



**American Association for Public Opinion Research
Executive Council Teleconference Minutes
February 21, 2013**

Paul J. Lavrakas	President	Present
Rob Santos	Vice President	Present
Scott Keeter	Past President	Present
Rachel Caspar	Secretary-Treasurer	Present
Nancy Bates	Associate Secretary-Treasurer	Absent
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 Dykems	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
Guests		
Chuck Shuttles	Education Committee Chair	Present
Staff		
John Waxman	Managing Partner	Absent
Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Lindsay Arends	Marketing Communications Manager	Present
Catrishia Fisher	Meetings Administrator	Present
Andrew Massengill	Staff Accountant	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 January 10 - 11, 2013 Executive Council meetings were reviewed.

Marjorie Connelly moved, seconded by Susan Pinkus, that the minutes for the January 10-11, 2013, Executive Council meetings be approved with no changes. The minutes were approved unanimously.

II. SECRETARY-TREASURER REPORT

December (Pre-Audit) Financial Report

Secretary-Treasurer, Rachel Caspar stated that 2012 was a very good year for AAPOR. She noted that AAPOR ended the year with a net surplus from operations of \$123,830 compared to budgeted net income of (\$50,013). Total net income was (\$145,301) due to total temporarily restricted net income of \$269,131 that resulted from the one-time release from restriction to reverse the pledge receivable for the Public Opinion Quarterly journal booked in 2010, required by the signing of a new journals contract that begins January 1, 2013.

Thanks to a recommendation by Staff Accountant Andrew Massengill, the Investment Committee is restructuring AAPOR's investments to simplify the current structure and increase earnings.

Rachel Caspar moved, seconded by Susan Pinkus, to accept the plans to revise the structure of AAPOR's investment portfolio and to task the committee to report their recommendations to the Executive Council at the April 2013 meeting. The motion was unanimously approved.

Conference sponsorship, advertising and exhibit revenue for the 2013 annual meeting are even with previous years. We are currently at \$158,000 of the total budget of \$183,500. Rachel Caspar noted that there are a number of sponsorships still available. She asked Councilors to contact colleagues at organizations that may be interested in sponsoring or exhibiting at the conference. She asked that councilors let Nancy Bates know if they are contacting someone so efforts aren't duplicated.

Susan Tibbitts announced that Heidi Diederich has been hired for the 100% administrative director position and an offer has been extended to a candidate for the 50% position. She thanked the councilors who were involved in the interview process.

III. CONSENT AGENDA

Committee reports were posted to the SharePoint site for Council members to review. There were no questions.

IV. OLD BUSINESS

Conference Steering Committee Report

Conference Chair, Paul Beatty stated that notification emails had been sent to presenters. The preliminary program has been published and registration has opened. Many attendees are making their hotel reservations and the conference headquarters hotel is nearly sold out. The plenary panel has been finalized.

Strategic Plan Initiative 4: Strengthening Cross-Organizational Relationships

Michael Link discussed complimentary invitations to the 2013 Annual Conference be extended to AAPOR external partners including the president of the American Political Science Association and ESOMAR. Michael also noted that he will be speaking at an upcoming meeting of the Advertising Research Foundation.

Dues Cycle Recommendation

Membership and Chapter Relations Chair, Liz Hamel noted the proposal from Mario Callegaro and Joe Muphy currently being considered by the Membership and Chapter Relations Committee to change the membership year from calendar to anniversary date to coincide with annual conference registration. Liz stated that her committee had looked at the data and determined that very few members renew their dues when they pay their conference registration, and those whose employers will only cover the expense as part of the conference fee, have the option of paying themselves and getting reimbursed. Based on the data and the considerable expense that would be required to change the dues process, she stated the committee would recommend that the current calendar year process remain in place.

Calendar Conflicts with Chapter and other Meetings

Paul Lavrakas reminded the council of the importance of avoiding scheduling conflicts with Executive Council meetings and chapter meetings e.g. PAPOR. He recommended that the Membership & Chapter Relations Committee compile a master list of regional meeting dates.

V. NEW BUSINESS

Proposal: Session (Video) Recording at the 2013 Conference

Chuck Shuttles presented the recommendation from the Education Committee to record selected sessions at the 2013 Conference to be available for sale after the conference. As previously agreed, the Presidential Address and the Plenary sessions will also be recorded. Chuck noted that the budget presented as part of the committee recommendation needed to be increased slightly to include actual expenses for the additional staffing required to supervise the recording. Executive Director Susan Tibbitts suggested that \$7,000 should provide adequate flexibility for total expenses anticipated for this new initiative.

Rob Santos moved, seconded by Marjorie Connelly, to approve a \$7,000 budget to record short course, panel and paper presentations over two days to be available for sale after the conference, and to support the attendance of an additional staff member to oversee the recording process. The motion was unanimously approved.

VI. STRATEGIC DISCUSSION

Draft Report: Task Force on Non-Probability Sampling

Paul J. Lavrakas asked councilors to share their feedback on the report of the Task Force on Non-Probability Sampling.

Following discussion, the Council agreed to invite task force chairs Reg Baker and Mike Brick to attend the March 21, 2013, meeting of the Executive Council in Washington, D.C. at AAPOR's expense to present the report and participate in a discussion with the Council.

Observing that the Council needed more time to review and discuss the report in advance of the March in-person meeting, Paul Lavrakas recommended that staff assist with establishing a date and time for a special meeting of Council. He asked that councilors to send their written comments him in preparation for the special meeting. He stated his intention to summarize the comments and share them with the task force chairs in advance of the March meeting.

VII. ADJOURNMENT

Paul J. Lavrakas stated that the meeting of the Executive Council was adjourned.

**Susan Pinkus moved, seconded by Rob Santos, to approve that the meeting be adjourned.
The motion was unanimously approved.**