



**American Association for Public Opinion Research
Executive Council Minutes
July 24, 2014**

Michael Link	President	Present
Mollyann Brodie	Vice President	Present
Rob Santos	Past President	Present
Mary Losch	Secretary-Treasurer	Present
Dan Merkle	Associate Secretary-Treasurer	Present
Frauke Kreuter	Standards Chair	Present
Ron Langley	Associate Standards Chair	Present
Dawn V. Nelson	Conference Chair	Present
David Dutwin	Associate Conference Chair	Present
Jennifer H. Childs	Membership & Chapter Relations Chair	Present
Kristen Olson	Associate Membership & Chapter Relations Chair	Present
Eleni Delimpaltadaki Janis	Communications Chair	Absent
Jordon Peugh	Associate Communications Chair	Present
Cliff Zukin	Councilor-at-Large	Present
Joe Lenski	Councilor-at-Large	Present

Staff

Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Abra Alscher	Administrator	Present
Ashley Hicks	Accountant	Present

Guests

Anna Wiencrot	Education Committee Chair	Present
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I. WELCOME, CALL TO ORDER, REVIEW AND APPROVAL OF MINUTES

President Michael Link called the meeting to order at 12:01 p.m. EST and a quorum was established.

Joe Lenski asked that he be referred to in council minutes as “Joe Lenski.”

Dawn V. Nelson moved, seconded by Rob Santos, that the minutes of the May 14 Executive Council meeting be approved as amended. The minutes were approved unanimously.

Referring to the minutes of the June 19, 2014 Executive Council meeting; Jenny Hunter Childs asked that the last sentence of the paragraph on the “Relationship between AAPOR Chapters and National Association” be revised to read, “Jenny Hunter Childs will ask the chapters to share statistics about or members of all chapters.”

Mollyann Brodie clarified that an outline, rather the report of the Big Data Task Force would be presented for approval at the July Executive Council meeting.

Rob Santos moved, seconded by Jenny Hunter Childs, that the minutes of the June 19 Executive Council meeting be approved as amended. The minutes were approved unanimously.

II. SECRETARY-TREASURER REPORT

June Financials

Secretary-Treasurer Mary Losch reported that total net income as of June 31, 2014 was \$163,918, an increase of \$29,815 over 2013. The market value of unrestricted and temporarily restricted investments was slightly more than \$1.4M.

All conference revenue has been received. Nearly all conference invoices have been paid, with an estimated \$7,000-\$8,000 in additional conference expenses expected in July. Total conference revenue is below the 2014 budget by \$43,806 and below 2013 year-to-date by \$41,533. Revenue from sponsors and exhibitors is roughly \$30,000 lower than budgeted. Susan Tibbitts noted that the management, tech access and credit card fees associated with the conference will continue to be charged through year-end and likely result in negative net income from the conference.

III. CONSENT AGENDA

Consent agenda items were presented for information. There was no discussion. No reports were received from the Address-Based Sampling Task Force, Public Opinion Committee, Public Opinion Quarterly Advisory Committee, and the Standards Committee.

Mary Losch moved, seconded by Mollyann Brodie to accept the consent reports as presented. The motion was approved unanimously.

IV. STRATEGIC DISCUSSION

Big Data Task Force: Draft Outline

Frauke Kreuter presented the draft outline for the report of the Big Data Task Force that she co-chairs with Lilli Japac. Council discussion followed. There was strong, positive consensus on the strength of the report outline, with several councilors noting the value and utility to the public and to the social sciences. The quality of the examples offered was noted. There was a suggestion that more attention be paid to distinguishing between conclusions and recommendations. There was discussion of creating two sets of conclusions/recommendations; one for external audiences and one for AAPOR. Acknowledging the immense effort of the task force, it was suggested that the report focus on an AAPOR perspective and not try to cover all aspects or issues in big data. Frauke thanked the councilors for their review and suggestions. She stated that the draft report should be finished in August 2014.

V. OLD BUSINESS

June Planning Meeting: Follow-up

Michael Link asked the councilors to continue to follow up on the initiatives that were identified at the June Executive Council planning meeting. He encouraged councilors to consider the AAPOR2025 Initiative and use it as a broad framework. The AAPOR2025 Initiative document is available on the AAPOR website. Michael indicated that his newsletter articles over the next year will focus on AAPOR2025 initiative. A logo is being developed.

Michael Link reported that he is considering appointing a co-chair for the Development Committee to focus on external support and sponsorship, and allow Chair Diane O'Rourke to continue her focus on encouraging member fundraising.

Annual Leader Visit to AAPOR Headquarters

Michael Link reported that he and Mollyann Brodie had visited AAPOR headquarters and met with staff on key initiatives. He discussed the short list of actions that generated by the meetings including:

1. Establishing the annual review process for executive director. Sherwood President John Waxman described the current review process for Susan and invited AAPOR Council input as part of the annual process. Will look for input from councilors in January each year.
2. Bylaws Review. Discussion on committee progress and steps to move the process forward. Strong attention to deadlines needed.
3. Education Initiatives including the ResearchHack. Anna Wiencrot joined Michael and Molly for the visit to HQ. The group, along with Susan Tibbitts and staff education director Kismet Saglam discussed the ResearchHack and where it fits with professional development. Anna shared her recommendation that the ResearchHack become a new subcommittee, separate from the Professional Development subcommittee that would continue to be led by Jennie Lai. There was agreement that AAPOR had many opportunities to expand professional development and the effort required the full attention of a dedicated subcommittee.
4. Status of the responsive AAPOR website redesign. Michael, Molly and Anna joined staff for a presentation on the communities feature of the new web platform. Staff clarified that any communities that might be established for interested AAPOR chapters, would not be a replacement for the chapter websites. Plans are underway to offer the communities demonstration at the September 2014 in-person council meeting.

Bylaws Review: Amendment Process

Molly Brodie and Susan Tibbitts reported on the bylaws amendment process, noting that significant effort will be required over the next few months to prepare the bylaws revision and accompanying policy documents for council review and approval prior to year-end. Molly emphasized the importance of creating 'evergreen' bylaws for AAPOR that retained the basic legal governing requirements in the bylaws, and moved the details to accompanying policy documents. Susan added that taking that approach would allow the Executive Council necessary flexibility to deal with AAPOR governance, without requiring a vote of the membership each time. She clarified that policy documents can be discussed and revised as needed by the council to respond to emerging challenges and opportunities.

Susan shared the details of the amendment process as discussed with AAPOR legal counsel, and confirmed that both the bylaws and articles of incorporation need revision. The current goal is to present the members with the amended bylaws for approval at the time of the annual conference in May 2015. Steps to approval include:

1. Notice to membership 50 days prior to vote, to include the revised version of the bylaws and accompanying documents for information (late March 2015)
2. Consideration of the amendments at the meeting of members, with the vote to occur at the meeting and/or possibly by electronic ballot available at the meeting, to remain open for 30 days following the meeting.
3. Achievement of the required quorum of 25% of members eligible to vote (~375 members) is needed. As long as the quorum of 25% is met, a majority vote is required for approval.

4. The bylaws give the Secretary-Treasurer power to expand the vote to the entire membership in absence of a quorum.

Website Redesign: Budget Request for Content Transfer

Jordon Peugh, Associate Chair of the Communications Committee presented a \$4,000 budget request for temp staff services to accomplish the content transfer from the old to the new website. Approximately 1,600 pages need to be coded and imported. The work is estimated to require 275 hours of staff time. Budgeted staff time is fully committed and the use of a temp is considerably less expensive. If approved, the \$4,000 request would increase 2014 budget for the redesign to \$75,000.

Jordon Peugh moved, seconded by Jenny Hunter Childs to increase the 2014 budget for website redevelopment by \$4,000 for content transfer as presented. The motion carried unanimously.

VI. NEW BUSINESS

Conference Steering Committee: 2015 Planning and Site Visit Highlights

Dawn V. Nelson informed Council that the conference committee is considering the value-add from a conference theme. The committee has discussed the 70th anniversary of the conference, along with “A Meeting Place” as possible themes.

Dawn reported on the site visit for the 2015 conference in Hollywood, Florida. The following changes are under discussion:

1. Holding a networking opportunity on Thursday night in place of the traditional plenary. Considerations include the value of the plenary and the purpose
2. Restructuring the ResearchHack to hold the final judging Thursday after the dinner. This would cut the length of the event onsite by half.
3. Add a fundraising effort to support student travel scholarships featuring a casino night and Texas Hold ‘em instruction, with a chance to play with professional poker player Lee Childs. The event would be held Saturday night following the Awards Banquet.

Dawn asked councilors to share any additional ideas and/or feedback with her via email.

Discussion on the 2018 – 2020 conference site selection is progressing. Council was advised that certain basic assumptions about the future meetings must be confirmed for staff meeting director Jacky Schweinzger to work effectively on requests for proposals (RFPs) with her hotel and convention and visitors bureau colleagues. The intent is to finalize the details for the RFPs in August.

Appointment Approvals

- A. Financial Oversight Committee

Dan Merkle moved, seconded by Michael Link to make limit the terms of Stephen Blumberg and Paul J. Lavrakas, co-chairs of the Financial Oversight Committee, to one-year at which time Council will review the term. Motion carried unanimously.

B. Investment Committee

Dan Merkle moved, seconded by Cliff Zukin to add Jeffrey Stec, Larry Cohen and Chintan Turakhia to the Investment Committee. Motion carried unanimously.

C. Future of General Population Telephone Surveys Task Force

Michael Link moved, seconded by Rob Santos to add Linda Piekarski, Trent Buskirk, Mansour Fahimi, Jenny Kelly, Andy Peytchev, Courtney Kennedy, Leah Christian, Scott Keeter, Chuck Shuttles, Stephen Blumberg, David Dutwin, Tom Guterbock, and Howard Fienberg to the Future of General Population Telephone Surveys Task Force. Motion carried unanimously.

D. Address-Based Sampling Task Force

Frauke Kreuter moved, seconded by Ron Langley to add Rachel Harter, Andy Zuckerberg, Tim Kennel, Cameron Brook McPhee, Ned English, Jill Montaquila, Trent Buskirk, Mansour Fahimi, Joe McMichael, Tracie Yancey, Michael Battaglia, Martin R. Frankel, and Don Dillman to the Address-Based Sampling Task Force.

The following non-member expert consultants will also participate on this task force: Anne Connelly, Phillip Faulstich, Randy Kienzle, David Malarek, and Bonnie Shook-Sa. Motion carried unanimously.

E. Heritage Interview Committee

Mary Losch moved, seconded by Rob Santos to add Janice Ballou to the Heritage Interview Committee. Motion carried unanimously.

VII. ADJOURNMENT

Michael Link stated that the meeting of the Executive Council was adjourned at 2:00 p.m. ET.

Rob Santos moved, seconded by Mary Losch to adjourn the Executive Council meeting. The motion carried unanimously.