



**American Association for Public Opinion Research
Executive Council Minutes
June 30, 2015**

Mollyann Brodie	President	Present
Roger Tourangeau	Vice President	Present
Michael Link	Past President	Present
Dan Merkle	Secretary-Treasurer	Present
Allyson Holbrook	Associate Secretary-Treasurer	Present via phone
Ron Langley	Standards Chair	Present
John Loft	Associate Standards Chair	Present
David Dutwin	Conference Chair	Present
Jennifer Dykema	Associate Conference Chair	Present
Kristen Olson	Membership & Chapter Relations Chair	Present
Anna Wiencrot	Associate Membership & Chapter Relations Chair	Present
Jordon Peugh	Communications Chair	Present
Sandra Bauman	Associate Communications Chair	Present
Joe Lenski	Councilor-at-Large	Present
Rich Morin	Councilor-at-Large	Present
 Guest		
Sarah Cho	Education Committee Chair	Present
 Staff		
Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Eric Bailey	Marketing Communications Manager	Present
Jill Hronek	Director of Communications	Present
Adam Thocher	Executive Director (incoming)	Present
Peter Rush	Kellen Chief Executive Officer	Present
Rick Cristol	Kellen President	Present

I. WELCOME, CALL TO ORDER AND INTRODUCTIONS

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

Kellen CEO Peter Rush introduced Kellen staff attending the meeting. The Council welcomed new staff members Adam Thocher, incoming Executive Director; and Eric Bailey, Marketing Communications Manager. They thanked Peter Rush, Kellen President Rick Cristol, and Director of Communications Jill Hronek for their assistance with staff transitions.

II. REVIEW AND APPROVAL OF MINUTES

Roger Tourangeau moved, seconded by Michael Link that the minutes of the May 13, 2015 and May 27, 2015 Executive Council meetings be approved as presented. The minutes were approved unanimously.

III. EXECUTIVE COMMITTEE ACTION

Mollyann Brodie noted that the minutes of the June 1, 2015, June 9, 2015, and June 11, 2015, meetings of the Executive Committee were posted for Council review. The minutes summarize the actions of the Executive Committee in the period since the May 13, 2015, Executive Council meeting.

- On June 1, 2015, the Executive Committee approved AAPOR signing on to a letter of support from the Census Project to the House Appropriations Committee supporting full FY2016 funding for the Census Bureau and the American Community Survey (ACS).
- On June 9, 2015, the Executive Committee approved the appointments of Jennifer Kelly, University of Michigan and Janet Streicher, J. Streicher Research and Chair of the Investments Committee, as members of the International Initiative Ad Hoc Committee. It was noted that Allan McCutcheon's last name was misspelled in the list of committee members.
- On June 9, 2015, the Executive Committee approved the appointment of James Dayton, ICF International, to the Transparency Initiative Coordinating Committee for a two-year term, May 2015 – May 2017.
- On June 9, 2015, the Executive Committee approved the appointment of Curtiss Cobb, Facebook, to the Standards Committee for a three-year term, May 2015 – May 2018.
- On June 9, 2015, the Executive Committee approved Rob Santos, immediate past chair of the Survey Practice Advisory Committee, to continue his service as Chair of the Survey Practice Advisory Committee for a three-year term retroactive to the start of his initial appointment in May 2014; and to assign terms to the other two committee members: Jon Cohen, SurveyMonkey, term ending 2018 (three year term) and Stanley Presser, University of Maryland, term ending 2016 (two year term).
- On June 11, 2015, the Executive Committee approved the 'Green Open Access' option that permits the authors of articles in AAPOR journals *Public Opinion Quarterly* and the *Journal of Survey Statistics and Methodology* to include their articles in a repository after 12 months (pay to read). The Council agreed that it is not necessary for AAPOR to offer authors the 'Gold Access Option' i.e. the option to pay to make their article available open access (pay to publish).

IV. Secretary-Treasurer Report

Secretary-Treasurer, Dan Merkle, presented the April 2015 financials. As of April 30, 2015; total year to date net income was \$824,176, an increase of \$267,411 compared to net income at the same time in 2014. He noted that the increase in conference attendance and sponsorship and the refund from The Sherwood Group had all added to bottom line revenue. He reminded the Council that nearly all of the 2015 conference expenses would be included in the June financials and would offer a clearer picture of the end of year financial picture for AAPOR.

V. Consent Agenda

Mollyann Brodie stated that consent reports presented for information included written reports from the Executive Director, Communications Committee, Education Committee and

Subcommittees, Membership and Chapter Relations Committee and Subcommittees, and Standards Committee and Subcommittees.

Roger Tourangeau moved, seconded by Michael Link to accept the consent reports as presented. The motion was approved unanimously.

2015-2016 Planning Session

AAPOR as the 'Big Tent'

President Mollyann Brodie opened the annual planning discussion by asking “what is AAPOR?” and “who is AAPOR for?” She asked councilors to consider the benefits they receive personally from their AAPOR membership and to share their thoughts on the meaning of AAPOR as a “Big Tent,” a term heard frequently at the 2015 conference.

Council discussion followed. Observations offered by councilors included:

- AAPOR is a robust, diverse community that focuses on public opinion and understanding behaviors and how measurement evolves over time.
- Collegiality and sharing firmly remain AAPOR values.
- The AAPOR2025 strategic vision states our core values, including the encouragement of new technologies. We need to make sure that the big tent is inclusive and understand that implies big responsibilities. The tent has to be big because of the uncertainty the future holds.
- To promote best practices, AAPOR needs to continue to *identify* best practices.
- We want to include new audiences, but we need to do it strategically. We can rely on the guidelines and principles provided by AAPOR2025.
- We need to identify what we are offering that will bring new colleagues into the tent.
- We need to ask if AAPOR is the right place for every person who does opinion research. Our mission, focus and values may/will not apply to everyone.
- It's important to identify AAPOR's core members.
- We acknowledge and understand that there is tension that results from different approaches currently used in our field, however AAPOR offers a community that can accommodate many approaches and allow all sides to express themselves as long as the discussion remains consistent with AAPOR mission and core values, including transparency of methods.
- AAPOR is the organization that brings everyone together, and it is admittedly impossible to be all things to all people. What is the best approach for the Executive Council to determine the issues on which AAPOR will take a public position?

Review of Carry-Over Strategic Initiatives and Ongoing Work Products for Each Committee/Councilor

Mollyann Brodie directed the discussion by focusing on strategic initiatives underway that would continue or conclude during the 2015-2016 Council cycle.

Transparency Initiative Coordinating Committee (Tim Johnson, Chair): More organizations are expected to apply for TI charter membership as the first year of the program draws to a close in October. Effective October 1, 2015, TI member organizations will be required to pay a \$200 annual fee to support administration of the program. Fees will be assessed on an anniversary date basis.

External Partnerships and Relationships (MCR/possible working group/staff): Membership and Chapter Relations Committee Chair Kristen Olson proposed that the initiative be expanded to include partnership opportunities beyond membership recruitment. She emphasized the importance of staff making regular updates to the master list of allied organizations in order to capture ongoing actions. She recommended that the MCR chairs discuss expanded opportunities with the chairs of Communications and Education, preliminary to a Council discussion. Mollyann Brodie indicated her intent to create a small working group to develop a strategy for identifying and engaging with allied association partners.

Sustaining Sponsorship Program (Treasurers/Executive Director): Council approved the Sustaining Sponsorship Program for initial implementation to take place in 2015. Implementation was intentionally delayed to be discussed as part of the Council defining the optimal committee infrastructure needed for oversight of external support (revenue) including sponsors and fundraising. Timing considerations were noted and included invitations to 2016 sponsors and exhibitors that are sent in September each year; and the solicitation, review and determination of Student Travel and Roper awardees that begins in October 2015; a responsibility that had previously been assigned to the Development Committee. This initiative, therefore, will be subsumed under a new effort to restructure and reinvigorate the AAPOR finance related committees.

Responsive Redesign of the Website (Communications Committee/ongoing content review by applicable committees/staff): Jordon Peugh reported that the website was functioning as intended and there had been no recent complaints. She recommended that the website be removed from the initiative list and the content and functionality be managed through the processes proposed by the committee and approved by the Council. Consistent with the content review policy and schedule previously approved by Council, the committee planned to ask the standing committees to continue the systematic review of their content. Discussion followed. The Council agreed that the development of communities supported by the Kentico web platform continued to be a priority and encouraged the committee to continue focusing on this development. Acknowledging the improved performance of the site, Mollyann Brodie stated her preference that the website remain on the initiative list for development of communities.

By-Laws Review (Executive Council): This initiative is almost completed. The Council was reminded that membership approval of the By-Laws would immediately expand the Executive Council by one position with the need for Council to make an official appointment of Sarah Cho to fill the Associate Chair of Education Chair position.

Code Revision (Ad Hoc Committee on Sponsor Disclosure and Executive Council): Associate Standards Committee Chair John Loft reported that the committee had drafted and agreed on language to replace items 3 and 4 in the disputed section of the recently approved Code of Professional Ethics and Practices. Consistent with the motion approved by the Council at the May 2015 meeting, he stated that the committee would discuss the revision with the Standards Committee by July 30.

International Initiative (Joe Lenski, Michael Link): The work group is continuing to identify and define future international opportunities for recommendation to and discussion by the Council.

National/Chapter Relationship (MCR/Liz Hamel/Chapter officers): The proposed chapter affiliation agreement will be presented for final discussion and approval at the July 23 Executive Council meeting.

Regional Survey Methods Workshops (MCR + Education Chairs): Council previously accepted the ad hoc committee's draft report. Next steps would require a more significant investment in Council and staff time. Council needs to determine the priority of AAPOR offering workshops; alone or in partnership with allied organizations.

Task Forces: Mollyann Brodie reviewed the report status of existing task forces and noted her intent to request written updates for the July 23 Executive Council meeting.

- Future of General Population Telephone Surveys in the U.S. Task Force (Paul J. Lavrakas): A draft of the report is expected for review by the Council this fall.
- Address-Based Sampling Task Force (Rachel Harter and the Standards Committee): The task force is expected to send their report draft to the Standards Committee within the month. The final draft report is expected for review by the Council this fall.
- Reassessing Today's Survey Methods Task Force (Reg Baker, Mike Brick and Scott Keeter): The final draft report is expected for review by the Council by the end of August.

Communications Committee Chair Jordon Peugh observed the Communications Committee had recently recommended that the Executive Council revisit the possibility of providing professional technical editing for AAPOR task force reports. The 2014-15 Council had discussed and set aside a similar recommendation during the 2015 budget approval process that carried an estimated \$4,000 cost. Mollyann Brodie indicated that Council would discuss the recommendation when the committee was ready.

Discussion of New Short-Term and Initiative-Driven Activity

The Council discussed the formation of work groups to determine next steps for the activities identified in discussion and summarized below.

1. **2016 Election**: Council agreed that the 2016 U.S. national election presented opportunities that should be matched with a coordinated effort across all AAPOR activities; proactive and reactive. Work group members include: Rich Morin, Jordon Peugh/Sandra Bauman, Sarah Cho, Jennifer Dykema, Joe Lenski, John Loft, Dan Merkle and Roger Tourangeau.
2. **Diversity and Big Tent**: In follow-up to the strategic discussion on Big Tent, the Council recognized that diversity has multiple definitions and applications within AAPOR as it does in any organization. Kristen Olson reminded the Council that MCR has a subcommittee on diversity that was created following the 2014 planning meeting. Discussion followed. There was agreement that a work group should be appointed to look broadly at how a diversity initiative might best be defined and prioritized. Work group members include: Rich Morin, Kristen Olson, Anna Wiencrot and Sarah Cho. It was also agreed that Past President Rob Santos who also serves at the MCR Diversity Subcommittee Chair should be asked to participate.
3. **Partnerships**: Council agreed to continue efforts to strengthen partnerships with allied organizations, and identify opportunities for AAPOR to continue to build global relationships. Roger Tourangeau agreed to coordinate with Councilor at Large Joe Lenski and the International Ad Hoc Committee and with the new workgroup looking at

recruiting and retaining members. This will not be a standalone new initiative, but instead be incorporated into those other two efforts.

4. **Restructuring and Reinvigorating AAPOR's Financially Related Committees:** Noting the Council decisions made recently to disband the Financial Oversight and the Development Committees; there was discussion about the importance of ensuring an effective committee infrastructure and appropriate oversight for identifying new/diversified revenue; and for increasing sponsorship efforts, including sustaining sponsorship, development (fundraising and planned giving) and conference sponsorship. Work group members include: Dan Merkle, Allyson Holbrook and Joe Lenski.
5. **Recruiting and Retaining Members:** Council discussed the importance of member retention and the opportunities for membership growth and diversification including sources for membership growth and the cost/benefit of surveying lapsed members. Work group members include: Roger Tourangeau, Kristen Olson, Anna Wiencrot, Sarah Cho, Jen Dykema and Sandra Bauman/Jordon Peugh.
6. **Education Initiatives:** Council discussed the need for and the value of prioritizing AAPOR education initiatives as part of a continued discussion on the role of the Education Committee. Work group members include: Sarah Cho, Anna Wiencrot, Ron Langley and Jordon Peugh.

In addition, the Council discussed several issues and agreed to hold off on additional action. Those issues included:

Standards: Standards Chair Ron Langley observed that the majority of the complaints received by the committee were related to “message testing.” He posed a question about whether AAPOR has a responsibility or interest in addressing complaints that are not a violation of the AAPOR Code of Professional Ethics and Practices. Additionally, he raised the possibility of AAPOR receiving complaints about violations of TI requirements by TI member organizations. The Council agreed to hold off establishing a work group to explore the questions, stating that more discussion was needed.

Survey Methods: The Council discussed AAPOR undertaking further efforts on non-probability and big data. It was noted that the report from the Reassessing Today's Survey Methods Task Force was expected by the end of August. In anticipation of the report recommendations, there was agreement to hold off on additional action. Additionally Council observed that the 2016 election and appointment of the 2016 election workgroup offers the opportunity to position AAPOR as a center for information and discussion on survey methods.

Committee Structure Assessment: The Council discussed the emphasis on succession planning and efforts to involve new and more members in committees that was a conscious part of the recent effort by Council to approve the establishment of formal terms and other process and procedure for AAPOR committees. There was agreement to hold off on additional assessment until the current committee year concludes in May 2016.

VI. OLD BUSINESS

By-Laws Amendments: Final Action and Voting Plan

Mollyann Brodie reported that the comment period on the proposed amendments to the Articles of Incorporation and By-Laws had ended, and voting by the membership was proposed to begin on July 20. She stated her intent to respond to all members who offered comments and to share any further action planned by the Council. She noted that Council received roughly 25 comments, the majority of which were general in nature and offered support for the proposed changes. She referred the Council to the master list of comments and her proposed response. Discussion of the comments followed.

1. While expressing support for the proposed amendments to Articles 5 and 11 of the Certificate of Incorporation, concern was raised that deleting the proposed paragraph in Article 5 would remove the ability of members to recommend an issue directly for a member vote. It was noted that the rights of members are preserved in the By-Laws. Article III Meetings of Members, Section 2 provides that a special meeting will be called upon petition by at least one-hundred and fifty members. Advance notice to the membership of any proposed vote continues to be required. Additionally, AAPOR legal counsel has advised that generally, voting procedures are properly left to the Bylaws. There was agreement that the Executive Council continues to support making the proposed change to ensure consistency between the Certificate and the Bylaws. The Council noted that there are many mechanisms for members to add agenda items to Council meetings and to call a membership meeting. Council agreed that no additional changes were needed.
2. Referring to the proposed deletion of the requirement in Article II, Section 4. (c), Mollyann Brodie stated that the Executive Council received five comments on the proposed amendment, four of which raised concern about eliminating the appeals process. She noted that the By-Laws permit membership termination or suspension from only two causes: non-payment of dues or a violation of the AAPOR Code of Professional Ethics and Practices. She noted that there are alternative mechanisms in place that give members options and that compel rigorous due process, long before the Executive Council votes on a membership revocation. In the case of non-payment; an AAPOR member who would like to remain a member and who is temporarily unable to afford dues can request a hardship waiver. Alternately, that member may be able to shift to a membership category that carries a lower fee. Termination of membership for a Code violation must follow strict requirements that appear in the By-Laws and in extensive, detailed procedures. Both the finding of violation and the termination or suspension of membership must be voted by at least two-thirds of the Executive Council members present at the meeting.

AAPOR counsel has advised that there is no statutory requirement to allow an appeals process and the Executive Council has the most experience and understanding of AAPOR requirements and practice, including membership requirements. The existing requirement would result in making the decision of a larger group with more expertise, subject to the decision of a smaller group with less expertise. Council agreed that no additional changes were needed.

3. Referring to the proposed amendment to allow students the right to vote, Mollyann Brodie stated the Executive Council received five comments on the proposed amendment, three of which expressed reservation or opposition to allowing student members to vote, while the other two expressed strong support. In recommending this change, Mollyann Brodie added that the By-Laws Review Committee and the Executive Council tried to strike a balance by

giving an important group of AAPOR members voting rights and responsibilities, while recognizing that student member status is transitory. She stated that nearly all of AAPOR's student members are graduate students and intend to work in our industry. Their participation on committees and subcommittees and as participants in recent research hacks has demonstrated that they are informed and engaged. She observed that the amendment will help to ensure that students stay engaged in the AAPOR community once they are done with their degree programs. There was agreement that giving students the right to vote helps to foster long term ties to AAPOR and to our industry. Council agreed that no additional changes were needed.

4. Referring to the proposed changes to the language in Article VI, Committees, it was noted that member's comments were uniformly positive about making the chair and associate chair of the Education Committee elected positions on the Executive Council.
5. It was noted that the Executive Council received a question about why the POQ Advisory Committee has been proposed for deletion as a standing committee. Mollyann Brodie commented that associations typically have a number of active committees. Limiting the number of committees that are specifically identified in the By-Laws as standing committees is considered a best practice; and allows the Executive Council to create or to disband committees as needed to support the mission and strategic goals of the association without requiring the By-Laws to be amended each time. In the specific case of POQ, AAPOR now has two peer-reviewed journals and one online journal and each has an advisory committee. Council agreed that no additional changes were needed.
6. Referring to the proposed changes to Article VII Local Chapters, Mollyann Brodie stated that the member comments received were uniformly supportive of the proposed changes. Council agreed that no additional changes were needed.

There were two comments offered that prompted the Council to agree to propose additional changes.

1. Referring to the language in Article VI, Section 5. Representation of the Diversity of AAPOR Membership on Committees; the Council agreed to revise the language on gender to be more inclusive. The Council approved expanding reference to gender in the statement to read, "...and gender *identity, or expression.*"
2. Referring to Article IX Code; Mollyann Brodie stated that a recommendation was made to amend the language in Article IX to add the words "*public opinion and*" before "survey research" to remain consistent with the use of the term elsewhere in the By-Laws, and to recognize that traditional quantitative surveys are not, and should not be, the sole primary focus of AAPOR. The Council agreed to propose this amendment.

Ron Langley moved, seconded by Michael Link to accept all changes to the proposed amendment to the By-Laws including the two additional revisions agreed upon by council and proposed by AAPOR members. The motion was approved unanimously.

The Council agreed that the membership vote on the proposed amendments to the Certificate of Incorporation and By-Laws should be done separately from a membership vote on the Code of Professional Ethics and Practices that is anticipated to occur in the fall. Council emphasized the importance of clear and concise messaging. Mollyann Brodie and Jordon Peugh agreed to work

on the messaging. It was noted that students would not be able to vote on the By-Laws, but if the By-Laws pass, they would be able to vote on the Code.

Code Update

John Loft reported that the Ad Hoc Committee on Sponsor Disclosure had met and was in active discussion about revisions to be proposed to the Standards Committee by July 30, 2015.

He confirmed that the following AAPOR members were serving on the committee:

John Loft, RTI International - Chair
 Paul Beatty, U.S. Census Bureau
 Nancy Belden, Belden Russonello Strategists
 Paul Braun, Braun Research Inc.
 John Kennedy, Indiana University Center for Survey Research
 Patrick Moynihan, U.S. Department of State
 John Nienstedt, Competitive Edge Res, Inc.
 Carl Ramirez, U.S. Government Accountability Office
 Amy Simon, Goodwin Simon Strategic Research

AAPOR Advocacy re: FCC and the Telephone Consumer Protection Act

Mollyann Brodie reported that she had discussed the Telephone Consumer Protection Act with attendees at a PAPOR event in June. She stated that concern was voiced about a perceived lack of direction or a plan from AAPOR, and at the same time, mixed opinions were expressed about what AAPOR could or should do related to this issue. She noted that Council had discussed the anticipated ruling at its meetings in January and March 2015 and agreed to stay in touch with Howard Feinberg at MRA.

Following discussion, Council agreed to appoint an ad hoc committee. Councilor at Large Joe Lenski volunteered to put the committee together and create a charge and timeline consistent with AAPOR policy concerning the establishment of committees. The following individuals were recommended as potential committee members: Joe Lenski, Ron Langley, Paul Braun, Bob Davis, Mary McDougal and Tom Guterbock.

Discussion followed on platforms and options for engaging interested members in conversation on issues like TCPA. It was noted that the communities feature of the Kentico website platform should be considered for that purpose.

Other Old Business

Mollyann Brodie stated her intent to revise her article for the newsletter to introduce incoming Executive Director Adam Thocher to members, and to announce the other staff changes.

VII. NEW BUSINESS

ESOMAR GRBN Guidelines on Online Research; AAPOR Invited Comments

Standards Chair Ron Langley reported that AAPOR had been invited by ESOMAR to comment on ESOMAR's draft Guidelines on Online Research. He reviewed the redline version that included very few comments from the Standards Committee. The committee felt that ESOMAR had done a very thorough job.

Roger Tourangeau moved, seconded by Michael Link to approve the Standards Committee comments on ESOMAR's Guidelines on Online Research and to share them with ESOMAR. The motion carried unanimously.

Committee Appointments

The following committee appointments were presented for approval:

Education: Martha Stapleton, Ashley Amaya, Jonathan Mendelson and Katie Dekker
(Assistant Education Chair)

Communications: Doug Currivan and Tamara Terry

Standard Definitions: Online Response Rate Calculator: Mario Callegaro, Rob Daves, David Dutwin, Stephanie Eckman and, Courtney Kennedy

Membership: Diversity: Karen Goldenberg, Anna Petris and Megumi Watanabe

Membership: Membership Data Analysis and Reporting: Yu-Chie Lin

Membership: Student and Early Career Engagement: Justine Bulgar-Medina

Membership: Survey Subcommittee and Chapter Liaison: Theresa DelVecchio Dys

Conference: Abstract Selection Committee: Peyton Craighill, Jennifer Dykema, Nina Hoe, Krista Jenkins, Mandy Sha and Tim Triplett

JSSAM: Mick Couper replaced Rachel Casper

History: Janice Ballou – Chair (term: 3 year), Kathy Frankovic (term: 3 year), Tom Smith (term: 3 year), Stephen Blumberg (term: 2 year), Robyn Rapoport (term: 2 year), G. Evans Witt (term: 2 year), Dawn Nelson (term: 1 year) and Lois Timms-Ferrara (term: 1 year)

Michael Link moved, seconded by Roger Tourangeau to approve the committee appointments as presented. The motion carried unanimously.

Other New Business

Kristen Olson reported that the MCR Volunteer Coordination Subcommittee requested that members interested in committee service be asked to provide a short biography to aid in the appointment process. Staff suggested that a fillable form could be added to the committee recruiting page on the AAPOR website and there may be some programming cost to do so. Council agreed that adding a form would be a good idea.

Kristen Olson reported that the Student and Early Career Subcommittee had been looking for a way to get more people involved in AAPOR activities. She recommended that all AAPOR committee chairs be encouraged to designate one seat on the committee for students and one for early career members. Consistent with the definition for the Roper Award, “early career” is defined as within the first five years. Mollyann Brodie suggested that additional discussion about implementing such a change was needed.

Conference Steering Committee

Conference Chair David Dutwin reported that he had started planning the 2016 conference. He indicated that he would be meeting with a group local to Austin, TX in late July to help pull in Austin flavor. He noted that he was looking for ideas for a “welcome moment” to launch the conference that would take place earlier than the traditional evening event. He stated that it could be a great speaker and preferably a session that would not involve a meal. The site visit is planned for July 20-22, 2015.

VIII. EXECUTIVE SESSION

At 2:30 p.m. the regular meeting of the Council was adjourned and staff was excused to permit the Council to meet in Executive Session.

IX. ADJOURNMENT

Michael Link moved, seconded by Roger Tourangeau to adjourn the Executive Council meeting. The motion carried unanimously.