



**American Association for Public Opinion Research
Executive Council Minutes
August 20, 2015**

Mollyann Brodie	President	Present
Roger Tourangeau	Vice President	Absent
Michael Link	Past President	Present
Dan Merkle	Secretary-Treasurer	Present
Allyson Holbrook	Associate Secretary-Treasurer	Present
Ron Langley	Standards Chair	Present
John Loft	Associate Standards Chair	Present
David Dutwin	Conference Chair	Present
Jennifer Dykema	Associate Conference Chair	Present
Kristen Olson	Membership & Chapter Relations Chair	Present
Anna Wiencrot	Associate Membership & Chapter Relations Chair	Present
Jordon Peugh	Communications Chair	Present
Sandra Bauman	Associate Communications Chair	Present
Joe Lenski	Councilor-at-Large	Present
Rich Morin	Councilor-at-Large	Present

Guest

Sarah Cho	Education Committee Chair	Present
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Staff

Adam Thocher	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Ashley Hicks	Accountant	Present
Eric Bailey	Marketing Communications Manager	Present
Crystal Stone	Administrator	Present

I. WELCOME AND CALL TO ORDER

President Mollyann Brodie called the meeting to order at 12:03 p.m. EST and a quorum was established.

II. REVIEW AND APPROVAL OF MINUTES

Jordon Peugh moved, seconded by Michael Link that the minutes of the July 23, 2015 Executive Council meeting be approved as amended. The minutes were approved unanimously.

Amendments were made to the Conference Committee report under New Business stating Mollyann Brodie attended the site visit in Austin and to the Code Revision Follow-Up under Old Business, stating the ad hoc committee had voted.

III. SECRETARY-TREASURER REPORT

June 2015 Financials

Secretary-Treasurer, Dan Merkle, presented the June 2015 financials. As of June 30, 2015, the total year to date net income was \$354,261, an increase of \$190,343 compared to net income at the same time in 2014. He reported that all significant 2015 conference expenses had been accounted for. Conference and awards revenues were \$199,741 more than at the same time in 2014. This is because of higher income for conference sponsorships, higher conference attendance and an increase in conference registration fees. Dan also pointed out that Jacky Schweinzger was also successful in containing conference costs. This is 110% of the budgeted revenue. Membership and administrative revenue was \$12,471 more than last year and 99% of budgeted revenue. This amount includes members that joined when registering for the conference. Council expenses are running \$9,000 higher than last year. Adam Thocher and Heidi Diederich will look further into this difference. We have a budgeted revenue of \$59,000 for webinars. We likely will not obtain that goal. The overall net income for 2015 is projected at \$120,000. This compares very favorably to the previously projected loss of \$47,452. Dan indicated that the strong conference, the refund from the website design and switching to a 60% executive director have all helped the bottom line.

Mollyann Brodie reported that she, Sarah Cho, Dan Merkle and Adam Thocher would be taking a closer look at the distance education budget.

2014 IRS Form 990

Adam Thocher reported that the 2014 990 was ready for filing.

IV. CONSENT AGENDA

Mollyann Brodie stated that consent reports presented for information included written reports from the Communications Committee, Conference Steering Committee and Subcommittees, Future of General Population Telephone Surveys in the U.S. Task Force, Membership and Chapter Relations Committee and Subcommittees, Standards Committee and Subcommittees, Transparency Initiative Coordinating Committee, Short-term and Initiative Driven Activity List, 2016 Election Backgrounders, and the Working Group on Identity Protection - Members.

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

The Education Committee report was removed from Consent for discussion under Old Business.

V. EXECUTIVE DIRECTOR REPORT

Transition Update

Executive Director Adam Thocher reported on his first 30 days as AAPOR Executive Director. He visited Deerfield to meet the AAPOR staff. He found the staff to be very dedicated to the success of AAPOR. After meeting with several committees and subcommittees, Adam sees many opportunities for AAPOR.

Website Quality Assurance and Updates

Adam Thocher indicated that he had been working with Kellen IT staff to move forward and develop a plan to make changes to the website. A strategic review of the website will be conducted. A working group will be assembled and include representatives from the Membership, Communications and Education Committees and will be completed in three phases:

1. Look at low hanging fruit: communities, etc.;
2. Look at how the system could be improved;
3. Identify desired functionality.

Communications Chair Jordon Peugh indicated that the Communications Website Subcommittee would be available to assist. Mollyann Brodie also indicated that someone from the Transparency Initiative should be involved. Membership Chair Kristen Olson asked that the timing of the annual membership drive be taken into consideration if major changes were to be warranted.

2016 Budget Process

Adam Thocher reminded committee chairs that he had sent them an email regarding the 2016 budget and asked them to provide feedback in the next week. Joe Lenski indicated he would work with Janice Ballou and Adam on the budget for the History Committee. Joe Lenski asked for 10-15 minutes at the September council meeting to report on the activities of the History Committee. Staff was reminded to continue to update the issue intake form. Ron Langley asked that budget for professional editing of task force reports be included for 2016. Michael Link mentioned that the International Initiative Committee would be recommending that task force reports be translated to Spanish as a benefit to international members.

VI. OLD BUSINESS

FCC/Telephone Consumer Protection Act (TCPA) Follow-up

Councilor-at-Large Joe Lenski reported he had two calls with Diane Bowers at CASRO. CASRO has agreed that any of their documents on the TCPA could be shared with AAPOR members. Sarah Cho reported that the TCPA webinar would be hosted by AAPOR, CASRO and MRA in early-September. Sarah explained that the webinar would utilize MRA's webinar platform because it has a capacity for more attendees. The webinar would also be free to members. Non-members would not be able to participate. Sarah added that speakers have not all been confirmed.

Joe Lenski reported that they had a call to review information to share with AAPOR members related to the webinar. They were determining what needed to be accomplished on the first webinar. Potential next steps include a free webinar for AAPOR members and developing a plan for AAPOR participation in the future (i.e., education vs. action). AAPOR needs to decide if it wants to help (financially) with the judicial front. The main goal of the first webinar is to get everyone on the same page.

Education Committee and Subcommittees

Mollyann Brodie mentioned that the 2015 budget planned for four free webinars. Given the free TCPA webinar and that the task force reports are not ready, Mollyann recommended that the task force webinars be dropped from the education committee agenda. This would give the education webinar subcommittee time to focus on the outstanding paid webinars. Council supports this plan.

Rich Morin moved, seconded by Michael Link to appoint Amanda Liebman to the Online Education Subcommittee. The motion carried unanimously.

Bylaws Amendments; Voting Update

Mollyann Brodie reported that 25.43% of eligible members voted on the Bylaws Amendments with 88% approval. Council now has the option to nominate a Chair and Associate Chair of the Education Committee. After discussion, and consistent with the recommendations of the Councilors-at-large from last term who were charged with exploring options, Council agreed to only appoint an Associate Chair at this time leaving the Chair position vacant.

Joe Lenski moved, seconded by Dan Merkle to appoint Sarah Cho to the position of Associate Chair of the Education Committee. The motion carried unanimously.

Restructuring the Finance Committee

Treasurer Dan Merkle presented the proposal to create a new committee called the Finance Committee. It would be chaired by the Secretary/Treasurer.

This committee will include all finance-related subcommittees reporting directly to the Secretary/Treasurer. Previously these committees functioned autonomously with no direct reporting structure up to council.

In addition to the Secretary/Treasurer as chair, the Finance Committee will include the Associate Secretary/Treasurer, the previous year's Secretary/Treasurer, the chairs of the three subcommittees outlined below and the Executive Director as an ex officio member.

The subcommittees reporting to the Secretary/Treasurer are:

1. Sponsorship Subcommittee: Conference and Sustaining
Previously the Associate Secretary/Treasurer oversaw Conference Sponsorships with the day-to-day operation handled by the AAPOR Conference Administrator (currently Kim Santos). Last year we laid the groundwork for a new Sustaining Sponsorship program that had not yet been formally launched and should work closely with ongoing conference sponsorship solicitations.

Proposal includes appointing a Chair that is not currently on Council. This is an important subcommittee that would benefit from a chair who had a term greater than one-year. Kim Santos would continue to handle the day-to-day operations. The Associate Secretary/Treasurer would serve as a member of this subcommittee and AAPOR's Executive Director would play a key leadership role in the implementation and administration of the Sponsorship program.

2. Development Subcommittee
The Development Subcommittee will be charged with securing annual member donations and longer term fund raising efforts that fall outside the scope of the Sponsorship Subcommittee (e.g., legacy donations). This subcommittee would be chaired by an AAPOR member who is not on council, with participation from the Executive Director.

The previous Development Committee was also responsible for choosing the winners of the Roper Fellow and Student Travel Awards. This recommendation includes transitioning these functions to a subcommittee reporting to the Membership and Chapter Relations Committee.

3. Investment Subcommittee

The Investment Subcommittee would continue to oversee and manage AAPOR’s various investments with the chair (Janet Streicher) and members currently in place.

Joe Lenski moved, seconded by John Loft to approve this proposal with the understanding that Council will have a further conversation on the best place for the Roper and Student Travel Committees to reside. The motion carried unanimously.

Kristen Olson indicated that she and Anna Wiencrot would have a proposal for the Roper and Student Travel Subcommittee at the September Council meeting.

Code Revision Follow-Up: Ad Hoc Committee on Sponsor Disclosure

Standards Associate Chair John Loft reported that the recommended revisions to the code are complete. The committee reported back to council with the following comments:

1. The Ad Hoc Subcommittee on Sponsor Disclosure was formed to consider Item I.A.4 and, in particular, the second sentence which provided some examples of descriptive elements (i.e., disclosures) that participants might use to make an informed decision about participating in the research, such as “the purpose of the research, who is conducting and sponsoring it, a summary of risk of harm or benefit from participation, and how their personally identifiable information will be used and protected.”
2. In their initial deliberations, committee members made several points about this language:
 - a. The examples of disclosures noted in I.A.4 are common in government and academic research that are typically reviewed by Institutional Review Boards (IRBs) but are not routinely provided to participants in all sectors of the survey profession. IRBs impose disclosure requirements on research under their purview; it is overreaching for AAPOR to require similar disclosures for research not subject to IRBs.
 - b. While all members endorsed a right to decline participation in research or to refuse to answer questions and a professional and ethical duty of researchers to be honest and respectful of research participants, several members did not agree with the concept of a “right” to information about the research. Numerous examples were noted where this or that piece of information about the research might not be disclosed in a given context. The structure of Item 4 in the 2015 version, which asserts a right to information but then abridges that right in certain circumstances, was considered contradictory and confusing.
 - c. For these reasons, the subcommittee decided to combine concepts presented in Items 3 and 4 into a single item that discusses treating participants with respect: acknowledging that participation is voluntary, that participants should not be misled or coerced, and participants have the right to decline response to any or all research questions.
3. Other changes were made to clarify concepts or to use terminology consistent with other sections of the Code.
4. Membership of the *Ad Hoc* Subcommittee on Sponsor Disclosure:

John Loft, Chair	RTI International
Paul Beatty	U.S. Census Bureau
Nancy Belden	Belden Russonello Strategies
Paul Braun	Braun Research Inc.
John Kennedy	University of Indiana

Patrick Moynihan	Department of State
John Nienstedt	Competitive Edge Research Inc.
Carl Ramirez	GAO
Amy Simon	Goodwin Simon Strategic Research

5. The subcommittee sought comments from Jill Darling, Don Ferree, and Wayne McCullough.

Michael Link moved, seconded by Joe Lenski to accept the recommended revisions to the AAPOR Code. The motion carried unanimously.

Council discussed the next steps for the Code revisions. These include creating a small work group to draft member communications. Council asked that the communications be completed in time for council consideration at the September council meeting. It was recommended that the following participate in the work group: John Loft, Ron Langley, Rich Morin, Jordon Peugh and Eric Bailey, AAPOR's Communications Manager. Staff was asked to gather old drafts of the Code (prior to 2010) for comparison.

Other Old Business

Membership Chair Kristen Olson reported that now that the Bylaws have passed, she will work with the Subcommittee to have the agreements signed by the Chapters.

VII. NEW BUSINESS

AAPOR Privacy Policy and Data Sharing

Mollyann Brodie and Adam Thocher reported AAPOR is in need of a Privacy Policy and Data Sharing Policy. As a result, a draft was circulated for review and discussion at the September council meeting.

AAPOR Fellowship Program

Kristen Olson introduced the AAPOR Mentoring Program Fellowship Proposal created by the Membership and Chapter Relations Committee. The Membership and Chapter Relations Committee had worked on creating a mentoring program in conjunction with the Education Committee. Kristen made this recommendation now because it had 2016 budget implications. The program would provide in depth mentoring for one-year for early career individuals. It would also create a mentor/mentee relationship that: promotes knowledge about AAOR and the survey/public opinion industry; strengthens connections to AAPOR and the survey/public opinion industry; builds sense of AAPOR community; promotes diversity among AAPOR members by supporting early career individuals with a wide variety of characteristics from a wide variety of backgrounds and employers; provides other career advice and guidance as needed; identifies potential upcoming leaders in AAPOR through early cohort development. Mentors would be selected through a competitive process and given free conference registration for their contribution to the program.

2016 Budget implications would include staff time, potential conference revenue reductions and volunteer time. Councillors will consider proposal and agreed to discuss in more depth at the September meeting.

VIII. ADJOURNMENT

At 1:58 p.m. the regular meeting of the Council was adjourned.

Rich Morin moved, seconded by Joe Lenski to adjourn the regular meeting of the Executive Council. The motion was approved unanimously.