



**Executive Council Minutes | May 11, 2016**

|                  |  |         |
|------------------|--|---------|
| Mollyann Brodie  | President                                      | Present |
| Roger Tourangeau | Vice President                                 | Present |
| Michael Link     | Past President                                 | Present |
| Dan Merkle       | Secretary-Treasurer                            | Present |
| Allyson Holbrook | Associate Secretary-Treasurer                  | Present |
| Jordon Peugh     | Communications Chair                           | Present |
| Sandra Bauman    | Associate Communications Chair                 | Present |
| David Dutwin     | Conference Chair                               | Present |
| Jennifer Dykema  | Associate Conference Chair                     | Present |
| Sarah Cho        | Associate Education Committee Chair            | Present |
| Kristen Olson    | Membership & Chapter Relations Chair           | Present |
| Anna Wiencrot    | Associate Membership & Chapter Relations Chair | Present |
| Ron Langley      | Standards Chair                                | Present |
| John Loft        | Associate Standards Chair                      | Present |
| Joe Lenski       | Councilor-at-Large                             | Present |
| Rich Morin       | Councilor-at-Large                             | Present |

**2016-2017 Incoming Executive Council Members**

|                        |  |                   |
|------------------------|--|-------------------|
| Tim Johnson            | Vice President                                 | Present           |
| Janet Streicher        | Associate Secretary-Treasurer                  | Present           |
| Andy Peytchev          | Associate Standards Chair                      | Present           |
| Trent Buskirk          | Associate Conference Chair                     | Present           |
| Morgan Earp            | Associate Membership & Chapter Relations Chair | Present           |
| Jennifer Hunter Childs | Associate Communications Chair                 | Present           |
| Brady West             | Associate Education Chair                      | Present via phone |
| Nancy Belden           | Councilor-at-Large                             | Present           |

**Staff**

|                 |                                |         |
|-----------------|--------------------------------|---------|
| Adam Thocher    | Executive Director             | Present |
| Heidi Diederich | Administrative Director        | Present |
| Eric Bailey     | Marketing/Communiation Manager | Present |

**Guests**

|                   |  |         |
|-------------------|--|---------|
| Patricia Moy      | Co-Editor, <i>POQ</i> and President, WAPOR         | Present |
| Valentina Tursini | Publisher, Oxford University Press (OUP)           | Present |
| Brittany Hobson   | Marketing Associate, Oxford University Press (OUP) | Present |
| Peter Rush        | Chairman and CEO, Kellen Company                   | Present |

**WELCOME, INTRODUCTIONS, CALL TO ORDER, REVIEW AND APPROVAL OF MINUTES**

President Mollyann Brodie called the meeting to order at 12:13 p.m. CST and a quorum was established.

**Ron Langley moved, seconded by Anna Wiencrot to approve the minutes of the April 21, 2016 Council meeting as presented. The minutes were approved unanimously.**

**SECRETARY-TREASURER REPORT**

**March 2016 Financials**

Secretary-Treasurer Dan Merkle reported as of March 31, net income is at \$623,745, an increase of \$83,061 over the same time last year. Once outstanding Oxford University Press expenses are accounted for we will be approximately \$23,000 ahead of last

year. Conference revenue is up \$13,045 from the same time last year. Conference sponsorship, exhibits and registration are all ahead of budget for 2016.

### **Unrestricted investments**

The market value of the unrestricted investment is \$1,233,711, up slightly from last year with 12 months expenses in reserves.

### **CONSENT AGENDA**

Mollyann Brodie noted that the following consent reports were presented for information: Membership and Chapter Relations, Standards, Communications, Education, and Development.

**Rich Morin moved, seconded by Kristen Olson to accept the consent reports as presented. The motion carried unanimously.**

### **APPOINTMENTS - ALL**

- Standards Committee: Courtney Kennedy, and Ned English, were appointed to a 3-year term.
- Sponsorship Subcommittee: Ginger Blazier, and Dawn Nelson, were appointed to a 3-year term.

**David Dutwin moved, seconded by Roger Tourangeau to approve the committee appointments as presented. The motion carried unanimously.**

### **ANNUAL COMMITTEE REPORTS and HIGHLIGHTS**

#### Investment, Sponsorship, Development

Dan Merkle reported on restructuring of the Finance Committee which now includes Development, Investment, and Sponsorship Subcommittees. The Development Subcommittee is ready to launch the 2016 Annual Fund Campaign. Jeff Stec has been appointed Chair of the Investment Subcommittee. The Sponsorship Subcommittee is getting started evaluating the logistics of organizational sponsorships in addition to conference sponsorships.

#### Membership and Chapter Relations

Kristen Olson reported that there are 148 more members than at this same time last year due to the transition from non-member to member in real-time during conference registration. The committee assisted with updates to the website that included a new Membership section. The committee also assisted in the creation of the AAPOR Diversity Statement. The committee is finishing up the 2016 Annual Membership Survey. The committee also created a single document for Chapters to use to train incoming chapter leadership in their relationship with AAPOR.

#### Conference

David Dutwin reported that registration numbers one week out were just over the highest number of registrations to date. The 2016 conference brought a record number of abstract submissions (733), abstracts accepted (575), and abstracts rejected (158 - double the number of rejections in 2015). A 12<sup>th</sup> concurrent session was added to Saturday. An additional breakout room was also added to Friday's sessions. This increased the number of breakouts to 100, instead of the usual 88. Tracks; informal social events organized and hosted by local AAPOR members; a Meet Your Docent reception on Thursday afternoon; the AAPOR book sale; Retiree Meet Up; improvements to the conference app; activities to highlight Diversity, a moderator conference call identifying what was expected of moderators; and an awards banquet after party with a band were added (or reinstated) for 2016.

#### Communications

Jordon Peugh reported that the Communications Committee instituted monthly committee meetings over the past year with significant support from Eric Bailey. The committee assisted in the update of the AAPOR web site. The newsletter was redesigned to a web-based format and six issues were delivered. This allows the Communications Committee to track how many members click through to newsletter articles (or the entire newsletter). The Social Media Subcommittee was created. An election response team was also created to respond quickly to press inquiries.

#### Education

Sarah Cho reported that this was a year of transition for the Education Committee. She hopes the committee will become more proactive, rather than reactive, over the next year. The Short Course Subcommittee offered 7 short courses at the conference. The Online Education Subcommittee is working through a schedule for 2016-17. The Professional Development Subcommittee is

presenting a panel at the conference and organized a professional development webinar on publishing. The Journalist Education Subcommittee is completing the US Poynter Journalist Course on polling.

#### Standards

Ron Langley reported that the Standards Committee completed the code review, NPRM Common Rule Response, the Address-based Sampling Task Force report; monitoring the activities of the TICC; and, the cell phone task force report TCPA update.

#### Councilor at Large (ad hoc/task force)

Joe Lenski and Rich Morin participated in many projects. These included serving on the TCPA Task-Force and the History Committee (8 heritage interviews were recorded), completing Election briefs for journalists, and starting AAPOR Diversity Initiatives in conjunction with the MCR Subcommittee.

#### President, Past President, Vice President

Michael Link thanked incoming councilors for their willingness to be a part of council. He expressed confidence that he is leaving AAPOR in good hands.

Mollyann Brodie reported that she is pleased with the successful transition of management in 2015.

### **PUBLICATIONS**

#### Oxford University Press

Valentina Tursini and Brittany Hobson from OUP provided a report on *POQ* and *JSSAM* subscriptions. In 2015 a trend of libraries continues to shift to online-only access and away from print. The circulation of *POQ* and *JSSAM* has decreased slightly compared to 2014.

#### Public Opinion Quarterly

Patricia Moy reported there were 261 manuscripts submitted in 2015 excluding special issue submissions. For new 2015 submissions, 8.29% were accepted in the same calendar year, which was higher than the prior year. For manuscripts processed in 2015 regardless of the submission date of the original version, the acceptance rate was 13.8%, a decrease from 20.8% in 2014. She also mentioned that they have expanded the POQ editorial team.

#### Journal of Survey Statistics and Methodology

Roger Tourangeau reported there were 150 submissions received in the last year. This included 100 new original submissions. The average turnaround for decisions on submissions was 52.5 days. Approximately 70% of the submissions were rejected. Joe Sedransk rotated off the editorial team, while Rod Little rotated on. They are looking for a new editor to replace Roger Tourangeau. They are planning on a future special volume focused on recreation surveys.

#### Survey Practice

Mollyann Brodie reported that Survey Practice is currently stable. An Ad hoc committee has been created to work on the transition to new editors.

### **AFFILIATES**

#### WAPOR Status Update

Patricia Moy provided a status report on WAPOR activities with AAPOR. The two organizations have worked together over the past year on a number of different fronts, including finalizing the Poynter Institute international course, released this week. AAPOR and WAPOR leadership and membership overlap. Patricia will be meeting with Adam Thocher to discuss how the two organizations work together for AAPOR/WAPOR combined conferences every three years. Among other projects, WAPOR is working on chapter guidelines, ESOMAR's launch in 2017 and a future WAPOR lecture series at BUAP.

### **2015 – 2016 Business**

#### Old Business – TCPA White Paper Access by non-members

Jordon Peugh reported that AAPOR member Natalie Jackson (Huffington Post) asked to make the TCPA white paper available to non-members. Council agreed that the paper should be available to non-members.

#### Old Business – AAPOR Diversity Statement Amendment

Kristen Olson presented an amendment to the AAPOR Diversity Statement referring to “sex, gender, gender identity . . .”

**Kristen Olson moved, seconded by Roger Tourangeau to accept the revisions to the AAPOR Diversity Statement as presented. The motion carried unanimously.**

Old Business – Survey Climate Task Force Chair

**Roger Tourangeau moved, seconded by Sandra Bauman to nominate Peter Miller to chair the Survey Climate Task Force. The motion carried unanimously.**

New Business – AAPOR Outcome Rate Calculator

**Ron Langley moved, seconded by Roger Tourangeau to accept the current version of the AAPOR Outcome Rate Calculator as presented. The motion carried unanimously.**

#### **Gavel Pass, Acknowledgements, Seating of 2016-2017 Council**

Welcome and Vision for 2016-2017 - Tourangeau

Incoming president, Roger Tourangeau, introduced his focus for 2016-2017.

#### **NEW BUSINESS**

New Business – 2016-2017 AAPOR Strategic Planning Meeting

Roger Tourangeau asked the in-coming councilors to think about what initiatives their committee’s hope to address over the next year in preparation for the June 14<sup>th</sup> Executive Council meeting.

#### **ADJOURNMENT**

Mollyann Brodie stated that regular meeting was adjourned at 3:48 p.m. CST.

**John Loft moved, seconded by Rich Morin to adjourn the Executive Council meeting. The motion carried unanimously.**