



**American Association for Public Opinion Research
Executive Council Teleconference Minutes
June 23, 2011**

ROLL CALL/CALL TO ORDER.

Scott Keeter	President	Present
Paul J Lavrakas	Vice President	Present
Frank Newport	Past President	Present
Joseph Lenski	Secretary-Treasurer	Present
Rachel Caspar	Associate Secretary-Treasurer	Present
Timothy Johnson	Standards Chair	Present
David I Cantor	Associate Standards Chair	Absent
Dan Merkle	Conference Chair	Present
Paul Beatty	Associate Conference Chair	Present
Joe Murphy	Membership & Chapter Relations Chair	Present
Liz Hamel	Associate Membership & Chapter Relations Chair	Present
Rich Morin	Communications Chair	Present
Marjorie Connelly	Associate Communications Chair	Present
Linda Piekarski	Councilor-at-Large	Present
Patricia Moy	Councilor-at-Large	Present

Staff

Susan Tibbitts	Executive Director	Present
Barbara Gunderson	Administrative Director	Present
Lindsay Arends	Communications Manager	Present

Guests

Melissa Herrmann	Education Co-Chair	Present
Chuck Shuttles	Education Co-Chair	Present

I. WELCOME AND CALL TO ORDER

Scott Keeter called the meeting to order at 12:02 p.m. EDT.

II. REVIEW AND APPROVAL OF MINUTES

The draft minutes of the May 11, 2011 Executive Council meeting were reviewed. Frank Newport moved, seconded by Rich Morin, that the minutes be approved. The motion was unanimously approved.

I. OTHER BUSINESS – Scott Keeter

Status of Nonprobability Task Force

Mike Brick has accepted the position of co-chair of the task force. The job of finding the second co-chair is ongoing. The committee is looking for candidates who have a strong understanding of and experience with nonprobability research methods. Council members can send recommendations for candidates directly to Scott Keeter.

Orientation of New Councilors

An orientation for new Council members was held on June 14. The strategic plan and AAPOR budget and finances were discussed.

Headquarter Visit – August 2011

Scott Keeter and Paul J. Lavrakas will travel to AAPOR headquarters in Deerfield, Illinois for a meeting with AAPOR staff on August 30.

Change in Leadership for the Transparency Initiative

Vice President Paul J. Lavrakas will assume responsibility for chairing the TI Task Force. Melissa Herrmann and Chuck Shuttles, co-chairs of the Education Committee have been invited to join the task force given the large role education will play in the initiative. Peter V. Miller, Courtney Kennedy and Leah Christian have also joined the task force.

Legal Evidence Task Force

A revised proposal for the mission of this task force was provided to Council for review. **Motion:** To approve the proposal for the task force as revised. Linda Piekarski moved, seconded by Frank Newport. The motion passed unanimously.

Journal Review Task Force

Roger Tourangeau and Rod Little have resigned from the task force in order to be considered for the job of editor of the new journal. Several AAPOR members are being considered to fill the vacancies. Any recommendations from Council should be sent to Scott Keeter.

II. SECRETARY-TREASURER REPORT

Current Financial Status

As of May 31, 2011, Secretary-Treasurer Joe Lenski reported that conference revenue is only \$7K lower than 2010 due to increased sponsorship, exhibit and short course revenue. Expenses are lower than forecast due to savings in audio visual and catering costs. Although membership revenue is approximately \$13K behind 2010 and \$18K

behind 2011 budget projections for membership, overall revenue is expected to exceed the 2011 budget by more than \$30K.

Investment Status

AAPOR investments are holding steady at this time. Some certificates of deposit are coming due in the near term and the Secretary-Treasurer will work with the investment committee to determine the best course of action.

Endowment Committee

Barbara O'Hare is the new chair of the committee. The committee has been meeting and is finishing the details of the fundraising campaign. They have also been researching how the endowment funds have been used over the past several years. A full report is expected at the next Council meeting.

III. COMMITTEE REPORTS

A. Education Committee

Chuck Shuttles has agreed to co-chair the education committee with Melissa Herrmann for the coming year. The committee will focus on creating a curriculum across all areas of service; conference, regional meetings and webinars.

1. Journalist Education

The committee will evaluate the Journalist Education program funded for 2011 and will report on the return on investment for AAPOR.

2. Online Education

AAPOR's first webinar will take place on June 30 and three additional webinars are planned for 2011. An evaluation process is in place and will be used to determine the curriculum for 2012. The 2011 webinar budget assumes 50 attendees at \$75 each resulting in \$15K in total revenue for four webinars. The current registration for the upcoming webinar is 60 attendees.

3. Short Courses

Six short courses were offered at the annual conference. The course evaluations are being compiled and the results will be shared with the instructors and Council.

4. Other Opportunities

The committee will be exploring educational opportunities associated with reports generated by AAPOR Task Forces. They will also consider a certification curriculum for members.

B. Conference Committee

1. 2012 Conference Theme

The proposed 2012 conference theme, “Evaluating New Frontiers in Public Opinion and Social Research” was shared with the Council. The theme is designed to evaluate the strengths and weaknesses of new methodologies and modes of data collection and their implications for the profession. Council members expressed general support for the theme.

2. 2012 Co-located Workshop

An outside group has proposed holding a one-day workshop on “survey response vs. social media analyses” during the 67th annual conference in Orlando. The conference committee is working with this group to investigate the opportunity. Co-locating the meeting may enhance the annual conference by bringing international attendees to the event and having the workshop participants present their research at the annual conference sessions. Council members were in favor of exploring this opportunity.

3. Expense Matrix

The 2012 expense matrix was shared with the Council. The only change in the matrix for the coming year was to omit airfare compensation for short course instructors and substitute complimentary conference registration. This change eliminates some administrative work and limits AAPOR’s cost to \$250 for meals and conference materials compared to the current \$500 for airfare. These expenses will be reflected in the 2012 budget and approved by Council at that time.

C. Communications Committee

A newly formed subcommittee will be reviewing the updated AAPOR website and the use of social media outlets. Mike Mokrczyki has agreed to chair the subcommittee. They plan to identify AAPOR members who are active on the social media sites and encourage them to become more involved in AAPOR.

1. AAPORnet Transition

AAPORnet has successfully transitioned from ASU to the AAPOR headquarters server. To date, 97% of the messages are being delivered and staff is working to improve deliverability in the single instance remaining with Rutgers University. The committee is also working on a policy for attachments, options for the pre-2002 message archive, and enhancing search functionality.

2. Upcoming Projects

Mark Blumenthal is working with AAPOR's communication manager, Lindsay Arends to increase blogging efforts and to prepare for any major announcements associated with the Transparency Initiative. Marjorie Connelly will be focusing on marketing the Blue Book listings in the coming year. The committee is also considering the idea of a video contest to run in conjunction with the annual conference and to engage younger members. The committee continues to anticipate the migration of *Survey Practice* to the AAPOR headquarters server from its current location with on WordPress at some point this year.

3. New Journalist Award

The Committee is considering a new award for journalists to honor noteworthy coverage of survey research and public opinion. They will determine if the award is needed and what the criteria for such an award would be. Jon Cohen may lead the effort.

D. Membership & Chapter Relations Committee

Membership and Chapter Relations Chair Joe Murphy reported that membership remains stable. As of June 1, AAPOR had 2,003 members. There are no notable changes in the distribution of membership affiliations.

1. Membership Survey

The membership survey is expected to be sent within the next week. Temple University will send out an email invitation, and follow up via mail and limited telephone follow-up. A thorough analysis will be conducted and the results will be used in planning membership recruitment and retention strategy.

2. Volunteers

The membership committee will continue to send each committee chair the names of members who have indicated they would like to volunteer. The report will be sent on a quarterly basis. The Membership Committee will also be evaluating the Mentor Program in the coming months to determine if the program is viable and the best practices for matching volunteers with members wanting a mentor.

3. NEAAPOR

Past Membership Committee chair, Kelly Foster continues to work with regional members to reactivate the New England chapter. They are currently working on bylaws, establishing an executive council and planning a chapter event.

E. Standards Committee

Standards Chair Tim Johnson reported there have been a few Code inquiries that were investigated and found to be non-actionable.

1. Refusal Conversion

A subcommittee is focusing on crafting a document that would address 'refusal conversion' and provide direction to practitioners and the general public on this issue. They are making progress and there may be more to report later in the year.

2. McKinsey Survey

The committee continues to monitor the discussion regarding the McKinsey Survey about the impact of health care reform and related disclosure issues. If a formal complaint is submitted the Standards Committee will be ready to respond.

VI. STRATEGIC PLAN INITIATIVES

Scott Keeter reviewed the ten plan initiatives and committee assignments. He reported that the majority of initiatives identified by the strategic plan are being addressed by one or more existing committees or task forces.

A. Initiative 9 – Task Force Reports and White Papers

Council has previously adopted a policy for forming task forces, but did not specifically identify a process to proactively generate topics for task force creation. In the strategic plan, the Standards Committee is tasked with this process. There was discussion that it may be more appropriate for topic generation to be the responsibility of the entire Council. There was general agreement that the Past-President would work with the associate chairs and the councilors-at-large to identify issues and facilitate a brainstorming session at a face-to-face meeting of the Council.

B. Initiative 4 – Strengthening Cross-Organizational Relationships

The strategic plan included a recommendation that a committee be formed to identify key strategic partner organizations and create a process to facilitate cooperation between the organizations for mutual benefit. No action has been taken on this initiative to date, although the Membership Committee has plans to exhibit at sister organizations in the coming year. Councilors Patricia Moy, Paul J. Lavrakas, Joe Murphy and Paul Beatty volunteered to participate in the subcommittee chaired by Scott Keeter to advance the progress of this initiative.

VII. NEW BUSINESS

A. *Survey Practice*

Frank Newport reported the review committee continues to meet with John Kennedy, editor of *Survey Practice* to review the purpose of the journal and other operational details. *Survey Practice* will transition from WordPress to the AAPOR server in the coming year. John Kennedy will be retiring in May 2012 and a new editor will need to be identified. A few candidates are being considered, including the current associate editors. Any recommendations for a *Survey Practice* editor can be sent to Frank Newport. The timeline for this transition will be determined.

B. Retired Members

There was discussion about the benefits of activities to attract retired members and past presidents to continue their involvement in the association. A past-presidents panel was recommended for consideration at the 2012 annual conference.

C. Next Meeting

The next Council meeting will be held on Thursday, July 21 at Noon Eastern.

XI. ADJOURNMENT

Motion: To adjourn the meeting. Paul J. Lavrakas moved, seconded by Frank Newport. The motion passed unanimously.