American Association for Public Opinion Research
Executive Council Minutes
March 28, 2014

Rob Santos  President  Present
Michael Link  Vice President  Present
Paul J. Lavrakas  Past President  Present
Nancy Bates  Secretary-Treasurer  Absent
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  Absent
Jennifer H. Childs  Associate Membership & Chapter Relations Chair  Present
Peyton Craighill  Communications Chair  Present
Eleni Delimpaltadaki Janis  Associate Communications Chair  Absent
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
Joe Murphy  Emerging Technologies Task Force Co-Chair  Present

I. WELCOME, CALL TO ORDER AND REVIEW
President Rob Santos called the meeting to order at 9:17 a.m. EST and a quorum was established.

II. STRATEGIC DISCUSSION

AAPOR2025 Initiative Task Force: Discussion of 2025 Draft Goals
Michael Link provided an update on the work of the AAPOR2025 Initiative Task Force. He stated that the task force wants to create a document to provide a long term destination for AAPOR, rather than a roadmap for how to get there. Future councils would continue to be accountable for determining strategic plans and goals. He reported that the draft is currently out for review with 12 external viewers. Their feedback is expected in early April. The task force plans to revise the document to incorporate comments before sharing with AAPOR members for comment by end of May. The council will have the completed initiatives available for the June planning session in Washington.

Council discussion followed. In response to a question about whether the task force considered a change to AAPOR's name, Michael Link stated that the task force made an explicit decision to stay away from recommending actions as part of the vision statement for the association. Other comments included emphasizing the sharing of best practices and knowledge across disciplines; AAPOR strives to physically reflect the broad diversity we seek; as we grow, we hold
on to these things that we don’t want to change; values include knowledge-sharing, integrity, rigor and ethics; we are a global organization. Concern was expressed that the initiatives avoid identifying AAPOR narrowly as a ‘survey methods’ association. It was also suggested that the statement identify AAPOR as educating the public on opinions, attitudes and behaviors, and not only their measurement.

Michael Link agreed to share councilors’ comments with the task force.

III. NEW BUSINESS

1. Appointment: Future of General Population Telephone Surveys
   Paul J. Lavrakas followed up on his request to establish a Task Force on The Future of General Population Telephone Surveys in the U.S. The task force would report to the Standards Committee.

   Peyton Craighill recommended that Council require every task force to hold a webinar when the report is complete. There was general agreement with the recommendation.

   Michael Link moved, seconded by Dan Merkle to establish a Task Force on the Future of General Population Telephone Surveys with Paul J. Lavrakas chair as the chair. Motion passed unanimously.

   Task Force Co-chairs Michael Link and Joe Murphy provided an update of the progress of the Task Force.

3. Full-time AAPOR Executive Director Update
   Rob Santos celebrated the full-time appointment of Susan Tibbitts as AAPOR Executive Director and encouraged her attention to priority activities including the 2014 conference; review of the bylaws with the ad hoc Committee on Bylaws Review; sustaining sponsorships; and work on committees with Cliff Zukin. Susan Tibbitts agreed and noted that she would also be active with launch of the Transparency Initiative, website redesign and development, particularly an initial effort with planned giving.

   Paul J. Lavrakas noted that in preparation for approval of the full-time executive director, a job description had been drafted. He recommended that the council approve the description to ensure accountability from the director.

IV. ADJOURNMENT

   Paul J. Lavrakas moved, seconded by Jennifer Hunter Childs to adjourn. The motion carried unanimously.

   Rob Santos stated that the meeting of the Executive Council was adjourned at 11:32 a.m. EST.