

**American Association for Public Opinion Research
Executive Council Minutes
March 27, 2015**

Michael Link	President	Present
Mollyann Brodie	Vice President	Present
Rob Santos	Past President	Absent
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	Absent
Eleni Delimpaltadaki Janis	Communications Chair	Absent
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

I. CALL TO ORDER

President Michael Link called the meeting to order at 9:02 a.m. EST and a quorum was established.

II. OLD BUSINESS - continued

Standards Committee: Address-Based Sampling Task Force

Standards Committee Chair Frauke Kreuter reported that she had contacted Rachel Harter, Chair of the Address-Based Sampling Task Force and task force member Andrew Zuckerberg to share the Council request for a report outline. The outline will be provided to Council in time for review at the April 16 Council meeting. Frauke confirmed their plan to submit the final report to Council by fall 2015 and to present a paper at AAPOR's 2016 Annual Conference.

Frauke Kreuter also reported that Paul J. Lavrakas informed her that he was resigning as a member of the Standard Definitions Committee that reports to the Standards Committee. David Dutwin agreed to fill in temporarily as a committee member and Council representative. David Dutwin indicated he would work with the committee to conclude their work on the report in the next two months.

Ron Langley moved, seconded by Cliff Zukin to appoint David Dutwin as chair of the Standards Definitions Committee. Discussion followed. It was noted that the committee is chaired by Tom W. Smith. The motion was withdrawn.

Transparency Initiative Coordinating Committee: Sponsorship Discussion

Ron Langley described the proposal from the Transparency Initiative Coordinating Committee.

- Charter member: an organization accepted as a member of the TI during the first year of launch (October 8, 2014 to Oct 8, 2015).
- Sponsor: an organization that is not eligible or does not meet the criteria to be a TI member and that donates money to support the Initiative. Sponsorship of any amount is welcome, however recognition benefits are included with a minimum sponsorship of \$2,000;
- Friends of the Transparency Initiative: organizations that are not eligible or that do not meet the criteria to be a TI member; and that want to demonstrate support for the initiative.

Council discussion followed. The suggestion was made to simplify the definitions and to create two levels which would be more easily understood; 'Member' and 'Friend of (the TI)'. The Friend of the TI designation would be solely reserved to organizations that are not eligible or that do not meet the criteria to be a TI member. Following review and discussion by the Transparency Initiative Coordinating Committee; if approved, organizations that wish to demonstrate support for the initiative would be required to make a minimum donation of \$200. The expanded recognition benefits presented in the recommendation shared by the committee would be reserved to Friends of the TI Sponsors who made a minimum donation of \$2,000.

Mollyann Brodie moved, seconded by Cliff Zukin to adopt the Transparency Initiative Participation/Benefits proposal with modifications as discussed and to announce the program before the 2015 Annual Conference. Motion carried unanimously.

Chapter- National Agreement

Vice President Mollyann Brodie informed Council that the draft Chapter-National Affiliation Agreement has been completed. The document defines the roles and responsibilities between Chapters and AAPOR national. AAPOR's legal counsel had reviewed it and agreed that it is ready to share with the chapter representatives for their review.

Council discussion followed. The suggestion was made that the specific reference in the agreement to the number of chapters e.g. "seven chapters" be removed to permit more flexibility in the language.

Mollyann Brodie stated that the plan is for the Chapter Representatives to comment and discuss this version at the May conference, and then to bring a revised version back to Council for review and a formal vote before it being implementd. .

III. SECRETARY-TREASURER REPORT

2015 Conference Sponsor and Exhibits

Associate Secretary-Treasurer Dan Merkle stated that as of March 20, sponsor and exhibit sales revenue was \$173,000, or 91% of the 2015 total sponsor and exhibit budget. Total 2015 revenue was greater than the same date for the 2014 conference, but had fallen slightly behind the 2013 record pace by \$5,000. Advertising revenue was also up from 2014.

Mollyann Brodie emphasized the importance and success of direct involvement by councilors in helping to recruit sponsors and exhibitors, particularly January – March.

Council discussion followed with suggestions about roles and responsibilities for recruiting and relationships with sponsors. Concern was expressed about assigning the responsibility to any group that lacked a direct and current connection with the Council via the Associate Secretary-Treasurer or the Immediate Past President. Dan Merkle noted that his responsibilities this year have required a significant time commitment.

There was agreement to add the issues to the agenda for more discussion at the June, 2015 Council planning meeting.

IV. STRATEGIC INITIATIVES

Sustaining Sponsorship Proposal and Insights from Conversations with Potential Sponsors and Exhibitors

Referring to the 2015 conference sponsorship discussion and prior council discussion about the Development Committee, Mollyann Brodie advised the council that the Sustaining Sponsorship Proposal and the development activity infrastructure should be on the agenda for discussion at the June 2015 planning meeting.

Executive Director Susan Tibbitts opened the discussion, noting that she had posted the revised proposal that was most recently scheduled for discussion at the February 2015 Council meeting, before it was postponed for lack of time. Council discussion followed.

Some concern was expressed about the importance of separating educational content from the influence and/or appearance of influence by sponsors. Reference was made to webinars and to sponsor advertising opportunities for Survey Practice. Suggestions on wording were offered to make AAPOR's control of content completely clear e.g. AAPOR education efforts ("AAPOR educational efforts supported by . . .").

Susan Tibbitts indicated she would revise the proposal based the council discussion and present it for final approval at the April council meeting. Discussion on implementation and infrastructure would continue at the June planning meeting.

David Dutwin asked councilors to think about recruiting AAPOR sponsors when they attend other meetings. Discussion followed about the survey and market research vendor community and AAPOR's ability to attract interest in exhibiting at the conference.

Mollyann Brodie shared a conversation she'd had with a member who is also employed by a vendor. The member stated that she had volunteered several times to participate on AAPOR committees, but had not been asked to serve. She noted that the only time she hears from AAPOR is for money. Jenny Hunter Childs pointed out that the Membership and Chapter Relations Committee had a Volunteer Subcommittee whose charge is to vet individuals who volunteer for committee service. The committee distributes the list of prospective volunteers to committee chairs. Susan Tibbitts noted that sponsorship is very much a two-way street, with the expectation by sponsors that they will be involved in a regular or ongoing 'conversation' with the leadership of association they support. Michael Link suggested that AAPOR leadership could touch base with sponsors twice a year; once via conference call and again at the AAPOR Annual Conference. During discussion, some Councilors expressed serious concern about any apparent favoritism and potential conflicts of interest of such a strategy. Council agreed to continue to discuss these issues along with the broader discussion of development activity infrastructure early in the next term.

International Initiative Report

Joe Lenski asked the Council for feedback on the goals that were identified in the International Initiative Report:

1. Increasing the profile of AAPOR outside of the United States
2. Increasing the number of AAPOR members internationally
3. Increasing the number of conference attendees from outside of the United States
4. Increasing international submissions to AAPOR journals – POQ and JSSAM
5. Increasing the reach of AAPOR education efforts internationally

Council discussion followed. Revisions were offered to the wording of the report including a request that the goals be described as systematic or ongoing rather than ad hoc, as had been AAPOR's approach in the past. A suggestion was made that AAPOR develop a relationship with the regional groups that WAPOR has organized.

There was agreement that the International Initiative should be included on the agenda for the council meeting in April, to include a recommendation and proposed appointments to an ad-hoc committee to bring a recommendation to the Council in the fall.

V. NEW BUSINESS

MRA Advocacy Efforts on Exemption for Survey Research Regarding Autodialing Legislation

Michael Link asked whether the MRA advocacy effort deserved more attention and/or financial support from AAPOR. Discussion followed. A suggestion was made that AAPOR appoint a small task force to look more closely at the issue which has the potential to affect a percentage of AAPOR members. In lieu of appointing a task force, David Dutwin volunteered to ask a colleague to draft a one-page fact-finding brief.

Archives and Heritage Committees: Reorganization and Chair Appointment

Michael Link advised the council that new chairs are needed for the Archive and the Heritage Interview Committees as a result of the death of Mike Mokrzycki who had chaired both committees.

Michael Link noted that he had talked to AAPOR member Stephen Blumberg who serves on both committees and who had worked closely with Mike on the AAPOR Archives. Stephen noted that Mike had recommended that the committees be combined into a single committee to be known as the AAPOR History Committee. Stephen stated his willingness to chair the new committee on an interim basis to accomplish the transition. He recommended to Michael Link that the AAPOR History Committee could work with the Conference Steering Committee on planning for the AAPOR 75th Anniversary, and consider an update to AAPOR's history as detailed in [A Meeting Place](#).

Susan Tibbitts informed council that roughly three or four years ago, the council discussed whether and how best to update [A Meeting Place](#). The interest and time that would be required by volunteers was a significant consideration. There was agreement at the time that AAPOR's history should appear on the website, perhaps in the form of an illustrated timeline instead of a book.

Council discussion followed. A wiki was suggested as a useful potential collaborative platform because so many different people have knowledge of and have been involved in more recent AAPOR history.

Mollyann Brodie moved, seconded by Dawn V. Nelson to merge the Archive Committee and Heritage Interview Committee to create the AAPOR History Committee. The History Committee will report to the Councilor-at-Large and work with the Conference Steering Committee to plan the AAPOR 75th Anniversary and related activities. Steven Blumberg will serve as interim chair, pending the Council approval of a recommendation on committee members expected to be considered at the April 2015 Council meeting. Motion carried unanimously.

Dawn V. Nelson volunteered to serve on the History Committee.

Future of Financial Oversight Committee

Michael Link reminded the Council that the Financial Oversight Committee was formed three years ago as an experiment to oversee AAPOR financial initiatives. The time has come to determine whether to sunset the committee or continue it for another three years.

There was agreement to continue the discussion to the April 2014 Council meeting and to invite Steven Blumberg, the chair of the Financial Oversight Committee, and Secretary-Treasurer Mary Losch to share their perspectives.

2015 – 2016 Executive Council Meeting Schedule

Mollyann Brodie asked the councilors whose terms will continue on the Council, to plan to arrive in Washington, DC in time for dinner on June 24, the evening before the June 25 annual planning meeting. She noted the importance of allowing time for bonding with the new councilors.

VI. STRATEGIC INITIATIVES (continued)

Review of June 2014 Action Items

Michael Link reviewed the initiatives Council identified at the June 2014 meeting.

1. Transparency Initiative – Launched
2. Responsive Redesign of Website – Launched
3. Bylaws Review – Launched
4. Code Revision - Launched
5. Public Opinion Task Force - Launched
6. Survey Refusals Task Force – Completed
7. Substantive and Methodological Balance Task Force - Completed
8. Big Data Task Force – Completed
9. Future of General Population Telephone Surveys in the U.S. Task Force – In Process
10. Sustaining Sponsorship Ad Hoc Committee – In Process
11. Address-Based Sampling Task Force - Launched
12. Communications Initiative - Launched
13. International Initiative – Launched
14. External Partnerships and Relationships – In Process
15. Educational Committee Next Stages of Growth – In Process
16. National/Chapter Relationship – In Process

17. Committee on Committees – In Process
18. Regional Survey Methods Workshop – In Process
19. Reassessing Today's Survey Methods Task Force – In Process

There was no discussion.

VII. NEW BUSINESS (continued)

Reflections

Michael Link individually recognized and thanked Council members, Executive Director Susan Tibbitts and Administrative Director Heidi Diederich for the work that they have done over the past year.

Other New Business

Dawn V. Nelson stated that member Steve Everett had advised her that he and his wife Lori, who have served AAPOR for a number of years as volunteer photographers for the AAPOR Conference, have decided to decrease their participation effective with the 2016 Conference. Steve also films and edits the video of the awardee for the AAPOR Award for Distinguished Lifetime Service.

In addition, Dawn noted that Mandy Sha's term as Chair of the Conference Support Committee will conclude at the 2015 conference. She asked Council for agreement to recognize Mandy Sha and the Everetts during the Awards Banquet. Susan Tibbitts confirmed that plans to do so were already underway.

VIII. ADJOURNMENT

Michael Link stated that the meeting was adjourned at 12:00 p.m. EST.

Dawn V. Nelson moved, seconded by Jenny Hunter Childs to adjourn the Executive Council meeting. The motion carried unanimously.