

**American Association for Public Opinion Research  
Executive Council Minutes  
July 25, 2013**

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	Absent
Frauke Kreuter	Associate Standards Chair	Absent
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	Absent
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
John Waxman	Managing Partner	Present
Lisa Kamen	Marketing Communications	Present

**Guests**

Mike Mokrzycki	Archives Committee Chair	Present
Anna Wiencrot	Education Committee Chair	Present

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

President Rob Santos called the meeting to order at 12:03 p.m. EST and a quorum was established.

**Susan Pinkus moved, seconded by Dawn Nelson, to approve the minutes of the June 20, 2013, meeting. The minutes were approved unanimously.**

**II. SECRETARY-TREASURER REPORT**

Secretary-Treasurer Nancy Bates indicated that she expected to receive the June financials shortly. Committee chairs will be receiving the annual request and instruction for preparing their 2014 budget proposals. The 2014 budget will be discussed at the in-person meeting in September.

Rob Santos noted that he has asked Nancy Bates and Susan Tibbitts to include the cost of a full-time Executive Director in the budget. A formal vote will take place next month.

### III. STRATEGIC DISCUSSION

Rob Santos presented the Actions and Initiatives of the strategic plan developed since the June strategic planning session.

#### Strategic Actions

Rob suggested that the council could share the top-ranked action items with committee chairs as high priority ideas that could be useful and completed in the short term. He suggested that the complete list of ideas should also be provided to committee chairs.

- Decide how to follow-up on the Public Opinion and Leadership Task Force recommendations (Shapiro/Newport report) – *Rank 1 – Executive Council*
- Diversify webinar offerings to include more and different substantive offerings – *Rank 2 – Education Committee*
- Expand travel awards for students – *Rank 3 – Membership & Chapter Relations Committee*
- Solicit corporate funding for student support (conference, webinars, short courses) – *Rank 4 – Membership & Chapter Relations Committee*
- Supplement AAPOR conference program with 1-2 invited sessions to integrate substance & methods – *Rank 5 – Conference Steering Committee*
- Expand membership recruiting to additional conferences/trade shows– *Rank 6 – Membership & Chapter Relations Committee*
- Work with ESOMAR and ASA – have panels from each (4 best papers from each) at each other's conferences – *Rank 7 – Executive Council*

Rob indicated that he did not view the council rankings as directives. He sees it as council doing its due diligence to provide guidance. He invited interested councilors to work with him and Executive Director Susan Tibbitts on the actions.

#### Strategic Initiatives

Rob Santos described the following ranked initiatives as those to be worked on within six months and/or over the next year.

- Initiate task force on the use and relevance of 'Big Data' – cross-organizational – *Rank 1*
- Develop a sustaining sponsor program – *Rank 2*
- Develop research agenda for non-probability research – *Rank 3*
- Diversity Initiative to promote ethnic/racial diversity – *Rank 4*
- Encourage (with financial support) students as our newest generation of membership (see also 8.k) – *Rank 5*
- Use Public Opinion and Leadership Task Force report to reinvigorate interest (see also 2.f) – *Rank 6*
- Increase/invest in organizational capacity – *Rank 7*
- Revive Committee on Committees/Create index of committees – *Rank 8*
- Pull programming from chapter events to national conference – *Rank 9*
- Export short courses to other professional organizations – *Rank 10*

Next steps: Executive Council should undertake another round of ranking to identify the top three Actions to be started this year. These will be identified by our next meeting.

#### IV. CONSENT AGENDA

Consent agenda items were presented for information. There was no discussion. No reports were received from the Conference Steering Committee, Investment Committee and Standards Committee.

**Mary Losch moved, seconded by Jen Dykema to accept the consent reports as presented. The motion was approved unanimously.**

#### V. OLD BUSINESS

##### **Membership and Chapter Relations**

Jen Dykema asked the Council for approval to close the survey as it stands. Three email reminders were sent out to get members to participate. The overall response rate was 46% (1,006 members participated); the response rate for conference attendee nonmembers was 37%. The Survey Subcommittee and Data Analysis Subcommittee will work on the survey data analysis. The preliminary results and data should be available to specific committees by end of August and to the Executive Council at their meeting in September.

##### **Archives Committee**

Mike Mokrzycki, Archives Committee Chair, briefed Council on the activities of the Archives Committee and the Heritage Committee. Both committees have been tasked with preserving AAPOR's history.

The Heritage Committee conducts interviews with leading figures in AAPOR and survey research history. A number of interviews will be scheduled in the coming months.

The Archives Committee was established in 2009 to manage the archives that were established in the 1980's. Mike noted that the committee has been working to define the materials that should be submitted annually to the archives. Currently there are two document retention policies, one general and one specific to the Standards Committee. The Archives Committee has drafted guidelines for archiving that reference the document retention policies. The guidelines should be ready for approval by the Executive Council at the August or September Council meeting.

Rob Santos pointed out that he would like to see the guidelines define as specifically as possible the materials to be archived and the process that will be followed by staff and volunteers.

Rob Santos asked interested councilors to join him and Michael Link, Mike Mokrzycki, Susan Tibbitts, Abra Alscher on a conference call to discuss the draft guidelines.

##### **Conference Steering Committee**

##### 2014 Conference Site Visit - Anaheim

Susan Pinkus stated that the site visit to the Anaheim Marriott was a success. Program planning is fully underway and will include a Saturday night post-banquet Hollywood-themed party. She added that the 2014 conference theme is available on SharePoint. First invitations to a plenary speaker have been mailed.

### 2014 Conference Schedule

Susan advised the council that she would like to make certain changes to the conference schedule. For Sunday, she recommended eliminating the two concurrent sessions and replacing them with a breakfast roundtable. She noted that she favored moving the two concurrent sessions that would normally take place on Sunday to Thursday morning. This would mean that the meeting would begin earlier, at 9:00 or 9:30 a.m. She stated that staff meeting director Jacky Schweinzger had spoken with the hotel and confirmed that we are unable to add more rooms to our hotel room block on Wednesday because the rooms are currently held by another group. Susan stated that she felt the conference could still begin earlier- at noon or slightly earlier- to accommodate at least one of the concurrent sessions that would need to be moved from Sunday. She noted that she has checked flight schedules and there were options for attendees to fly in on Thursday morning and attend the conference even with the earlier start. She noted that the Short Course Subcommittee of the Education Committee would like to add a seventh short course and offer students a larger discount on registration for short courses. Finally, she recommended eliminating the raised head table for the Awards Banquet on Saturday night

Rob Santos asked for feedback on the recommended changes. Several councilors expressed concern that shifting the schedule around would reduce participation on Thursday morning, in the short courses and on Sunday. Several councilors recalled a member survey that explored similar schedule options for the conference and the options were not favored by the respondents. Several councilors expressed support for retaining the raised head table at the banquet, based upon feedback they had received directly from members.

Rob thanked Susan Pinkus for her creative thinking on conference planning. He thanked AAPOR staff for their work to investigate logistics. He urged the Susan to work with the Conference Steering Committee to confirm the schedule immediately to ensure that deadlines are met.

### Conference Support Subcommittee

Dawn Nelson reported that Ana Petras, Associate Chair of the Conference Support Subcommittee, has resigned as Associate Chair. Council will provide Mandy Sha with assistance to identify a new Associate Chair.

### Conference Theme

Council discussed the 2014 conference theme. Rob Santos advised the council that Cliff Zukin had informed him that prior councils had required a council vote on the conference theme.

**Cliff Zukin moved, seconded by Michael Link to accept the conference theme as presented. Motion passed unanimously.**

### **Public Opinion and Leadership Report; Next Steps**

Rob Santos asked for additional comments on the Task Force report and discussion followed.

**Michael Link moved, seconded by Nancy Bates, to accept the Public Opinion and Leadership Report as presented. The motion carried unanimously.**

Rob Santos asked Cliff Zukin to take the lead to plan the next steps. Cliff Zukin stated his intent to have a plan ready to share with council by September. He encouraged recently-elected councilors to participate on the task force.

**Non-Probability Report; Next Steps**

Rob Santos stated that he had spoken individually with a number of councilors. He asked council to share any additional concerns or comments.

**Michael Link moved, seconded by Mary Losch, to accept and publish the Non-Probability Executive Summary (Layman's Report) as presented. Motion carried unanimously.**

**VI. NEW BUSINESS****Headquarters Visit**

Rob Santos reported on the visit he made to AAPOR headquarters on Tuesday, July 24 with Michael Link. He reported that he and Michael had met with Sherwood President and AAPOR Managing Director John Waxman and Susan Tibbitts to review revenue options to offset the expense for the full time executive director. The full staff team met for two hours, followed by smaller meetings by program area e.g. annual conference, education, and accounting. He reported that the meetings were very positive and a number of good ideas were shared.

**Bylaws Review Task Force; Update**

Rob Santos reported on his conference call with task force chair Paul J. Lavrakas and associate chair Jennie Lai. He advised them to recommend task force members at the August 22 meeting.

**Other New Business**

Rob Santos announced that the Executive Council would meet by teleconference on November 21, 2013, rather than in-person as originally planned in order to provide flexibility for a number of councilors planning to attend the MAPOR annual meeting that will begin the next day in Chicago.

**ADJOURNMENT**

Rob Santos stated that the meeting of the Executive Council was adjourned at 1:47 p.m. ET.