

**American Association for Public Opinion Research
Executive Council Minutes
August 22, 2013**

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	Present
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	Absent
John Waxman	Managing Partner	Present
Lisa Kamen	Marketing Communications	Absent

Guests

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 Nancy Bates, to approve the minutes of the July 25, 2013, meeting as amended. The minutes were approved unanimously.

II. SECRETARY-TREASURER REPORT

June Financials

Secretary-Treasurer Nancy Bates reported that the net income as of June 31, 2013 was \$134,103. Conference invoices have been paid. Net income from the conference is estimated to be \$48,986 excluding the related management, tech access and credit card fees that will continue to be charged through year-end. In addition to record attendance, AAPOR received a food credit of \$7,500 from the Seaport hotel as a gesture of good will following discussions with conference director Jacky Schweinzger over quality issues. In addition, AAPOR's application for state sales tax exemption submitted by accountant Andrew Massengill was approved and resulted in savings of \$17,736.77.

Some of AAPOR's CDs are maturing. The Investments Committee will have recommendations on reinvestment to share at the September council meeting.

Executive Director Susan Tibbitts reported on the 2012 draft 990 federal tax filing presented to council for review. She reviewed the purpose and the significant information contained in the form. The 990 is required for associations and charities with annual receipts over \$100,000 or funds over \$250,000. The 990 is a public document readily available on Guidestar.org. Discussion followed and several questions were raised. Susan asked that councilors follow-up with her to resolve any questions so the return can be signed by Nancy Bates and filed.

2014 Budget Preparation and Approval Process

Susan Tibbitts reminded committee chairs that their 2014 proposed budgets were due on August 19.

III. STRATEGIC DISCUSSION

Discussion and Approval of Plan for Fulltime Executive Director

Rob Santos led the discussion on the need for a fulltime Executive Director. He thanked Past President Paul J. Lavrakas for his leadership on the issue and noted that the previous council began discussing the option in June 2012.

Rob reviewed the detailed information on cost and expanded responsibilities associated with expansion to a fulltime executive director that were outlined in a memo to Paul J. Lavrakas and Rob Santos from John Waxman, dated April 15, 2013. He noted that Susan is committed to serving her other association as executive director through March 2014, the month of their annual conference.

Rob noted the options to increase revenue prepared by Susan Tibbitts and discussed during the July 22 visit to AAPOR headquarters by Rob and Vice-President Michael Link. If the council voted to approve a full-time executive director, he noted that a budget would need to be developed with a plan to make the impact cost-neutral over several years.

He invited several councilors and Susan Tibbitts to make remarks and opened the floor for discussion.

Following discussion there was agreement that the vote to approve Susan Tibbitts as full-time executive director could be separated from the decision on how to fund the expanded position, as more time was planned at the September meeting to consider 2014 funding and the impact of the strategic initiatives actively under discussion.

Michael Link moved, seconded by Paul J. Lavrakas, to approve Susan Tibbitts as full-time Executive Director, effective April 2014. Motion carried with one person abstaining.

The 2014 budget will reflect funding the 100% executive director starting April 1, 2014.

Strategic Initiatives and Actions: Selection of Initiative Short List

Rob Santos presented the list of initiatives that were ranked by the Executive Council since the July meeting.

1. PUBLIC OPINION: Use Public Opinion and Leadership Task Force report to reinvigorate interest
2. TASK FORCES: Initiate task force on the use and relevance of 'Big Data' – cross-organizational
3. MANAGING AAPOR: Develop a sustaining sponsor program
4. TASK FORCES: Develop research agenda for non-probability research
5. MEMBERSHIP: Encourage (with financial support) students as our newest generation of membership
6. MANAGING AAPOR: Increase/invest in organizational capacity
7. MEMBERSHIP: Diversity Initiative to promote ethnic/racial diversity
8. MEMBERSHIP: Export short courses to other professional organizations
9. MANAGING AAPOR: Revive Committee on Committees/Create index of committees
10. CONFERENCE: Pull programming from chapter events to national conference

The council identified the Public Opinion Task Force report, the proposed task force on big data and the development of a sustaining sponsor program as top priority items with next steps to be developed and reflected in the 2014 budget. Rob stated that the remaining initiatives can be addressed in the future.

IV. CONSENT AGENDA

Consent agenda items were presented for information. There was no discussion.

Cliff Zukin moved, seconded by Rob Santos to remove the Conference Steering Committee report from the Consent Agenda, with the issue of the 2014 conference theme to be considered under New Business. The motion passed.

Paul J. Lavrakas moved, seconded by Michael Link to approve the consent reports as presented. The motion was approved unanimously.

V. OLD BUSINESS

Conference Steering Committee

2014 Conference Agreement: International Field Directors and Technologies Conference

Susan Pinkus reported on the recommendation of the Conference Steering Committee. The committee recommended a formal agreement with the field directors for the conference in 2014 and future conferences.

Susan Pinkus moved, seconded by Rob Santos, to approve the following agreement with the International Field Directors and Technologies Conference (IFDTC). AAPOR will provide complimentary registration to all IFDTC attendees at the AAPOR Annual Conference for attendance at up to four concurrent sessions. Meals are not included. IFDTC attendees may attend short courses at the regular price. The motion was approved with one person abstaining.

2014 Conference Schedule

Susan Pinkus reported that the committee recommended moving a concurrent session from Sunday to Saturday to make room for an added roundtable breakfast on Sunday. The Education Committee is adding a short course for a total of seven (7) short courses.

'Hackathon' Activity

Anna Weincrot described the proposal for a Hackathon-like activity at the conference. The activity would occur over the course of the conference, and possibly begin in advance of the conference. The product of the hackathon 'project' would most likely not be technical, in other words the activity would not result in a software application. Goals are to engage AAPOR attendees to collaborate on an idea. The remainder of 2013 will be spent identifying the goals and a sponsor would be found. Chuck Shuttles has offered to hold a small hackathon locally.

Conference Support Subcommittee

Mandy Sha has appointed a new associate chair, Anh Thu Burks.

Public Opinion and Leadership Report; Next Steps

Cliff Zukin reported on the activities of the Task Force. The task force report will be posted to AAPOR's website with a press release after Labor Day.

Non-Probability Report; Update

Rob Santos reported that the layman's version has been posted to the website. Next steps will need to be determined. Peyton Craighill reported that the report will be converted to an HTML document with links to make it more readable.

Bylaws Review Task Force; Update

Paul J. Lavrakas reported that he and Jennie Lai are co-chairs of the Bylaws Review Task Force. That includes members Mollyann Brodie, Tim Johnson, Dawn V. Nelson, Chuck Shuttles and Tom Smith. A meeting is being planned for the 2014 conference to discuss AAPOR's bylaws. In response to a question about including newer members on the task force, Paul noted that he plans to create multiple subcommittees or workgroups.

VI. NEW BUSINESS

September In-Person Executive Council Meeting

Dates and travel requirements have been conveyed to Council. Susan Tibbitts noted that a few councilors have developed work conflicts and will be participating on Thursday only. Discussion of the 2014 proposed budget will occur on Thursday.

Other New Business

Conference artwork: There was a question asked about how the 2014 conference artwork reflects the theme. Susan Pinkus responded. There was no further discussion.

ADJOURNMENT

Rob Santos stated that the meeting of the Executive Council was adjourned at 1:55 p.m. ET.