

**American Association for Public Opinion Research
Executive Council Minutes
March 26, 2015**

| | | |
|----------------------------|--|-------------------|
| Michael Link | President | Present |
| Mollyann Brodie | Vice President | Present |
| Rob Santos | Past President | Present |
| Mary Losch | Secretary-Treasurer | Present |
| Dan Merkle | Associate Secretary-Treasurer | Present |
| Frauke Kreuter | Standards Chair | Present |
| Ron Langley | Associate Standards Chair | Present |
| Dawn V. Nelson | Conference Chair | Present |
| David Dutwin | Associate Conference Chair | Present |
| Jennifer H. Childs | Membership & Chapter Relations Chair | Present |
| Kristen Olson | Associate Membership & Chapter Relations Chair | Present via Phone |
| Eleni Delimpaltadaki Janis | Communications Chair | Present |
| Jordon Peugh | Associate Communications Chair | Present |
| Cliff Zukin | Councilor-at-Large | Present |
| Joe Lenski | Councilor-at-Large | Present |
| Staff | | |
| Susan Tibbitts | Executive Director | Present |
| Heidi Diederich | Administrative Director | Present |
| Peter Rush | Chairman and CEO, Kellen | Present |
| Guests | | |
| Anna Wiencrot | Education Committee Chair | Present |

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

President Michael Link called the meeting to order at 9:02 a.m. EST and a quorum was established. Michael introduced and welcomed Peter Rush, Chairman and CEO of Kellen.

Michael Link noted that the minutes of the February 19 and March 2, 2015 meetings of the Executive Council were posted and informed councilors of the following actions of the Executive Committee:

1. February 20, 2015, the Executive Committee voted to approve co-signing the AMSTAT FY15 BEA Funding Letter.
2. March 3, 2015, the Executive Committee voted to approve the recommendation for the 2015 Mitofsky Innovator Award.
3. March 9, 2015, the Executive Committee voted to approve providing short course instructors with a third night at the hotel in lieu of registration.
4. March 20, 2015, the Executive Committee voted to approve the recommendation to appoint Rod Little as Co-Editor of JSSAM.

5. March 23, 2015, the Executive Committee voted to approve the 2016 Oxford University Press pricing for AAPOR journals and to provide complimentary registration for the guest of the Innovators Award winner.

Rob Santos moved, seconded by Jordon Peugh to approve the minutes of the February 19, and March 2, 2015, Executive Council meetings and the minutes of the Executive Committee as presented. The minutes were approved unanimously.

Executive Director Susan Tibbitts informed Council that a press release announcing the 2015 AAPOR awardees was scheduled for April 7, 2015. She added that the awardee for the AAPOR Award for Distinguished Lifetime Service would be held in confidence and announced at the May 16 award banquet.

II. SECRETARY-TREASURER REPORT

January 2015 Financials

Secretary-Treasurer Mary Losch noted that two large expenses are responsible for the majority of the difference in total net income between the 2015 January financials and January 2014; the \$20,000 sponsorship the 2015 Total Survey Error Conference (approved in 2014) and an earlier than anticipated payment to Oxford University Press for editorial support. As of January 31, 2015, total year-to-date net income was \$159,155 and net income from operations was \$347,033.

III. CONSENT AGENDA

Michael Link stated that consent reports were presented for information from the Award Committee Reports and 2015 Award Marketing Plan, Communications Committee, Conference Steering Committee, Development Committee, Education Committee and Subcommittees, Executive Director Update, Membership and Chapter Relations Committee and Subcommittees, Standards Committee and Subcommittees and Task Forces and the Transparency Initiative Coordinating Committee.

Mary Losch moved, seconded by Ron Langley to accept the consent reports as presented. The motion was approved unanimously.

IV. OLD BUSINESS

Standards Committee

AAPOR Code Revision: Member Voting Process

Standards Committee Chair Frauke Kreuter asked Susan Tibbitts to address member voting on the proposed code revisions. Susan Tibbitts advised that voting was scheduled to open on Monday, April 13 and conclude on Monday, May 11 prior to the beginning of the conference. Michael Link reminded Council that the bylaws require at least 25% of eligible voters to vote.

Referring to the Executive Council election underway, Membership and Chapter Relations Committee Chair, Jenny Hunter Childs stated that she heard from a member who did not

receive the initial eblast announcing the Council election vote because she had unsubscribed to emails from AAPOR. Susan Tibbitts explained that because the member had unsubscribed, AAPOR cannot legally include the member in the initial eblast unless the member reverses his/her decision. She advised Council that the email addresses of all members eligible to vote by By-laws definition, including any who have unsubscribed from AAPOR communications; are included in the upload of eligible voters and receive all subsequent email voting reminders. She reported that as of March 25, 2015, there were 530 votes compared to 517 at the same point in 2014 and a base of 1,538 eligible voters.

Standard Definitions Revision

Standards Committee Chair Frauke Kreuter reported that the revisions to the Standard Definitions document had been posted for Council review and were ready for approval.

Mollyann Brodie moved, seconded by Cliff Zukin to accept the Standard Definitions document as revised. The motion was approved unanimously.

Michael Link recognized the hard work of the committee. There was agreement that AAPOR would inform the membership via eblast, post the revised document to the website and issue a press release. The Council agreed that a pdf of the report would be available on the website and that copies of the report would not be offered for sale.

Address-Based Sampling Task Force

Standards Committee Chair Frauke Kreuter reported that the Address-Based Sampling Task Force had been working hard but had not yet completed a report draft for council review. The timeline provided suggested that the ABS report would be completed in the fall of 2015. Discussion followed. Michael Link expressed a preference that Frauke ask ABS Task Force chair Rachel Harter to submit a draft outline or progress report on work to date. He stated that the purpose of the earlier submission of an outline is to ensure that the task force remains on track with the charge, timetable and deliverables requested by the Council at the time the task force was formed and that such a report was consistent with Council practice regarding task force management. There was agreement that the draft outline should be provided to Council in advance of discussion at the April 16, 2015 Council meeting. Frauke Kreuter agreed to request the report.

Status of Task Force on the Future of Telephone Survey Research

A question was asked about progress to date made by the Task Force on the Future of Telephone Survey Research. There was a comment that limited activity had happened over the past few months and the task force is not working with a specific timeline.

Councilor-at-Large Cliff Zukin made a motion to sunset the Task Force on the Future of Telephone Survey Research.

Discussion followed, with council agreement that Michael Link should consult with Task Force Chair Paul J. Lavrakas and report back to council at the April 16, 2015 prior to council taking any action. Cliff Zukin withdrew the motion.

Membership and Chapter Relations Committee

Allied Organization Marketing Plan

Membership and Chapter Relations Committee Chair Jenny Hunter Childs reported that she had been working with Susan Tibbitts and staff Marketing Communications Manager Lisa Kamen to facilitate cross-promotion with allied organizations, focusing initially on

expanding AAPOR membership and attendance at the annual conference. The group had identified a shorter list of priority organizations to approach. She added that Lisa Kamen was documenting activity as contacts are made. Jenny stated that she would like to see more detail included on the spreadsheet e.g. date of contact, specific follow-up, etc.

The suggestion was made that AAPOR expand the use of hash tags in marketing materials to attract attention from persons unfamiliar with the association but who may have similar interests e.g. #mrx. The Social Media Subcommittee could follow the organizations on Twitter and retweet their content as a way of attracting attention to AAPOR.

Website Testing Update

Membership and Chapter Relations Committee Associate Chair Kristen Olson reported that AAPOR members continued to experience website problems, and that there had been a big leap forward in troubleshooting. She acknowledged the assistance of Associate Conference Committee Chair David Dutwin and his staff at SSRS, who had tested the membership renewal and new member join areas of the website. She reported that a long list of issues was identified from the testing and she and David are in the process of prioritizing the issues list. She noted that the web functionality for joining AAPOR does not work on iPads.

Mollyann Brodie recommended that the Communications Committee take the lead to test every page of the website to check usability and enlist the support of the members who worked on the initial website task force to participate. Michael Link indicated the Communications Committee should let Council know if they need more people to help.

Associate Communications Chair Jordon Peugh responded that the website had a significant amount of content, and reminded the Council that the Communications Committee was working on a content review policy that would assign the ongoing responsibility for site content review to committees with subject expertise. She stated that the Communications Committee members who participated on the Website Review Subcommittee prior to site launch, had identified inoperative links in their testing and reported them to staff. She noted the subcommittee had never confirmed that the reported problems were fixed. She suggested the Communications Committee work with the Membership and Chapter Relations Committee to get the review done.

Key Indicator Dashboard

Vice President Mollyann Brodie reported that staff would begin reporting weekly on all contact between members and staff to ensure that member needs are being met on a timely basis.

Membership Drive

Jenny Hunter Childs reported that the number of new and renewing members was improving as of the end of February. The March report was not yet available. She described two member recruitment activities the committee planned to offer.

The Refer-a-Friend campaign would award free webinars, with the number of free webinars increasing with the number of confirmed members recruited. One or more free webinars would be offered to the member who did the recruiting as well as to the new member. Responding to questions from Council, she added that recruitment of student members would not be eligible for the webinar offer; the committee is considering offering a free year of membership to anyone who recruits 10 or more members; and the offer will expire at the end of the membership year.

Jenny reported that MCR was exploring the possibility of offering a complimentary Blue Book listing to any organization that recruited (added) 30 or more new employer-paid members. Council discussion followed with several councilors observing that the offer of a free Blue Book listing would not be an effective incentive. Susan Tibbitts noted that all conference sponsors receive a complimentary Blue Book listing and AAPOR conference sponsors include many of the organizations with a large number of employer-paid members. Jenny Hunter Childs agreed to revisit incentives for employers to encourage AAPOR membership.

Membership Survey

Kristen Olson invited councilors to submit questions for the 2015 survey and noted that the committee wants to field the survey more quickly following the conference. She reviewed some of the survey results from 2014, and added that the committee was looking closely at the differences in responses between student/early career members and more experienced/late career members. She noted the loss of interest in renewing AAPOR membership among the student and early career members compared to more experienced/late career members. She commented that because the committee didn't observe much difference from the survey results on dissatisfaction or lack of interest in renewing between students and early career members; the committee was revising student benefits to address the early career member segment as well. Kristen stated her intent to talk to conference attendees directly about AAPOR and to get input from MCR student and early members on 'identity' description e.g. data science.

Jenny Hunter Childs reported that the Membership & Chapter Relation Committee had five people rotating off the committee including Ashley Bowers, Ana Lucia Cordova Cazar, Kurt Johnson, Marc Weiner and Tim Triplett. They proposed adding four new members, each with a three-year term: Mingnan Liu, David Sterrett, Jessica Holzberg and Celeste Stone.

Jenny Hunter Childs moved, seconded by Dawn V. Nelson to accept Mingnan Liu, David Sterrett, Jessica Holzberg and Celeste Stone as Membership and Chapter Relations Committee members, each with a three-year term. Motion passed unanimously.

Conference Steering Committee

2018 – 2020 AAPOR Conference Site Discussion Update

At the invitation of Conference Chair Dawn V. Nelson, Executive Director Susan Tibbitts reviewed the unanimous decision made at the December 2014 Council meeting to approve Seattle, Denver, Atlanta and Toronto as the shortlisted sites for the 2018-2020 conferences. She described the activity that had taken place since December that included site visits by Conference Support Subcommittee Chair Mandy Sha and staff Meeting Director Jacky Schweinzer. She noted that Michael Link, Mollyann Brodie had reviewed the final recommendations from the site visits that were posted to SharePoint for Council review. She advised that the site visit showed that the Seattle option would not work for AAPOR, resulting in a final recommendation of Denver (Sheraton) for 2018, Toronto (Sheraton) for 2019 and Atlanta (Hilton) for 2020. AAPOR must sign a contract with Toronto by March 31 in order to take advantage of the cash incentive from the Toronto CVB.

Susan noted that at the suggestion of Mollyann Brodie, staff sought additional input from Paul Beatty, Peter Miller and Stephen Blumberg on the potential for negative impact on federal employees of the proposed Toronto location. Each had acknowledged the increased

difficulty of getting permission to attend a meeting outside of the U.S.; however none saw that as an insurmountable reason not to do it. All noted the overall uncertainty of what considerations the U.S. federal budget might present in 2018.

Council discussion followed. Concern was expressed about the proposed 2019 location for Toronto, with one councilor estimating the potential loss of 20 attendees from her agency due to the location. Questions were asked about AAPOR's contractual needs for the conference and for a comparison of benefits. Susan Tibbitts noted that there were three key issues to consider including the number of sleeping rooms, the number of breakout rooms and selecting a location with adequate airlift i.e. number of non-stop flights both domestic and international. It was noted that 2019 would be a joint year with WAPOR and that a Toronto location would help with AAPOR's international branding efforts. Raising a question about restarting the RFP process completed by the Sherwood Group; Kellen Chairman and CEO Peter Rush was asked if Kellen Company had access to additional locations. Peter explained that Kellen offered greater negotiating power due the number of meetings managed.

Michael Link asked that the Council make a final decision on Toronto during the meeting. Noting the time and press of business, he stated that the discussion would be tabled until the afternoon following the scheduled executive sessions.

Conference Registration Update

Heidi Diederich reported that there were 414 persons registered for the conference to date that included 106 Short Course registrants, 4 registrants for the Texas Hold'em class, 12 Texas Hold'em players, 13 golfers and 29 T-shirt sales.

2015 Budget Amendment: Additional Poster Boards; Student Posters; Casino Night and Poker Tournament Update

Conference Chair Dawn V. Nelson reported that she planned to reallocate a small portion of the conference budget to accommodate additional poster boards and the addition of snacks for the Casino Night post-banquet event. Michael Link confirmed that the Council supported her plan as long as she stayed within the approved 2015 budget.

Thursday Night Dinner

Dawn V. Nelson stated her plan to use social media and her next newsletter article to let people know that dinner would be served at the Thursday night "A Meeting Place" Kickoff Event.

V. EXECUTIVE SESSION I

At 11:00 a.m. the regular meeting of the Council was adjourned and staff was excused to permit the Council to meet in Executive Session with Peter Rush.

The Executive Session was adjourned temporarily at 12:00 p.m. for lunch.

VI. EXECUTIVE SESSION II

At 1:00 p.m. the Executive Session resumed. Peter Rush and staff were excused. The Executive Session was adjourned at **XXXX**, and the regular meeting of the Council was called to order.

VII. OLD BUSINESS (continued)

Future Conferences Proposal

Mollyann Brodie suggested that since Council vetted, discussed and approved the short list of sites in December 2014, that significant follow up work and visits have already occurred and that Council has a full agenda moving forward, Council should not revisit its original decision and continue on the path previously agreed upon.

Mollyann Brodie moved, seconded by Cliff Zukin to approve the future conference locations as recommended by Mandy Sha and Jacky Schweinzger. Motion carried with 2 opposed and 1 abstaining.

The suggestion was made that the Executive Council in place in 2018-19 should be encouraged to look closely at the 2018 meeting metrics to evaluate the location.

Committee Rationalization Proposal

Acknowledging the previous Council discussion that had taken place, Committee on Committees Chair Cliff Zukin asked for a motion to accept the Committee Rationalization proposal.

Eleni Delimpaltadaki Janis moved, seconded by Mollyann Brodie to approve the Committee Rationalization proposal as presented. Motion carried unanimously.

Susan Tibbitts reported on the implementation of the proposal, and noted that the goal was to have terms in place for all committee members in time for face-to-face committee meetings planned for the 2015 conference. Susan shared her plan to email committee chairs with the details of the committee process approved by Council, and the action required by the chairs. The chairs would be asked to share their committee's staggered terms in time for review at the April 16 Council meeting (with flexibility for review by the Executive Committee if needed). In response to a question, Susan noted that the committee listing on the AAPOR website was up-to-date, and committee member terms would be added to the website following the conference.

A question was asked about the reporting structure for task forces and specifically how the Council manages communication with task forces to ensure that their work remains on track.

Susan Tibbitts reviewed the policy titled, "AAPOR Procedure for Forming and Managing Task Forces," that was approved by the Council in December 2010. She noted the policy requirement that Councilors-at-Large serve as the Council representatives to task forces. The policy states that they will communicate regularly with the task force chair to advance the work of the task force and to share updates on progress with the council, as well as with committee or task force chairs whose work relates to or is affected by the assigned task force. She added that per the policy the Executive Council determines or approves the charge, the work product(s), the required resources and timetable, selects or approves the chair and membership and takes final action on the work product of the task force.

Survey-Based Legal Evidence Task Force

Mary Losch moved, seconded by Rob Santos to sunset the Survey-Based Legal Evidence Task Force. Motion carried unanimously.

Education Committee

Proposed AAPOR Comprehensive Education Review

Education Committee Chair Anna Wiencrot introduced the comprehensive review of the current and future activities of the Education Committee draft plan that had been posted for Council input. The review is intended to ensure that the committee is focusing on education activities supported by the Council and of the highest value to members. She asked Council to comment on the issues raised in the overview questions as part of their discussion. The issues included:

1. Value of education to members
 2. Audience
 3. Value to AAPOR as an organization
 4. Reinvestment of education revenue in education initiatives
 5. Relationship of national and chapters
 6. Defining professional development
 7. Optimal structure of the Education Committee
 8. Staff resources
1. **Value of education to members and to AAPOR as an organization.** Discussion included tension between revenue generation and provision of member benefit; very little offered to members that isn't offered to non-members; education as a member benefit or an outreach activity; education as part of AAPOR's mission; perceived value; offering conference short courses to AAPOR members at a discount; repackaging webinar recordings or redoing or rerunning live webinars to bring in additional revenue. Communications Chair Eleni Delimpaltadaki Janis volunteered Communications Committee support to assist in creating a plan to promote webinars.
 2. **Audience.** The committee plans to work with the Membership and Chapter Relations Data Analysis Subcommittee to look at webinar participation. The Committee has also looked at opportunities to partner more closely with the Membership and Chapter Relations Committee.
 3. **Reinvestment of education revenue in education initiatives.** Anna Wiencrot advised Council that she had developed a better understanding of the role of Council in budget decision-making. She advocated for the committee to have a larger budget than it does presently. The committee budget is limited to journalist education and conference call support. She noted that if the membership approves making the chair and associate chair of the Education Committee elected Council positions, communication will increase along with understanding.
 4. **Relationship of national and chapters.** Anna Wiencrot referred to the posted document that addressed the possibility of revenue sharing on webinars. She noted that the initial idea was to share revenue with chapters that is over and above AAPOR's \$2,500 break-even point. Councilors noted that chapters run webinars with volunteers, while national uses staff support. There was a suggestion that AAPOR offer promo codes to chapters to see if offering chapter members who are not members of AAPOR, the AAPOR member pricing; would bring in more participants.
 5. **Defining professional development.** Councilors observed that professional development is something that people value but don't want to pay for. Many of the organizations that employ AAPOR members can offer professional development at a far lower cost than AAPOR. AAPOR has consciously included one professional development session in each of the last annual conferences, and the sessions have been well-attended. Terminology is

important when talking about professional development because all webinars can be defined as professional development.

6. **Optimal structure of the Education Committee.** Council agreed with the recommendation included the plan that an associate chair for the Education Committee be appointed. There was agreement that appointing an associate was important to continuity and succession planning. Anna Wiencrot agreed to bring a proposal to the Executive Council for approval.
7. **Staff resources.** Anna suggested that staff resources to support the committee's activity needed to be evaluated on a regular basis to make sure adequate support was provided.

Councilors agreed with the recommendation offered in the plan that the following items should be removed from the list of recommended initiatives for the Education Committee:

- Establishment of undergraduate guidelines about public opinion courses
- AAPOR "training class" membership option for government employees
- Certification programs
- Live online classes

New Member and First-Time Conference Attendee Webinar with MCR:

Anna Wiencrot reminded Council that the Conference Steering Committee and the Membership and Chapter Relations Committee had partnered for the last several years to hold a webinar for new member and first-time conference attendees. She noted that Floyd Ciruli had proposed an AAPOR short course focused on an introduction to AAPOR, to include information on the conference, history of AAPOR, governance etc. As an alternate to the webinar format for new member and first-time conference attendees, the Education and MCR chairs proposed scripting a series of videos to be recorded by members and uploaded to YouTube. Susan Tibbitts suggested they consider members of the Heritage and the Archives Committees.

Communications Committee

Communication Chair Eleni Delimpaltadaki Janis reported that she had been working with the Transparency Initiative Coordinating Committee to create a marketing plan and identify additional ways to reach out to AAPOR membership.

Eleni reported that the Social Media Subcommittee had been very active over the last month. The subcommittee asked Council to help with social media outreach for the conference. Eleni asked councilors to send her one sentence before the April 16 Council meeting, addressing what they were looking forward to at the conference to be used by the Social Media Subcommittee to create tweets.

The Communications Committee looked closely at standardizing AAPOR task force reports. The committee recommended that AAPOR engage professional proofreaders and technical writers and planned to include the request in the 2016 budget. Discussion followed with councilors pointing out that \$4,000 had been included in the initial draft of the 2015 budget to support technical editing, that was later removed in order to get closer to a balanced budget. Eleni added that the committee was interested in tracking downloads of task force reports from the AAPOR website.

Eleni noted that the Communications Committee would be test driving the community platform on the new website over the next few weeks.

Eleni advised Council that the Committee had spent time exploring alternate platforms to make the newsletter more engaging and user friendly. They were leaning toward using a conceptual blog format. Associate Chair Jordon Peugh added that the committee feels the member

newsletter is under-utilized and under-valued and a blog-type format would allow the newsletter to be updated more frequently and would add interactivity. There was discussion of the time commitment that would be required of member volunteers, about staff support required and about demand. The committee chairs agreed to discuss the considerations and report at a future council meeting.

Eleni asked for approval of the appointment of Beth Nichols, U.S. Census Bureau to the Communications Committee.

Jenny Hunter Childs moved, seconded by Eleni Delimpaltadaki Janis to appoint Beth Nichols to the Communications Committee. The motion carried unanimously.

VIII. ADJOURNMENT

Michael Link stated that meeting was adjourned at 4:50 p.m. EST.

Mary Losch moved, seconded by Eleni Delimpaltadaki Janis to adjourn the Executive Council meeting. The motion carried unanimously.