



**American Association for Public Opinion Research
Executive Council Minutes
June 19, 2014**

Michael Link	President	Present
Mollyann Brodie	Vice President	Present
Rob Santos	Past President	Present
Mary Losch	Secretary-Treasurer	Present via phone
Dan Merkle	Associate Secretary-Treasurer	Present via phone
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	Present via phone
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
Lisa Kamen	Marketing Communications	Present

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

President Michael Link called the meeting to order at 8:00 a.m. EST and a quorum was established.

II. NEW BUSINESS

AAPOR2025 Initiative

Michael Link presented the work of the AAPOR2025 Initiative Task Force.

Mollyann Brodie asked that the document be amended to include the expectation that future presidents and councils will report on the initiative annually to the membership.

Cliff Zukin moved, seconded by Ron Langley to accept the AAPOR2025 Initiative document as amended. The motion carried unanimously.

III. ONGOING INITIATIVES 2014-2015

Transparency Initiative Launch

Michael Link presented the intent of the Transparency Initiative Coordinating Committee to delay their launch to early-September. The additional time is needed to complete the application platform. The implications of the TI launch for the Education, Standards and

Communications committees were discussed. Questions were raised about the status of the TICC once the TI is launched. It was noted that the original intent was for oversight of the TI to reside within a subcommittee of the Standards Committee. The importance of ongoing close coordination between Council and TICC Chair Tim Johnson was noted; particularly once the Transparency Initiative launches. There was agreement that the TICC and the council should focus on evaluation criteria to judge the first-year success of the program.

Website: Responsive Redesign

Staff marketing communications manager Lisa Kamen provided an update on the progress of the responsive website redesign. Launch is scheduled for October 2014. There was a question about plans to review and/or update site content prior to launch. Staff confirmed that review and update was not included in the project, and noted that site content was fully reviewed two years earlier as part of the last redesign. At that time, the majority of content fell within the standards area. There was general agreement that the website subcommittee of the Communication Committee should recommend a process for ongoing site content and review. There was agreement that committees should be contacted to review and update their content prior to launch.

Staff advised council that “communities” for council and the committees would be developed as a part of the responsive redesign. Communities have interactive capability including document share. The option would also be available to chapters. More details on the communities will be presented to council on a future call.

Bylaws Review

Michael Link reported that the recommendations of the ad hoc committee are expected later this year, most likely November. The council must review and approve the bylaw amendments prior to presenting the amendments to the membership for approval. No decision has been made on timing, but the annual conference in May is a natural time.

Molly Brodie indicated that the bylaw amendment would likely be an overall reorganization with details moved to policy documents by reference. Questions were raised about the process for membership approval, including timing and the development of any policy documents that would need to be created. Executive Director Susan Tibbitts agreed to inform council of the amendment process defined in the bylaws. Discussion followed with councilors noting possible implications for the bylaws amendments with the code review currently underway.

Public Opinion Task Force

Michael Link reported that the Public Opinion Task Force, headed up by Michael Traugott, has provided a number of suggestions on how AAPOR can provide survey information to public policy makers. He observed that the task force may recommend that AAPOR provide updates a couple times a year on current policy issues. Dan Merkle commented on the implications for AAPOR for discussion of policy issues and suggested that Survey Practice might be a better platform. Cliff Zukin noted that the current discussion was different than the charge to the task force. Rob Santos stated that he would send Michael Traugott a copy of the Survey Practice business plan.

Survey Refusals Task Force

David Dutwin reported that the Survey Refusal Task Force is hoping to resubmit their report by the end of the summer. Once council approves the report, it will be posted to the website.

Substantive and Methodological Balance Task Force

Cliff Zukin reported on the actions of the Substantive and Methodological Balance Task Force, and referred to the series of graphs the task force produced based on conference presentation data. The task force found that the conference has had roughly the same number of substantive panels for the last 20 years, but over that time the number of methods panels has more than doubled. The task force recommended that council approve funding for the cost of coding conference sessions to permit additional analysis. Cliff stated his opinion that AAPOR should look for a methodologic and substantive balance in conference content. Cliff noted that he discussed the proposal with Jenny Hunter Childs to see if this is something that the Membership & Chapter Relations Committee would do.

Michael Link urged the task force to be sure they aren't attempting to address a problem that doesn't exist. He suggested the task force look at attendance by session, noting that conference attendance has grown steadily and has never been healthier.

Frauke Kreuter asked the committee to include POQ and Survey Practice if the coding project is going to move forward.

Dawn Nelson indicated that she, David Dutwin and Heidi Diederich would be reviewing and revising the abstract coding section of abstract submission.

It was suggested that the committee complete its work by providing a report once the survey and the counting are done and the proposal is complete.

Big Data Task Force

Frauke Kreuter reported that the committee has completed their recommendations and will present an outline for approval at the July Executive Council meeting.

Address-based Sampling Task Force

Michael Link noted that the task force, chaired by Rachel Harter, has not yet met.

Future of General Population Telephone Surveys in the U.S. Task Force

Michael Link reminded council that Paul Lavrakas will chair the task force, whose recommendation is expected to be ready for council review next year. The task force charge and list of members will be provided to council for approval in July.

Non-Probability Task Force

Michael Link stated his anticipation that a task force intended to follow-up on the report of the Non-Probability Task Force would be appointed later this year or early next year. A discussion on the task force will be added to the agenda for the October council meeting.

Sustaining Sponsorship Ad Hoc Committee

Michael Link provided a background for the ad hoc Committee on Sustaining Sponsorship. The committee was charged with exploring the pros and cons of establishing expanded sponsorship opportunities for AAPOR, including the conference. Committee Co-Chair Eleni Janis added that the committee would like to increase the value of sponsorship for existing sponsors and attract new sponsors. Eleni stated that she reluctantly resigned from leadership on the committee due to the press of other obligations. It was noted that Paul Lavrakas is similarly challenged with multiple obligations. They are hoping to identify someone else to head the committee.

The intent was for the committee to assess opportunity and interest among organizations operating broadly in AAPOR's markets, to look at models for expanded sponsorship in other organizations and to examine AAPOR history with sponsors. Mary Losch noted that some progress had been made, but the discussion won't advance until new leadership for the committee is identified.

Discussion followed on the current role of the Development Committee and the fit with the charge to the ad hoc committee. It was noted that the Development Committee was currently focused solely on internal (member) fundraising, and not on organizational partnerships.

Rob Santos advised the council that appointment of Susan Tibbitts as fulltime executive director, and the expansion of AAPOR programming came with the assumption that council would explore avenues to increase and diversify revenue. He noted that there was an initial budgetary assumption that sustaining sponsors, or some expansion of existing sponsorship, would increase revenue by \$30,000 this year.

Susan Tibbitts, Mary Losch and Dan Merkle agreed to discuss next steps.

IV. NEW ISSUES/INITIATIVES

Communications Initiative

Eleni Delimpaltadaki Janis advised council that the Communications Committee believes that AAPOR needs to tell a more convincing story about the value of the association. She offered to schedule a meeting to discuss strategic communications. Topics for discussion would include: creation of a stronger and more proactive press outreach program focused on building long-term relationships with key journalists that cover AAPOR issues, beginning with pitching stories and experts around the fall elections; development of a social media strategy; and the start of discussion and cataloguing current marketing and communications projects and processes that cut across different committees.

She noted that the discussion should address audiences for AAPOR messaging, content of messages and key items to reinforce. Noting the number of initiatives underway, she observed that it may be helpful for AAPOR to have communication guidelines that all committees and task forces can use. She recommended that the following councilors and staff would be included in this discussion along with AAPOR members to be identified: Michael Link, Mollyann Brodie, Rob Santos, Cliff Zukin, Joe Lenski, Susan Tibbitts and Lisa Kamen.

Regional Survey Methods Workshop

Michael Link reminded council that Paul Lavrakas had raised the possibility of AAPOR offering a smaller, focused and practical workshop on survey methods in addition to the annual conference. Such the workshop could provide a new revenue stream and an outlet for more methodological topics. It might also offer the opportunity for AAPOR to partner with one or more external organizations.

Cliff Zukin reported that he is vetting the regional workshop idea at Michael's request. The considerations he identified included foundational questions, 'who's the clientele/audience?' and 'what's the content?' as well as: is this boot camp or best practices; are we focusing on young AAPOR members; are we pointed to or away from any sector: commercial (35%) academic (36%), government (7%) or non-profit (15%); is this profit-making or service; is this free/discounted for AAPOR members; fee for others; are we using volunteers or paying

“teachers”; are we delivering this with/through the AAPOR chapters; are we doing this once or multiple regional presentations (are they coming to us, or are we going to them); and finally, who should be on the committee to work through these issues after Council’s guidance today?

Kristen Olson cautioned that the regional workshop initiative be considered carefully to avoid direct competition with chapter meetings. There was general agreement that the initiative is not a priority and needs more work. Membership and Chapter Relations Committee will discuss this further with the chapters and provide a recommendation to council.

Globalization

Michael Link stated that he asked Joe Lenski to address what globalization means in the form of goal statement for AAPOR, and to put together a group to vet the idea. Joe Lenski reported that he has started to explore the concept of globalization for AAPOR and needs to identify the emphasis; in particular the most valuable aspect of AAPOR membership to non U.S. prospective members.

Council discussion followed. The comment was offered that AAPOR’s relationship with WAPOR might offer the opportunity partner or to offer joint memberships. Frauke Kreuter observed that AAPOR’s standards definitions and the Transparency Initiative were both attractive to an international audience. It was noted that 50 organizations have signed on to ESOMAR’s code.

Mollyann Brodie urged that the vetting committee include representatives from the Education, Standards, Communications and the Membership and Chapter Relations Committees.

External Partnership/Relationship

Rob Santos reported on outreach to other organizations. He pointed out that the strategic plan calls for the Executive Council to create a committee to identify key strategic partners, and the AAPOR2025 document talks about global collaborations, such as creating a formal partnership with the American Statistical Association. Rob noted that during his presidency he reached out to WAPOR, COPAFS, COSSA, MRA and several other organizations to continue regular communication. He reminded the council that he recently attended the ASA full board meeting at the invitation of ASA President Nat Shenker and made a presentation on AAPOR. For the last two years, AAPOR has extended an invitation to COPAFS executive director, Kitty Kelly to speak at the May council meeting. Recently she invited AAPOR to make a presentation to the COPAFS members. Rob observed that the initiative is growing organically. Rob offered to work with Joe Lenski and Susan Tibbitts to develop an outreach plan for external partners.

Deep Look at Education Committee

Michael Link and Molly Brodie offered their observations on the expansion of work performed by the Education Committee, and on the role that education plays in AAPOR initiatives. Discussion followed. Michael offered prior history on the recommendation that the chairs of the Education Committee be added to the council as elected positions. Noting her prior long-term service as chair of the Education Committee, Molly stated that her own opinion about the proposal had changed over time. Initially she opposed the idea, believing that it was not in the best interest of AAPOR to have the position turn over annually. She feared the loss of continuity and institutional memory. She added that her feelings have changed, observing the smooth hand off from Chuck Shuttles to Anne Weincrot, strong performance by subcommittee chairs, and the fulltime involvement of Susan Tibbitts. Councilors were invited to offer their opinions on whether the positions of Education Committee Chair and Associate Chair should be formally added to council. Discussion continued.

Ron Langley moved, seconded by Cliff Zukin to ask the Bylaws Committee to include an amendment to add the Chair and Associate Chair of the Education Committee to the Executive Council with the standard two-year term. The motion passed unanimously.

Mollyann Brodie volunteered to discuss the council recommendation with Education Committee chair Anna Weincrot.

Diversity Initiative

Jenny Hunter Childs discussed the value of a diversity initiative for AAPOR. Susan Tibbitts noted that the ASA has a diversity initiative underway focused on elementary school students that may offer the opportunity for partnership. Jenny recommended that discussion and formation of a recommendation be assigned to a subcommittee of the Membership and Chapter Relations Committee. She suggested that a representative from the Education Committee be asked to participate. Michael Link requested that the subcommittee plan to report to at the October Executive Council meeting.

Relationship between AAPOR Chapters and National Association

Jenny Hunter Childs opened discussion on the relationship between AAPOR and the chapters. Noting the importance AAPOR places on the relationship, Molly Brodie stressed the need for the council to have a strategic level discussion to address the current and future relationship between chapters and the national organization. Mary Losch urged the council to consider a mutually beneficial structure that addresses what AAPOR can offer its chapters as well as what the chapters can offer AAPOR. Ron Langley, Mary Losch, Molly Brodie, Jenny Hunter Childs, Kristen Olson, Susan Tibbitts and Heidi Diederich will participate in the discussion. To help inform the discussion, Jenny will ask the chapters to share statistics about or members of all chapters.

Expansion of Recruiting/Cross-Advertising/Outreach to Other Associations

Jenny Hunter Childs stated her interest in ensuring that membership in AAPOR is a standard part of outreach to other organizations. She, Kristin and Lisa Kamen are discussing the costs and benefits of bringing the Membership and Chapter Relations booth to organizations whose mission and members have crossover with AAPOR (e.g. MRA). Joe Lenski recommended contacting chapters to ask about chapter relationships with external organizations. Michael Link suggested looking at evaluation organizations, trends and emerging technologies. Frauke Kreuter recommended utilizing the Transparency Initiative as a way to present AAPOR sessions at other conferences. Susan Tibbitts encouraged councilors to share their suggestions for conferences where AAPOR should exhibit to attract members.

Export Short Courses (or Webinars) to Other Organizations

Jenny Hunter Childs indicated that she is looking at AAPOR short courses with the intent to identify courses that could be exported to other organizations. DC-AAPOR's annual follow-up event based on the POQ special issue was noted. There was discussion about the potential to involve journal publisher Oxford in the distribution of conference content or packaging of POQ articles. The possibility of virtual articles and time-limited free access were noted. Michael Link encouraged the group to consider the advantages of recorded versus live webinars. Mistakes can be fixed, pressure is lower, and issues with time zones for speakers are eliminated.

Exchange of Educational Content between Chapters and AAPOR

Jenny Hunter Childs reminded the council that MCR received a request from the chapters that AAPOR agree to share its webinar platform with interested chapters and/or consider offering to

co-sponsor chapter webinars. She acknowledged that issues like revenue share would need to be worked out. There is some interest in live streaming.

Committee on Committees

Cliff Zukin asked committee chairs to confirm current membership on their committees. Susan Tibbitts asked that the information be shared with her, as staff is in the process of updating committee lists on the website, and committee appointments need to be added to the council agenda for approval.

Dawn V. Nelson moved, seconded by Rob Santos to accept the nomination Casey Tesfaye, Sarah Yeo and Bob Davis to membership on the Membership and Chapter Relations Committee. The motion carried unanimously. These members have been participating on the committee but their appointments had not been formally approved.

Dawn V. Nelson moved, seconded by David Dutwin to accept the following individuals as members of the Membership and Chapter Relations Committee: Ipak Bilgen, Rhoda Brooks, Emily Geisen, Eric Foster, Brianne Gilbert, Chase Harrison, Samara Klar, Thomas Roessing, Barbara Simon, Marc Weiner, and Ting Yan. The motion carried unanimously.

V. HOLISTIC VIEW OF 2014-2015 INITIATIVES

Michael Link asked if there were any other initiatives that should be discussed. Contracts for the next set of conferences were noted and the process for consideration was shared.

Michael noted that council has discussed 23 initiatives and agreed to drop one. He summarized the initiatives in process as addressing quality measurements in public opinion, collaboration with external organizations, promoting core values. He observed that the meeting discussion had provided a road map for 2014-2015, noting that some committees and task forces will be particularly challenged. He encouraged committee chairs to ask for assistance, including the appointment of additional committee members. He emphasized the need to consider the length of service on committees and to resist the urge to turn to the same people, adding that rotating committee members offers other members the opportunity to get involved.

He thanked the council for their hard work, engagement and thoughtful dialogue. He noted the groundwork that had been laid by the work of the last several councils, and thanked the group for beginning to connect the dots and for focusing on the elimination of committee silos and emphasizing cross-functionality. Acknowledging a comment, he restated the importance of clear targets and timelines, and encouraged the groups that would be meeting, to advise him and Susan of the likely date for a follow-up report to council.

VI. ADJOURNMENT

Michael Link stated that the meeting of the Executive Council was adjourned at 1:44 p.m. ET.

Mollyann Brodie moved, seconded by Jordon Peugh to adjourn the Executive Council meeting. The motion carried unanimously.