



**American Association for Public Opinion Research
Executive Council Minutes
67th Annual Conference, Orlando, Florida
May 16, 2012**

ROLL CALL/CALL TO ORDER.

2011-2012 Executive Council Members

Scott Keeter	President	Present
Paul J. Lavrakas	Vice President/President Elect	Present
Frank Newport	Past President	Present
Joseph Lenski	Secretary-Treasurer	Present
Rachel Caspar	Associate Secretary-Treasurer	Present
Timothy Johnson	Standards Chair	Present
David Cantor	Associate Standards Chair	Present
Dan Merkle	Conference Chair	Present
Paul Beatty	Associate Conference Chair	Present
Joe Murphy	Membership & Chapter Relations Chair	Present
Liz Hamel	Associate Membership & Chapter Relations Chair	Present
Rich Morin	Communications Chair	Present
Marjorie Connelly	Associate Communications Chair	Present
Linda Piekarski	Councilor-at-Large	Present
Patricia Moy	Councilor-at-Large	Present

2012-2013 Incoming Executive Council Members

Rob Santos	Vice President/President Elect	Present
Nancy Bates	Associate Secretary-Treasurer	Present
Courtney Kennedy	Associate Standards Chair	Present
Susan Pinkus	Associate Conference Chair	Present
Jennifer Dykema	Associate Membership & Chapter Relations Chair	Present
Peyton Craighill	Associate Communications Chair	Present
Michael Link	Councilor-at-Large	Present

Staff

John R. Waxman	Managing Partner	Present
Susan Tibbitts	Executive Director	Present
Donna Tieberg	Administrative Director	Present

Guests

Peter Miller	Journals Review Task Force, Chair	Present via phone
Roger Tourangeau	Journals Review Task Force, Member	Present via phone
Chuck Shuttles	Education Committee Co-Chair	Present
Melissa Herrmann	Education Committee Co-Chair	Present
Nancy Mathiowetz	Editor, Public Opinion Quarterly	Present
Laura Bannon	Senior Editor, Oxford University Press	Present

I. WELCOME AND CALL TO ORDER

President, Scott Keeter, called the meeting to order at 12:04 p.m. Scott thanked the AAPOR staff for their contributions throughout the year.

II. REVIEW AND APPROVAL OF MINUTES

The draft minutes of the April 12, 2012 Executive Council meeting were reviewed.

Paul J. Lavrakas moved, seconded by Frank Newport, that the minutes for the April 12, 2012 Executive Council Meeting be approved. The motion was unanimously approved.

III. SECRETARY-TREASURER REPORT

A. Current Financial Status

Secretary-Treasurer, Joe Lenski, reported that 2012 revenue as of the end of April was ahead of budget due to significant increases from conference sponsors and exhibitors and from webinars. Revenue was ahead of April 2011 by approximately \$51,000. Increases in revenue from conference registration and membership dues, though smaller, also contributed to the revenue increase over budget. Expenses are consistent with budget. AAPOR may end the year with positive net income if the current pattern holds.

B. 2011 Audit

A copy of the 2011 final draft audit material was posted to SharePoint for Council review. No issues of concern were identified. Joe stated that he would approve the 2011 draft audit.

C. Investment Committee Report Status

Over the last three years, AAPOR has been able to increase its reserves by slightly more than \$200,000 by moving cash not immediately necessary to fund operations into CDs. Return on longer-term investments has continued to be strong. The current cash balance is \$640,000. Joe observed that some of AAPOR's short-term investments can be shifted to longer-term investments without threat to cash flow. Investment Committee Chair, Janet Streicher, has recommended a change to AAPOR's short-term investment policy to allow a more flexible and slightly less conservative approach. The Investments Committee has been charged with completing a full review of AAPOR's existing policy by the end of the year.

Joe Lenski moved, seconded by Rich Morin, that AAPOR investment policy be changed. In cases where "discount agency notes" are specified, the language will be changed to "agency notes." The motion was unanimously approved.

D. Endowment Committee Update

Council was advised that the Endowment Committee was able to fund eight Student Travel Awards at \$500 each using general (unrestricted) funds. Councilors were encouraged to meet and congratulate the awardees.

IV. 2011-2012 PRIORITY STRATEGIC INITIATIVES

A. Governance Review Task Force Progress Report

Patricia Moy, Co-Chair of the Governance Review Task Force, reported that she and Co-Chair Mark Schulman met with the committee in April to consider recent suggestions made by council members concerning task force recommendations. There was group discussion about some of the task force suggestions including establishment of process/procedure for committees and the establishment of a task force to consider the cultivation and training of members interested in committee and/or task force service.

Paul Lavrakas reported that AAPOR counsel agreed that the chair of Education Committee may attend council meetings as a guest. The chair would not be allowed to vote and would be asked to leave the meeting before executive sessions.

B. Transparency Initiative Report

Paul J. Lavrakas, Vice President/President Elect, reported that the Transparency Initiative (TI) Steering Committee will be replaced by the TI Coordinating Committee (TICC) effective immediately. The committee will:

1. Distill experiences and insights from the first two years of AAPOR's efforts to develop the TI;
2. Use this information to develop a formal proposal that provides a detailed outline of a revised scope of TI activities, policies and implementation plans;
3. Use this proposal as the basis for negotiating a final plan with the AAPOR Council; and
4. Plan and implement a second TI pilot test.

Paul J. Lavrakas moved, seconded by Dan Merkle, to approve Leah Christian, Melissa Herrmann, Scott Keeter, Tim Johnson (Chair), Mary Losch, Rich Morin, Courtney Kennedy, Trevor Tompson and Timothy Triplett as members of the Transparency Initiative Coordinating Committee, with the capability of expanding committee membership in the future in order to include additional members from different sectors. The motion was unanimously approved.

C. Journal Review Task Force Update

Journals Review Task Force Co-Chairs, Peter Miller and Roger Tourangeau, joined the meeting via phone to discuss the proposed memorandum of understanding (MOU) with the American Statistical Association (ASA) and the financial agreement from Oxford University Press (OUP), presented to the council for approval for the new *Journal of Survey Statistics and Methodology (JSSM)*.

Peter Miller reconfirmed that per the MOU, AAPOR will assume complete financial responsibility for the journal. The American Statistical Association (ASA) will not share in any revenues nor will it assume any responsibility for the expenses. AAPOR and ASA will share editorial responsibilities equally (editorial policy and appointment of the editorial board). *JSSM* will carry joint branding i.e. AAPOR and ASA. OUP will

continue to provide AAPOR members with online and print copies of *POQ* at the current member price through 2016. OUP will provide AAPOR members and ASA Survey Methodology Section Members (SRMS) online and print access to the new journal *JSSM* at no charge from 2013-2016 and at the current per member per year cost from 2017 on.

OUP has proposed to publish two issues of *JSSM* in 2013, and four issues per year 2014 through 2022. *JSSM* would be introduced for institutional purchase by “bundling” with *POQ*. The excellent reputation of the *POQ* is expected to help to increase subscription sales for *JSSM*. Council approval of the agreement is requested now in order to permit the solicitation of articles for the proposed 2013 issues and to permit OUP to publish bundled institutional pricing consistent with the industry publishing calendar (June).

The council discussed how the additional expense per member for *JSSM* would be covered in the future, and whether dues would need to be raised either before, or in 2017, to cover the expense. There was general agreement that additional discussion is needed. The council thanked the Journal Review Task Force members for their work to develop and recommend an agreement for the *JSSM*.

Paul J. Lavrakas moved, seconded by Linda Piekarski, to approve the proposal for the new *Journal of Statistics and Methodology (JSSM)* as outlined in the publication proposal and 2013 journal price sheet (OUP), and the memorandum of understanding with the American Statistical Association; with two contingencies: First that the agreement and financials receive an acceptable review by the AAPOR accountant and legal counsel; and second, that Oxford University Press agrees to increase the royalty payment to AAPOR, should revenue from the *JSSM* exceed the OUP projections. The motion was unanimously approved.

V. ANNUAL COMMITTEE REPORTS

A. Conference Report

Dan Merkle, Conference Chair, reported that several key measures of conference participation have exceeded his expectations. A record 650 papers were submitted this year. Currently 930 people are registered for the conference, 4% more than last year at the same time. Including probable on-site registration, 2012 conference attendance will exceed 1,000, the second highest attendance in AAPOR history. Currently a record 2,247 room nights have been reserved, and \$184,000 in sponsor and exhibitor fees have been secured, \$23,000 more than budgeted. Dan thanked each member of the AAPOR staff for their contribution to the planning of this year’s conference.

B. Membership & Chapter Relations Report

Liz Hamel, Associate Membership and Chapter Relations (MCR) Chair, reported strong membership numbers, with 1,978 members as of April 30, 2012. This is only two fewer members than at the same time last year.

Member Hardship Policy

Joe Murphy, MCR Chair, reviewed the recently proposed approved Member Hardship Policy that allows current, independent members to request renewal of their membership at no cost, for a period of one year, due to extreme financial hardship. Dues for employer paid and student members would not be covered by the policy. Following discussion there was agreement that the chair of MCR and the Executive Director would review and approve each request on a case-by-case basis, keeping a log of all requests. Experience with the policy would be evaluated at the end of one year to determine if modifications are necessary.

Joe Murphy moved, seconded by Rich Morin, to approve the Member Hardship Policy as proposed by the MCR Chair with requests to renew under the policy subject to review by both the MCR chair and the AAPOR Executive Director. The motion was unanimously approved.

Passport Program and Student Member Networking

Joe Murphy and Liz Hamel requested that council members greet and acknowledge new members during the conference and to add their initials to new member “passports” if requested to do so. Joe Murphy commended Liz Hamel and the AAPOR Student Engagement Sub-Committee for their contribution of the “Student Guide to the AAPOR Conference 2012” that is now available on the AAPOR website. A student reception will be held during the conference to gather feedback on what AAPOR can do for student members. A dinner outing will take place following the reception to further encourage networking among student attendees at the conference.

C. Communications Report

Rich Morin, Communications Chair, reported on the accomplishments of this committee during the past year. Highlights include growth in the area of social media, with Twitter followers doubling from 534 to 1,092 over the past year. AAPOR LinkedIn members also doubled, increasing to 1,750 from 917. The Job Board had 81 job postings this year, and brought in \$13,089 in revenue. The AAPORnet archives were made searchable, the Rapid Response Team was established, and the AAPOR Video Contest was launched. Staff member Lindsay Arends, Marketing Communications Manager, was thanked for her exceptional support of the committee and for her contribution to the growth in social media numbers during the past year.

D. Education Report

Education Committee Co-Chair, Chuck Shuttles, reported that Education Committee Co-Chair, Melissa Herrmann has completed her term as committee co-chair, and will continue to serve as the committee representative to the TI Coordinating Committee. Highlights of Education Committee activity during the past year include completing a very successful pilot of four webinars and planning for six webinars for 2012. The committee will facilitate a panel session at the conference with panelists discussing their own experience changing employment sectors within the industry.

Journalism Education Subcommittee

There has been a revision and re-launch of the Poynter News University webinar. To date, nearly 5,000 people have attended the webinar, nearly 500 of whom have attended since the revision and re-launch. Chuck acknowledged the work of Scott Clement and Claudia Deane, serving as AAPOR representatives, who have followed through on AAPOR's promise to facilitate more journalist outreach, and have further strengthened the bond with journalist groups.

Online Education Subcommittee

Katie Dekker, Online Education Subcommittee Chair, has worked to develop webinar topics and facilitate the search for possible instructors. She will continue to work with the sub-committee on the preparation and launch of the 2013 webinar series.

Professional Development Subcommittee

Anna Wiencrot will chair the recently established Professional Development Subcommittee. The committee's work will include formulating the "body of knowledge matrix" discussed by the council at the April 2012 meeting.

Mentoring Program

The pilot mentoring program was successfully launched in March. Twelve mentor-mentee pairs were included in the pilot. The Education Committee will spend time gathering feedback from pilot participants and report to council on the success of the program. It is hoped that there will be a full launch of the mentoring program later in the year or by early 2013.

Short Courses

Melissa Herrmann reported that an average of 42 participants per short course has pre-registered. Short course attendance for the conference is expected to exceed 2011's attendance once on-site registrations are included. She thanked Eran Ben-Porath for his contribution to the success of the short course program.

E. Standards Report

Standards Chair Tim Johnson reported on the accomplishments of the committee during the year, including the 40-page response to the federal regulations on Human Subjects Research. There will be another round of public comment on this topic, and the committee is prepared to respond. Other committee accomplishments include the launch of the TI pilot test, the review and recommended revisions for the AAPOR website and the formation of the Survey Refusal Task Force. Code complaints can now be submitted online via the AAPOR website. The Standards Committee fielded three formal complaints this year, with two resolved and a third pending.

F. Journal Editors and Publisher's Report

Outgoing *Public Opinion Quarterly (POQ)* Co-editor Nancy Mathiowetz reported that 2011 was a typical year for the journal with 236 articles submitted, and 200 articles rejected. Review times remain within the range of 66-91 days to final decision. A special 75th Anniversary issue was produced, and offered online at no charge.

The council discussed an apparent change in university support for journal editorial work that is making it more difficult for university employees to agree to serve as editors of major journals. Concern was expressed that the lack of university support will affect the business model of the volunteer editor in the future. There was a discussion of the value that a copy editor could add to *POQ*.

Oxford University Press (OUP) Senior Editor and guest, Laura Bannon, reported that *POQ* had another very successful year based on circulation citations and journal usage. There were 261,328 web hits as of December 31, 2011 compared to 181,000 in 2010. Part of the increase was due to marketing push for the 75th anniversary issue with online access at no charge. *POQ* also enjoyed higher quality typesetting this past year due to a change in vendors. Councilors were encouraged to join the OUP staff in the exhibit hall for a dessert celebration of the 75th Anniversary Issue of *POQ*.

VI. OTHER BUSINESS

A. Appointment: POQ Advisory Committee

Nora Cate Schaeffer has resigned from the *POQ* advisory committee. Stanley Presser has been recommended to succeed her.

Paul J. Lavrakas moved, seconded by Frank Newport, that Stanley Presser be appointed to the *POQ* Advisory Committee for the term of one year. The motion passed unanimously.

B. AAPOR Support of FY13 Funding for the Bureau of Economic Analysis

There was a discussion of the recent congressional vote to discontinue the American Community Survey by significantly reducing the budget of the Bureau of Economic Analysis and making compliance voluntary. AAPOR has endorsed a letter of support for the census, with 550 organizations joining AAPOR in signing the letter, including all of AAPOR's chapters.

Tim Johnson, moved, seconded by Linda Piekarski, to approve full funding for the Bureau of Economic Analysis and the American Community Survey. The motion passed unanimously.

C. Task Force Status Update

General updates on current ad hoc task forces were presented. The Non-Probability Task Force is working on a first draft of their report, with a final report expected by year end. The Governance Task Force is still active. The Public Opinion and Leadership Task Force has nearly completed its report. The work of the Survey Refusal Task Force is underway. The Legal Evidence Task Force is available to review legal issues raised regarding surveys. The retired Cell Phone Task Force may be reactivated in the next year.

D. Outgoing President's Remarks

Scott Keeter noted that the association is in good shape and challenged the council to broaden its horizons and explore doing more of the things identified in the strategic plan. Among the items he mentioned: Several new task forces are being considered; Important decisions still need to be made regarding AAPOR's heritage and archive materials, strengthening the committee structure and involving members more effectively in the work of AAPOR; The strategic plan's directive to improve cross-organizational relationships needs to be acted upon. He suggested that more staffing may be needed to accomplish these and other priorities.

VII. PASSING OF THE GAVEL

Scott Keeter thanked all the current members of Council for their service. Scott passed the gavel to 2012-2013 AAPOR President, Paul J. Lavrakas.

VIII. NEW BUSINESS

President Paul J. Lavrakas confirmed that the next Council meeting will be held via teleconference on Wednesday, June 20, 2012 at Noon Eastern.

IX. ADJOURNMENT

Paul Lavrakas moved, seconded by Rich Morin to adjourn the meeting. The motion passed unanimously. The meeting was adjourned at 5:04 p.m.