

**American Association for Public Opinion Research
Executive Council Minutes
November 17, 2015**

Mollyann Brodie	President	Present
Roger Tourangeau	Vice President	Present
Michael Link	Past President	Present
Dan Merkle	Secretary-Treasurer	Absent
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	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

Guest(s)

Bob Davis	TCPA Task Force Chair	Present
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Staff

Adam Thocher	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Eric Bailey	Marketing Communications Manager	Present
Crystal Stone	Administrator	Present

I. WELCOME AND CALL TO ORDER

President Mollyann Brodie called the meeting to order at 1:02 p.m. EST and a quorum was established.

II. REVIEW AND APPROVAL OF MINUTES

Jordon Peugh moved, seconded by Rich Morin that the minutes of the October 22, 2015 Executive Council meeting be approved as presented. The minutes were approved unanimously.

III. SECRETARY-TREASURER REPORT

August and September Financials

Associate Secretary-Treasurer Allyson Holbrook reported as of September 30, operating revenues have just passed 100% of budget and AAPOR is predicting a surplus for the fiscal year ending 2015.

The composition of the new development committee has been finalized under the leadership of Nancy Mathiowetz and has had their first meeting.

IV. CONSENT AGENDA

Mollyann Brodie stated that consent reports were received from the Executive Director, Communities Report, 2016 Election Briefs, Respondent Confidentiality Statement, the Standards Committee and Subcommittees, Education Committee, Membership Committee and Subcommittees, Ad-Hoc Committee on Retention and Communications Committee.

Michael Link moved, seconded by Roger Tourangeau to accept the consent reports as presented. The motion carried unanimously.

The Sampling Methods for Political Polling Brief was moved to the Old Business portion of the agenda.

Appointments: Education Committee

The following individuals were appointed to the Education Committee:

Mark Blumenthal, *SurveyMonkey* – Review Committee for NewsU Understanding and Interpreting Polls Course Update

Kyley McGeeney, *Pew Research Center* – Online Education Subcommittee

Sarah Cho moved, seconded by Rich Morin to accept the nominations to the Education Committee as presented. The motion carried unanimously.

V. OLD BUSINESS

Sponsorship of 3MC Conference

Joe Lenski moved, seconded by Ron Langley that AAPOR make a contribution to the 3MC conference in the amount of \$10,000 and directed the Executive Director to confirm attendance and sponsorship details for the event. The motion carried unanimously.

TCPA Working Group Discussion

Bob Davis, TCPA Task Force Chair, provided an update on the progress of the task force. The TCPA Task Force recommended that AAPOR create a series of brief informational materials and tools that members can use for education.

Joe Lenski moved, seconded by Michael Link to accept the task force recommendation to create brief educational materials and tools by mid-January that will allow members to reduce their risk of violating the TCPA. The motion carried unanimously.

Reassessing Survey Quality Report

Mollyann Brodie asked councilors to be prepared to discuss the Report in December.

Sampling Methods for Political Polling Brief

Mollyann Brodie asked councilors to send any edits to Rich Morin by Monday, November 23.

VI. NEW BUSINESS

MCR Recruitment/Retention Proposals

Kristen Olson reported on the proposals of the Ad Hoc Committee on Recruitment and Retention. Two proposals:

1. Use chapters to grow AAPOR membership. Currently give chapter members at \$50 discount when joining AAPOR. Create an incentive to chapters to recruit members. Each chapter would receive 50% of the dues for chapter members that join AAPOR for the first time for the 2016 dues cycle.

Roger Tourangeau moved, seconded by Joe Lenski to accept the proposal to continue the \$50 discount and create the incentive for chapters as proposed. The motion carried unanimously.

2. Charge students a modest amount for their first year of membership.

Roger Tourangeau moved, seconded by John Loft to change the student membership rate from \$0 to \$10 for their first year, \$15 for their second year and \$25 for subsequent years starting in January 2016. The motion carried unanimously.

VII. ADJOURNMENT

Mollyann Brodie stated that the meeting adjourned at 2:34 p.m. EST.

Joe Lenski moved, seconded by Roger Tourangeau to adjourn the regular meeting of the Executive Council. The motion was approved unanimously.