

**American Association for Public Opinion Research
Executive Council Minutes
April 18, 2013**

Paul J. Lavrakas	President	Present
Rob Santos	Vice President	Present
Scott Keeter	Past President	Present
Rachel Caspar	Secretary-Treasurer	Present
Nancy Bates	Associate Secretary-Treasurer	Present
David Cantor	Standards Chair	Absent
Courtney Kennedy	Associate Standards Chair	Present
Paul Beatty	Conference Chair	Present
Susan Pinkus	Associate Conference Chair	Present
Liz Hamel	Membership & Chapter Relations Chair	Present
Jennifer Dykema	Associate Membership & Chapter Relations Chair	Present
Marjorie Connelly	Communications Chair	Present
Peyton Craighill	Associate Communications Chair	Present
Patricia Moy	Councilor-at-Large	Present
Michael Link	Councilor-at-Large	Present
 Guests		
Chuck Shuttles	Chair, Education Committee	Present
Janet Streicher	Chair, Investment Committee	Present
Dan Merkle	Chair, Financial Oversight Committee	Present
Barbara O'Hare	Chair, Development Committee	Present
 Staff		
Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Abra Alscher	Administrator	Present
Kismet Saglam	Director of Education	Present
Andrew Massengill	Accountant	Present

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

President Paul J. Lavrakas called the meeting to order at 12:02 p.m. EST and a quorum was established.

Paul J. Lavrakas made a correction to the Minutes of the March 21 meeting. Instead of "six" past presidents, "four" past presidents participated on the selection committee for the AAPOR Award.

Susan Pinkus moved, seconded by Paul Beatty, that the minutes of the March 21 and 22 meetings be approved as amended. The minutes were approved unanimously.

II. SECRETARY-TREASURER REPORT

Associate Secretary-Treasurer Nancy Bates reviewed the February 2013 financial statement. As the result of increased revenue from the conference, she reported that several transfers were made from the checking account to investments to generate interest earnings. Membership and

conference revenue is approximately even with the same time in 2012 and very few conference expenses have been paid. The largest conference expenses for hotel and audio visual services, are normally received within a month or so following the conference. To date we have reached 98% of budget for sponsorship and exhibits, with 24 sponsors and 42 booths sold. She reported that there are several sponsor underwriting opportunities still available.

III. CONSENT AGENDA

Rob Santos moved, seconded by Peyton Craighill, to accept the items on the consent agenda for information. The motion carried unanimously.

IV. OLD BUSINESS

Conference Steering Committee Report

Conference Steering Committee Chair, Paul Beatty, reported the final program is nearing the last round of edits. Session moderators are being confirmed.

Investment Committee Report

Investment Committee Chair, Janet Streicher, and Financial Oversight Committee Chair, Dan Merkle, joined the call to discuss the proposed revision to the investment policy recommended by the Investments Committee. The proposed revisions were prompted by the need for thorough review of the policy as well as increasing the return on AAPOR investments and more clearly defining roles and responsibilities. Summarizing the changes, Janet noted that the revisions simplify the structure of the investments, and create a contingency fund within the definition of short-term investments. The committee also tried to more clearly lay out the role of the investment advisor. Within the long-term fund, changes were also recommended to the target asset mix.

Nancy Bates moved, seconded by Rachel Caspar, to approve the Investment Policy pending cleaning up the language. The motion carried unanimously.

V. NEW BUSINESS

To accommodate a guest presenter schedule, the council agreed to take up an un-scheduled item of new business.

2013 Annual Business Meeting: Draft Agenda Review

Paul Lavrakas requested that the President's Report be increased to 10 minutes from five minutes as currently scheduled, that the Executive Director's report follow the Past President's Report and non-council committee reports follow the council committees. There was no objection.

VI. OLD BUSINESS

The Council resumed discussion of old business.

Development Committee Report

Development Committee Chair, Barbara O'Hare, reported on the activities of the committee. There was general discussion about the breadth of the committee charge, specifically with regard to the current size and composition of the committee. Barb and Dan Merkle commented that the committee membership has traditionally been limited to AAPOR members of long-standing. More recently an earlier career member was added. Current committee members include Barbara O'Hare, Dawn Nelson, Dianne Rucinski, Diane O'Rourke, Joe Sakshaug, Rachel

Caspar and Nancy Bates. The Financial Oversight Committee had discussed the benefits of a focus on planned giving as a part of a future major donor initiative, observing that such an initiative would require leadership from a dedicated and influential volunteer with the necessary time to commit. Executive Director, Susan Tibbitts, added that such an initiative would likely require expanded staff support.

Barbara O'Hare reported that she is ready to step down as chair of the committee and there is no clear successor in place. The Executive Council will need to approve the nomination of new chair of the committee. Paul Lavrakas recommend that he and Rob Santos follow-up with Rachel, Barb and Dan to discuss future leadership for the committee.

VII. NEW BUSINESS

To accommodate a guest presenter schedule, the Council resumed discussion of new business.

Education Committee Proposal: Webinar Institutional Subscriptions

Education Committee Chair, Chuck Shuttles, presented the Education Committee's recommendation for institutional subscriptions. As proposed, an organization would pay a flat rate to have access to the recordings of all regular 2013 webinars. As an additional incentive, the first organizations to sign up will also receive their choice of five (5) additional webinar recordings from 2011 or 2012. Reduced pricing will be offered to non-profit and government organizations. Chuck stated that institutional subscriptions are different than webinar sponsorships. An organization could elect to purchase an institutional subscription and also elect to become a webinar sponsor.

Chuck added that the committee recommended that institutional pricing be limited initially to recorded, rather than live webinars. The committee will report back to council on interest in institutional subscriptions and may recommend modifying the proposal in 2014 to include live webinars.

Paul J. Lavrakas moved, seconded by Rob Santos, to adopt the Education Committee recommendation to offer institutional subscriptions for recorded webinars as described in the proposal. The motion carried unanimously.

VIII. OLD BUSINESS

The Council resumed discussion of old business.

Councilor-at-Large Vacancy

Paul J. Lavrakas asked that the Council have a procedure identified and ready to take effect on May 15 the date that Michael Link intends to officially resign his current position to become AAPOR Vice President/President Elect. Councilor-at-Large Patricia Moy commented that the replacement appointee needs to be from commercial sector. She observed that Dan Merkle meets the commercial requirement and possesses the appropriate experience for the position of councilor-at-large. Council discussion followed.

Patricia Moy moved, seconded by Susan Pinkus, to ask Dan Merkle to complete Michael Link's remaining year as Councilor-at-Large for 2013-2014, effective with Michael Link's resignation. The motion carried with one abstention.

IX. STRATEGIC DISCUSSION

Revision: Draft Report, Task Force on Non-Probability Sampling

Rob Santos led the council discussion on the revisions the task force offered on the draft report. He noted the willingness of the task force chairs to work with the council for the best outcome.

Following discussion, councilors agreed to forward any additional edits to Rob.

Scott Keeter moved, seconded by Michael Link, to approve the Task Force Report on Non-Probability Sampling subject to the task force addressing the issues to be identified by council and brought to the attention of the task force chairs by Rob Santos. The motion carried with 11 voting yes, 2 voting no (Lavrakas and Craighill) and one abstention (Bates).

X. ADJOURNMENT

Paul J. Lavrakas stated that the meeting of the Executive Council was adjourned at 2:06 p.m. ET.

Susan Pinkus moved, seconded by Scott Keeter, to approve that the Executive Council meeting be adjourned. The motion carried unanimously.