of Directors Meeting (ASA). He noted that he saw opportunities for continuing AAPOR’s collaboration with the ASA and encouraged the council to invite ASA leadership to a future AAPOR in-person council meeting.

V. STRATEGIC DISCUSSION

Emerging Technologies Task Force: Presentation of Task Force Reports

Michael Link provided a brief recap of the reports written by the ad hoc Task Force for Emerging Technologies in Public Opinion Research and reminded the council that the task force requested that the reports be considered separately. He described the reports as ‘living documents’ that can serve as an introductory primer to readers. He noted that task force members considered the issues most germane to AAPOR and to the people and organizations

that follow AAPOR. He stated that the intent is for both reports to be available before the conference in May.

Council discussion of the Mobile Technologies report followed. There was consensus that the paper was well-written, germane, well organized, and covered the significant issues.

Mary Losch moved, seconded by Dan Merkle to accept the report titled, “Mobile Technologies for Conducting, Augmenting and Potentially Replacing Surveys” as presented. Motion carried with one abstension (Michael Link).

Michael Link provided a brief recap of the Social Media in Public Opinion Research report and then responded to questions from the council. Among the comments; helpful if the report addressed what one can do with social media and what one can't, a reference to SM as both mode and data source; consider having the report address how SM can expand public opinion research as well as the limitations of SM.

There was general agreement that social media report is also well-written and at an appropriate level for the report audience. Michael Link agreed to discuss recommendations with co-chair Joe Murphy and to present a revised report draft in time for approval at the May meeting.

VI. ADJOURNMENT

Rob Santos stated that the regular meeting of the Executive Council was adjourned at 1:11 p.m. EST.

Dawn Nelson moved, seconded by Susan Pinkus to adjourn the regular meeting of the Council. The motion carried unanimously.