



**American Association for Public Opinion Research  
Executive Council Teleconference Minutes  
June 20, 2012**

**ROLL CALL/CALL TO ORDER**

Paul J. Lavrakas	President	Present
Rob Santos	Vice President	Present
Scott Keeter	Past President	Present
Rachel Caspar	Secretary-Treasurer	Absent
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	Absent
Peyton Craighill	Associate Communications Chair	Present
Patricia Moy	Councilor-at-Large	Present
Michael Link	Councilor-at-Large	Present

**Guests**

Chuck Shuttles	Education Committee Chair	Present
----------------	---------------------------	---------

**Staff**

John Waxman	Managing Partner	Present
Susan Tibbitts	Executive Director	Present
Donna Tieberg	Administrative Director	Present
Lindsay Arends	Marketing Communications Manager	Present

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

President Paul J. Lavrakas called the meeting to order at 12:06 p.m. EST and a quorum was established.

The minutes of the May 16, 2012 Executive Council meeting were reviewed.

**Susan Pinkus moved, seconded by Paul Beatty, that the minutes for the May 16, 2012 Executive Council Meeting be approved. The motion was unanimously approved.**

## II. OLD BUSINESS

### A. Task Force Updates

Paul J. Lavrakas offered the following Task Force reports:

#### 1. Non-Probability Task Force

Reg Baker and Mike Brick are Co-chairs of the Non-Probability Task Force. Members of the task force are currently in the process of writing their report. It is anticipated that a first draft will be ready for fall of 2012 and that the final report will be issued by May 2013. It was suggested that the Conference Steering Committee consider holding a special session related to the report as part of the 2013 conference in Boston.

#### 2. Survey Refusal Task Force

The Co-chairs for the Survey Refusal Task Force are David Dutwin and John Loft. Subcommittees within the task force are currently working on various draft sections of the task force report. Final drafts are due at the end of July 2012, with a final version of the report anticipated by May 2013.

#### 3. Governance Review Task Force

Mark Schulman and Patricia Moy are the Co-chairs of the Governance Review Task Force. The task force is considering process and procedure for the identification and appointment of committee members and committees and will also assist with finalizing AAPOR staff job descriptions. The task force is also currently engaged in a continuation of the discussion of lengthening the Secretary-Treasurer position to a three-year term.

#### 4. Public Opinion and Leadership Task Force

Frank Newport and Bob Shapiro are Co-chairs of the Public Opinion and Leadership Task Force. They have reported that council should expect a task force report within the next several months.

#### 5. Survey-Based Legal Evidence Task Force

The Survey-Based Legal Evidence Task Force, chaired by Paul Lavrakas, is considering co-authoring a brief with the Council of American Survey Research Organizations (CASRO). An additional project is being considered by this task force and discussion of the project will be included in the agenda for the July 26 council meeting.

#### 6. Cell Phone Surveying Task Force

The Cell Phone Surveying Task Force completed their report in 2010. A recommendation was made to reconvene the task force in 2013 to update the 2010 report. A proposal will be offered to the council at a future meeting.

## **7. Suggestions for Task Forces**

Councilor-at-Large, Michael Link has proposed creating a new task force to address emerging methodologies, including mobile phones, Twitter and social networking. Non-survey modes of data collection might also be considered.

Other proposals by council members included task forces to review the literature on mode effects, and to review address-based sampling. It was noted that some task forces might benefit from the addition of outside consultants (member and non-member) to provide additional expertise.

## **B. Journals Review Task Force Update**

Work is continuing on the contractual and operational infrastructure for the new *Journal of Survey Statistics and Methodology (JSSM)*. Among the issues still to be resolved are royalties and page limits. Journals Review Task Force chair, Peter Miller, anticipates that a final version of the contract with OUP will be offered to council in July or August. The Council discussed the appointment of seven people to the joint AAPOR-ASA *JSSM* Advisory Committee.

**David Cantor moved, seconded by Susan Pinkus, to establish the appointment of Norman Bradburn, Rachel Caspar, Peter Miller and Michael Link to represent AAPOR on a *Journal of Survey Statistics and Methodology* Advisory Committee, and Roderick Little, J.N.K. Rao and Mary Thompson, to represent the American Statistical Association. The motion was approved unanimously.**

## **III. EXECUTIVE DIRECTOR REPORT**

### **A. HR 5915 Legislation**

Executive Director, Susan Tibbitts, discussed HR5915, a bill to amend the Fair Labor Standards Act that proposes to exempt marketing research participants and mystery shoppers from certain provisions of the act. David Cantor, Standards Committee Chair, composed a one-page letter of support for this piece of legislation.

### **B. American Community Survey**

Susan Tibbitts provided an update to AAPOR's support for continued funding of the Census Bureau's American Community Survey (ACS) and a hearing held on June 19 by the Joint Economic Committee. She reminded the council that AAPOR, along with over 100 prominent organizations, had signed onto a letter of opposition to the legislation, which was forwarded to senate leaders on May 16. The letter writing effort was organized by The Census Project, an informal network of census stakeholder organizations that is looking ahead to preserving the census of 2020. Recent action by the House of Representatives eliminates funding for the ACS in FY2013. There has been no further congressional action since the May 10 vote.

There was general discussion of council roles and responsibility for advocacy issues. AAPOR's membership in COPAFS and COSSA was noted. Although no conclusion was reached, it was suggested that the executive committee or a Councilor-at-Large

should be assigned the responsibility to keep council and AAPOR membership informed.

#### IV. STRATEGIC ISSUE DISCUSSION

##### **Transparency Initiative Update**

Courtney Kennedy, Associate Chair, Standards Committee, reported on the activities of the Transparency Initiative Coordinating Committee (TICC). The committee met at the annual meeting and reviewed various points of the first TI pilot test and discussed how best to reshape the TI disclosure process to maximize the benefits and reduce the reporting burden. The committee is planning to drop creation of a data archive, which is perceived as being costly for AAPOR and burdensome for TI participants. A periodic audit to ensure compliance, along with the addition of a formal complaint process for transparency violations is planned. It is hoped that a second TI pilot will be initiated this fall.

The council discussed improving communication with members on the activity of the TICC.

**Courtney Kennedy moved, seconded by Rob Santos, to approve the plan proposed by the Transparency Initiative Coordinating Committee to communicate directly with AAPOR members. The committee will post monthly updates on AAPORnet and respond directly to member queries. The motion was approved unanimously.**

#### V. NEW BUSINESS

##### **A. 2013 Conference Issues**

Conference Chair, Paul Beatty, reported that the audio and supporting materials from the plenary session and the proceedings from the 2012 conference will be available to members and conference attendees online in July. Presenters will be offered one final opportunity to decline to have their presentation materials included. The Steering Committee will review the current process and discuss what would be required of presenters in regards to the sharing of their presentation materials after conferences are over.

There was discussion of the role of session discussants following recent posts to AAPORnet. Some members have expressed strong support for discussants, arguing that discussants can enrich the attendee experience. Several members who had served as discussants noted the preparation challenge created by late, last minute or non-response by presenters. Past conference chairs Michael Link and Rob Santos offered their observations. The Conference Steering Committee will discuss the issue during a future committee meeting.

The council discussed the proposed theme for the upcoming 2013 conference in the memorandum from Paul Beatty: "Asking Critical Questions: Toward a Sustainable

Future for Public Opinion and Social Research.” There was general agreement on the theme. Conference meeting identification (graphic design) will be created now that the theme is established. A site visit to Boston is tentatively scheduled for August.

**B. Ad Hoc Committee on Member-Council Communication Flow**

Paul Lavrakas proposed that Rob Santos chair a committee that would make recommendations about increased communication between council and AAPOR members. Paul will comment on the issue in the president’s column in the upcoming AAPOR newsletter.

**Susan Pinkus moved, seconded by David Cantor, to approve the creation of an ad hoc committee, reporting through the Communications Committee that would examine current avenues for communication between members and the Executive Council and recommend improvements. The committee will be chaired by Vice President Rob Santos. Committee members will include Membership and Chapter Relations Chair Liz Hamel and council and non-council members. The motion was approved unanimously.**

**C. June 4 Visit to Sherwood/AAPOR Office**

Paul Lavrakas reported on their June 4 visit to AAPOR headquarters. Individual meetings were held with AAPOR Managing Partner John Waxman, Susan Tibbitts and several members of the AAPOR staff team. Paul described the visit as being extremely successful and very helpful and noted his intent to share his impressions with the council during the executive session.

**VI. EXECUTIVE SESSION**

Staff was excused from the meeting, and council convened in executive session at 1:24 p.m. EST for the purpose of discussing AAPOR staffing.

**VII. ADJOURNMENT**

The meeting was adjourned at 2:00 pm.