



**American Association for Public Opinion Research
Executive Council Teleconference Minutes
December 15, 2011**

ROLL CALL/CALL TO ORDER.

Scott Keeter	President	Present
Paul J. Lavrakas	Vice President	Present
Frank Newport	Past President	Present
Joseph Lenski	Secretary-Treasurer	Present
Rachel Caspar	Associate Secretary-Treasurer	Present
Timothy Johnson	Standards Chair	Present
David Cantor	Associate Standards Chair	Present
Dan Merkle	Conference Chair	Present
Paul Beatty	Associate Conference Chair	Absent
Joe Murphy	Membership & Chapter Relations Chair	Present
Liz Hamel	Associate Membership & Chapter Relations Chair	Absent
Rich Morin	Communications Chair	Present
Marjorie Connelly	Associate Communications Chair	Present
Linda Piekarski	Councilor-at-Large	Present
Patricia Moy	Councilor-at-Large	Present

Guests

Robert Shapiro	Chair, POQ Advisory and Editor Search Committee	Participating by phone
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Staff

John Waxman	Managing Partner	Present
Susan Tibbitts	Executive Director	Present
Donna Tieberg	Administrative Director	Present
Lindsay Arends	Marketing Communications Manager	Present
Andrew Massengill	Accountant	Present

I. WELCOME AND CALL TO ORDER

President Scott Keeter called the meeting to order at 12:10 p.m. EST and announced that the Council planned to convene in executive session at the end of the meeting to discuss budget issues concerning staffing.

The minutes of the November 10, 2011 Executive Council meeting were reviewed. It was proposed that the minutes amended to remove an extraneous line on page 4, under Membership and Chapter Relations Committee-Update.

Paul J. Lavrakas moved, seconded by Frank Newport, that the minutes for the November 10, 2011 Executive Council meeting be approved as amended. The motion was unanimously approved.

II. SECRETARY-TREASURER REPORT

A. Current Financial Status

Secretary-Treasurer Joe Lenski reported that net income as of October 31 was slightly more than \$200,000, slightly less than the same time in 2010. Total operating expenses were more than \$100,000 below budget as of October 31. Net operating income for end-of-year 2011 appears likely to exceed \$100,000.

B. Investment Status

Joe Lenski has contacted Investment Committee Chair Janet Streicher and will discuss a plan for funds that are accumulating in reserves. It was noted that the Investment Committee has met only one time in 2011. Council urged the committee to meet in 2012 to review and make any updates that may be needed to the existing AAPOR Investment Policy.

C. 2012 Annual Conference Sponsorship and Exhibits

Rachel Caspar, Associate Secretary-Treasurer, reported that sponsorship and exhibit revenue currently totals \$70,000, and added that other informal commitments have been made. She stated that the sponsor and exhibit revenue estimates in the 2012 budget are attainable.

D. Endowment Committee

Joe reported that the end of year fundraising appeal e-blast was sent as planned in November. Executive Director Susan Tibbitts reported that \$904 has been received in donations since the appeal. She noted the contributions could be attributed to the fundraising appeal, but may also be the result of the call for donations that is included in dues renewal mailings.

III. 2012 BUDGET FINAL APPROVAL

Joe Lenski reported that following the Executive Council meeting in November, the AAPOR Executive Committee plus Conference Chair Dan Merkle met to develop

recommendations to Council regarding changes in the draft 2012 AAPOR budget. The group reviewed material supplied by Sherwood including detail on staff hours worked in 2011 and discussed Sherwood's recommendations for the 2012 staffing allocations and management fees.

Following discussion the budget committee recommended:

1. A cost of living increase of 2% should be applied to the base management fee from 2011.
2. An additional 0.10 FTE (\$12,000) will be added for communication support for the Transparency Initiative. This is lower than the 0.15 FTE based on an earlier estimate and represents approximately 4 hours per week of support from Sherwood staff. The existing TI expense line in the budget was moved from the list of committees and placed in a new dedicated TI expense program that immediately follows committee expenses.
3. An additional 0.10 FTE was added for increased administrative/member services to move certain member services from AAPOR Administrative Director Donna Tieberg. This is lower than the additional 0.20 FTE proposed by Sherwood. Total additional cost \$7,000.
4. For 2012 the group recommended that the allocation of time for Executive Director Susan Tibbitts increase from 0.40 to 0.45 FTE. This added \$10,000 to the existing leadership/committee management fee line.
5. After a review of hours devoted to staff support for webinars, including consultation with Education Committee co-chair Chuck Shuttles, the group approved the Sherwood recommendation to add a \$15,000 webinar management expense line to the existing webinar expense section. This is approximately .167 FTE, for a total of 288 hours or 48 hours per webinar.
6. The group recommended that any increase in time necessary from Sherwood staff to support the archiving projects be postponed until 2013 or until additional funding becomes available.

Two additional budget changes were made in non-management fee line items:

7. Reduced Archive & Heritage Committee expense from \$6,500 to \$2,500 by removing all expense related to/requiring staff support. Expenses already assigned to the Heritage restricted account will result in a zero balance by EOY 2012.
8. In Conference expenses, reduced disabled access to zero with the assumption that the expenditure would be made from reserves if required.

Joe Lenski reported that the current proposal that reflects the committee recommendation results in an operating deficit for 2012 of approximately \$33,000, \$22,000 of which is support for the Transparency Initiative (TI). The majority are expected to be one-time expenses and therefore should be considered an expenditure from reserves. Excluding the

TI expenses, the operating deficit for 2012 will be in line with the deficit approved by the Council for 2011.

The Council discussed webinar presenter compensation, including the proposal made by the Education Committee and included in the proposed budget to provide each webinar instructor with an honorarium of \$375. Scott Keeter noted that an end-of-year bonus for AAPOR is under consideration and if approved would come from the 2011 resources. It was agreed that discussion of any bonus should take place during the Executive Session.

Joe Lenski moved, seconded by Dan Merkle, that the 2012 AAPOR budget be adopted. The motion was approved with a vote of 12-0, with Paul J. Lavrakas abstaining.

IV. OTHER BUSINESS

A. Appointment of Dawn Nelson to COPAFS

There was brief discussion of the appointment of Dawn Nelson to the Council of Professional Associations on Federal Statistics (COPAFS) to replace Carolee Bush. Scott Keeter thanked Carolee for her years of service representing AAPOR.

Paul J. Lavrakas moved, seconded by Linda Piekarski, that Dawn Nelson be appointed to COPAFS. The motion was unanimously approved.

B. Survey Practice Editor Task Force

Past President Frank Newport reported on progress on the editor search for *Survey Practice*. Several candidates are under consideration and the search remains open. Current editor, John Kennedy, is scheduled to serve through May, but will be able to continue his tenure if needed.

C. Non-Probability Task Force Update

Scott Keeter reported that he had talked to Co-Chair Reg Baker. Recruitment of Task Force members is progressing with care to ensure a good balance of members representing different sectors and approaches. Scott will reinforce the need for a timetable and will invite Reg and co-chair Mike Brick to attend the January 2012 Council meeting via phone to offer an update.

V. POQ AND JSSM EDITOR RECOMMENDATIONS

A. POQ Editor Recommendation

Scott Keeter excused Councilor-at-Large Patricia Moy from the meeting.

Bob Shapiro, Chair of the POQ Advisory Committee and Editor Search Committee joined the call and referred to the recent memo containing the Task Force recommendations for *Public Opinion Quarterly* (POQ) editors. After an extensive search, reviews of proposals, and interviews with the nominees, Bob reported that two strong teams of finalists had emerged and each team was well-qualified. Both finalists submitted strong proposals which included substantial institutional support and commitment, making both teams highly appealing. Following thoughtful consideration, the Committee recommended the team of coeditors Patricia Moy and Tom Smith, along with proposed associate editors Andy Peytchev and Steve Ansolabehere. Council discussion followed.

Paul J. Lavrakas moved, seconded by Dan Merkle, that Patricia Moy and Tom W. Smith be named the new editors of *Public Opinion Quarterly*. The motion was unanimously approved.

Scott Keeter stated that he plans to work with the POQ Advisory Committee to ensure better support for copy editing, a service currently included in the contract with Oxford University Press. The new editors have also expressed support for retaining Phyllis Silverstein as managing editor for the POQ. Patricia has indicated that it may be possible for Phyllis to become an employee of the University of Washington. The new editors will be announced in an email to the membership and in an article in the upcoming AAPOR newsletter.

Patricia Moy rejoined the call at 1:06 p.m. Congratulations were offered by the council to Patricia and to Tom Smith.

B. AAPOR Journals Review Task Force: Recommendation for JSSM

Bob Shapiro reminded the Council that it had previously charged the task force with planning for the new journal and for recommending how the new journal and POQ might be governed. The Council also asked the task force to conduct a search for prospective editors of the new journal. The identity of the editors is important in publisher decisions on whether to bid on the journal. In addition, it was seen as important for the editor nominees to play a role in framing the proposal to publishers.

Referring to a recommendation memo distributed to the Council, Bob noted that the task force conducted a search for editor nominees, soliciting statements of interest from the AAPOR and ASA memberships, reviewing vitae, soliciting further information from a short list of candidates and having discussions with finalists. The task force also discussed recommendations for the initial terms of editors and a continuity plan.

The task force recommended approval of the appointment of Roger Tourangeau and Joseph Sedransk as the first editors of the journal. Tourangeau would fill the role of methodology editor and Sedransk would fill the role of statistics editor. Both nominees have significant scholarly records.

Additionally, the task force recommended that the following editorial structure be established. Tourangeau would serve for 5 years and Sedransk for 4 years ensuring that both editors would not need to be replaced at the same time. Roderick Little, another highly qualified statistics editor candidate, was recommended to serve on the advisory board of the journal and then succeed Sedransk as statistics editor. Little would begin editing and familiarize himself with the publication system in the third or fourth year of Sedransk's term. It was noted that the editorial search did not surface candidates who could be considered to succeed Tourangeau and therefore the committee did not make a transition recommendation for the methodology editor.

Bob added that if Council approves the task force recommendations and if the ASA Publications committee gives similar approval, the task force will next begin preparation of the publisher proposal. In the course of this work, AAPOR and ASA will need to come to an understanding on the business and editorial control over the journal. As currently discussed, AAPOR would be the business home for the journal and share editorial control with the American Statistical Association (ASA). AAPOR would sign the publisher contract, stipulating the number of issues, the editorial office setup etc., and get the royalties. AAPOR and ASA would jointly control appointment of editors and approve editorial policies. The task force will develop proposals in these areas and seek Council approval. The goal is to have a publisher proposal ready for submission by the time of the 2012 annual conference.

The question was raised as to how the editorial boundaries of the *POQ* and the *JSSM* will be recognized and negotiated. There was a suggestion that a discussion be arranged between the editorial teams of both journals to address the issue. It was decided that that further discussion on this topic should take place at the January council meeting.

Paul J. Lavrakas moved, seconded by Patricia Moy, that the recommendations of the JSSM Task Force concerning the editorial structure for the journal be approved. The motion was unanimously approved.

VI. COMMITTEE REPORTS

A. Conference Committee

1. Abstract Review Process

Dan Merkle, Conference Committee Chair, gave a report on the abstract review meeting that took place in New York on November 30. The review team included Dan, Paul Beatty, Associate Conference Chair, Melissa Herrmann, Education/Short Course Committee Chair, and volunteers Janice Ballou, Murray Edelman, and Mike Mokrzycki, with assistance provided by Administrative Director Donna Tieberg. Approximately 640 abstracts were submitted. Dan reported that he was very happy with the quality of the submissions and how well they related to the theme of the conference.

2. 2012 Plenary Update

Dan Merkle reported that the Plenary will be titled “Examining the Value of Non-Probability Sampling in Social Research.” Two panelists, Doug Rivers and George Terhanian will present papers that offer perspectives on the utility of approaches that differ from the probability sampling paradigm, while Bob Groves and Elizabeth Stasny will evaluate the panelists’ arguments.

The proposed Schober workshop has not yet been confirmed. The organizers are awaiting word on grant funding. The unofficial title is, “Survey Responses vs. Tweets: New Choices for Social Measurement.” Dan will follow-up on the status of the proposed workshop.

B. Communications Committee

1. Committee/Task Force Content on Website

Marketing Communications Manager Lindsay Arends discussed the plan to reorganize committee and task force listings on the website to add the names of all members in addition to the committee chairs, and to add email addresses. Email addresses would be available only to members after they have logged in. The purpose of the change is to demonstrate the number of members involved in committee and task force activity and to encourage greater member involvement. The total cost of the redesign is not expected to exceed \$450. Current funding in the Communications budget will be adequate to cover the expense.

2. Jstor Advertising Exchange

AAPOR was contacted by the University of Chicago press about an advertising exchange with the Journal of Consumer Research (JCR) that proposed AAPOR publish the table of contents for each *JCR* issue on AAPORnet. In return, AAPOR was offered up to three pages of black and white print advertising with an

estimated value of \$816.00 per page. There was discussion of the quality of the publication and member interest.

Rich Morin moved, seconded by Marjorie Connelly, to enter into an agreement with the University of Chicago Press to post on AAPORnet the table of contents for the *Journal of Consumer Research*. The motion was approved unanimously.

C. Education Committee

The list of the six proposed titles and presenters for the 2012 AAPOR webinars recommended by the Online Education Subcommittee was presented to council for their information. The first webinar is planned for February 2012. Final details on titles and webinar dates are expected to be confirmed as quickly as possible to allow marketing to begin.

Approved instructors and topics include:

- a. February: Matt Ericson of the New York Times; data graphics and visualization
- b. April: Frauke Freuter; paradata
- c. June: Colm O’Muircheartaigh; specific ways to be cautious when using address based sampling
- d. August: Diana Mutz; experimental design
- e. October: Courtney Kennedy; dual frame weighting
- f. December: Michael Link; new technologies (a follow-up to his November 2011)

D. Membership & Chapter Relations

1. Membership Report and Membership Mailings

Membership and Chapter Relations Chair, Joe Murphy, reported as of November 30 there were 2,344 AAPOR members and membership is currently tracking close to 2010, with a similar rate of renewal. Joe and Associate MCR Chair, Liz Hamel stated their interest in testing response to a third hard-copy renewal mailing for lapsed members that would be sent in late January. The test group would be comprised one-half of the lapsed members, randomly chosen. The expense for the third mailing, which is not budgeted for 2012, would come from the committee’s budget. No objections were raised by council.

In addition to experimenting with a third mailing to increase renewals, Joe noted that the AAPOR booth had been displayed at the PAPOR, MAPOR and SAPOR chapter annual meetings, and at the American Health and Public Health Association conference.

He added that the committee plans a new member webcast for some time in January. The committee will also distribute the list of members who have volunteered to serve on AAPOR committees and task forces.

2. Membership Survey

The 2011 membership survey report has been finalized and the report will be posted on the AAPOR website and featured in an article in the December newsletter. Joe is working with Chase Harrison to ensure that there are no disclosure concerns. Liz Hamel encouraged the Council to read the verbatim member comments. MCR and Conference chairs are planning to meet in January to determine plans for a 2012 membership survey.

3. Chapter Update

The AAPOR membership committee chairs and chapter officers will meet in January to discuss 2012 planning. Progress continues on efforts to restart the New England chapter and there will be a vote for officers in January. Changes to the MAPOR Chapter bylaws were circulated to the Council. The by-laws currently proposed were approved by MAPOR members at their annual meeting in November. Joe stated that a few contradictory sections were found that needed to be addressed, but there are no substantial changes.

Joe Murphy moved, seconded by Paul J. Lavrakas, to approve the bylaws of the Midwest Association for Public Opinion Research (MAPOR) as reasonably consistent with the AAPOR bylaws. The motion was approved unanimously.

E. Standards Committee

Tim Johnson, Standards Committee Chair, reported that there was no outstanding business. The committee received an inquiry that was handled by the Executive Director.

F. Transparency Initiative

The TI Steering Committee met on December 12 and agreed to move forward with a pilot test to begin in January. Seventeen organizations have been invited to take part in the pilot. The pilot will run through April, with a public rollout to begin in June that will be announced at the annual conference. Those organizations participating in the pilot will be required to apply for certification once the program is officially underway. AAPOR Vice President and TI Steering Committee chair Paul J. Lavrakas stated his intention to step down as chair of the Steering Committee to assume the responsibilities of the AAPOR presidency in May.

VII. EXECUTIVE SESSION

AAPOR staff members other than Managing Director John Waxman were excused from the meeting.

There was a motion by Scott Keeter, seconded by Joe Lenski to suspend the regular meeting and convene in executive session for the purpose of considering a staff bonus. The motion passed unanimously.

Following discussion, Mr. Waxman was excused from the meeting.

VIII. ADJOURNMENT

The executive session of the meeting was adjourned at 2:15 p.m. EST. The Council meeting was adjourned without returning to the regular session.

Next Meeting

The next Council meeting will be held in Washington DC on Thursday, January 12 and 13, 2012.