

**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.

2. **Emerging Technologies Task Force: Introductory Remarks for April Council Discussion**

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.