

**American Association for Public Opinion Research
Executive Council Minutes
February 20, 2014**

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	Present
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
Lisa Kamen	Marketing Communications	Present
Ashley Hicks	Accountant	Present
Guests		
Tim Johnson	Transparency Initiative Committee Chair	Present
Lilli Japoc	Big Data Task Force Co-Chair	Present
Ana Wiencrot	Education Committee Chair	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 Courtney Kennedy to approve the minutes of the January 9, 2014 and January 10, 2014 meetings as presented. The minutes were approved unanimously.

SECRETARY-TREASURER REPORT

December 2013 Pre-Audit Financials

Secretary-Treasurer Nancy Bates reported that operating net income as of December 31, 2013 was \$31,696. The 2013 budgeted net income from operations was \$6,813. She noted that the positive end of year balance and delay in the website responsive redesign project had eliminated the need to use any of the \$139,000 budgeted from the board designated account. As of the end of the year, membership revenue exceeded the 2013 budget by \$2,037. Conference

revenue has exceeded the 2013 budget by \$41,046 and exceeded the 2012 end of year by \$51,604 Unrestricted reserves were equal to 10.6 months of budgeted operating expenses.

2014 Conference Sponsor and Exhibit Update

Associate Secretary-Treasurer Mary Losch reported that AAPOR had received conference sponsor, exhibit and advertising revenue equal to 62% of the 2014 budget. Revenue is lagging 2013 in all three area compared to the same time last year; 12 weeks out from the conference. She summarized efforts underway to close the gap, and stated that she and staff were continuing to push to achieve the 2014 budget goal. Rob Santos offered his support to contact sponsors directly. Mary plans to look closely at sponsors and exhibitors for the American Evaluation Association.

II. CONSENT AGENDA

The consent agenda was presented for information.

Referring to the Standards Committee report, Mary Losch clarified with Courtney Kennedy that the standards IRB draft texts are due end of February, rather than the end of January.

Rob Santos reported that Michael Traugott, Co-Chair of the ad hoc Committee on Public Opinion planned to contact the individuals that he proposed for the committee.

Peyton Craighill discussed the website survey that asks users to rank content as part of the responsive redesign project. The survey was due to go to members on February 21 and non-members on February 24. Discussion followed. Rob Santos observed that it would be helpful for AAPOR to have a survey policy to help guide Council decisions on surveys involving AAPOR members. He asked Peyton Craighill and the Communications Committee to consider creating a survey policy for review by Council sometime within the current year.

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

III. OLD BUSINESS

Big Data Task Force: Charge and Membership

Lilli Japac, co-chair of the task force, reviewed the questions they have identified as part of the scope detailed in the charge to the task force:

1. Can/should big data be used to generate population statistics related to knowledge, opinion and behavior?
2. How can big data improve and/or complement existing 'classical' research methods such as surveys and/or censuses?
3. Can big data outperform surveys? What if any current uses of big data (to learn about public knowledge, opinion and behaviors) appear promising? Which types of applications seem inappropriate?
4. What are operational and statistical challenges in order to use big data?

She stated that the task force membership includes international members from different backgrounds. Additionally, an advisory or 'satellite' group had been identified to review the task force report. There was general agreement by Council to the mission and membership of the

task force. The first meeting of the Big Data Task Force will take place in May at the AAPOR Annual Conference. The report is expected to be completed in April 2015.

Michael Link asked that the co-chairs report back to Council once they have their outline developed. Frauke agreed to keep Council apprised of task force progress.

Transparency Initiative: Update and Fee Discussion

Tim Johnson, Transparency Initiative (TI) Chair, shared the coordinating committee discussion on the issue of charging fees to organizations that join the TI. The Executive Council approved the 2014 budget with the expectation that fees would be charged, resulting in \$24,000 in revenue available to offset expenses. Tim stated that 80% of the committee currently opposed charging fees to the organizations in the first year. The committee preferred extending a one-time offer to organizations to sign on to the TI at no cost in the first year. The committee agreed that organizations need to join and determine the value of TI participation. At this point, the value is unknown to them. Tim noted that the committee recognized that Council would likely institute an annual fee at some point to cover program expenses. He stated that the committee had also discussed offering a sliding scale for the membership fees.

Council discussion followed. It was noted that a decision to remove or change the fees would affect the 2014 budget. Several observations were offered on both sides of the fee/no fee question. Some shared the committee concern about a fee being a disincentive to enroll until the program is more recognized and the value of participation clear. Others felt the presence of a reasonable fee would signal greater value and noted the potential difficulty of adding a fee structure after the TI is launched. Others were concerned about establishing an equitable fee structure based on capacity of enrolling organizations. Suggestions included sliding fees, fees based on number of surveys or annual revenue and voluntary fee ranges. Council agreed that they would like additional time to consider the committee recommendation. It was agreed to place the issue on the agenda for the Executive Council meeting on March 27-28, 2014. Tim Johnson agreed that the committee would provide any final feedback for Council consideration in advance of the meeting.

AAPOR2025 Initiative: Progress to Date

Michael Link provided an update on the AAPOR2025 Initiative. He reported that the in-person meeting planned for February had to be cancelled due to weather. The committee met instead for several hours by phone. Committee members plan to complete interviews with more than 30 AAPOR members, non-members and sponsors for their vision of the world in 2025 and what AAPOR should/would look like.

Michael shared a rough initial draft of the AAPOR 2025 strategic goals for the Council's information. He stated several questions helped to guide the committee discussion. What are the key elements of AAPOR that make it unique? What don't we want to change? What are the 6 – 8 strategic goals that would move the organization forward?

He noted that the Council will have the opportunity for a longer strategic discussion on the AAPOR2025 Initiatives at the in-person meeting in March. Once the committee incorporates Council feedback, the committee would like to share the goals with the membership prior to and during the conference, possibly using a survey or suggestion box. The feedback or data would then be available to the Council for discussion at the June in-person planning meeting.

Emerging Technologies Task Force: Progress to Date

Michael Link provided an update on the Emerging Technologies Task Force co-chaired by him and Joe Murphy. He noted the task force is completing final drafts of twin reports addressing mobile technology and its implications for surveys; and the social media and how it would affect surveys and the new techniques. The reports will share a common conclusion. They expect to submit the reports to Council for discussion at the meeting March 27-28, 2014.

IV. NEW BUSINESS**2014-2015 Executive Council Meeting Schedule**

Michael Link presented the updated Executive Council meeting schedule for 2014-2015, and noted that the Council candidates had also confirmed their availability. There was no discussion.

International Conference on Total Survey Error: Improving Quality in an Era of Big Data - Sponsorship

Frauke Kreuter presented the proposal for the Total Survey Error 2015 conference (TSE15). Discussion followed. Councilors were generally supportive of sponsorship, however there were a number of questions raised among them risk versus reward, and the need to see a more detailed financial plan to weigh AAPOR's participation among expected sponsors. The Council agreed that the five-member Executive Committee would review the conference model in light of the questions, seek additional information from the organizers as needed, and make a decision on the amount of sponsorship in the \$10,000–20,000 range.

AAPOR Social Media and Branding

Eleni Delimpaltadaki Janis reported on the call to members by the Communications Committee for volunteers willing to work with Communications and MCR members to generate more and better online content for the AAPOR social media sites/channels. She noted that several members had already indicated their willingness to participate on a social media subcommittee of the Communications Committee.

2014 Marketing Plan for AAPOR Awards

Rob Santos stated that Paul J. Lavrakas' recommendations to expand publicity for AAPOR awards had been incorporated in a marketing communication plan created by staff. For the first time, award winners would be announced ahead of the annual conference by news release and in a general announcement to members in mid-March. For 2014, the announcement of the awardee for AAPOR Lifetime Achievement would continue to remain confidential until announced at the awards banquet at the conference. A news release announcing the AAPOR Award would be embargoed for release until the following day. Consideration will be given to an earlier announcement for 2015.

V. STRATEGIC DISCUSSION**Strategic Initiative Follow-Up**

Rob Santos encouraged the Council to spend the next couple of months examining the strategic initiatives currently in process prior to a more in-depth conversation at the June in-person strategic planning meeting. Michael Link reviewed the AAPOR2025 initiative draft and asked councilors to consider the strategic initiatives underway. Council discussion followed. Topics covered included the sustaining sponsor initiative and the establishment of the fulltime

executive director position effective April 1, 2014. Rob Santos asked outgoing councilors to consider/share lessons learned with incoming councilors. He recommended that Susan work with committee chairs to create a brief that summarizes work or deliverables currently underway by committees and task forces to assist in the transition. He noted the importance to advancing AAPOR's mission of the effort made by all councilors to actively discuss strategic issues outside their specific committee assignments. He emphasized the importance of passing along this key responsibility to incoming councilors.

VI. ADJOURNMENT

Rob Santos stated that the regular meeting of the Executive Council was adjourned at 1:45 p.m. EST.

Susan Pinkus moved, seconded by Dawn V. Nelson to adjourn the regular meeting of the Council. The motion carried unanimously.