



American Association for Public Opinion Research
Executive Council Minutes
66th Annual Conference, Phoenix, Arizona
May 11, 2011

ROLL CALL/CALL TO ORDER.

2010-2011 Executive Council Members

Frank Newport	President	Present
Scott Keeter	Vice President	Present
Peter Miller	Past President	Present
Barbara O'Hare	Secretary-Treasurer	Present
Joseph Lenski	Associate Secretary-Treasurer	Present
Reg Baker	Standards Chair	Absent
Timothy Johnson	Associate Standards Chair	Present
Rob Santos	Conference Chair	Present
Dan Merkle	Associate Conference Chair	Present
Kelly Foster	Membership & Chapter Relations Chair	Present
Joe Murphy	Associate Membership & Chapter Relations Chair	Present
Jon Cohen	Communications Chair	Present via phone
Rich Morin	Associate Communications Chair	Present
Roger Tourangeau	Councilor-at-Large	Present
Linda Piekarski	Councilor-at-Large	Present

2011-2012 Incoming Executive Council Members

Paul Lavrakas	Vice President/President Elect	Present
Rachel Caspar	Associate Secretary-Treasurer	Present
David Cantor	Associate Standards Chair	Present
Paul Beatty	Associate Conference Chair	Present
Liz Hamel	Associate Membership & Chapter Relations Chair	Present
Marjorie Connelly	Associate Communications Chair	Present
Patricia Moy	Councilor-at-Large	Present

Staff

John R. Waxman	Managing Partner	Present
Susan Tibbitts	Executive Director	Present
Barbara Gunderson	Administrative Director	Present

Guests

Mark Schulman	Co-Chair, Governance Task Force	Present
Melissa Herrmann	Education Committee Chair	Present via phone
Nancy Mathiowetz	Editor, Public Opinion Quarterly	Present
Laura Bannon	Senior Editor, Oxford University Press	Present

I. WELCOME AND CALL TO ORDER

Frank Newport called the meeting to order at 12:05 p.m.

II. REVIEW AND APPROVAL OF MINUTES

The draft minutes of the March 24, 2011 Executive Council meeting were reviewed. Roger Tourangeau moved, seconded by Peter Miller, that the minutes be approved. The motion passed unanimously.

III. SECRETARY-TREASURER REPORT

A. Current Financial Status

Secretary-Treasurer, Barbara O'Hare reported conference revenue is ahead of budget due to increased sponsorship, exhibit and short course revenue. It is expected that total conference revenue will exceed the budget by approximately \$25K.

It was noted that several unbudgeted expenses have been incurred. A hearing-impaired conference attendee will require interpreter services to attend the annual conference. AAPOR is required to supply these services and the cost is expected to be approximately \$5,600. There were \$500 in additional expenses for the Roper awards, and the Secretary-Treasurer approved the addition of coffee service on Sunday for concurrent session attendees. Coffee service will add approximately \$1,200. A 'web store' feature was added to the website at an approximate cost of \$500. The web store permits sale of recorded content for the upcoming webinar series, and will allow AAPOR to offer other products sales in the future in order to offer the future webinar content for purchase.

B. 2010 Audit

The 2010 audit has been completed with no issues identified. All concerns from the 2009 audit related to the restricted and unrestricted endowment funds have been resolved. The Secretary-Treasurers reviewed and approved the audit.

C. Investment Status

The Investment Committee continues to monitor all funds. As of March 31 there is \$825,000 in board designated funds and \$207,000 in temporary restricted funds.

D. Endowment Committee Update

The Committee is ready to define and initiate a fundraising effort related to the strategic plan objectives including the Transparency Initiative, graduate student funding for conference attendance, the Heritage Interviews and the archiving project. Barb O'Hare will assume the role of chair of the endowment committee; Dawn Nelson will remain on the committee for the coming year along with Joe Lenski and Dianne Rucinski. Rachel Caspar and Joe Sakshaug will be joining the committee.

IV. 2011-2012 PRIORITY STRATEGIC INITIATIVES

A. Governance Review Task Force Progress Report

Mark Schulman and Patricia Moy, co-chairs of the Governance Review Task Force reported on the committee's progress in reviewing the Council structure, committee responsibilities, as well as identification, orientation and training of leadership.

Recommendations Regarding Council Positions

The committee will likely recommend the following:

- Secretary-Treasurer position be expanded to a 3-year term to acknowledge the learning curve and to add valuable continuity for financial oversight. The task force will recommend exact working of the three-year term for the secretary-treasurer position (associate, current, past).
- The two existing Councilor-at-Large positions be reduced to one.
- The Education Committee chair should be an elected Council position given the important role of education within the organization.
- Maintain the current practice of alternating offices between the commercial and academic sectors with the exception of Councilor-at-Large. This practice best serves the organization.

Additional Recommendations

- The committee determined that sections may tend to isolate AAPOR members. This concept may be reexamined at a later date.
- There is a need to develop and maintain a strong committee structure. This will help to maintain a strong sense of volunteerism within the organization and will enable the Council to move to an at-large governance model in the future.
- The role of the nominations committee should be expanded to include identifying potential leaders for positions across the organization on an ongoing basis.

The committee has explored the concept of an at-large Council structure but believes AAPOR is not ready for such a change at this time. The committee recommends a hybrid model until the committee structure can be strengthened.

Next Steps

The committee will review all Council position descriptions and update as necessary. The committee will continue to review the governance structures of other relevant organizations to determine if there is a working model that would benefit AAPOR. A preliminary recommendation will be prepared for Council review at the September meeting and final recommendations will be ready by December.

B. Transparency Initiative Program Recommendations

Scott Keeter reported that Paul Lavrakas, Vice President-President Elect will take on the responsibility of chairing the TI steering committee. The committee may consider asking the education committee chair to join the TI steering committee due to the large role education will play in the initiative moving forward. The committee recognizes the strategic importance of and the need to have the TI up and running before the upcoming primary season. At this time the initiative is not ready for a Council vote.

The archiving process continues to remain a challenge for reasons including cost (initial and continuing) and complexity. The advisory committee recommended this key aspect be given a great deal of consideration by the Task Force as it has the potential to undermine the entire project if not resolved. Several models are being considered.

A session on the Transparency Initiative will be held during the annual conference to inform members about the progress made and to solicit feedback.

C. Journal Review Task Force Update

Peter Miller and Roger Tourangeau reported their task force is working on developing a proposal for the creation of a new journal, *Survey Statistics and Methodology* which will be supported by AAPOR and ASA. Once a business plan has been reviewed and the proposal has been reviewed and approved by AAPOR Council and ASA it will be sent to potential publishers for consideration.

V. ANNUAL COMMITTEE REPORTS

A. Conference Report

Rob Santos, conference chair reported the annual conference will feature more than 400 papers, posters and demonstrations. Conference registration, sponsorship, exhibits and hotel room block have all exceeded budget expectations. Current conference registrations are at 891.

The Social & Volunteer Committee, chaired by Dave DesRoches and Debbie Rexrode have successfully organized the annual conference volunteers and the social activities including stargazing, post-banquet party, fun run/walk, golf outing and book exhibit.

B. Communications Report

Jon Cohen, communications chair reported on the accomplishments of the committee during the last year. Most recently, AAPOR successfully launched the new website and is in the process of migrating AAPORnet from ASU to the AAPOR server. The move will be completed on June 1. For the coming year the committee will focus on how best to promote and capitalize on all the improvements made in the past year including improved social networking, improved website functionality, and enhanced Blue Book.

C. Membership & Chapter Relations Report

Membership & Chapter Relations Chair, Kelly Foster reported there are 1,980 members as of April 30, 2011. Member renewal rates and professional sector distributions remain steady.

New England AAPOR Update

Kelly Foster has contacted several New England area members who are working together to reactivate the NEAAPOR chapter. Several steps need to be completed, including creating bylaws and electing officers before the membership dues currently being held by AAPOR can be turned over to the chapter. Kelly Foster will remain on the committee for the coming year to complete this project.

New Member Webcast

Joe Murphy reported on the first new member webcast, held May 9th. The purpose of the webcast was to explore the benefits of membership and to discuss the annual conference. Approximately 40 people attended. The committee plans to hold regular membership webcasts throughout the year.

Membership & Post Conference Survey

A comprehensive survey covering membership and annual conference has been developed and will be fielded by Temple University in June. Questions will be directed to members, non-members and former members. Results are expected in July and results will be shared with Council as soon as possible.

D. Standards Report

Associate Standards Chair, Tim Johnson reported on the accomplishments of the committee during the year including, work on the Transparency Initiative, release of Standard Definitions Version 7 and endorsement of the ICC/ESOMAR Code.

The ongoing work of the committee includes working with the Archive Subcommittee on archive procedures internally and with the University of Chicago, and doing a thorough review of the AAPOR Statement on Push Polls in an effort to make the statement more accessible by the general public. The committee is also working on producing a document that offers guidelines on refusal conversion that can be released to the public in the near future.

The DHSS Office of Human Research Protections is revising Federal regulations on human subject research and will release the statement for public comment in the near term. The Standards Committee is prepared to respond to the document as necessary.

E. Education Report

Short Courses

Education Committee Chair, Melissa Herrmann reported there are six short courses offered during the annual conference in 2011. To date there are 259 registered attendees, exceeding attendance that year.

Journalism Education

Funding of \$5,500 was budgeted in 2011 for journalist education. To date Claudia Deane has attended the Association for Health Care Journalists resulting in excellent feedback. Rich Morin is scheduled to attend the Investigative Reporters and Editors conference on June 11 and the committee intends to send a representative to the CapitolBeat Conference. AAPOR participation will be evaluated to assure outcomes are valuable.

Online Education

The committee has identified four webinar topics and presenters for the remainder of 2011. The first webinar on Address Based Sampling, will be held on June 30, taught by David Dutwin. Scott Keeter's "*When and How to Add Cell Phones to Your Telephone Surveys*" will follow on August 25. Mark Hardy's "*Social Networking: How it is Changing the Way we Communicate and Form Opinions*" is scheduled for October 12 and Michael Link will present "*Evolving Survey Research: New Technologies and the Next Steps Forward*" on November 30.

Pricing is \$59 for members, \$79 for non-members, \$15 for students and \$20 for non-member students. A recording of the session can also be purchased for an additional \$20 for members/non-members and \$5 for students. Institutional pricing and sponsorships are being considered for the future.

F. Journal Editors and Publisher's Report

Editor of the *Public Opinion Quarterly*, Nancy Mathiowetz reported there were 252 submissions in 2010, of those 27 were accepted and 29 remain active. Review times remain within the range of 50-65 days to final decision. The percentage of manuscripts taking longer than three months to a final decision was 10.3%. A special 75th Anniversary issue will be produced in the coming year.

Jamie Druckman and Nancy Mathiowetz have decided not to seek a second term as co-editors of the POQ. Council will need to identify new editors by July, 2012.

Senior Editor, Oxford University Press, Laura Bannon reported the POQ had a very successful year based on circulation citations and journal usage with more than 16K downloads. She noted more than half of the subscribers are not in the U.S. indicating the journal has a diverse audience. The POQ is ranked in the top 4 of journals in the field.

A virtual issue of the POQ on health issues was successfully launched. This cost-effective project used previously published materials, compiled in a new format to appeal to a specific audience of professionals who use survey methodology. To date the virtual issue has had high usage rates.

VI. OTHER BUSINESS

A. **Survey Practice Review Task Force**

The task force is continuing to meet with editor, John Kennedy to ensure *Survey Practice* is meeting its original charter. *Survey Practice* has a positive role to play in the organization and the committee will continue to move forward with its routine accountability process.

B. **Appointment: Chair of Heritage Interview Committee**

Frank Newport reported Mike Mokrzycki has agreed to chair the Heritage Interview Committee following the resignation of Adam Safir in February. The committee will hold a meeting during the annual conference. Upcoming tasks include determining if a revision to “*A Meeting Place*” is warranted and conducting an interview with George Gallup.

C. **Appointments: Co-Chairs of Task Force on Non-Probability Research**

Michael Brick has agreed to co-chair the Task Force on Non-Probability Research. Other candidates are being interviewed for the co-chair position. Council members were asked to provide recommendations for the position to Frank Newport.

D. **Appointment: POQ Advisory Committee**

By requirement contained in the bylaws, the Councilors-at-Large serve on the POQ Advisory Committee. Patricia Moy is the incoming Councilor-at-Large, and also currently serves as the associate editor of the POQ. To avoid conflict, Frank Newport recommended Council appoint an alternate member of Council to fill the Advisory Committee role.

Motion: In lieu of Patricia Moy, the Council appoints Tim Johnson as the Council representative (to fill one of two councilor-at-large seats) to the POQ Advisory Committee for the term of one year. Roger Tourangeau moved, seconded by Peter Miller. The motion passed unanimously.

VII. PASSING OF THE GAVEL

Frank Newport thanked all the members of Council for their service. Frank passed the gavel to 2011-2012 AAPOR President, Scott Keeter.

VIII. NEW BUSINESS

The next Council meeting will be held via teleconference on Thursday, June 23 at Noon Eastern.

IX. ADJOURNMENT

Motion: To adjourn the meeting. Paul Lavrakas moved, seconded by Frank Newport. The motion passed unanimously.