

**American Association for Public Opinion Research  
Executive Council Teleconference Minutes  
July 21, 2011**

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	Absent
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
<b>Staff</b>		
Susan Tibbitts	Executive Director	Present
Barbara Gunderson	Administrative Director	Present
Lindsay Arends	Communications Manager	Present
<b>Guest</b>		
Melissa Herrmann	Education Co-Chair	Present

**I. WELCOME AND CALL TO ORDER**

Scott Keeter called the meeting to order at 12:02 p.m. EDT.

**II. REVIEW AND APPROVAL OF MINUTES**

The draft minutes of the June 23, 2011 Executive Council meeting were reviewed. Paul J. Lavrakas moved, seconded by Rich Morin, that the minutes be approved. The motion was unanimously approved.

### III. SECRETARY-TREASURER REPORT

#### A. Current Financial Status

Associate Secretary-Treasurer Rachel Caspar reported the overall June 2011 financial status is strong. Results of the first webinar offering exceeded estimated budget projections with revenue in excess of \$5,000 as of 6/30/11. Additional revenue is expected from the sale of the webinar recording. The June financial statement reflects an increase in membership revenue with a corresponding decrease in conference revenue as a result of transferring complimentary membership revenue of 144 members. Conference expenses reflected a charge of \$4,155 to cover disabled access to the conference. This expense will be anticipated in future budget projections.

#### B. Investment Status

Two CD's are maturing in the near term. The Secretary-Treasurers are working with the Investment Committee to reallocate the funds. An additional \$200K is available in the AAPOR checking account and will be moved to a longer term investment.

### IV. OTHER BUSINESS – SCOTT KEETER

#### A. Nonprobability Task Force

Scott Keeter has been conducting a search for a co-chair to serve with Mike Brick on the Nonprobability Task Force. He recommended that Reg Baker serve in this position given his experience in this area and his reputation in the field. Council members pointed out the importance of this task force to the field. They cautioned the task force to take all viewpoints into consideration and agreed the Council should provide detailed guidance to the task force.

**Motion:** To accept the recommendation that Reg Baker be appointed as the co-chair of the Nonprobability Task Force. Paul J. Lavrakas moved, seconded by Dan Merkle. The motion was approved unanimously.

### V. COMMITTEE REPORTS

#### A. Education Committee

The committee continues to focus on creating a curriculum across all areas of service; conference, regional meetings and webinars. The committee is also working in partnership with the membership committee to reactivate the mentor program.

**1. Journalist Education**

The committee has evaluated the Journalist Education program funded for 2011. Feedback from attendees has been positive. The Committee will look for additional metrics to measure the success of the program. They plan to present at the Capitol Beat conference and may partner with the Poynter Institute on a short course.

**2. Online Education**

AAPOR's first webinar took place on June 30 with 78 registered participants. Thirty four of the attendees also purchased the webinar recording with an additional 16 purchasing the recording after the event. The evaluations showed positive responses from those who participated. The next webinar is scheduled for August 25 and has 20 registrants to date. The committee will begin working on the webinar curriculum for 2012.

**3. Short Courses**

The short course evaluations are being compiled and the results will be shared with the instructors and Council.

**B. Conference Committee****1. 2012 Conference Theme**

The 2012 conference theme, "*Evaluating New Frontiers in Public Opinion and Social Research*" has been approved. The theme was announced in the June issue of the AAPOR newsletter.

**2. 2012 Co-located Workshop**

The committee continues to meet with Michael Schober and others to discuss holding a one-day workshop on "survey response vs. social media analyses" during the 67<sup>th</sup> annual conference in Orlando. The Schober group is attempting to secure funding for the workshop.

**3. 2012 Planning Meeting**

The conference committee and AAPOR staff will meet in Orlando on July 27 to begin planning the conference details. The conference chair will give a full report at the next Council meeting.

**C. Communications Committee****1. AAPORnet Transition**

The committee continues to work on a policy for attachments, options for the pre-2002 message archive, and enhancing search functionality.

**2. AAPOR News**

The AAPOR Newsletter was distributed on June 28. The June issue and each future newsletter going forward will highlight the 2012 annual conference leading up to the event.

**D. Membership & Chapter Relations Committee**

Membership and Chapter Relations Chair Joe Murphy reported that membership is holding steady. As of July 1, AAPOR had 2,186 members as compared to 2,158 at this time last year. There are no notable changes in the distribution of membership affiliations. The committee chairs met with AAPOR staff to discuss strategy for recruitment and retention for the coming year.

**1. Membership Survey**

The membership survey is underway. Temple University will send out email reminders, and follow up via mail and limited telephone follow-up to non-responders. The responses are tracking well in relation to past surveys conducted. The committee plans a thorough analysis and will review the results and a dissemination plan with Council at the next meeting.

**2. Mentor Program**

The membership committee is working with the education committee to launch a small pilot program to reactivate the mentor program. The subcommittee will begin meeting in the coming weeks.

**3. NEAAPOR**

The New England chapter is making progress on developing their bylaws, establishing an executive council and planning a chapter event.

**E. Standards Committee****1. Refusal Conversion**

Associate Standards Chair David Cantor reported the Refusal Conversion Subcommittee, chaired by John Loft is developing a set of considerations

concerning refusal conversion to provide an explanation of why various techniques may be appropriate for survey design. The document is intended for practitioners and the general public.

## **2. Website Review**

Jim Wolf is in the process of coordinating a thorough review of the AAPOR Website to ensure all Standards documents are up-to-date.

## **3. OHRP Guidelines**

The Standards subcommittee chaired by Ron Langley is set to quickly mobilize a review of the new OHRP human subject guidelines as soon as they are released and to provide reactions to those who are interested.

## **F. Governance Task Force**

Councilor-at-Large Patricia Moy reported the governance task force has been reviewing the feedback they received from Council during the last meeting. They plan to have a progress report and preliminary recommendations for Council at the September meeting.

### **1. Cultivation of Leadership**

A subcommittee has been formed to address the issue of more systematically identifying leadership and committee participation among the membership. Their recommendations include expanding the role of the nominations committee to include identifying members for various leadership opportunities throughout the year and other logistical changes that will allow for more efficient engagement of the membership.

## **G. Transparency Initiative**

Vice President and Chair of the Transparency Initiative (TI) Steering Committee Paul J. Lavrakas reported three subcommittees have been formed to advance the work towards developing the TI. Rich Morin will chair a subcommittee to determine how the education, communication and membership & chapter relations committees will work together on the initiative, detailing what issues they will take on together and which issues are best handled separately.

Peter Miller will chair the subcommittee tasked with developing a working draft of the base line information needed to join the initiative and will determine the archiving process. The third subcommittee is chaired by David Cantor and is tasked with developing the organizational process that will be needed once the TI is up and running including the auditing process and maintenance of the initiative.

Paul J Lavrakas will be speaking on the Transparency Initiative in Amsterdam at the WAPOR meeting in September 2011.

## VI. STRATEGIC PLAN INITIATIVES

### A. Nonprobability Sampling Task Force

Council reviewed the mission statement of the nonprobability sampling task force and discussed the scope and direction of the task force. Council members recommended the task force systematically focus on the circumstances under which nonprobability samples can be used with confidence and the scientific questions of the validity of alternative approaches to survey sampling. Council further recommended the Task force study the entire continuum of nonprobability sampling resulting in advice and guidance to practitioners regarding each of the points on the continuum.

## VII. NEW BUSINESS

### A. Video Contest

The communications committee is considering a proposal to sponsor a video contest in conjunction with the 2012 annual conference. The goal of the contest is to engage members in a new way. Council recommended a subcommittee be formed to explore how best to operationalize this initiative, develop contest criteria and determine budget implications. Marjorie Connelly has agreed to serve on the committee along with Claudia Deane. The subcommittee will present recommendations to the Council at the next meeting.

### B. Staffing

Resumes are being reviewed and the interview process will begin shortly to replace the Administrative Director position.

### C. Next Meeting

The next Council meeting will be held on Thursday, September 15 in Deerfield, IL.

## XI. ADJOURNMENT

**Motion:** To adjourn the meeting. Paul J Lavrakas moved, seconded by Rich Morin. The motion passed unanimously.