



Executive Council Minutes | June 14, 2016

Roger Tourangeau	President	Present
Tim Johnson	Vice President	Present
Mollyann Brodie	Past President	Present
Allyson Holbrook	Secretary-Treasurer	Present
Janet Streicher	Associate Secretary-Treasurer	Present
Sandra Bauman	Communications Chair	Present
Jennifer Hunter Childs	Associate Communications Chair	Present
Jennifer Dykema	Conference Chair	Present
Trent Buskirk	Associate Conference Chair	Present
Sarah Cho	Education Committee Chair	Present
Brady West	Associate Education Chair	Present via phone
Anna Wiencrot	Membership & Chapter Relations Chair	Present
Morgan Earp	Associate Membership & Chapter Relations Chair	Present
John Loft	Associate Standards Chair	Present
Andy Peytchev	Standards Chair	Present
Rich Morin	Councilor-at-Large	Present
Nancy Belden	Councilor-at-Large	Present
Staff		
Adam Thocher	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Crystal Stone	Administrator	Present

WELCOME, INTRODUCTIONS, CALL TO ORDER, REVIEW AND APPROVAL OF MINUTES

President Roger Tourangeau called the meeting to order at 9:00 a.m. EST and a quorum was established.

Mollyann Brodie moved, seconded by Tim Johnson to approve the minutes of the May 11, 2016 Council meeting as presented. The minutes were approved unanimously.

SECRETARY-TREASURER REPORT

April 2016 Financials

Secretary-Treasurer Allyson Holbrook reported as of April 30, net income is at \$812,839, a decrease of approximately \$20,000 over the same time last year. Conference revenue should make up the difference with record attendance and record sponsorships. Conference expenses should be complete in August. We are currently projecting a \$29,608 deficit for 2016.

CONSENT AGENDA

Roger Tourangeau noted that the following consent reports were presented for information: Executive Director Report, Education Committee, Membership and Chapter Relations Committee, Conference Committee, Communications Committee, AAPOR.org Metrics Report, and JSSAM Editor appointment.

Rich Morin moved, seconded by Tim Johnson to accept the consent reports as presented. The motion carried unanimously.

APPOINTMENTS - ALL

- Data Falsification Task Force: Jill Montaquila DeMatteis was appointed to a 3-year term as co-chair.
- Communications Committee: Dan Cassino, Ariel Edwards-Levy, Nicole Lee, Raphael Nishimura, Karen Tucker, and Lynn Stalone were appointed to a 3-year term.
- Pre-election Polling Ad Hoc Committee: Charles Franklin and Lydia Saad were appointed to a 3-year term.
- Education Committee: Antje Kirchner, Emilia Peytcheva, and Doug Currivan were appointed to a 3-year term.

Sandra Bauman moved, seconded by Trent Buskirk to approve the committee appointments as presented. The motion carried unanimously.

Reassessing Survey Methods Task Force Report

Mollyann Brodie presented the final report from the task force and recommended that the report be accepted and a communication plan developed.

Mollyann Brodie moved, seconded by Janet Streicher to thank the committee for their work and defer to the Communications Committee for a release/promotion plan highlighting the report at the September webinar on TSE in multiple-surveys and big data. The motion carried unanimously.

Long Term Diversity Planning

Mollyann Brodie reported that she would be assembling a small ad hoc group to create a background document on AAPOR's long-term diversity planning.

AAPOR Conference – 2017

Jen Dykema led the conversation on the 2017 Conference. She pointed out that ways to maximize space for sessions and committee meetings needs to be considered when selecting future hotels and locations.

Affinity and Special Interest Groups

Adam Thocher presented information that led to the creation of a small affinity group subcommittee to identify what an affinity group is, what we will provide them and how they become official. Anna Wiencrot and Morgan Earp will prepare a one-page document for discussion and approval at the July council meeting.

Improving the Survey Climate Joint Task Force

Roger Tourangeau indicated that he would have formal appointments to the task force for Council approval and would be discussing next steps with the Task Force chairs.

Rich Morin proposed that AAPOR include a national survey to measure public attitudes towards survey research with this task force work. This would update a survey done in 2001. Rich indicated that he would involve Sandra Bauman, Jenny Hunter Childs and Eric Bailey in his communication plans.

Communications

Sandra Bauman reported that the ad hoc Polling Committee had outlined a plan of action and timeline for their final report. Council recommended update to the timeline with committee presenting an updated scope and deliverables in July.

Sandra Bauman informed Council that she will be creating a subcommittee to look at editing the website to reflect the AAPOR brand. She will work with Jenny Hunter Childs and Anna Wiencrot on a recommendation for this subcommittee.

Education

Sarah Cho indicated that she, Allyson Holbrook and Rich Morin had been examining the future of *Survey Practice*. With the transition to new editors, they have identified two options for the future of *Survey Practice*: 1) Continue on with *Survey Practice* as is, but with some minor improvements; 2) Transition *Survey Practice* to a "blog" format, focusing more on quick turnaround and multimedia posts. Once the direction is determined, new leadership for the journal needs to be selected. A call for volunteers will go out to AAPOR membership.

Education: Certificate for Short Courses and Webinars

Brady West informed Council on the Education Committee's intent to provide a certificate of participation for all Short Courses and Webinars. They would also like to offer continuing education credits by certifying the short courses and webinars with the Marketing Research Association's Professional Researcher Certification (PRC) program.

Anna Wiencrot moved, seconded by Sandra Bauman to approve the recommendation of the Education Committee to provide PRC credit to the participants of AAPOR webinars and short courses. The motion carried unanimously.

Trent Buskirk moved, seconded by Sandra Bauman to offer a free webinar to AAPOR members on calculating new response rates using the new Response Rate Calculator. The motion carried unanimously.

Council agreed that Education Committee members should staff the courses offered at the annual Conference in order to assist the presenter and the attendees. A maximum of one registration will be offered per course.

New Business

Andy Peytchev informed Council that he and John Loft will be creating a document on post survey weighting adjustments for Council approval.

Roger Tourangeau asked that the statement on respondent confidentiality be highlighted to AAPOR members.

ADJOURNMENT

Roger Tourangeau stated that regular meeting was adjourned at 3:54 p.m. EST.

John Loft moved, seconded by Allyson Holbrook to adjourn the Executive Council meeting. The motion carried unanimously.