

**American Association for Public Opinion Research
Executive Council Minutes
May 14, 2014**

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| Rob Santos | President | Present |
| Michael Link | Vice President | Present |
| Paul J. Lavrakas | Past President | Present |
| Nancy Bates | Secretary-Treasurer | Present |
| Mary Losch | Associate Secretary-Treasurer | Present |
| Courtney Kennedy | Standards Chair | Present |
| Frauke Kreuter | Associate Standards Chair | Present |
| Susan Pinkus | Conference Chair | Present |
| Dawn V. Nelson | Associate Conference Chair | Present |
| Jennifer Dykema | Membership & Chapter Relations Chair | Absent |
| Jennifer H. Childs | Associate Membership & Chapter Relations Chair | Present |
| Peyton Craighill | Communications Chair | Present |
| Eleni Delimpaltadaki Janis | Associate Communications Chair | Present |
| Dan Merkle | Councilor-at-Large and Incoming Assoc Sec-Treas. | Present |
| Cliff Zukin | Councilor-at-Large | Present |

2014-2015 Incoming Executive Council

Members

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| Kristen Olson | Associate Membership & Chapter Relations Chair | Present |
| Jordon Peugh | Associate Communications Chair | Present |
| Ron Langley | Associate Standards Chair | Present |
| Joe Lenski | Councilor-at-Large | Present |
| David Dutwin | Associate Conference Chair | Present |

Staff

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|-----------------|-------------------------|----------------------------|
| Susan Tibbitts | Executive Director | Present |
| Heidi Diederich | Administrative Director | Present |
| Ashley Hicks | Accountant | Present via teleconference |

Guests

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| Tim Johnson | Chair, Transparency Initiative Coordinating Cmte. | Present via teleconference |
| Anna Weincrot | Chair, Education Committee | Present |
| Patricia Moy | Co-Editor, <i>POQ</i> | Present |
| Roger Tourangeau | Co-Editor, <i>Journal of Survey Statistics and Methodology</i> (JSSAM) | Present via teleconference |
| Laura Bannon | Publisher, Oxford University Press (OUP) | Present |
| Allison Ferguson | Assistant Marketing Manager, OUP | Present |
| Kirby Goidel | Co-Editor, <i>Survey Practice</i> | Present via teleconference |
| Kumar Rao | Co-Editor, <i>Survey Practice</i> | Present via teleconference |
| Katherine R. Smith | Executive Director, COPAFS | Present via teleconference |
| Alejandro Moreno Alvarez | President, WAPOR | Present |

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

President Rob Santos called the meeting to order at 12:00 p.m. PST and a quorum was established.

Paul J. Lavrakas moved, seconded by Susan Pinkus, that the minutes of the April 17 Executive Council meeting be approved as presented. The minutes were approved unanimously.

Paul J. Lavrakas moved, seconded by Michael Link, that the minutes of the May 6 Executive Committee meeting be approved as presented. The minutes were approved unanimously.

II. SECRETARY-TREASURER REPORT

March 2014 Financials

Secretary-Treasurer, Nancy Bates presented the March financials. She reminded the council that the 2014 budget assumes a zero net income from operations. As of March 31, 2014, total conference revenue was below 2013 year-to-date by \$25,519 and conference expenses were above 2013 year-to-date by \$7,676. Additional income from onsite conference registration is expected in May. The most significant conference expenses should appear on the June financials, including invoices for shipping, audio visual and the hotel.

2013 Audit

Nancy Bates reported the 2013 audit was finalized. She noted the audit included a management letter that stated AAPOR was in the process of allocating investments to be fully compliant with the requirements of the investment policy approved in 2013. She added that AAPOR received a clean bill of health. There was general agreement to approve the audit as presented.

Status of Investments

Nancy Bates reported the Investment Committee identified \$300,000 to be moved from checking into corporate bonds and ETF investments. The investment accounts will be rebalanced moving forward. The Investment Committee is expected to have some recommendations following their meeting at the conference.

Sponsorship and Exhibit Sales, 2014 Conference Update

Associate Secretary-Treasurer, Mary Losch reported there have been no additional sponsorship sign-ups. Sponsorship revenue is at 80% of budget. Jacky Schweinzger was commended for her work for AAPOR in obtaining additional hotel rooms at nearby hotels and for negotiating good room rates.

III. OLD BUSINESS

Status of ad hoc Committees and Task Forces

President Rob Santos pointed out that a list of the individual task forces and their members are posted to SharePoint. Rob thanked the task forces members for their efforts on behalf of AAPOR. Executive Director, Susan Tibbitts noted that ad hoc committees and task forces are included among the committees that appear on the website. She noted that descriptions needed to be added for the ad hoc committees and task forces.

Emerging Technologies Task Force: Social Media in Public Opinion Research

Vice President Michael Link provided the opportunity for councilors to comment on the Social Media in Public Opinion Research report. He stated that the tone and level of detail were good. Discussion followed.

Mary Losch moved, seconded by Dawn V. Nelson to accept the final revised version of the Emerging Technologies Task Force report on Social Media in Public Opinion Research subject to the recommended minor modifications of council. The motion carried with abstentions from task force members Michael Link and Jennifer Hunter Childs.

Transparency Initiative

Tim Johnson, Transparency Initiative chair, presented the progress of the Transparency Initiative Coordinating Committee (TICC). He stated that the initiative remained on schedule with official launch planned sometime between July 1 and September 1, 2014.

The Transparency Initiative online application is currently being programmed by Michael Patti at the Sherwood Group. Tim Johnson will continue to work with Michael. A number of final versions of transparency initiative documents have been produced that will be posted to the website. The documents include the terms and conditions statement developed with AAPOR's attorney; five, finalized and revised online education modules; FAQ's; metrics definitions and examples; disclosure; official logo; and statements of compliance with the Transparency Initiative and the AAPOR Code by the AAPOR journals.

Each application will be reviewed by two random reviewers to verify that all criteria have been met. The application will then go to the full TICC for a final determination. Once approved, applicants can post the Transparency Initiative logo on their company website.

Address-Based Sampling Task Force

Courtney Kennedy informed council that AAPOR member Rachael Harter has been invited to chair the Addressed-Based Sampling Task Force that was approved at the March 2014 Executive Council meeting. The mission statement for the Task Force has been posted to SharePoint.

Michael Link moved, seconded by Susan Pinkus to accept Rachael Harter as the chair of the Address-Based Sampling Task Force. A list of prospective task force members is expected to be considered for approval at the July Executive Council meeting. The motion passed unanimously.

IV. ANNUAL COMMITTEE REPORTS

Conference Steering Committee

Conference Chair, Susan Pinkus thanked the members of the committee and staff for their help with putting the conference together. She reminded the council that the latest attendance reports show the Anaheim conference attendance tracking closely with the 2012 Orlando conference, in spite of the fact that attendance assumptions and budget for the 2014 conference were based on the 2011 Phoenix conference. The committee received 653 abstract submissions for the conference; a 13% decrease compared to 2013. The initial outright rejection rate was 26% and was reduced slightly as speakers withdrew and were replaced.

She reported that Conference Support Committee Chair, Mandy Sha has worked hard to increase sales in the AAPOR book store. She stated her support for a successful first-ever

ResearchHack. She reminded council that the online AAPOR store will debut at the conference and will feature AAPOR gear that will be available throughout the year.

Membership & Chapter Relations Report

Membership & Chapter Relations Associate Chair, Jennifer Hunter Childs highlighted the accomplishments of the committee. AAPOR finished the 2013 membership year with a record high 2,448 members. As April 30, 2014 membership stands at 1,992; down slightly from 2013. The slight downturn in membership may be the result of the decision AAPOR made to delay dues invoicing by three weeks due to the government shutdown.

The Membership & Chapter Relations Subcommittees continue to offer the New Member and All Chapter Reception and the Passport program for new members at the conference. They are also working on a number of chapter initiatives including access to the AAPOR member database for chapter use, access to the AAPOR webinar platform, access to a meeting registration platform, etc. The Student Subcommittee actively focused on welcoming students to AAPOR in hope that AAPOR will become their professional career home.

The 2014 membership and post-conference survey is under construction and expected in July. Only AAPOR member conference attendees will be surveyed.

Communications

Communications Chair, Peyton Craighill provided an update on the website redesign. Bids were solicited from five companies. The Sherwood Group was the unanimous choice by the committee to do the redesign. The new website is set to launch in October 2014. A mockup of the home page will be presented at the Annual Business Meeting.

Communications Associate Chair Eleni Delimpaltadaki Janis informed Council on social media that will be used during the conference to engage members and the research industry. Social media will be used to solicit feedback and to assist the Membership & Chapter Relations Committee to share chapter activity. Eleni asked councilors to use the Twitter hashtag #AAPOR. The committee is continuing to recruit volunteers willing to commit to tweeting five times a day while at the conference.

Education

Education Chair, Anna Weincrot reported on the activities of the Education Committee, noting that preparation for the ResearchHack has required a significant amount of committee time this spring. Webinars have increased by two in 2014 to 10 paid webinars and two professional development webinars. Twelve institutional webinar subscriptions have been purchased since the opportunity was first offered in 2013. Short Course Subcommittee chair Eran Ben Porath, increased the number of short courses offered from six to seven at this year's conference. Course enrollment is slightly down from last year. The ResearchHack launch has been a success. There are ten teams with thirty-six people representing fourteen organizations participating. The event kicks off at noon on Thursday, May 15. Participants will have eight hours to develop a plan. Each team will have five minutes to present their proposal. Five teams will be selected to move on and final proposals will be made on Friday afternoon. The winner will be announced on Saturday at the awards banquet.

Standards Committee

Standards Committee Chair, Courtney Kennedy reported that there were no formal complaints this year. The committee received nine questions over the last year that were related to standards.

There has been a major effort to update AAPOR Standards Definitions document over the past two years. Three separate updates to the Standard Definitions are in progress: (1) a revised section addressing response rates for establishment surveys, (2) a section addressing dual frame RDD surveys, and (3) guidance for computing response rates for mail surveys of unnamed persons. The draft section on establishment surveys is complete. A second round of Standards Committee feedback on the dual frame RDD section was submitted to the Standard Definitions subcommittee on March 27, 2014. The committee is awaiting the next revised draft of this section. The Standard Definitions subcommittee has indicated that work will begin on the mail survey section after the AAPOR conference. It is expected that the mail survey piece may take at least 12 months to draft. Given the anticipated timeframe, the Standards Committee plans to submit the establishment survey draft and the nearly completed dual frame RDD survey draft to Council as soon as possible, rather than wait until 2015 to submit all three drafts.

The Address-Based Sampling Task Force will be launched this summer. The Refusal Conversion Task Force is revising their report based on feedback from Council.

An ad hoc subcommittee is updating the IRB-related materials on the AAPOR website. Comprehensive revised drafts of the FAQs and the “Full Statement” have been created. The committee is in the process of initial review with an internal completion deadline of May 28. The next step will be to perform a final review and proof read the documents. After that, the documents will be submitted to Council for review.

The Code Review Committee membership has been finalized. The committee consists of Allyson Holbrook, Ron Langley, Andy Zuckerberg, John Loft, Carl Ramirez, Trevor Tompson, Jill Darling, Courtney Kennedy, Paul Lavrakas, Tim Johnson, Mary Losch, Reg Baker, and Gary Langer. A preliminary committee meeting will be held Saturday, May 17.

V. JOURNALS: EDITORS AND PUBLISHER’S REPORT

Public Opinion Quarterly

Patricia Moy, Co-Editor, reported on a number of POQ statistics. POQ received 252 original manuscripts in 2013. More methodological papers were submitted than substantive papers. Patricia and Co-Editor Tom Smith have faced some operational issues that have increased turnaround times. Over the past year all of the associate regional editors have left for various reasons. However, recently they have brought on a new associate editor, Eric Plutzer.

Journal of Survey Statistics and Methodology

Roger Tourangeau, Co-Editor, reported on the *Journal of Survey Statistics and Methodology* (JSSAM). He reported that he and Co-Editor Joe Sedransk of the ASA have received an average of 14 submissions per month since 2013. The fourth issue – and largest to date – is due in late-May. Discussion followed on the terms of the members of the JSSAM advisory committee. A recommendation was offered that the editors review ASA-SRMS and AAPOR conference submissions for article ideas.

Publisher, Oxford University Press

Laura Bannon, Senior Editor, Oxford University Press (OUP) presented the publisher’s report on POQ and JSSAM for 2013. She noted that there were three 2013 POQ articles that had high usage that suddenly waned, coinciding with the timing of Google’s new search functionality. The impact factor for POQ also decreased for 2013, to roughly ‘2.0’, in between 2011 and 2012

impact factor. She added that article proofs are now sent to authors as a link instead of an email attachment. This new initiative has sped up the process of reviewing articles.

Allison Ferguson, Assistant Marketing Manager, was introduced to Council. Allison talked about marketing initiatives to readers and authors. Allison's focus is increasing visibility to promote usage. This is done through conference participation, social media campaigns, featured articles, and highly sited articles.

Addressing the reduction in OUP forecast royalty revenue for 2012 and 2013, and OUP estimates for journals royalty revenue in 2014 and 2015, Cliff Zukin asked if the decrease in institutional subscriptions will have revenue implications for AAPOR. Laura Bannon indicated that revenue would likely continue to drop. She noted that the majority of journals subscribers are purchasing through a consortia which needs to maintain a full subscription. Because of this, she does not believe there will be a significant decrease.

Survey Practice

Kirby Goidel and Kumar Rao, Co-Editors reported there are 499 registered site users, an increase of 99 over last year. There are 24 abstracts in the system. As of April 2013, there were 2,500 page views per month. Daily traffic is steady. About 53% viewers are from the U.S. About 70% of sessions are coming from Windows operating systems; 8.2% are from mobile devices. The editors are looking at making the *Survey Practice* site more mobile friendly. Members of the the *Survey Practice* Advisory Committee include Jon Cohen, Stanley Presser and Rob Santos. There are plans for the committee to hold its first meeting in June.

VI. PARTNER AND AFFILIATION PRESENTATION

Council of Professional Associations on Federal Statistics

Katherine R. Smith, Executive Director, COPAFS, reviewed the activities of the council and thanked AAPOR for its membership. COPAFS offered webinars on health statistics, trust in the government, AAPOR, linkage of health data, agricultural statistics, etc. Rob Santos offered the assistance of AAPOR if needed, with the Federal Committee on Statistical Methodology meeting on September 15-16, 2014.

World Association for Public Opinion Research (WAPOR)

Alejandro Moreno Alvarez, President, WAPOR, reviewed the activities of WAPOR. He noted that WAPOR is presenting a panel at the AAPOR conference and AAPOR has been invited to present a panel at the WAPOR conference in France, continuing our ongoing educational exchange. The WAPOR will continue to hold its annual conference jointly with the AAPOR annual conference every third year. The next joint conference will take place in 2016 in Austin, TX. The purpose of the WAPOR/AAPOR joint meeting is to promote standards for research and create opportunity for international collaboration. WAPOR is expanding its regional chapters. The latest is Argentina. There is interest in the Middle East and North Africa (MENA countries) as well as Eurasian contries including Russia, Serbia and Uzbekistan. Starting in January 2015, Patricia Moy will be the President of WAPOR.

VII. Appoint Members to the Financial Oversight Committee

Michael Link moved, seconded by Dan Merkle to appoint Steven Blumberg as chair of the Financial Oversight Committee and Paul Lavrakas as a committee member. Motion passed with an abstention from Paul J. Lavrakas.

VIII. Annual Wrap Up and Look Ahead

Rob Santos summarized his experience serving as president of AAPOR over the past year and offered his thanks to the council for their support and hard work.

IX. GAVEL PASS AND ACKNOWLEDGEMENTS

Rob Santos turned the gavel over to incoming president Michael Link.

Michael Link thanked Rob Santos for his leadership and enthusiasm. He welcomed the new council and offered his thanks and best wishes to the councilors completing their terms.

X. Welcome and Vision for 2014-2015

Michael Link noted several activities underway for future attention by the council including bylaws and code review, the work of the Public Opinion and Leadership Task Force, Substantive and Methodological Balance Committee, and follow-up on the Non-Probability Task Force; launch of the Transparency Initiative, the increasing globalization of AAPOR, the AAPOR2025 Initiative, and exploration of a regional educational workshop focused on the practice of public opinion research.

XI. NEW BUSINESS**Executive Council Planning Meeting, June 19; AAPOR2025 Initiative**

The focus of the June Council meeting will be review of the rollover initiatives, final approval of the AAPOR2025 Initiative, and identification and discussion of new initiatives. Michael challenged senior councilors to plan to report at the 2015 conference on at least one major committee accomplishment towards the AAPOR2025 goals.

XII. ADJOURNMENT

Michael Link stated that the meeting of the Executive Council was adjourned at 4:46 p.m. PT.

Rob Santos moved, seconded by Dan Merkle to approve the adjournment of the Executive Council meeting. The motion carried unanimously.