

**American Association for Public Opinion Research
Executive Council Minutes
December 18, 2014**

Michael Link	President	Present
Mollyann Brodie	Vice President	Present
Rob Santos	Past President	Present
Mary Losch	Secretary-Treasurer	Present
Dan Merkle	Associate Secretary-Treasurer	Present
Frauke Kreuter	Standards Chair	Present
Ron Langley	Associate Standards Chair	Present
Dawn V. Nelson	Conference Chair	Present
David Dutwin	Associate Conference Chair	Present
Jennifer H. Childs	Membership & Chapter Relations Chair	Present
Kristen Olson	Associate Membership & Chapter Relations Chair	Present
Eleni Delimpaltadaki Janis	Communications Chair	Present
Jordon Peugh	Associate Communications Chair	Present
Cliff Zukin	Councilor-at-Large	Present
Joe Lenski	Councilor-at-Large	Present

Staff

Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Abra Alscher	Administrator	Present
Lisa Kamen	Marketing Communications Manager	Present
Jacky Schweinzger	Meetings Director	Present
John Waxman	Managing Director	Absent

Guests

Anna Wiencrot	Education Committee Chair	Present
Lili Japac	Big Data Task Force Co-chair	Absent

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

President Michael Link called the meeting to order at 12:01 p.m. EST and a quorum was established. Commenting on the quality of the Big Data Task Force report and the work of other AAPOR task forces. Michael expressed his appreciation to all AAPOR members and non-member consultants who donate their time to participate on AAPOR committees and task forces.

Jordon Peugh moved, seconded by Rob Santos to approve the minutes of the November 20, 2014, Executive Council meeting as presented. The minutes were approved unanimously.

On December 3, 2014, the AAPOR Executive Committee approved the AAPOR Planned Giving Program as presented by the Development Committee, to include the establishment of the Living Legacy Circle.

There was no objection to the action taken by the Executive Committee on behalf of the Executive Council.

Mary Losch moved, seconded by Rob Santos to approve the minutes of the December 3, 2014, Executive Committee vote as presented. The minutes were approved unanimously.

II. OLD BUSINESS

A. Standards Committee: Report on Big Data Task Force

Big Data Task Force Co-Chair Frauke Kreuter provided an overview of the task force report and responded to questions and feedback from the council.

Councilors reacted positively to the report, agreeing that the report was a difficult undertaking, beautifully handled and organized; and the information will be highly valuable to members and the greater survey research community.

Additional comments included: Committee may want to consider including more on private versus public data; members would benefit from information on qualitative research and this isn't addressed in the report- may want to make that clearer; consider adding a paragraph on fit for purpose and that could bring in qualitative research and other related issues; it would be helpful to augment the 'AAPOR should do' items with information on who else is already doing something in the area to provide council with additional context; the report refers to Amazon service without listing alternatives- it would be good to include them if they exist e.g. AirSage; would like to see committee agree to tighten the definition of Big Data since some of the examples may not be seen as Big Data by some readers.

Frauke Kreuter thanked the council for their close review and stated her plan to share the comments with the full committee for final edits prior to presentation of the report to the Executive Council for formal approval. She indicated that she would work with Eleni Delimpaltadaki Janis, Jordon Peugh and Lisa Kamen to draft a press release in anticipation of the final report.

a. Standards Committee: Address-Based Sampling Task Force

Frauke Kreuter indicated there was nothing new to report.

b. Standards Committee: Code Review Task Force

Standards Chair Frauke Kreuter indicated the Code Review Task Force report would be ready for discussion at the January executive council meeting.

III. SECRETARY-TREASURER REPORT

October 2014 Financials

Secretary-Treasurer Mary Losch noted that the October financials begin to hint at the deficit that was forecast for end of year. As of October 31, 2014, total year-to-date net income was \$10,152 and net income from operations was (-\$3,775).

2015 Conference Sponsor and Exhibits

Associate Secretary-Treasurer Dan Merkle stated that the sponsor and exhibit update was covered in the Executive Director Update submitted as part of the Consent Agenda; adding that

as of December 15, sponsor and exhibit sales were \$101,000, 53% of the 2015 total sponsorship budget; ahead of the same time for both the 2014 and 2013 conferences.

IV. STRATEGIC DISCUSSION

Sherwood Group Merger with Kellen Company

Michael Link advised Council that Sherwood President and AAPOR Managing Director, John Waxman had sent his apologies to Council for missing the meeting after being unavoidably detained. Michael Link asked Executive Director Susan Tibbitts if she would be willing to answer questions from the Council about the impact of the merger. Susan agreed and added that she would also share the questions with John Waxman for additional follow-up.

1. Managing differences in cultures is critically important in mergers. What actions are being taken by Kellen/Sherwood to ensure a smooth transition? Susan noted that talks between the two companies had been taking place for some time, and the company principals have worked together for many years. The Sherwood and Kellen staffs met for a holiday lunch and introduction.
2. Does Susan Tibbitts plan to stay with the company given the merger? Susan stated that she looks forward to continuing as AAPOR's executive director as an employee of the Kellen Company.
3. Are the main systems used by Sherwood and Kellen to conduct business the same or different? What systems will be used post-merger? Susan noted that the primary platforms for accounting (Great Plains) and membership management (iMIS) are also used by Kellen, although the versions may differ slightly. There is no plan to change the systems.
4. What is the increase in commute time for our Sherwood staff? What percentage of staff do you expect to remain with Sherwood? Susan stated her hope that each of the AAPOR team members will stay with the Kellen Company. She noted that following a sale and merger for any company, it commonly takes at least a year to work out the kinks. She added that John Waxman and Kellen President Peter Rush had offered incentives and expansion of the current telecommuting and flextime program to avoid losing any staff members as the result of an increased commute.
5. Medium-size firms have strengths and weaknesses. There are opportunities for a company to bring strengths to the table. Can you offer specifics about areas where we (AAPOR) will be noticeably stronger i.e. benefit from Kellen-Sherwood combined resources? Susan noted the strength of Kellen's D.C. office, Kellen's international presence and the availability of more sophisticated communications services, should AAPOR be interested at some future point. She added that she expects that more information on services will be shared as the merger goes forward. Additionally she noted the immediate positive impact on the staff team of occupying an office with state of the art work space and communications technology such as video conferencing.
6. What will John Waxman's role be at Kellen? Will reporting structure change? What will the organizational chart look like? Susan stated that John Waxman and Vice President Greg Schultz will serve on the Board of Directors for the Kellen Company and report to company president Peter Rush. There is no plan to change the current reporting structure for the AAPOR team. Susan will continue to report to John Waxman who will remain managing director. The merger with the larger company will create advancement opportunities for staff over time.

7. Concerned about impact of move planned for May on the AAPOR conference. Will the move affect the conference? Can the move be scheduled around the conference? The Sherwood Group will cease to exist January 1, 2015. Transition of back-end support systems is already underway and will be ready to go January 1. By the time the AAPOR conference begins in May 2015, AAPOR will have been served by the Kellen Company for five months. Susan reaffirmed that the success of AAPOR's annual conference is the first priority for the staff team. There will be nothing about the merger or eventual move that will change the priority.
8. Will the systems that we use for abstract review and online registration be changed with the merger? Susan stated that there is no plan at present to change from the abstract management service offered by Precis and reminded the group that there is a contract in effect for the 2015 conference. She noted that staff evaluates the effectiveness of such platforms on a regular basis and negotiates best rates. Should quality of service, functionality or rates change, the contract would be revisited. The online registration system is part of the package of web services just being built to work with and support website platform.
9. Kellen has a number of offices. Is the plan for AAPOR to be managed from the Chicago office? Susan confirmed that AAPOR will continue to be managed from Kellen's Chicago office.
10. Will AAPOR be able to use the facilities at other Kellen offices? Susan confirmed that AAPOR will be free to use the meeting facilities available at any of the Kellen office locations.
11. How does AAPOR compare in size to the other associations that are managed by Kellen-Sherwood? Is AAPOR a small fish in a big pond, or a big fish in a small pond? Susan responded that she wasn't yet familiar enough with the size of any of Kellen's current 99 client associations to comment accurately. She added that AAPOR was one of the larger Sherwood client associations.

V. CONSENT AGENDA

Michael Link noted that consent reports were presented for information from the Ad hoc Committee on Bylaws Review, Communications Committee, Conference Steering Committee, Education Committee, Executive Director Update, Future of U.S. General Population Telephone Surveys Task Force, Membership and Chapter Relations Committee, Standards Committee and the Transparency Initiative Coordinating Committee. Ron Langley stated he would forward his notes from the most recent Standards Committee meeting to the council listserv.

Rob Santos moved, seconded by Jenny Hunter Childs to accept the consent reports as presented. The motion was approved unanimously.

VI. OLD BUSINESS (continued)

B. Membership and Chapter Relations Committee: AAPOR National and Chapter Relations Report

Michael Link introduced the AAPOR and Chapter Relations report and emphasized the importance of the report as a 'foundational' document for AAPOR.

Membership Chair Jenny Hunter Childs reported that a work group of Executive Council members and Chapter member Ned English had examined the relationship and created a comparative grid to capture and clearly define opportunities that will benefit both

AAPOR and Chapters in the future. The plan is to follow the current process by creating a rights and responsibilities document to guide the relationship. The creation of the document (and recommendation to Council) would be handled by a new work group that would include AAPOR and AAPOR chapter members. Vice President Mollyann Brodie added that it had been a long time since AAPOR had methodically examined and discussed the relationship between AAPOR and the Chapters.

Jordon Peugh moved, seconded by Eleni Delimpaltadaki Janis to accept the AAPOR and Chapter Relations Report as presented. The motion carried unanimously.

The Membership and Chapter Relations Committee chairs indicated they would have a recommendation for appointments to a chapter rights and responsibilities work group for Council consideration in January.

a. Membership and Chapter Relations Committee: Other

Jenny Hunter Childs indicated there was no other business to report.

C. Communications Committee: Update on Responsive Website Launch and Content Review

Communications Chair Eleni Delimpaltadaki Janis stated that a Social Media Subcommittee had been created. She added that the charge to the committee will benefit relationships with the Chapters.

Eleni reported on the successful launch of the new AAPOR website, noting the immediate and positive comments received from members. She reminded the council that the committee was continuing to define a process for ongoing expertise-based web content review by the committees.

D. Conference Committee: Abstract Review and Program Update

Conference Chair Dawn V. Nelson reported she is finalizing the abstract selections. There will likely be 88 sessions with 11 dedicated to mini-conference. There will be four methodological briefs sessions, a session for ResearchHack 2.0, and a professional development session. The remaining 71 sessions are panels and papers, among them sampling, election polling, public opinion, LGBT, sensitive questions, paradata, cell phones and more. A total of 650 abstracts were submitted.

Dawn thanked David Dutwin, Paul Beatty, Jen Dykema, Jenny Hunter Childs, Peyton Craighill, Nancy Bates and Scott Keeter for helping out with selection.

Susan Tibbitts thanked David Dutwin, Dawn V. Nelson, abstract reviewers, the conference committee and Heidi Diederich for all the hard work. She reminded the conference chairs of the importance of continuing to adhere to deadlines.

a. Conference Committee: 2018 – 2020 AAPOR Conference Site Discussion

Michael Link reported on the proposals received for the 2018 – 2020 conference locations. The Executive Committee and the conference chairs reviewed the report completed by Jacky Schweinzger, the analysis of conference attendance based on the 2014 conference attendee survey, and the historic list of AAPOR conference locations. Based on a combination of cost considerations, concessions from hotels, conventions centers and cities; and the probability for

greatest turnout, they recommended Denver (2018); Toronto (2019); Seattle (2020); with Atlanta and Toronto as a backup for all years.

Council discussion followed. With regard to holding the conference in Toronto, there was concern expressed about the ability of federal employee AAPOR members to be able to participate in a conference held outside the U.S. It was unclear if current travel restrictions would be in place at the time the future conference took place. Members could choose to take personal time off to attend. The cash concession offered by the City of Toronto was significant. There was a question about increased cost and delays resulting from international shipping. Jacky responded that she had not experienced any significant issues, managing Canadian logistics for other association client meetings.

Ron Langley moved, seconded by Rob Santos to proceed with further investigation of the four cities recommended for as sites for AAPOR 2018 – 2020 conferences: Denver, Toronto, Seattle and Atlanta. The motion carried unanimously.

Jacky and Conference Support Subcommittee Chair Mandy Sha plan to complete necessary site visits in January, preliminary to final negotiation and site selection.

E. Education Committee

Michael Link stated that Education Chair Ana Weincrot provided a written report. Discussion is planned for the January council meeting.

F. Other Old Business

There was no other old business to report.

VII. NEW BUSINESS

A. Committee Appointments: Book Award Committee

Joe Lenski stated that he had contacted five potential committee members, three of whom had tentatively accepted pending Council approval including Marc Schulman, Sandra Bauman and Tom Smith. Potential appointees Chuck Shuttles and Colleen Porter had not yet responded.

Mary Losch moved, seconded by Dawn V. Nelson to accept the Book Award Committee nominations as presented. The motion carried unanimously.

B. Committee Appointments: Regional Workshop Concept Task Force

Michael Link urged that a thought document be developed for presentation to the Executive Council in March 2015, to examine considerations for AAPOR to hold a regional educational workshop(s). Associate MCR Chair Kristen Olson agreed to chair the task force, chair, with Mollyann Brodie, Education Chair Anna Weincrot, Associate Secretary-Treasurer Dan Merkle and Councilor at Large Cliff Zukin serving as members.

Jenny Hunter Childs moved, seconded by David Dutwin to create a task force to examine considerations for AAPOR to hold a regional educational workshop(s) and deliver a 2-4 page document with background and recommendations at the March Executive Council meeting. The motion carried unanimously.

Councilor at Large Cliff Zukin stated his intent to share the preliminary set of considerations that he had drafted in the summer of 2014 following the June planning meeting when the recommendation was initially made.

C. Other New Business

Nominations Committee chair Rob Santos stated that the Nominations Committee will present the slate of candidates for confidential review in advance of the January Executive Council meeting.

VIII. ADJOURNMENT

Michael Link stated that meeting was adjourned at 1:55 p.m. EST.

Dan Merkle moved, seconded by Mary Losch to adjourn the Executive Council meeting. The motion carried unanimously.