



**American Association for Public Opinion Research
Executive Council Minutes
March 21, 2013**

Paul J. Lavrakas	President	Present
Rob Santos	Vice President	Present
Scott Keeter	Past President	Present
Rachel Caspar	Secretary-Treasurer	Present
Nancy Bates	Associate Secretary-Treasurer	Present
David Cantor	Standards Chair	Present
Courtney Kennedy	Associate Standards Chair	Present
Paul Beatty	Conference Chair	Present
Susan Pinkus	Associate Conference Chair	Present
Liz Hamel	Membership & Chapter Relations Chair	Present*
Jennifer Dykema	Associate Membership & Chapter Relations Chair	Present
Marjorie Connelly	Communications Chair	Present
Peyton Craighill	Associate Communications Chair	Present
Patricia Moy	Councilor-at-Large	Present
Michael Link	Councilor-at-Large	Present
Guests		
Mike Brick	Chair, Non-Probability Task Force	Present
Reg Baker	Chair, Non-Probability Task Force	Present
Staff		
Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present

**Participated by teleconference*

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

President Paul J. Lavrakas called the meeting to order at 9:04 a.m. EST and a quorum was established.

The minutes of the February 21, 2013 Executive Council meetings were reviewed.

Scott Keeter moved, seconded by Rachel Caspar, that the minutes for the February 21, 2013, Executive Council meeting be approved as amended. The minutes were approved unanimously.

II. SECRETARY-TREASURER REPORT

January 2013 Financials

Secretary-Treasurer, Rachel Caspar reported that net income from operations stood at approximately \$216,000. She noted that she approved the transfer of \$100,000 from checking into an interest bearing money market account.

Nancy Bates reported that the Investment Committee is planning to update AAPOR's Investment Policy and committee chair Janet Streicher is planning to share the committee's recommendations with the Executive Council at the meeting on April 18.

Financial Support of Monograph: Hard to Reach Conference

Nancy Bates reported that AAPOR has received slightly more than \$33,000 from the Hard to Reach Conference held in October 2012. AAPOR's donation of \$10,000 to sponsor the conference was the largest of several sponsors of the event. The AAPOR Council approved the sponsorship without the expectation of a return. The Hard to Reach Conference organizers have asked the sponsors to help cover the cost to provide a conference monograph to attendees. They have requested \$10,000 from AAPOR.

Paul J. Lavrakas recommended that the Executive Council vote on an intention to support this request, pending the receipt of additional information, to include the final cost of the monograph.

Nancy Bates moved, seconded by Scott Keeter, that the Executive Council intends to support the AAPOR share of the cost of the conference monograph pending receipt of additional information. The motion carried unanimously.

Paul J. Lavrakas stated his intention to contact Steve Porzio to inquire why the American Statistical Association, that convened the conference made such a large profit.

2013 Conference Sponsor and Exhibit Revenue

Nancy Bates reported that AAPOR sponsorship revenue is at 95% of the 2013 budgeted total (including sponsor, exhibit and advertising revenue) as of the end of January.

III. CONSENT AGENDA

Committee reports were posted to SharePoint for Council review. There were no questions.

IV. OLD BUSINESS

Standards Committee Report

Committee Chair, David Cantor reported on committee follow-up on a sugging complaint. The committee has completed their work and has not been able to contact the company. The website no longer exists. The Better Business Bureau confirms receiving several complaints and advised filing a complaint with FCC. If AAPOR were to pursue this complaint further it will require some legal action.

Michael Link moved, seconded by Susan Pinkus to follow the recommendation of the Standards Committee to close the complaint and inform the complainant. The motion carried unanimously.

Conference Steering Committee Report

Conference Chair, Paul Beatty stated that less than two months from the meeting, there are thirty-two more registrations and five hundred more room nights booked than the same time last year.

He noted that some concern has been raised about the possible impact of the budget sequester on attendance by federal employees but thus far the impact has been limited. The key concern is for panels that include a number of government employees. He stated that twenty people had dropped out in total and the committee planned to fill the vacancies with posters and abstracts that were previously declined. Call for moderators will be going out soon.

Paul Beatty noted that arrangements for the plenary are going well. All three of the panelists and moderator Mark Blumenthal have confirmed. Discussion followed on the 2013 approved budget for plenary speakers. Paul added that the budget total did not anticipate the number of speakers who have been invited and he requested some flexibility to increase the honorarium and add complimentary registration.

Scott Keeter moved, seconded by Patricia Moy to amend the budget to add \$3,000 in additional support for plenary speakers. Motion carried unanimously.

Paul Beatty recommended approval of a recommendation to offer lifetime complimentary conference registration for winners of the AAPOR Award. He stated that the gesture is intended to increase the chance these individuals will attend the conference and share their expertise with students and other attendees; as well as to deepen their overall engagement with AAPOR. The plan is to extend these invitations as soon as possible to enable their attendance at the 2013 conference.

Paul Beatty moved, seconded by Marjorie Connelly to offer complimentary lifetime registration to the annual conference to the winners of the AAPOR Award. The motion carried unanimously.

Paul Beatty reported that AAPOR received a request from the Council of Professional Associations on Federal Statistics (COPAFS) to exhibit at the conference. Staff confirmed that non-profit organizations are charged a reduced rate for exhibit space. Paul recommended we offer COPAFS the opportunity to exhibit at no additional charge.

Paul Beatty moved, seconded by Michael Link to offer Council of Professional Association on Federal Statistics a complimentary booth at the 2013 AAPOR Annual Conference. The motion carried unanimously.

Susan Pinkus shared the name of the 2013 winner of the Seymour Sudman Student Paper Award. The winner is Andrew Guess. The award committee reviewed twenty papers. There is no honorable mention this year.

Rachel Caspar announced that the Burns 'Bud' Roper Awardees and the Student Travel awardees have been determined and email notifications will be sent this week. In response to a question, Rachel confirmed that the Student Travel Award is intended as a one-time award.

Michael Link announced that the Book Award will go to Janet Harkness, Michael Braun, Brad Edwards, Tim Johnson, Lars Lyberg, Peter Mohler, Beth-Ellen Pennell and Tom Smith for their book Survey Methods in Multinational, Multiregional and Multicultural Contexts.

Paul J. Lavrakas announced that the AAPOR Award winner has also been decided. There were eleven nominees. The committee included four past presidents of AAPOR.

Patricia Moy announced that the Innovators Award will honor Fred Conrad and Michael Schober.

Scott Keeter stated that it is unlikely that the Policy Impact Award committee will select a winner this year..

Communications Committee Report

Marjorie Connelly reported that the February newsletter was received by more than 1,500 members and opened by approximately one-third. The Communications Committee is working on the April newsletter. She noted that recent issues have included more personal announcements – promotions, pictures of members' children etc. in an attempt to broaden appeal.

Membership & Chapter Relations

The Membership & Chapter Relations Committee report was moved to the afternoon.

Ad Hoc Committee on Member-Council Communications

Rob Santos announced that the Town Hall Meeting at Annual conference will be focused on feedback for the Member-Council Communications Committee to develop a member survey after the conference.

Rob Santos will send a calendar request to Executive Councilors so they can get the Town Hall Meeting on their calendars.

Report of the Task Force on Non-Probability Sampling

Reg Baker and Mike Brick joined the meeting to present the Report of the Task Force on Non-Probability Sampling.

Councilors offered comments on the report and discussion followed.

The Task Force chairs agreed to provide a revised report no later than April 12 for the Executive Council to discuss at the April 18, 2013 meeting. The chairs stated their preference for an up or down vote by the Council at the next Council meeting. Vice President Rob Santos thanked Reg and Mike and the members of the Task Force for the considerable work that went into the report.

Council discussion continued following the departure of the Task Force Chairs. Rob Santos agreed to summarize the changes to the report that had been offered by Council and share them with the task force chairs as quickly as possible following the meeting. There was some concern

expressed about the ability of the Council to complete its review of the revised report between April 12 and April 18. There was agreement to proceed, leaving open the possibility of an additional Council meeting at the beginning of May if needed to reach Council consensus on the report.

Membership & Chapter Relations Report

Liz Hamel reported that the Membership & Chapter Relations Committee has reviewed the requirements for Honorary Life Membership status (HLM) defined in the bylaws that include having reached age of 65, holding AAPOR membership for 25 years and having relinquished full time employment. She noted that AAPOR has not been proactive in advertising or recruiting Honorary Life Members. The committee plans to add HLM to renewal materials on the AAPOR website. Liz, Associate Chair Jen Dykema and Executive Director Susan Tibbitts will work on a communication to the 93 members most likely to be eligible for HLM, and encourage them to change their membership status to eliminate their dues payment and significantly reduce the cost of annual conference registration. Liz stated that members wishing to change their status will be offered the option of a dues refund. Alternately, members may treat the over-payment as a donation. An additional, targeted communication will also be sent at the beginning of the fall dues renewal cycle.

Marjorie Connelly offered to add an article to the newsletter.

Ad Hoc Task Force Report Status

Paul J. Lavrakas advised the Council that he had received the draft report of the Task Force for Public Opinion Research and agreed to distribute the report to Council. The date for official Council review needs to be determined. There was a recommendation that the chairs be invited to present the paper to Council once the date is determined.

The Refusal Task Force report is expected to be ready for Council review in August or September, 2013.

Councilor at Large and Emerging Technologies Task Force Chair Michael Link reported that the task force should have a nearly final draft ready for Council review by end of summer or early fall. The task force is planning to offer a webinar as part of the report's release.

V. OLD BUSINESS

2013 Election Schedule

Scott Keeter reported that voting is underway. To date, 27.25% of the eligible voters have voted. The last day to vote is April 4, 2013. The goal is to announce the slate of winners on April 5, 2013. He noted that he has received positive comments about the ease of navigating the ballot. Voters can easily get candidate bios and Q&A on the evote.

VI. NEW BUSINESS

Impact of UK Open Access Laws on AAPOR Journals

Patricia Moy reported on an email received from Laura Bannon, editor at Oxford University Press. The issue concerns the policy of the UK government on open access. The open access policy mandates open access for any article that relies on information that receives UK government funding. Discussion followed. Paul J. Lavrakas asked that Patricia contact Laura

Bannon to get a clear understanding of the impact if any on AAPOR's contractual agreement for the journals.

Councilor Recognition

Paul J. Lavrakas presented the Executive Council with a gift to thank them for their service. He offered a special thank you to AAPOR staff registration and exhibits manager Catrisha Fisher for her help in perfecting the gift.

VII. ADJOURNMENT

Paul J. Lavrakas stated that the meeting of the Executive Council was adjourned at 3:00 p.m. EST.

Susan Pinkus moved, seconded by Marjorie Connelly, to approve that the regular session of the Council meeting be adjourned. The motion was unanimously approved.

VIII. EXECUTIVE SESSION