

**American Association for Public Opinion Research
Executive Council Minutes
April 21, 2016**

Mollyann Brodie	President	Present
Roger Tourangeau	Vice President	Present
Michael Link	Past President	Absent
Dan Merkle	Secretary-Treasurer	Present
Allyson Holbrook	Associate Secretary-Treasurer	Present
Jordon Peugh	Communications Chair	Present
Sandra Bauman	Associate Communications Chair	Present
David Dutwin	Conference Chair	Present
Jennifer Dykema	Associate Conference Chair	Present
Sarah Cho	Associate Education Committee Chair	Present
Kristen Olson	Membership & Chapter Relations Chair	Present
Anna Wiencrot	Associate Membership & Chapter Relations Chair	Present
Ron Langley	Standards Chair	Present
John Loft	Associate Standards Chair	Present
Joe Lenski	Councilor-at-Large	Absent
Rich Morin	Councilor-at-Large	Present
Staff		
Adam Thocher	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Crystal Stone	Administrator	Present

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

President Mollyann Brodie called the meeting to order at 3:05 p.m. EST and a quorum was established.

John Loft moved, seconded by Roger Tourangeau to approve the minutes of the March 29, 2016 Council meeting as revised. The minutes were approved unanimously.

II. SECRETARY-TREASURER REPORT

February 2016 Financials

Secretary-Treasurer Dan Merkle reported as of February 29, net income is at \$260,963, an increase of nearly \$20,000 over this time last year in part because of some Oxford University Press expenses that have not yet been paid.

Unrestricted investments

Dan pointed out that the market value of the unrestricted investment is \$1,194,417, up slightly from last year. We have 12 months of operating expenses in the unrestricted reserves.

III. CONSENT AGENDA

Mollyann Brodie noted that the following consent reports were presented for information: 2015 Annual Business Meeting Minutes, Executive Director, Membership and Chapter Relations Committee, Standards Committee, Communications Committee, Education Committee, Future Telephone Task Force, and POQ/JSSAM 2017 Pricing Report.

Rich Morin moved, seconded by Roger Tourangeau to accept the consent reports as presented. The motion carried unanimously.

IV. APPOINTMENTS - ALL

- Ad-Hoc Committee on Pre-election Polling: Courtney Kennedy, Pew Research (chair); Scott Clement, Washington Post; Kristen Olson, University of Nebraska-Lincoln; Claire Durand, University of Montreal; Lee Miringoff, Marist College; Doug Rivers, YouGov; Josh Clinton, Vanderbilt; Mark Blumenthal, SurveyMonkey; Chris Wlezien, University of Texas; Kiley McGeeney, Pew Research Center; and, Evans Witt, PSRAI and President of NCPP.
- 2016-2017 Standards Committee: Andy Peytchev; Leah Christian; Kiley McGeeney; Ipek Bilgen; Gina Walejko; Jessica Holzberg; and, Charles DiSogra.

Ron Langley moved, seconded by Roger Tourangeau to approve the committee appointments as presented. The motion carried unanimously.

- TICC Co-chairs: Tim Triplett, Urban Institute; and, Ashley Kirzinger, Kaiser Family Foundation.

Mollyann Brodie moved, seconded by Ron Langley to approve the committee appointments as presented. The motion carried unanimously.

V. ANNUAL CONFERENCE

New Business – Site Visit Attendance for FY2017

Jen Dykema presented a plan to add room and travel for the Membership Chair and Executive Director to the list of participants in the site visit for the 2017 Annual Conference.

Jen Dykema moved, seconded by Roger Tourangeau to approve adding the MCR chair and Adam Thocher to the site visit for the 2017 Annual Conference. The motion carried unanimously.

VI. IMPROVING SURVEY CLIMATE

Old Business – Charge for Task Force

Roger Tourangeau presented the charge for the AAPOR/ASA Task Force on Improving the Climate for Surveys. AAPOR and ASA will sponsor a task force with the following short-term goals:

1. To assess what is known about the climate for surveys and likely causes for declining response rates;
2. To suggest specific systemic countermeasures that might help halt or reverse these trends;
3. To recommend specific lines of research that should be carried out;
4. To assess the feasibility of obtaining foundation grants or other support to support a long-term effort to change the climate for data collection in the U.S.; and

5. To recommend any changes in practices that might, if widely adopted, produce changes in the climate for data collection.

Roger Tourangeau moved, seconded by Jordon Peugh to approve the committee charge as presented. The motion carried unanimously.

VII. DATA FALSIFICATION TASK FORCE

Old Business – Charge for Joint ASA/AAPOR Task Force

Roger Tourangeau presented the charge for the AAPOR/ASA White Paper on Data Falsification Task Force.

Roger Tourangeau moved, seconded by Ron Langley to approve the committee charge as edited. The motion carried unanimously.

The task force members would serve a 1-1/2 year term to complete the white paper.

VIII. DIVERSITY – GUIDELINES FOR NEW VOLUNTEER SELECTION

Old Business – Final Guidelines

Kristen Olson presented the revised Guidelines for New Member Selection for AAPOR Committees.

Kristen Olson moved, seconded by Roger Tourangeau to approve the New Volunteer Selection Guidelines with friendly amendments. The motion carried unanimously.

IX. STANDARDS

Old Business – Guidance for Nonprobability Precision

Ron Langley presented the Guidance for Nonprobability Precision documents edited by Courtney Kennedy and Trent Buskirk.

Ron Langley moved, seconded by Roger Tourangeau to approve the document as presented. The motion carried unanimously.

New Business – Surveys of Unnamed Households

Ron Langley presented the Mail Surveys of Unnamed Persons document that will be added to AAPOR's Standards Definitions document.

Ron Langley moved, seconded by Roger Tourangeau to approve the document as presented. The motion carried unanimously.

New Business – Standards Complaint

Ron Langley reported that a formal standards complaint had been received. The Standards Committee is recommending the formation of an evaluation committee to investigate.

Ron Langley moved, seconded by Roger Tourangeau to approve the Evaluation Committee as recommended. The motion carried unanimously.

Ron Langley moved, seconded by John Loft to accept the recommended committee members as presented. The motion carried unanimously.

X. BRANDING AND AAPOR IDENTITY

Old Business – Comparison on Messaging and Branding

Sandra Bauman presented an analytic comparison of AAPOR's Branding and Identity. Roger Tourangeau and Sandra agreed to brainstorm suggestions prior to the June planning meeting.

XI. OTHER NEW/OLD BUSINESS

Mollyann Brodie noted that the AAPOR, WAPOR and ESOMAR Poynter course on International Polling for Journalists was almost complete.

XII. ADJOURNMENT

Mollyann Brodie stated that regular meeting was adjourned at 5:00 p.m. EST.

David Dutwin moved, seconded by Ron Langley to adjourn the Executive Council meeting. The motion carried unanimously.