



**American Association for Public Opinion Research
Executive Council Teleconference Minutes
August 23, 2012**

Paul J. Lavrakas	President	Present
Rob Santos	Vice President	Present
Scott Keeter	Past President	Absent
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	Absent
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

Staff

Susan Tibbitts	Executive Director	Present
Donna Tieberg	Administrative Director	Present
Lindsay Arends	Marketing Communications Manager	Present
Shalini D'Souza	Conference Administrator	Present

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

President Paul J. Lavrakas called the meeting to order at 12:04 p.m. EST and a quorum was established.

The minutes of the July 23, 2012 Executive Council meeting were reviewed.

Paul Beatty moved, seconded by Susan Pinkus, that the minutes for the July 26, 2012 Executive Council Meeting be approved with the following changes: Under Section VI., Other New Business, Number 2, the minutes should read: The motion was approved with a vote of 14-0-1 with Susan Pinkus abstaining. Under Section VII., Executive Session, the sentence specifying "The Council reconvened in regular session." should be removed. Under Section VIII., Adjournment, the minutes should read "The executive session was adjourned at 2:00 p.m." The amended minutes were unanimously approved.

II. SECRETARY-TREASURER REPORT

A. July 2012 Financials

Secretary-Treasurer, Rachel Caspar, reported that the financials for July show net income of \$189,000 compared to \$217,000 at the same time last year. AAPOR is in a good financial position and is projected to end the year with a surplus close to \$100K, having budgeted for a \$50,000 deficit. Unrestricted investments total \$985,000 and temporary restricted income totals \$224,000; both increased over 2011. A net profit of \$123,000 is projected from the 2012 annual conference.

Membership revenue is higher than 2011 figures by \$4,500 and within \$500 of budget. Revenue from webinars is tracking closely to budget and career center (job bank) revenue is ahead of budget. Blue Book revenue is higher than the same time last year, but still considerably under budget for 2012. The Communications Committee will discuss options for the future of the Blue Book at an upcoming council meeting.

B. Endowment/Development Committee

The Endowment Committee is editing the end-of-year donor letter with the goal of sending the letter to the membership at the end of October. The committee is also discussing increasing student support for activities other than those directly related to the annual conference. Susan Tibbitts, Executive Director, recently gave a presentation to the Endowment Committee on the topic of planned giving and encouraged the committee to support the development of a comprehensive planned giving program. Susan also recommended that the name of the committee be changed to the Development Committee to more accurately reflect the broader mission of the committee.

C. Investment Status

Rachel Caspar stated that Investment Committee Chair, Janet Streicher, has made recommendations for reinvestment of certificates of deposit that will be maturing in the months of August and September. There are no committee meetings scheduled for the remainder of the year.

III. EXECUTIVE DIRECTOR REPORT

Sustaining Sponsorship

Susan Tibbitts summarized a meeting that took place with Secretary-Treasurer Rachel Caspar, Associate Secretary-Treasurer, Nancy Bates, Chuck Shuttles, Education Committee Chair and AAPOR staff to discuss establishing a sustaining sponsorship program for AAPOR. The goal of the meeting was to determine if this sustaining sponsorship merited further consideration by council. At the conclusion of the meeting, Nancy Bates and Rachel Casper agreed to recommend that council identify a person or group to pursue the idea.

Susan Tibbitts defined sustaining sponsorship as a movement from sponsorships that are tied exclusively to the annual conference, to sponsorships that might or might not include the annual conference.

Four key considerations surrounding the creation of a Sustaining Sponsorship program include:

1. **Purpose:** To increase revenue, while at the same time advancing the mission and overall visibility of AAPOR.
2. **Interest and capacity of sponsors:** To create interest and capacity in sponsors (current and yet to be identified) in sponsorship opportunities beyond the annual conference, without decreasing support for the annual conference.
3. **What do sponsorship opportunities look like for AAPOR and which are a fit for AAPOR's culture:** Sustaining sponsorship includes the opportunity to underwrite single or multiple AAPOR activities. In addition to tote bags, plenary speakers and coffee breaks, examples of existing programs and activities include: newsletter, webinars, *Survey Practice*, the Blue Book, the career center, mailing lists, social media posts, etc. Examples added by other associations include limited targeted contact with members via e-blast or in-person meetings, high-level industry policy meetings, access to chapters, creation and use of a special partner logo designation and special discounts on print and e-media advertising.
4. **Volunteer and staff time involved for oversight of the program:** Key to the program is defining member volunteer and staff time required to support an expanded sponsor program and the absolute necessity of central coordination. Sponsors need a point person who understands their interests. Opportunities and pricing must be consistent and transparent. AAPOR members should be invited to take part in the development of the program.

Paul Lavrakas recommended that the recommendation to establish a sustaining sponsorship program be placed on the agenda for the newly approved Financial Oversight Committee.

IV. CONSENT AGENDA

Committee reports were posted to the SharePoint site for council members to review.

V. OLD BUSINESS

A. *Journal of Survey Statistics and Methodology (JSSAM) Contract and Memorandum of Understanding (ASA) Update*

Paul J. Lavrakas presented the revised proposed contract between AAPOR and Oxford University Press (OUP) for the new *Journal of Survey Statistics and Methodology (JSSAM)*. The contract has the support of the Journals Review Task Force and was reviewed by AAPOR CFO, Scott Freeman and AAPOR counsel.

Patricia Moy moved, seconded by Marjorie Connelly, to authorize the approval of the contract with Oxford University Press that jointly covers both *Public Opinion Quarterly* and the *Journal of Survey Statistics and Methodology*. The motion was unanimously approved.

Paul J. Lavrakas described some of the highlights of the Memo of Understanding between AAPOR and the American Statistical Association (ASA) for the jointly sponsored *JSSAM*.

Patricia Moy moved, seconded by Rachel Caspar, to approve the Memo of Understanding between AAPOR and the American Statistical Association concerning the partnership on the *Journal of Survey Statistics and Methodology*. The motion was unanimously approved.

B. Task Force Updates

Paul J. Lavrakas stated that task force reports from the Non-Probability Task Force and the Public Opinion and Leadership Task Force are expected prior to the end of the year. The Survey Refusal Task Force is expected to have its report ready in early 2013.

C. Proposed Reorganization of NJAAPOR

Jennifer Dykema, Associate Membership and Chapter Relations Chair (MCR), briefed council on the recent sequence of events concerning the New Jersey Chapter (NJAAPOR). Marc Weiner, Secretary-Treasurer of NJAAPOR, contacted the Membership and Chapter Relations chairs during the spring to let them know that NJAAPOR was inactive. In the period since, Marc, an AAPOR member and non-practicing attorney, and an enthusiastic group of Pennsylvania colleagues, have worked through options for reactivating the chapter that include offering existing members (34) the opportunity to remain involved with the reactivated chapter- expected to include a region encompassing Philadelphia and Princeton. There have been several discussions by conference call that have included the MCR Chairs and AAPOR staff. Discussion and work on the legal logistics for NJAAPOR, including ensuring that AAPOR's interests are addressed will continue. The MCR chairs will offer progress updates to the council.

D. Charles Cannell Workshop Proposal

Conference Steering Committee Chair Paul Beatty reminded the council that former AAPOR President and POQ Editor, Nancy Mathiowetz, had previously contacted him with a proposal from the Charles Cannell Fund in Survey Methodology at the University of Michigan, to hold a workshop for 30-50 people in conjunction with the 2013 AAPOR and WAPOR meetings at the Seaport World Trade Center. The workshop is tentatively scheduled to take place on Wednesday afternoon. The council discussed the importance of avoiding similarities in content between the workshop and the short courses that would be scheduled at the same time. There was general agreement that content conflict could be avoided and the workshop might lead to a modest increase in registration from workshop attendees who would not otherwise attend AAPOR's meeting. Paul advised that AAPOR staff had been asked to provide some limited support for the workshop. The details and price are still being worked out. Chuck Shuttles will coordinate with the Cannell workshop program committee and AAPOR's Short Course Subcommittee to ensure that there is no content overlap.

VI. NEW BUSINESS

A. Communications Committee

1. 2013 Video Contest

Marjorie Connelly, Communications Chair, reported that the Communications Committee has recommended repeating the video contest in its 2013 budget request. A subcommittee is looking into a new process for judging the videos. Council expressed approval for holding the video contest again in 2013.

2. Survey Practice Report

The new *Survey Practice* (SP) logo will be ready for council to evaluate sometime next week and Marjorie Connelly will forward the logo to council members when ready. Work continues on the new SP web platform that will also be made available to council for review.

3. Member ↔ Council Communications Committee

Rob Santos, chair of the Ad hoc Committee for Member ↔ Council Communications reported that the committee members will include AAPOR members Paul Schroeder (University of Delaware), Marjorie Connelly, Jennifer Dykema, Mario Callegaro (Google) and Jan Werner (Jan Werner Data Processing). The committee charge is complete and the group plan to meet prior to the end of the month. There was a suggestion that Rob write a short article for the November issue of AAPOR News, describing the committee charge and membership.

4. Ad hoc Committee to Review IPSOS Credibility Intervals

Vice President/President-Elect, Rob Santos, chair of the ad hoc Committee on Credibility Intervals, informed the council that Trent Buskirk and Andrew Gelman will serve as committee members. The group is currently preparing a short document aimed at the media and the public. A draft is expected to be ready for council review at the September meeting.

5. Establishment of a Financial Oversight Committee

Paul J. Lavrakas reviewed the details of the proposal to create a Financial Oversight Committee to monitor the short and long-term financial health of AAPOR and advise council on ways to maintain and improve AAPOR finances. As proposed, the committee would have an initial term of 3 years. The council will review the committee after the first year.

Several councilors expressed concern about the size of the proposed committee being an encumbrance to action that might be required on short turn-around. As proposed the committee membership will include 11 members who will serve three-year terms: The current members of council's Executive Committee (President, Vice President, Past-President, Secretary-Treasurer, and Associate Secretary Treasurer); the Past Secretary-Treasurer; the chairs of the Endowment and the Investment committees and three members at large with expertise in financial planning and current and reasonable familiarity with AAPOR issues in process and anticipated. Investment Committee member and immediate past Conference Committee chair Dan Merkle will serve as committee chair. Ex officio (non-voting) committee members include the Executive Director and staff accountant. There was an additional recommendation that the Executive Director, if/when this position becomes funded at 100 percent, become a full voting member of the committee.

Following additional discussion a motion was offered to approve the committee as proposed.

Susan Pinkus moved, seconded by Marjorie Connelly, to approve the establishment of a Financial Oversight Committee with the purpose and the structure outlined in the recommendation memo. The motion was unanimously approved.

6. Advisory Committee for *Public Opinion Quarterly*

Paul Lavrakas advised the council that Michael Link is serving as an active member of the *POQ* Advisory Committee, joining Patricia Moy, Councilor-at-Large, who is already serving on the committee. Jennifer Dykema will complete Patricia's term when Patricia begins her role as *POQ* co-editor in January. (January through May of 2013.)

7. WAPOR 2013 Joint Conference

Patricia Moy offered to contact Paul Beatty with the name of the appropriate decision-maker at WAPOR for matters concerning the 2013 joint conference including staff support and related considerations.

VII. EXECUTIVE SESSION

Staff was excused from the meeting, and council convened in executive session at 1:37 p.m. EST.

Marjorie Connelly moved, seconded by Peyton Craighill, to approve that the regular session of the council meeting be adjourned and that the council move to executive session. The motion was unanimously approved.

VIII. ADJOURNMENT

The executive session was adjourned at 2:00 p.m.