



**American Association for Public Opinion Research  
Executive Council Minutes  
March 22, 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		
Dan Merkle	Chair, Financial Oversight Committee	Present*
Staff		
Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
<i>*Participating by teleconference</i>		

**I. WELCOME, CALL TO ORDER**

President Paul J. Lavrakas called the meeting to order at 8:34 a.m. EST and a quorum was established.

**Orientation for New Council Members**

Susan Tibbitts reported on plans to hold a two and half hour orientation session immediately preceding the May 15 Council meeting in Boston. The meeting will begin at 9 a.m. and end at 11:30 a.m. The format for the in-person orientation session is still being developed but will cover all of the information presented on the orientation teleconference call held in April 2012 including fiduciary responsibilities, preparation for meetings, role of Council and staff, contract with Sherwood, review and purpose of the strategic plan, audit, expense reimbursement and the annual budget process. An overview of 2013 budget highlights and the monthly financial statement is also planned. It's expected that President-Elect Rob Santos will address his goals for the year. The session is intended to orient newly elected council members to the role of the council, AAPOR staff and the committees and how all work together to advance AAPOR's mission.

Councilors recommended that staff develop a binder of critical documents for new Executive Council members to use as a reference.

Councilors also recommended holding a face-to-face Executive Council meeting in June to focus on planning. Saturday, June 22 was suggested as a possible date. Staff will follow-up with current and incoming councilors.

## **II. FUTURE FINANCIAL DISCUSSION**

Dan Merkle, Chair of the Financial Oversight Committee reported on activities of the committee. Since late- 2012, they have been working on how to increase AAPOR's financial resources. The committee has focused on two key issues: working with the Investment Committee on AAPOR's investment policy and strategy and working with the Development Committee on ways to increase donations to AAPOR.

Dan explained they started with a review of AAPOR's investment policy. The committee has some recommendations for changes in the investment policies and recommendations for changes to the investment portfolio. These include: reallocating funds between long term and short term; moving bonds between accounts; reinvesting cash into bonds; moving money from checking into interest bearing accounts; moving bonds from two other accounts over to Raymond James Morgan Keegan. The committee received additional recommendations from The Sherwood Group staff to create 3 temporarily restricted accounts; a long term investment account; and a short term investment account. As a result, the investment policy statement needs to be revised. Janet Streicher will have a revision completed in the next couple weeks for Council to discuss and vote on at its April 18 meeting.

Dan explained that the Investment Committee is considering ways they can help increase donations to AAPOR, including more visible marketing of estate planning that includes AAPOR; seeking foundation funding for major initiatives (i.e. transparency initiative); and, general large scale fund raising drives for specific initiatives.

## **III. OTHER STRATEGIC ISSUES**

### **Town Hall Meeting at Annual Conference**

Susan Tibbitts explained that the upcoming Town Hall Meeting will be the greatest amount of time we have offered members to openly ask questions.

Paul J. Lavrakas announced that he has invited Susan Tibbitts to speak as the executive director at the Annual Business Meeting. He also noted that he will address the challenges that still exist from his perspective and the challenges ahead. Paul would also like to see a limit to the amount of time given for reports.

Jennifer Dykema recommended that we post a place for Q&A on the website or send an email to registered attendees so that questions can be submitted in advance of the conference to allow councilors additional time to prepare responses. It was further recommended that the Q&A be made available in the newsletter following the Annual Meeting.

### **Elections**

Scott Keeter noted there will be an opening for Councilor-at-Large if Michael Link is elected Vice President/President-Elect. If needed, a plan for handling this vacancy will be discussed at the April 18 Executive Council meeting.

**IV. ADJOURNMENT**

Paul J. Lavrakas stated that the meeting of the Executive Council was adjourned at 10:40 a.m. ET.

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

**V. EXECUTIVE SESSION**