



**American Association for Public Opinion Research
Executive Council Teleconference Minutes
July 26, 2012**

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| Paul J. Lavrakas | President | Present |
| Rob Santos | Vice President | Present |
| Scott Keeter | Past President | Present |
| Rachel Caspar | Secretary-Treasurer | Present |
| Nancy Bates | Associate Secretary-Treasurer | Present |
| David Cantor | Standards Chair | Present |
| Courtney Kennedy | Associate Standards Chair | Present |
| Paul Beatty | Conference Chair | Present |
| Susan Pinkus | Associate Conference Chair | Present |
| Liz Hamel | Membership & Chapter Relations Chair | Present |
| Jennifer Dykema | Associate Membership & Chapter Relations Chair | Present |
| Marjorie Connelly | Communications Chair | Present |
| Peyton Craighill | Associate Communications Chair | Present |
| Patricia Moy | Councilor-at-Large | Absent |
| Michael Link | Councilor-at-Large | Present |

Staff

| | | |
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| Susan Tibbitts | Executive Director | Present |
| Donna Tieberg | Administrative Director | Present |
| Lindsay Arends | Marketing Communications Manager | Present |
| Andrew Massengill | Staff Accountant | Present |

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

President Paul J. Lavrakas called the meeting to order at 12:04 p.m. EST and a quorum was established.

The minutes of the June 20, 2012 Executive Council meeting were reviewed. It was agreed that the following changes should be made to the minutes: Communications Chair, Marjorie Connelly, should be recorded as absent; on page 2, under II. Old Business, A.Task Force Updates, indicate that President Paul J. Lavrakas gave the task force reports ; under item A. 2. Old Business, revise the final sentence of the paragraph to "Final drafts are due at the end of July 2012, with a final version of the report anticipated by May 2013."; and A. 6. Old Business, the date for the original Cell Phone Surveying Task Force report should be changed in two places to 2010 from 2008.

Rob Santos moved, seconded by Susan Pinkus, that the minutes for the June 20, 2012 Executive Council Meeting be approved as amended. The motion was unanimously approved.

II. SECRETARY-TREASURER REPORT

A. June 2012 Financials

Secretary-Treasurer, Rachel Caspar, reported that the financials for June illustrate that AAPOR is in a very good financial position. Net income is currently \$274,000 compared to \$258,000 at the same time last year. AAPOR is projected to end the year with a surplus approximately equal to 2011 (\$100,000).

A net profit of \$123,000 is forecast for the 2011 annual conference. AAPOR realized considerable savings as the result of the JW Marriott agreeing to cover the majority of the cost of the post-banquet party. Rachel reminded the council that budgeted expenses for management fees and tech access will continue to be charged to the conference cost center through end of year.

A total of \$20,250 has been moved from conference revenue to membership to reflect the complimentary memberships from the conference. Membership revenue is higher than it was during June 2011, and is within \$3,000 of the 2012 budget.

Webinar revenue, council meeting expenses and POQ revenue are also tracking close to budget. Expenses for the Transparency Initiative have been limited to teleconference calls. There have been very few donations made by members. There has been no activity on Heritage Interviews.

B. Investment Status

AAPOR investments continue to show a strong performance. Rachel Caspar stated that she contacted Investment Committee Chair, Janet Streicher, to encourage her to convene the full committee.

C. 2011 Tax Filings

Rachel Caspar reported that the 2011 State of Illinois and federal 990 tax returns both returns have been reviewed and will be submitted in advance of the August 15 deadline. Copies of the returns have been made available to council members on SharePoint.

III. EXECUTIVE DIRECTOR REPORT

2013 Budget Preparation: Mid-Year Review and Process

AAPOR Executive Director, Susan Tibbitts, reported on the planning that is now taking place for the 2013 budget. On behalf of Secretary-Treasurer Rachel Caspar, Susan will contact committee and task force chairs and ask them to confirm activities planned through 2012 year end and requested for 2013. AAPOR staff will work with their committee chairs on 2013 estimates. Susan will complete an initial budget draft by the end of August, with review to follow with Rachel and Nancy. Rachel, Nancy, Paul and Rob will meet September 19 immediately before the Council meeting in Deerfield for a detailed review of the budget. The Council will discuss the budget on September 20.

IV. CONSENT AGENDA

Committee reports were posted to the SharePoint site for council members to review. Council was reminded that any materials concerning code complaints must be kept confidential and should not be circulated. In response to a question, Liz Hamel, Membership and Chapter

Relations Chair, reported that the New England Chapter (NEAAPOR) continues to work with AAPOR attorneys to complete their incorporation. NEAAPOR is also working on a website.

V. OLD BUSINESS

A. Conference Steering Committee Report

Conference Chair, Paul Beatty, reported that he selected the 2013 conference artwork. A copy was posted to SharePoint for information. Paul expressed his appreciation to AAPOR staff for accurately interpreting his vision for the meeting. Discussion followed on the proposed plenary theme. Councilors were invited to contact Paul with suggestions for specific plenary topics or speakers.

Former AAPOR President and POQ Editor Nancy Mathiowetz has contacted Paul Beatty with a proposal from the Charles Cannell Fund in Survey Methodology at the University of Michigan to hold a mini workshop in conjunction with the 2013 AAPOR and WAPOR meetings. No funding is requested from AAPOR however, some staff support might be needed. Council members voiced support for this proposed session. Paul Beatty will discuss logistics with staff and Associate Conference Chair, Susan Pinkus.

B. HR 5915: MRA Request for Support

David Cantor, Standards Chair, introduced the topic of how council should proceed with a letter of support for HR 5915, a bill to amend the Fair Labor Standards Act. HR 5915 proposes to exempt marketing research participants and mystery shoppers from certain provisions of the act. It was decided that council would hold off, for now, endorsing a letter of support for HR 5915. Before further action is taken, David Cantor will contact AAPOR attorneys for further guidance on language to be included in the letter. There needs to be further discussion on how best to handle legislative advocacy requests in general.

C. Journals Review Task Force-JSSM Contract Update

Paul Lavrakas reviewed the recommendations of AAPOR counsel Russ Anderson (Lev & Berlin, LLC)) and AAPOR CFO Scott Freeman with regard to the language and intent of the Memorandum of Understanding between AAPOR and the American Statistical Association (ASA), and the proposed contract between AAPOR and Oxford University Press (OUP) for the new *Journal of Survey Statistics and Methodology (JSSM)*. There was general agreement on the merit of the changes proposed. Paul Lavrakas stated his intent to follow-up with Laura Bannon at OUP and with the executive director at ASA.

VI. NEW BUSINESS

A. Survey Practice Transition

Marjorie Connelly, Communications Chair, reported on the transition of *Survey Practice (SP)* to a new web-based platform accessible from the AAPOR site. The project is behind schedule but moving forward at a good pace. A new logo for the e-publication is being discussed by the editors, the Communications Committee chairs and staff. Depending on timing, the Survey Practice site and logo concepts will be shared with council at the August meeting. Paul Lavrakas stated his intention meet with Marjorie and editors Kumar Rao and Kirby Goidel to discuss AAPOR process and procedure and to thank them for their hard work on the transition project.

B. Appointment: Ad hoc Committee to Review IPSOS

Courtney Kennedy, Associate Standards Chair, reported that Paul Lavrakas has asked the Standards Committee chairs to establish an ad hoc committee to be charged with drafting a memo to be sent to IPSOS comparing Bayesian framework to Frequentist framework. Paul recommended that the memo address the strengths and weaknesses of each approach. The request is in follow-up to the email received by Scott Keeter in February 2012 from an AAPOR member alerting him to an online poll sponsored by IPSOS Public Affairs. The poll results were published using a 'credibility interval' instead of a margin of error.

The ad hoc committee would be chaired by Vice President/President-Elect Rob Santos and include Trent Buskirk and one additional member. The ad hoc committee is expected to complete the memo no later than mid-September to ensure completion in advance of the fall US national election.

Courtney Kennedy moved, seconded by Scott Keeter, to approve the creation of an ad hoc committee to be charged with crafting an educational memo on behalf of AAPOR that explains the difference between the Frequentist and Bayesian frameworks for statements of precision and surveys. The memo should include the strengths and weaknesses of each approach. The ad hoc committee will be chaired by Rob Santos, and is to include Trent Buskirk and one other person yet to be named. The motion was unanimously approved.

C. Process: Action by Executive Council Outside of Regular Meetings

Susan Tibbitts reported on rules for voting outside of regularly scheduled council meetings, noting that most (but not all) state nonprofit corporation statutes only permit boards of Directors (and committees of the Board, such as Executive Committees) to act through a meeting (in-person and/or teleconference as permitted by AAPOR's bylaws) or through unanimous written consent (essentially, all board members vote in writing, and all vote the same way). This is true for the State of Delaware where AAPOR is incorporated. In such states, mail, fax, polling and electronic balloting are not permitted – unless all Board members vote and all vote the same way. The rationale behind this requirement is to encourage (and require) full debate and deliberation by Boards of Directors (and their committees) on issues prior to taking action - unless the decision is unanimous. She summarized highlights of a recent article addressing the issue that she provided to the council for information.

Responding to a question, she noted that in those cases where there is a time-sensitive matter that requires immediate action, AAPOR's bylaws permit the five member executive committee to act, as long as the action is communicated to the council within 10 days of the action and the council votes to approve the action at their next regular meeting. Additionally, assuming there is established policy and/or precedent, the president may take action and inform the council as quickly as possible. Finally the president may call an "exceptional meeting" for the council to act on an urgent matter. In such cases the requirements of the bylaws for quorum apply.

D. Other New Business

1. Member ⇔ Council Communication: Rob Santos, chair of the Ad hoc Committee for Member ⇔ Council Communications reported that he has circulated a draft charge, along with suggestions for committee membership. He is moving forward with the formation of the committee.
2. Janet A. Harkness Student Paper Award: The World Association for Public Opinion Research (WAPOR) has asked AAPOR to co-sponsor the newly created Janet A. Harkness Student Paper Award that has been established in her memory with initial funding from contributions made following her recent death. Council discussion followed. There was general agreement that the new award would be complimentary to AAPOR's Sudman Student Paper Award and the Student Travel Scholarships and would encourage the participation of students in the WAPOR and AAPOR meetings. Councilors acknowledged that a single student paper could conceivably be selected for the Sudman and Harkness Awards absent policy to the contrary. Councilors agreed that WAPOR should take the lead on logistics for the award (policy/procedure, recruiting of papers and selecting the winners) with AAPOR member participation invited. AAPOR will encourage members to contribute to the award fund.

Paul J. Lavrakas moved, seconded by Rob Santos, that AAPOR join WAPOR to co-sponsor the new Janet A. Harkness Student Paper Award with the understanding that AAPOR will not make an organizational contribution to the award fund but will instead encourage members to support the award with their contributions. WAPOR will take the lead on logistics for the award including the recruiting of papers and selection of the winners, with AAPOR member participation invited. The motion was approved with a vote of 14-0-1 with Susan Pinkus abstaining.

VII. EXECUTIVE SESSION

Staff was excused from the meeting, and council convened in executive session at 1:44 p.m. EST for the purpose of discussing the 2013 management fee for The Sherwood Group management company.

Marjorie Connelly moved, seconded by Susan Pinkus, to approve that the regular session of the council meeting be adjourned and that the council move to executive session. The motion was unanimously approved.

Paul Lavrakas reported that the Council approved The Sherwood Group recovering overhead management fees from AAPOR in 2013 at the rate of 80%.

VIII. ADJOURNMENT

The executive session was adjourned at 2:00 p.m.