

**American Association for Public Opinion Research
Executive Council Minutes
January 9, 2014**

Rob Santos	President	Present
Michael Link	Vice President	Present
Paul J. Lavrakas	Past President	Present
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
Lisa Kamen	Marketing Communications Manager	Present via phone

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

President Rob Santos called the meeting to order at 9:02 a.m. EST and a quorum was established.

Paul J. Lavrakas moved, seconded by Jennifer Dykema that the minutes of the December 12, 2013 Executive Council meeting be approved as presented. The minutes were approved unanimously.

SECRETARY-TREASURER REPORT

November 2013 Financials

Secretary-Treasurer Nancy Bates reported that net income from operations for November was \$75,566. She noted that the current projection for end of year is \$57,000 net for operations, most likely eliminating the need to release all or any of the \$139,000 in assets from the board designated account. She stated that The Sherwood Group had been selected to complete the responsive website design project, with the project to be completed in 2014. She noted that revenue collected in 2013 for 2014 dues, sponsorship and exhibits totaled \$208,520 as of the end of November. She drew the Council's attention to pages 27 – 33 of the financials that now include expanded investment schedules, following Council approval of the new investment policy.

Associate Secretary-Treasurer Mary Losch reported that sponsor and exhibit revenue was slightly behind the same time last year. She stated that there are plans in place for outreach to

companies that have not been exhibitors or sponsors in the past. The suggestion was made that the Conference Steering Committee consider adding the options for individual donations to support the conference.

II. CONSENT AGENDA

The consent agenda was presented for information. There was no report from the conference steering committee.

Jennifer Dykema moved, seconded by Paul J. Lavrakas to accept the consent agenda as amended. The motion was unanimously approved.

III. STRATEGIC PLANNING INITIATIVE

Rob Santos opened discussion by reviewing the session objectives: to do a mid-year look at the progress that had been made, to determine if Council was satisfied with the progress and to see if there were additional initiatives.

Council reviewed and discussed the lists of actions and initiatives that resulted from the one-day planning meeting in June 2013 and were subsequently refined over the summer. There was general consensus that satisfactory progress had been made on priority initiatives.

Referring to the strategic initiative outline from Council discussion in August 2013, Rob Santos asked councilors to offer their perspective on strategic priorities for AAPOR.

Discussion followed. Comments included:

- Council should consider framing the priorities indicated by members on the recent member survey as a question about the 'state of knowledge' in public opinion and survey research. Members supported the idea of AAPOR funding primary research, however AAPOR may be in a better position to teach members how to get funding.
- Important to share with members the strategic issues under discussion and in the pipeline. Regular communication is very important.
- There is an urgency to do more follow-up on the Non-Probability Task Force Report. Member survey response included more members asking AAPOR to defend probability sampling and a minority asking AAPOR to champion non-probability methods.
- Explore a model for short two-three day regional workshop.
- Continue to strengthen the ties to AAPOR by student members. Consider offering a workshop or webinar on writing papers for acceptance at the AAPOR Conference. Students could be invited to submit manuscripts to be reviewed by senior members.
- AAPOR's involvement in advocacy continues to be important to members.

Quick Review of Strategic Plan: Current Initiatives

Big Data Task Force: Frauke Kreuter indicated that she and co-chair Lilli Japec would start working on the Big Data Task Force on January 1. Frauke added they should have a progress report and a timeline in March. The goal is to complete the work of the Task Force by the end of the year.

Full-Time Executive Director and Staff Allocation: Rob Santos pointed out that Susan Tibbitts would be expected to start working for AAPOR at 100% capacity on April 1, 2014, and funding this position 100% would begin at that time.

Develop Sustaining Sponsorship: Eleni Delimpaltadaki Janis reported that the committee would be doing background research and conducting stakeholder interviews over the next few months.

AAPOR2025 Initiative: Michael Link reported the task force would be holding an in-person meeting in Washington, DC, in mid-February. The committee planned to identify 20 – 24 senior leaders, emerging leaders, students, major sponsors, major potential sponsors to be interviewed by committee members on the most significant challenges and opportunities facing the field as the task force considers the future for AAPOR. By mid-February they plan to have a draft outline, and hope to use the conference as a forum to get input from members. Michael noted that the work of the task force should wrap up by September.

Discussion of gaps in the initiatives:

Rob Santos led a discussion on what councilors think AAPOR should be doing for members to improve and promote the strategic initiatives. He stated that he would like Councilors to be available to members during the annual meeting by taking turns at the membership booth. He emphasized the importance of continuing to include brief committee reports at the Annual Business Meeting.

Rob Santos asked Associate Conference Chair Dawn Nelson to provide more information or examples to abstract submitters to help the chair better identify substantive and methodological submissions for the 2015 Conference.

IV. EXECUTIVE COUNCIL NOMINATIONS

Nominations Committee Chair Paul J. Lavrakas advised the Council that the committee contacted every councilor for their candidate recommendations and contacted a number of other active members including chapter officers for their feedback. Additionally, qualified AAPOR members expressing interest in being considered were asked to confirm their willingness to run if nominated, and to submit their qualifications. In total the committee considered more than 200 members for council leadership positions.

Following discussion, the council approved the slate of candidates to stand for election to the 2014-2015 Executive Council. The slate will be announced to the membership on February 17 and voting will begin on March 11.

Mollyann Brodie and Tim Johnson as candidates for the office of Vice President/President Elect.

Dan Merkle and Kelly Foster as candidates for the office of Associate Secretary-Treasurer.

Chuck Shuttles and David Dutwin as candidates for the office of Associate Conference Chair.

Ron Langley and Trevor Tompson as candidates for the office of Associate Standards Chair.

Jordon Peugh and Quin Monson as candidates for the office of Associate Communications Chair.

Kristen Olson and Bob Davis as candidates for Associate Membership and Chapter Relations Chair.

Diane Rucinski and Joe Lenski as candidates for the office of Councilor-at-Large.

Paul J. Lavrakas stated that he would call all candidates in follow-up to the meeting.

V. OLD BUSINESS

Conference Steering Committee

Susan Pinkus, Chair, reported on the ongoing progress of the committee.

She asked for Council's opinion about adding a satirical presentation as a lead-in to the Thursday plenary or Saturday awards banquet. Discussion followed with several councilors noting that the presentation had been offered once before at the AAPOR conference and at other meetings with mixed results. There was agreement that the Saturday lunch was the best option for a humorous session. Susan Pinkus indicated she would look into other options as well.

Public Opinion and Leadership Task Force: Subcommittee Appointments

Rob Santos informed the Council he had selected Michael Traugott to chair the subcommittee and that he and Mike Traugott will work on the subcommittee appointments.

Survey Practice Advisory Board: Appointment

Rob Santos reported he was still in the process of making the appointment.

Ad hoc Committee to Establish Substantive and Methodological Balance

Rob Santos reported that Allan McCutcheon agreed to co-chair the committee with Cliff Zukin. AAPOR members Jennifer Benz, Jennifer Dykema, Jennifer Hunter-Childs, Dan Merkle, Patricia Moy, Nick Nanos and Robert Oldendick agreed to serve on the committee.

Co-Chair Cliff Zukin reviewed the committee charge which is to look at AAPOR annual conference substantive and methodological papers and panels to determine if there has been a balance in the past; and to determine, if there has been a change, when did it take place, and for what reason(s)? The committee will report back to the Executive Council on whether or not there is a concern the Association should address. The committee may also look at membership trends and/or articles published in POQ.

Cliff Zukin noted that the committee may contact external organizations as part of its exploration.

The committee is expected to begin by identifying whether an imbalance exists that requires action.

Transparency Initiative

Rob Santos reported that he had communicated with the journal editors on the transparency initiative requirements and all the editors had been fully supportive of ensuring their rules for authors were fully compliant.

Rob Santos noted that Transparency Initiative Coordinating Committee Chair, Tim Johnson reported that the committee is preparing for final launch this summer. Discussion followed on the estimate for staff support and expertise required to work with TICC volunteers to process applications. Executive Director Susan Tibbitts stated her intention to assign the duties to half-time administrator Abra Alscher. She noted previous discussions with Rob Santos, Michael Link and Tim Johnson concerning the actual amount of staff support that would be necessary, and stated her expectation that the specific amount of additional staff support would need to be determined as part of the program launch. She added that Council had approved funding for Abra's position in 2013 based upon existing unmet workload. The addition of TI responsibilities will exceed staff capacity, but more experience will be necessary to determine additional amount of staff time. She stated that staff time currently budgeted for marketing communications should remain unchanged, given the role of marketing and communications for the TI launch.

AAPOR 2025 Initiative Committee: Amended 2014 Budget Request

Michael Link presented his plan for an in-person meeting in Washington, DC in mid-February. He requested that the 2014 approved budget be amended to provide up to \$3,000 to support meeting expenses including travel.

Michael Link moved, seconded by Dan Merkle to amend the 2014 budget to provide up to \$3,000 for travel funds for the February 2025 Initiative in-person meeting. The motion was unanimously approved.

Membership and Chapter Relations Committee

Jen Dykema reported that AAPOR ended 2013 with a record high number of members: 2,448.

Ad Hoc Committee on Bylaws Review

Paul Lavrakas reported that committee members Jennie Lai, Dawn V. Nelson, Mollyann Brodie, Chuck Shuttles, Tim Johnson and Tom Smith had divided into seven subgroups to review the bylaws. He added that the committee anticipates more involvement from Susan Tibbitts later this year once she is full-time. In response to a procedural question, Susan Tibbitts confirmed that Council will need to review and approve changes to the bylaws recommended by the Committee before they are presented to the membership. Depending on timing, bylaw amendments recommended by the Bylaws Committee should be coordinated with any revisions to the Code of Professional Ethics and Practices, resulting from the review expected to begin later this year by the Standards Committee.

Communications Committee: Responsive Website Redesign Overview

Staff Marketing and Communications Manager Lisa Kamen joined the meeting by teleconference for the Communications Committee discussion.

Peyton Craighill reported that the committee had selected The Sherwood Group to complete the adaptive website redesign. Lisa Kamen will work with a small subcommittee of member volunteers to manage the redesign process. Peyton and Eleni are in the process of identifying the subcommittee members. The project will begin January 28 and the redesigned site is scheduled to launch in October.

VI. NEW BUSINESS

Appointments

Rob Santos reported that Bob Shapiro was asked and agreed to continue on as the chair of *POQ* Advisory Committee. He also encouraged Sunshine Hillygus to renew her AAPOR membership so she could remain on the committee.

2014 – 2015 Executive Council Schedule

Michael Link presented the draft schedule for the 2014-2015 executive council meetings. In response to comments, he asked that two changes be made: the in-person planning meeting will be held on June 19, rather than June 20 as listed; and a teleconference will be held in November instead of an in-person meeting. Additional conflicts were identified. He stated that the schedule would be revised and redistributed to the Council for the February meeting. The draft schedule will also be shared with 2014-2015 Council candidates with the goal of approving a final schedule at the March 2014 in-person council meeting.

VII. ADJOURNMENT

Rob Santos stated that the meeting of the Executive Council was adjourned at 4:22 p.m. EST.

Paul J. Lavrakas moved, seconded by Jennifer Dykema to adjourn the meeting. The motion carried unanimously.