

**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
<b>Staff</b>		
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 7<sup>th</sup>, 8<sup>th</sup>, and 16<sup>th</sup> 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.**