

**American Association for Public Opinion Research  
Executive Council Minutes  
May 15, 2013**

Paul J. Lavrakas	President	Present
Rob Santos	Vice President	Present
Scott Keeter	Past President	Present
Rachel Caspar	Secretary-Treasurer	Present
Nancy Bates	Associate Secretary-Treasurer	Present
David Cantor	Standards Chair	Present
Courtney Kennedy	Associate Standards Chair	Present
Paul Beatty	Conference Chair	Present
Susan Pinkus	Associate Conference Chair	Present
Liz Hamel	Membership & Chapter Relations Chair	Present
Jennifer Dykema	Associate Membership & Chapter Relations Chair	Present
Marjorie Connelly	Communications Chair	Present
Peyton Craighill	Associate Communications Chair	Present
Patricia Moy	Councilor-at-Large	Present
Michael Link	Councilor-at-Large	Present

**2013-2014 Incoming Executive Council**

**Members**

Jennifer H. Childs	Associate Membership & Chapter Relations Chair	Present
Eleni Delimpaltadaki Janis	Associate Communications Chair	Present
Frauke Kreuter	Associate Standards Chair	Present
Mary Losch	Associate Secretary-Treasurer	Present
Dan Merkle	Councilor-at-Large	Present
Dawn V. Nelson	Associate Conference Chair	Present
Cliff Zukin	Councilor-at-Large	Present

**Staff**

John Waxman	Managing Partner	Present
Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present

**Guests**

Laura Bannon	Publisher, Oxford University Press	Present
Kirby Goidel	Co-Editor, <i>Survey Practice</i>	Absent
Tim Johnson	Chair, Transparency Initiative Coordinating Committee	Present via teleconference
Chuck Shuttles	Chair, Education Committee	Present
Katherine R. Smith	Executive Director, COPAFS	Present
Roger Tourangeau	Co-Editor, <i>Journal of Survey Statistics and Methodology</i> (JSSAM)	Present

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

President Paul J. Lavrakas called the meeting to order at 12:00 p.m. EST and a quorum was established.

**Susan Pinkus moved, seconded by Rob Santos, that the minutes of the April 18 meeting be approved with a change to reflect the abstention from Michael Link on the vote for Councilor-at-Large. The minutes were approved unanimously.**

## **II. SECRETARY-TREASURER REPORT**

Secretary-Treasurer, Rachel Caspar reported that the 2012 audit was completed successfully. Three items were noted by the auditors in the management and governance letters: 1. The unanticipated revenue AAPOR received from the Hard to Reach Populations conference; 2. Council's motion to move 2012 unrestricted funds to the board restricted fund for use in 2013 without specifying the amount; 3. The lack of adherence to the specific ranges by investment type contained in the Investment Policy guidelines.

Associate Secretary-Treasurer, Nancy Bates reported that sponsorship budget for 2013 has been met and congratulated Catrisha Fisher, Registration and Exhibit Administrator for her efforts.

### **Development Committee**

Rachel Caspar reported that the Development Committee had selected six Roper awardees and eight student travel awardees. The Development Committee has also discussed conducting a major donor campaign. Development Chair, Barbara O'Hare has announced her intent to step down. Rob Santos will appoint a new chair.

## **III. OLD BUSINESS**

### **Draft Report, Task Force on Non-Probability Sampling; Next Steps**

Vice President Rob Santos provided an update on the report and noted several considerations assuming the release of the report including the need a version of the summary written in language accessible to the general reader. Council discussion followed. Rob Santos offered to outline the next steps and welcomed participation in the process. Rob Santos asked Eleni Delimpaltadaki Janis to be a part of the review group drafting something for the announcement on Friday.

**Michael Link moved, seconded by Rachel Caspar to accept the revisions as presented and to release the report on May 18, 2013 during the conference, posting the report on the website and notifying the membership via email and social media. Motion carried with one abstention.**

**Michael Link moved, seconded by Paul J. Lavrakas to develop a second executive summary written in language accessible to the general reader (layman's version) by the June 20, 2013 meeting of the Executive Council. Motion carried unanimously.**

### **Councilor-at-Large Vacancy**

Paul J. Lavrakas presented the procedural issue of Michael Link's resignation as Councilor-at-Large. He stated that Michael Link will formally resign just prior to the gavel hand-off on the Council agenda.

## **Other – Task Forces**

### Public Opinion and Leadership Task Force

Paul J. Lavrakas reminded the council that Public Opinion and Leadership Task Force Co-Chairs Frank Newport and Bob Shapiro provided a draft report that was shared with council in April. The report has not yet been formally reviewed or discussed by the Executive Council. Presentation and council discussion of the report will take place during the June 20, 2013 meeting.

### Survey Refusal Task Force Report

Paul Lavrakas reported that the Survey Refusal Task Force Report will come to council in early- to mid-Fall.

### Emerging Technologies Task Force

Michael Link reported that the Emerging Technologies Task Force report will be ready in early- to mid-Fall.

### Possible New Task Force

Paul Lavrakas stated his intention at a future council meeting to recommend that the retired Cell Phone Task Force be reconstituted and renamed the ‘Dual Frame RDD Task Force.’

### Survey-Based Legal Evidence Task Force

The Survey-Based Legal Evidence Task Force has not been active for the past year. Paul Lavrakas recommended that the mission and future of the task force be discussed by the incoming council at a future meeting.

## **IV. ANNUAL COMMITTEE REPORTS**

### **Conference**

Conference Chair, Paul Beatty reported that there were 1,017 people included on the latest registration report produced two weeks in advance of the meeting, just shy of a record. The committee received 750 submissions for the conference; a 21% increase over last year. The initial outright rejection rate was 25% and was reduced slightly to 22.7% as speakers withdrew and were replaced. Council discussion followed concerning substantive versus methodological presentations at future conferences with a focus on 2014.

### **Education**

Education Chair, Chuck Shuttles reported on the activities of the four subcommittees: Journalist Education chaired by Scott Clement – presented at journalist boot camp and has made a proposal to the council to participate in four additional conferences including Investigative Reporters and Editors Conference in San Antonio, TX (6/20-23); Association of Alternative Newsmedia Conference in Miami, FL (7/11-13); Association for Educators in Journalism & Mass Communication in Washington, D.C. (8/8-11); and National College Media Convention in New Orleans, LA (10/23 – 27); Online Education chaired by Katie Dekker – expanded the number of ‘paid’ webinars from 6 to 8, and established institutional pricing for webinars; Professional Development chaired by Anna Wiencrot – piloted the recording of selected conference sessions with the intent of expanding recording for 2014 if successful, plan to offer a webinar later this year on how to do a great webinar and continuing roll out of the mentoring program piloted last year; and the Short Course Subcommittee, chaired by Eran Ben-Porath – that developed six short courses for the annual conference.

The committee plans to sustain the success they've seen with outreach. There has also been discussion about pursuing additional opportunities with regional chapters, and at the annual conference, for example holding a 'case challenge' that is a sponsored event with teams headed by a mentor.

**Chuck Shuttles moved, seconded by Susan Pinkus, to increase the 2013 Education Committee budget by \$1,800 to cover the cost of attendance by one person at four journalist conferences. The motion carried unanimously.**

### **Communications**

Communications Chair, Marjorie Connelly provided an update. The committee finalized the transition of *Survey Practice* to the AAPOR website; upgraded the website search engine; saw the number of unique visitors to the website increase by 15,000 to 88,000 people; subscribed to a news monitoring service; held the video contest for a second year; produced six issues of AAPOR News; extended the advertising contract with the *Journal of Consumer Research*; placed membership recruitment ads in the newsletters for the American Statistical and Sociological Associations; and increased AAPOR exposure on Facebook, Linked-In and Twitter.

Marjorie also noted that Peyton Craighill will be working on an RFP to move AAPOR to a responsive website design.

## **V. 2012-2013 PRIORITY STRATEGIC INITIATIVES**

### **Transparency Initiative**

Tim Johnson reported on the progress by the Transparency Initiative Coordinating Committee. The committee met every three weeks since the annual conference last year. They revised the basic policy and procedures statement based on feedback from members; provided monthly updates on the TI webpage; developed a series of informational webinars that were posted on YouTube; and constructed a number of other documents including examples of TI compliant methodological reports and a checklist to look at methodological reporting to determine that all key disclosure elements are present. The second pilot will begin June 1.

Frauke Kreuter will replace Courtney Kennedy on the Transparency Initiative Coordinating Committee.

### **Financial Oversight Committee**

Paul J. Lavrakas asked council members to comment on the role and effectiveness of the Financial Oversight Committee. He reminded the council that the committee charge called for an evaluation at the end of the first year. He acknowledged receiving some feedback that suggested that the role of the committee may be confusing or clash with the Investment and Development Committees. Rachel Caspar observed that the same people are having the same conversations on the Financial Oversight Committee and the Investment Committee. Financial Oversight Committee Chair, Dan Merkle stated that more active participation is needed from the Development Committee and the Financial Oversight Committee needs to establish its priorities. Rob Santos recommended that the committee continue to operate and that further discussion is needed.

## **VI. JOURNALS: EDITORS AND PUBLISHER'S REPORT**

### ***Public Opinion Quarterly***

Patricia Moy, Co-Editor, reported on a number of statistics on POQ. For 2012, manuscript rejection rates exceeded 83%; 60% of invited reviewers accepted and once they are accepted, delivery exceeds 90%.

### ***Journal of Survey Statistics and Methodology***

Roger Tourangeau, Co-Editor, reported on the *Journal of Survey Statistics and Methodology*. The first issue will be released in July 2013 with four articles and a statement from the editors. They've received 60 submissions to date split relatively evenly between survey methodology and survey statistics. The editorial board is up and running and the second issue is due out in October.

Rod Little and Michael Link were asked to bring a recommendation to the June Executive Council meeting on leadership for the JSSAM Oversight Committee.

### **Publisher, Oxford University Press**

Laura Bannon, Senior Editor, OUP presented the publisher's report on POQ for 2012. She stated that circulation increased, largely in consortia sales (groups of libraries that purchase together) and linked the increase to the high quality of POQ and AAPOR's mission. She noted that usage statistics declined in 2012 largely due to an article initially published in 2005. When the author was featured in Reddit in 2011, his article received 27,000 individual hits. She observed that the dip in usage may result in a slight decrease in the impact factor for 2012. She added that impact factor tends to increase for three years and then decrease for a year. To date the bundle and group sales have renewed at a rate of 90%.

### ***Survey Practice***

Due to problem with flight connections and a health issue, no report was given. The editors will be invited to submit a written report.

## **VII. ANNUAL COMMITTEE REPORTS (continued with a schedule change to accommodate guest presenters)**

### **Membership & Chapter Relations Report**

Membership & Chapter Relations Chair, Liz Hamel highlighted of the accomplishments of the committee. AAPOR finished the 2012 membership year with record high 2,439 members. As April 30, 2013 membership stands at 2,034. Non-members taking advantage of complimentary membership for the conference will be added in June and reflected in the June financials. The distribution of members has remained relatively constant. Approximately 46% are employer-paid. One-third of members come from academic institutions; one-third come from commercial and the remaining third from the non-profit and government sectors. In 2012 a quarter of AAPOR members were first-time members. The committee plans to continue to focus on activities to engage first time conference attendees and new members so they become long term members.

## VIII. 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. Discussion followed including the effects of the 2013 federal budget and sequestration on federal statistical programs, with cuts of 8–9% expected. Dr. Smith expressed interest in being considered as a webinar presenter for a future session.

## IX. ANNUAL COMMITTEE REPORTS (continued)

### **Membership & Chapter Relations Report (continued)**

Associate Chair, Jen Dykema reported on the upcoming membership and post-conference survey being prepared by the committee with the assistance of the University of Wisconsin Survey Research Center. The survey is used to track trends and provide conference feedback for possible changes. She noted that AAPOR's strategic plan calls for regular member surveys reminding the council that the committee had conducted an in-depth survey in 2011. The short survey will be sent to AAPOR members and conference attendees in June.

Chuck Shuttles recommended closer coordination between the Membership & Chapter Relations and Education Committees.

**Peyton Craighill moved, seconded by Rob Santos to empower the Membership & Chapter Relations Committee to conduct the member and conference survey. The motion carried unanimously.**

### **Standards Committee**

Standards Committee Chair, David Cantor reported on the activities of the committee. There were four formal complaints this year. Three of the complaints were resolved without the need to convene an evaluation committee. The committee is planning a communication on the sugging issue.

## X. GAVEL PASS AND ACKNOWLEDGEMENTS

Michael Link offered his resignation as Councilor-at-Large. President Lavrakas accepted the resignation and stated that the Executive Council has invited Dan Merkle to fill the remainder of Michael's term and he agreed to do so.

Paul J. Lavrakas turned the gavel over to Rob Santos.

Rob Santos welcomed the new council and offered his thanks and best wishes to the exiting councilors. He noted several issues for future attention by the council including revision of the bylaws, the next steps for the report from the Non-Probability Sampling Task Force and consideration of big data. He stated his plan to convene the council on June 22 for a one-day in-person meeting (9:00 a.m. – 3:00 p.m. EDT) to review the strategic plan and identify changes that should be made to help achieve any incomplete initiatives.

## **XI. NEW BUSINESS**

### **Appointment; Education Committee Chair**

Rob stated his intent to share his chair recommendation with the council at the June 20 teleconference meeting.

### **Executive Council Planning Meeting, June 22; Assignment**

Rob asked that councilors to prepare for the planning session having reviewed the strategic plan and prepared one or two ideas that will help chairs and associate chairs realize their mission.

### **Remarks by the Immediate Past-President**

Scott Keeter welcomed the new council members and thanked everyone for their support and service over the three plus years of his most recent service on the Executive Council.

## **XII. ADJOURNMENT**

Rob Santos stated that the meeting of the Executive Council was adjourned at 4:51 p.m. ET.

**Paul J. Lavrakas moved, seconded by Paul Beatty, to approve that the Executive Council meeting be adjourned. The motion carried unanimously.**