



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

**ROLL CALL/CALL TO ORDER.**

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

**Guest**

Peter Miller	Chair, Journals Review Task Force	Present
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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

**I. WELCOME AND CALL TO ORDER**

President Scott Keeter called the meeting to order at 12:04 p.m. EST and a quorum was established.

**II. REVIEW AND APPROVAL OF MINUTES**

The minutes of the January 12 and 13, 2012 Executive Council meetings were reviewed.

**Rich Morin moved, seconded by Marjorie Connelly, that the minutes for the January 12 and 13, 2012 Executive Council Meetings be approved. The motion was unanimously approved.**

### **III. SECRETARY-TREASURER REPORT**

#### **A. December 2011 Pre-Audit Financials**

Associate Secretary-Treasurer, Rachel Caspar, reported December year-end financials closed strongly positive with an operating surplus near \$90,000. As of December 31, 2011 AAPOR had 10 months of unrestricted reserves and no receivables of over 90 days. Board-designated investments totaled over \$1 million.

The council was advised that Oxford University Press has billed AAPOR for the 2011 special issue 2011, Vol. 75, #5, of *Public Opinion Quarterly (POQ)*. The POQ contract assigns the expense to produce special issues to the association however AAPOR has not been billed for the expense in the past. At the end of 2011, AAPOR wrote off a \$15,000 payable for a 2009 special issue since no invoice was ever presented by Oxford.

For 2011, the budget anticipated the possibility that AAPOR would be billed for a special issue and \$15,000 was budgeted. The budgeted amount will cover the invoice and reduce the end of year surplus by approximately \$13,000 to ~\$89,000. The 2012 budget does not include funding for a special issue. This expense item will be included in future budgets.

Two amendments to the 2012 budget will be proposed at the March council meeting; the first to address the expenses for a POQ special issue and the second to increase expenses to reflect the additional Council meetings requested by the vice president/president-elect.

#### **B. Investment Status**

Secretary-Treasurer, Joe Lenski, and Rachel Caspar discussed AAPOR investments and the need for the Investment Committee to do a full review of the existing investment policy with committee chair Janet Streicher. She suggested revising the language in AAPOR's investment policy to permit more aggressive investing. She has expressed interest in continuing as chair and plans to convene the committee prior to the March council meeting in time to offer a progress report on the work of the committee.

#### **C. Endowment Committee**

Contributions received since January 1, 2012 total slightly less than \$1,000. Ten applications were received for Roper Awards. The Endowment Committee will review the applications and select the winner in mid-March. An email call for applicants for the new Student Travel Awards will be sent to members the week of February 27. Applications are due March 14. Eight awards will be given at \$500 each.

## **IV. COMMITTEE REPORTS**

### **A. Conference Committee**

Conference Chair, Dan Merkle stated that planning for the annual conference is progressing very well. Session chairs and discussants are currently being considered. The preliminary program is complete, and registration opened on February 14. Short course and plenary program arrangements are also complete. About 15-20 paper and poster presenters have declined to present. Rachel Caspar and Shalini D'Souza, conference administrator, have worked very hard on recruiting exhibitors and sponsors. Revenue from exhibitors and sponsors currently totals close to \$149,000, approximately \$10,000 ahead of the same time last year. The Conference Support Subcommittee's work on social activities is progressing well.

### **B. Communications Committee**

Rich Morin, Communications Chair, reported on committee activities underway. The "model" video promoting the conference video contest was released. A single complaint about the content was received. In future communication the committee will re-emphasize AAPORnet archived messages may now be searched by year and by month. Files may also be downloaded for word searches. He noted that there has not been a big demand for access to early AAPORnet messages therefore the committee plans to wait for user reaction before taking additional action on AAPORnet archives.

A rapid response team box will be added to the home page of the AAPOR website. A mock-up was made available to council members. Marketing Communications Manager, Lindsay Arends, will coordinate responses from the five members of the Rapid Response Team in the event that the three AAPOR presidents are not readily available or have conflicts.

### **C. Standards Committee**

#### **1. Revision of Website Content**

Tim Johnson, Standards Committee Chair, reported that the committee completed a thorough review of AAPOR standards website content. The Communications and Education chairs will be involved with updates that affect the work of these two committees. AAPOR staff will assist with implementing the updates over the next few months. Lindsay Arends has been provided with a list of changes.

#### **2. Submission of Comments on the 2013 American Community Survey**

David Cantor, Assistant Standards Chair, reported on a draft letter from AAPOR urging the U.S. Census Bureau to add questions on parental place of birth to the American Community Survey (ACS). The council was encouraged to add additional comments to the letter before it is sent to the Census Bureau.

#### **D. Non-Probability Task Force**

The council discussed the IPSOS Public Affairs Online Polls. The Non-Probability Task Force and the Rapid Response Team looked at the document and agreed that transparency was inadequate. A recommendation was made that the Transparency Initiative (TI) Steering Committee contact IPSOS informally, offering them an opportunity to make the document more transparent before further action is taken.

#### **E. Transparency Initiative**

Vice President, Paul J. Lavrakas, reported that the TI pilot test is underway and the eight organizations involved in the pilot test have submitted agreement and intake forms. He confirmed that information received from the test group has been helpful to the TI Steering Committee to identify problems. A second pilot test, to be implemented later this summer, is recommended. A TI Coordinating Committee will be created, offering more long-term stability to the initiative. This committee would begin work in May. Committee structure would include a three year commitment by co-chairs, and would also include the AAPOR vice president. Paul Lavrakas will continue his work with TI for the time being in order to ensure a smooth transition to the TI Coordinating Committee.

#### **F. AAPOR Journals Review Task Force**

Peter Miller, of the Journals Review Task Force, joined the call to provide an update on the development of the *Journal of Survey Statistics and Methodology (JSSM)*. The Task Force is comprised of both AAPOR and ASA members. A document was offered to council building a case for the new *JSSM*. It is proposed that AAPOR (acting independently) would negotiate with Oxford Press to come to an agreement with the publisher, as AAPOR and Oxford have an established partnership. The task force is also proposing that for a specified period of time, discounted or “bundled pricing” be offered to organizations that subscribe to both the *POQ* and the *JSSM*. Peter Miller indicated his willingness to continue on the task force and suggested adding an addendum to the proposed document concerning the structure of a new advisory committee for the *JSSM*. Editorial control comments would also be included in the addendum.

**Paul J. Lavrakas moved, seconded by Frank Newport, to approve the document proposing the new *Journal of Survey Statistics and Methodology*. The motion was unanimously approved.**

**Rachel Caspar moved, seconded by Linda Piekarski, to approve an interim *JSSM* Advisory Committee, to be chaired by Peter Miller, and comprised of Roger Tourangeau, Joseph Sedransk, Roderick Little, Rachel Caspar, Patricia Moy, and Paul J. Lavrakas, serving as ex-officio. The motion was unanimously approved.**

#### **V. NEW BUSINESS**

The following items will be included on the agenda for the March 29 Council meeting:

- Paul J. Lavrakas will provide descriptive statistics concerning the self-assessment exercise completed by council members from the Feb. 13<sup>th</sup> council meeting.
- Council will consider research and white paper topics that could be considered for future action.
- The Governance Review Task Force, headed by Patricia Moy and Mark Schulman, will provide a final report.
- In executive session the council will provide feedback on overall performance of work done by the Sherwood group in the last year.

## **VI. EXECUTIVE SESSION**

**Paul J. Lavrakas moved, seconded by Rich Morin to recess the regular meeting to allow the Council to convene in Executive Session.**

**The motion was unanimously approved.**

The recording was stopped, staff left the call, and council went into Executive Session.

## **VII. ADJOURNMENT**

**Paul J. Lavrakas moved, seconded by Rich Morin, to adjourn the meeting.**

**The motion was unanimously approved.**

The meeting was adjourned at 2:00 p.m.