

**American Association for Public Opinion Research
Executive Council Minutes
December 12, 2013**

Rob Santos	President	Present
Michael Link	Vice President	Present
Paul J. Lavrakas	Past President	Absent
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	Absent
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	Present
John Waxman	Managing Partner	Absent
Lisa Kamen	Marketing Communications	Present
Ashley Hicks	Accountant	Present
Anthony Fiorelli		Present

Guests

Jennie Lai	Education Committee	Present
Chuck Shuttles	Education Committee	Present

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

President Rob Santos called the meeting to order at 12:02 p.m. EST and a quorum was established.

Nancy Bates moved, seconded by Rob Santos to approve the minutes of the November 21, 2013 meeting as presented. The minutes were approved unanimously.

SECRETARY-TREASURER REPORT

October 2013 Financials

Secretary-Treasurer Nancy Bates reported that October, 2013 operating net income was \$94,730. The 2013 budgeted net income from operations is \$6,813. The current projection for end of year is \$57,000 for operations. She noted that the projected positive end of year balance may eliminate the need to release all or part of the \$139,000 from the board designated account as budgeted. Timing for the responsive website design will also have an impact on the board

designated account. Membership revenue was above the 2013 budget by \$2,037. Unrestricted reserves were equal to 8.9 months of budgeted operating expenses.

II. CONSENT AGENDA

The consent agenda was presented for information.

Susan Pinkus moved, seconded by Mary Losch to accept the consent agenda as amended. The motion was unanimously approved.

III. OLD BUSINESS

ResearchHack! 2014 Conference Planning Update

Jennie Lai and Chuck Shuttles presented the plan for the ResearchHack at the 2014 annual conference. The event would be a means of attracting new members and getting them involved, “acculturated,” in AAPOR. The research hack participants would be pre-registered for the event. Ten teams of four people are expected to participate. Participants are AAPOR members of less than 2 years. The goal of the event is to create a research proposal with 3 elements:

1. Choose from one to three social issues (to be provided) the Instagram app could fill as the digital ethnography tool for data collection;
2. Design methodology to collect data using Instagram features available;
3. Develop analysis plan for both qualitative and/or quantitative data captured via the app.

Teams will be asked to present ideas to the judges. They will get feedback from the judges and the judges would narrow it down to five teams. The five teams will then present their revised research proposals to the judges and an audience at a concurrent session on Friday afternoon. Judges will select a winner who will be announced on Saturday at the Awards Banquet. The prize will be determined. ResearchHack activities will compete with educational sessions on Thursday and Friday.

Survey Practice Advisory Board: Appointment

Rob Santos informed the council that appointments were still in process. Michael Link noted that Bob Shapiro’s tenure on the POQ advisory board expires this year and a new appointment or reappointment would need to be done soon.

Transparency Initiative: AAPOR Code

Rob Santos stated that he was in the process of communicating Council’s wishes back to the journal editors. He indicated he would provide the journal editors with a revision of what they currently have posted and ask them to respond.

Public Opinion and Leadership Task Force

Rob Santos noted that he was in the process of appointments for the task forces.

Cliff Zukin reported on his efforts to bring members with a substantive focus back to AAPOR. Cliff proposed the charge and task force make up that included a focus on AAPOR members who are also members of substantively focused organizations.

2014 Conference Program Update

Susan Pinkus reported on the activities of the Conference Steering Committee. Abstract selections were completed on December 6 in New York. She acknowledged Heidi Diederich, Dawn Nelson, Jen Dykema, Paul Beatty, Janet Streicher, Dan Merkle and Janice Ballou for their hard work. Eighty-eight sessions were created from 651 abstracts received. The committee agreed on 28 panels. Overall, the ratio of substantive (1/3) to methodological (2/3) remained the same. The breakfast roundtable for Sunday, "Does Public Opinion Matter to Leaders? Real World Politics and Possibilities," has been completed.

Susan Pinkus also noted the committee recommendation for a drawing for a complimentary 2014 meeting registration.

For the first time, AAPOR branded items will be available for sale via the marketing platform, Café Press. This new member benefit will be rolled out at the 2014 annual meeting. Merchandise orders can be placed online at any time. Susan emphasized that traditional of conference slogan t-shirts would continue to be offered as part of the registration process. The committee has also recommended that the slogan t-shirt be offered in women's sizes in addition to the unisex sizes. There were no objections to these recommendations.

Emerging Technologies Task Force

Michael Link provided an update on the Emerging Technologies Task Force. The task force is working on drafts of two reports: 1) mobile technology and its implications for surveys, and 2) the social media side of things and how it would affect surveys and the new techniques. These reports would be submitted in late-January/early-February.

IV. NEW BUSINESS

AAPOR2025 Initiative

Michael Link provided an update on AAPOR2025 Initiative. The committee has lengthened their timeline in order to allow for input from members. The change in timeline means activity on the initiative is likely to wrap up the summer of 2014. Suggestions for input include:

1. One-on-one discussions with members;
2. Use of data from recent member survey;
3. Draft a set of long-term goals and present to council for feedback;
4. Use 2014 conference as time to get input from members.

Michael Link acknowledged some confusion that exists between the 2025 initiative and the existing strategic plan. He stated that the 2025 initiative is also strategic planning with a focus on the development of long-term strategic goals.

V. STRATEGIC DISCUSSION

Rob Santos reported on COPAFS quarterly meeting. He was asked to give a talk on AAPOR membership and the value of statistics to AAPOR members. In preparation for that talk he looked closely at AAPOR demographics. Rob reported on his findings.

Big Data Task Force:

Frauke Kreuter indicated that she and co-chair Lilli Japiec would start working on the Big Data Task Force on January 1. Paul Biemer had indicated an interest to participate on the Task Force.

VI. ADJOURNMENT

Rob Santos stated that the regular meeting of the Executive Council was adjourned at 1:13 p.m. EST.

Susan Pinkus moved, seconded by Jenny Hunter Childs to adjourn the regular meeting of the council and convene in Executive Session. The motion carried unanimously.

The Executive Session was adjourned at 1:33 p.m. No actions were announced.