

**American Association for Public Opinion Research
Executive Council Minutes
June 20, 2013**

Rob Santos	President	Absent
Michael Link	Vice President	Present
Paul J. Lavrakas	Past President	Present
Nancy Bates	Secretary-Treasurer	Present
Mary Losch	Associate Secretary-Treasurer	Present
Courtney Kennedy	Standards Chair	Present
Frauke Kreuter	Associate Standards Chair	Present
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	Present
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

Guests

Frank Newport	Co-Chair, Public Opinion and Leadership Task Force	Present
Bob Shapiro	Co-Chair, Public Opinion and Leadership Task Force	Present
Chuck Shuttles	Education Committee Chair	Present
Anna Wiencrot	Education Committee	Present

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

Vice President Michael Link called the meeting to order at 12:00 p.m. EST and a quorum was established. President Rob Santos had asked Michael to chair the meeting in his place while he served on jury duty.

Paul J. Lavrakas moved, seconded by Susan Pinkus, to approve the minutes of the May 15, 2013, meeting with the following amendments: Page 2 in regard to councilor-at-large vacancy - add, "Dan Merkle will fill the open position"; and, Page 6 in regard to gavel passing - add, "and he has agreed to do so." The minutes were approved unanimously.

II. NEW BUSINESS

Appointments

Michael Link presented the appointments offered by President Rob Santos. Financial Oversight Committee: Dan Merkle to continue as chair. Journal of Survey Statistics and Methodology (JSSAM) Advisory Committee: Michael Link will continue as co-chair. Development Committee:

Diane O'Rourke will succeed Barbara O'Hare as chair. Education Committee: Anna Wiencrot will succeed Chuck Shuttles as chair. Consortium of Social Science Associations (COSSA): Ed Spar will succeed Scott Keeter.

Transparency Initiative Coordinating Committee (TICC): Frauke Kreuter replaced Courtney Kennedy. Courtney will continue to attend TICC meetings in her role as Standards Committee chair. David Fan was added as a new member. Sid Groneman completed his term. Scott Keeter and Mary Losch will remain on the committee.

Paul J. Lavrakas will serve as chair of the Bylaws Review Task Force. Paul announced his intention to ask Jennie Lai to serve as associate chair.

Transparency Initiative Logo

Following brief discussion of the recommendation from the TICC,

Paul J. Lavrakas moved, seconded by Mary Losch, to approve the Transparency Initiative logo as recommended by the Transparency Initiative Coordinating Committee. Motion passed with one abstention.

Bylaws Review Process

Executive Director, Susan Tibbitts provided an update on her conversation with AAPOR legal counsel Duane Berlin on the process for reviewing AAPOR's bylaws. The bylaws were last revised in 2006 (work began in 2004). The primary motivation for the review is to ensure that the bylaws are current in terms of policy, content and language. For assistance with the revision process, counsel recommended an hourly rate instead of retainer to keep costs down. To increase the efficiency of the review process, counsel can review the current bylaws and advise the task force on current best practice language. Staff also needs to create a summary of changes already identified by council.

Paul J. Lavrakas discussed the plan he and co-chair Jennie Lai have developed to create a draft mission statement by the Council's July meeting and consideration for commercial /non-commercial and gender for members of the task force.

Other New Business

Clipping Service

Paul J. Lavrakas reminded the Council that the motion to approve a 2013 budget amendment to engage a clipping service included a recommendation that the value of the service be evaluated after one year. The motion to approve the clipping service was approved in December 2012. Discussion followed on how the information could be used, including sharing results on the website. Paul recommended that the Communications Committee follow-up with the council.

Location of November Executive Council Meeting

Paul J. Lavrakas asked about the location of the November in-person meeting. Susan Tibbitts reported that Rob had not made a final decision. She noted that Rob is aware that the MAPOR meeting begins the next day in Chicago.

Conference Support Subcommittee

Conference Steering Committee Chair, Susan Pinkus announced that Conference Support Subcommittee Chair, Mandy Sha has asked Anna Petras to become the Associate Chair.

III. STRATEGIC DISCUSSION

Draft Report, Public Opinion and Leadership Task Force

Task Force Co-Chairs, Frank Newport and Bob Shapiro discussed the highlights of the report including the eight recommendations. There was a suggestion that a task force be appointed to review options for follow-up.

Michael Link reported that next steps will include feedback from Rob Santos and a council vote on the report at the July meeting. He thanked the co-chairs for the excellent work by the task force.

IV. SECRETARY-TREASURER REPORT

Secretary-Treasurer Nancy Bates provided an update on the May 2013. Highlights included a year to date net operating expense of \$189,000. She noted that the process of restructuring investment funds as defined in the revised investment policy is underway. With regard to follow-up from the Boston conference she stated that AAPOR has paid more conference expenses compared to 2012 at the same time. She stated that AAPOR was granted exemption from sales tax by Massachusetts as a result of a successful application for exemption by Andrew; and AAPOR received an unexpected credit from the hotel that was offered as gesture of good faith following a complaint about food quality by staff meeting director Jacky Schweinzger. Conference revenue is expected to exceed budget.

She reminded councilors that AAPOR accountant Andrew Massengill has announced his resignation effective July 31 and stated that the Sherwood Group has been interviewing candidates to replace him.

V. CONSENT AGENDA

Consent agenda items were accepted for information. There was no discussion.

VI. OLD BUSINESS

Membership and Chapter Relations

Jen Dykema announced that the member and post-conference survey was launched on June 18, 2013. To date, 20% of members and 17% of the non-member conference attendees have responded. Two additional email reminders are scheduled. Reminders and announcements will also be made via social media on FaceBook and Twitter. The survey results and recommendations suggested by the results will be presented to Executive Council by the end of the year.

Education

The Council welcomed Anna Wiencrot, recently appointed as Chair of the Education Committee. Brief discussion followed on the committee's plans for marketing the four sessions that were recorded at the 2013 annual conference. Outgoing chair, Chuck Shuttles reported that the committee secured a generous sponsorship of \$4,000 from Nielsen to underwrite the recorded 'Lessons in Leadership' conference session that will be offered at no charge.

Anna presented the committee's request for \$2,100 to cover the expense for a professional instructor to present a new webinar on the topic of 'how to do webinars'. It was noted that the webinar could assist the Distance Education Subcommittee to recruit and train instructors for future AAPOR webinars. Based on average revenue per webinar over the last year, Anna observed that revenue from the proposed webinar would likely be at least twice the requested expense.

Michael Link moved, seconded by Peyton Craighill, to approve \$2,100 from the 2013 budget to cover the expense of a professional instructor for a webinar on presenting effective webinars. The motion carried with one abstention.

Ad hoc Committee on Council-Member Communications

Michael Link presented recommendations from the ad hoc committee and stated that Chair Rob Santos had requested the consent of the council for the committee to work with AAPOR staff on actions identified by the committee that have minimal or no associated expense.

Michael Link moved, seconded by Nancy Bates, to approve moving forward with the recommendations of the Committee as posted in their report. The motion carried unanimously.

Non-Probability Task Force: Layman's Executive Summary

Communications Chair, Peyton Craighill, provided an update on the draft layman's summary that had been shared with the council for review in advance of the meeting. Discussion of the draft followed. At the conclusion of discussion, Michael Link stated his plan to share the comments with Rob Santos and encouraged others to do the same.

Paul J. Lavrakas pointed out that JSSAM will be putting out a condensed version of the report in October. Michael Link noted that revisions will be made to the layman's summary prior to the July Council meeting.

June 22 Planning Meeting

The Executive Council will meet on June 22 in Washington, D.C. from 9:00 a.m. – 3:00 p.m. for a strategic planning session.

Other

Communications Chair Peyton Craighill agreed to give an update at a future meeting on the request for proposals for a responsive website redesign.

VII. ADJOURNMENT

Michael Link stated that the meeting of the Executive Council was adjourned at 1:49 p.m. ET.

Paul J. Lavrakas moved, seconded by Dawn V. Nelson, to approve that the Executive Council meeting be adjourned. The motion carried unanimously.