American Association for Public Opinion Research  
Executive Council Minutes  
February 18, 2016

Mollyann Brodie President Present
Roger Tourangeau Vice President Present
Michael Link Past President Present
Dan Merkle Secretary-Treasurer Present
Allyson Holbrook Associate Secretary-Treasurer Present
Jordon Peugh Communications Chair Present
Sandra Bauman Associate Communications Chair Present
David Dutwin Conference Chair Present
Jennifer Dykema Associate Conference Chair Present
Sarah Cho Education Committee Chair Present
Kristen Olson Membership & Chapter Relations Chair Present
Anna Wiencrot Associate Membership & Chapter Relations Chair Present
Ron Langley Standards Chair Present
John Loft Associate Standards Chair Present
Joe Lenski Councilor-at-Large Present
Rich Morin Councilor-at-Large Present

Staff
Adam Thocher Executive Director Present
Heidi Diederich Administrative Director Present
Eric Bailey Marketing Communications Manager Present
Crystal Stone Administrator Present
Zach Rogers Accountant Present

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

President Mollyann Brodie called the meeting to order at 1:03 p.m. EST and a quorum was established.

Roger Tourangeau moved, seconded by John Loft to approve the minutes of the January 7th, 8th, and 16th 2016, Council meetings as presented. The minutes were approved unanimously.

II. SECRETARY-TREASURER REPORT

2015 Year End Financials
Secretary-Treasurer Dan Merkle noted that AAPOR finished 2015 with a net income of $67,852. Anticipating this surplus, AAPOR supported the 3MC conference with a $10,000 sponsorship in 2015. Unrestricted investments were up $41,223 from 2014.

III. CONSENT AGENDA

Mollyann Brodie noted that the following consent reports were presented for information: Executive Director, 2016 Strategic Initiatives Update, Membership and Chapter Relations Committee, Standards Committee, Communications Committee, Education Committee and Transparency Initiative Satisfaction Survey.
Ron Langley moved, seconded by Rich Morin to accept the consent reports as presented. The motion carried unanimously.

IV. APPOINTMENTS - ALL

- Jeff Stec was appointed to a 3-year term as chair of the Investment Subcommittee.
- Caitlin Deale was appointed to a 3-year term on the MCR Survey Subcommittee.
- Kyley McGeeney was appointed to a 3-year term as chair of the Online Education Subcommittee.

Roger Tourangeau moved, seconded by Allyson Holbrook to approve the committee appointments as presented. The motion carried unanimously.

V. OLD BUSINESS

Public Opinion Ad-Hoc Committee Charge
Mollyann Brodie presented the charge for the Public Opinion Ad-Hoc Committee for a duration of two years. Pending approval, appointments will be made in March.

Joe Lenski moved, seconded by Rich Morin to accept the charge for the Public Opinion Ad Hoc Committee. The motion carried unanimously.

Reassessing Survey Methods - Revised
Michael Link presented the revisions to the Reassessing Survey Methods Task Force Report. Council feedback will be incorporated in the current draft and presented for approval in March.

TCPA Judicial/Legislative Activities
Mollyann Brodie updated council on the TCPA activities. The Task-Force will have council updates in March. Loft, Tourangeau and Langley will discuss and then propose to Council in March a way to best assess whether and, if so, how members have been impacted by the ruling.

Member Survey Questions
Anna Wiencrot presented the timeline for the 2016 membership survey. Committees will be contacted for suggestions on questions. The survey opens after the Annual Conference.

2016 Election Polling
Jordon Peugh reported that she, Mollyann Brodie and Rich Morin were working on the 2016 election polling charge for the committee and will present to Council at their March meeting.

VI. NEW BUSINESS

WAPOR Reimbursement
Adam Thocher presented the invoice for WAPOR 2016 conference services. Council asked that staff time be donated to WAPOR and noted on the invoice.

Mollyann Brodie stated that meeting was adjourned at 2:30 p.m. EST. Rich Morin moved, seconded by Roger Tourangeau to adjourn the Executive Council meeting. The motion carried unanimously.