



**American Association for Public Opinion Research
Executive Council Minutes
November 20, 2014**

Michael Link	President	Present
Mollyann Brodie	Vice President	Present
Rob Santos	Past President	Present
Mary Losch	Secretary-Treasurer	Present
Dan Merkle	Associate Secretary-Treasurer	Present
Frauke Kreuter	Standards Chair	Present
Ron Langley	Associate Standards Chair	Present
Dawn V. Nelson	Conference Chair	Present
David Dutwin	Associate Conference Chair	Present
Jennifer H. Childs	Membership & Chapter Relations Chair	Present
Kristen Olson	Associate Membership & Chapter Relations Chair	Present
Eleni Delimpaltadaki Janis	Communications Chair	Present
Jordon Peugh	Associate Communications Chair	Present
Cliff Zukin	Councilor-at-Large	Present
Joe Lenski	Councilor-at-Large	Present

Staff

Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Abra Alscher	Administrator	Present
Lisa Kamen	Marketing Communications Manager	Present

Guests

Anna Wiencrot	Education Committee Chair	Present
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I. WELCOME, CALL TO ORDER, REVIEW AND APPROVAL OF MINUTES

President Michael Link called the meeting to order at 12:02 p.m. EST and a quorum was established.

Rob Santos moved, seconded by Jordon Peugh to approve the minutes of the October 23, 2014, Executive Council meeting as presented. The minutes were approved unanimously.

On November 17, 2014, the Executive Committee approved the following appointments to the six (6) 2015 award committees:

1. Appointment of Additional Members to the Seymour Sudman Student Paper Award Committee

Chair David Dutwin requested the appointment of the following additional AAPOR members to the Seymour Sudman Student Paper Award Committee to handle the larger than expected number of submitted abstracts: Pat Moynihan (U.S. State Dept.); and, Matt Jans (UCLA).

2. Appointment of members to the AAPOR Award Committee

Chair Michael Link requested the appointment of the following AAPOR members to the AAPOR Award Committee: Michael Link, Chair; Mary Losch (Center for Social & Behavioral

Res Univ of Northern Iowa); Marjorie Connelly (The New York Times); Paul Beatty (Center for Survey Measurement at the U.S. Census Bureau); and, Rachel Caspar (RTI International).

3. Appointment of members to the Burns “Bud” Roper Fellow Award Committee
Chair Edward Paul Johnson requested the appointment of the following AAPOR members to the Burns “Bud” Roper Fellow Award Committee: Edward Paul Johnson, Chair; Diane O’Rourke (O’Rourke Associates); Mary Losch (Center for Social & Behavioral Res Univ of Northern Iowa); Dan Merkle (ABC News); Debbie Rexrode (Univ of Virginia); Dianne Rucinski (Abt SRBI); and, Mike Mitrano (Transition Strategies Corp).
4. Appointment of members to the Policy Impact Award Committee
Chair Rob Santos requested the appointment of the following AAPOR members to the Policy Impact Award Committee: Rob Santos, Chair; Kathleen Call (Univ of Minnesota, SHADAC); Gary Langer (Langer Research Associates); and, Mindy Rhindress (Abt SRBI, Inc.).
5. Appointment of members to the Student Travel Award Committee
Chair Dianne Rucinski requested the appointment of the following AAPOR members to the Student Travel Award Committee: Dianne Rucinski, Chair; Diane O’Rourke (O’Rourke Associates); Mary Losch (Center for Social & Behavioral Res Univ of Northern Iowa); Dan Merkle (ABC News); Debbie Rexrode (Univ of Virginia); Edward Paul Johnson (SSI); and, Mike Mitrano (Transition Strategies Corp).
6. Appointment of members to the Warren J. Mitofsky Innovators Award Committee
Chair Cliff Zukin requested the appointment of the following AAPOR members to the Warren J. Mitofsky Innovators Award Committee: Cliff Zukin, Chair; Trent Buskirk (Marketing Systems Group); Nancy Bates (U.S. Census Bureau); Nancy Belden (Belden Russonello Strategists); Courtney Kennedy (Abt SRBI, Inc.); Craig Hill (RTI International); and, Mick Couper (University of Michigan).

There was no objection to the action on committee appointments taken by the Executive Committee on behalf of the Executive Council.

II. NEW BUSINESS

In order to accommodate a schedule conflict for the Communications Committee chair, there was agreement to take up New Business (out of agenda order) temporarily.

Communications Committee: Subcommittee on Social Media

Communications Chair Eleni Delimpaltadaki Janis offered recommendations for the Social Media Subcommittee for council approval: Brittany Link (Equality Florida, member); Jamie Firth (The Kaiser Family foundation, member); and, Lisa Johns (non-member consultant).

Ron Langley moved, seconded by Joe Lenski to approve the appointments to the Social Media Subcommittee. The motion passed unanimously.

In response to a question about a committee member resignation, councilors were advised that the Executive Council and staff should be informed whenever a change to committee or task force membership takes place. Committee membership is tracked in the member record. It was suggested that staff or chairs send a thank you note to the individual for their service.

III. Secretary-Treasurer Report

Hard-to-Reach Population Conference (H2R) Monographs

Secretary-Treasurer Mary Losch referred to a March 2013 Executive Council decision to approve a future payment to cover the cost of providing monographs from the October 2012 Hard-to-Reach Populations Conference (H2R) sponsored by AAPOR. She advised the council that AAPOR had received unexpected revenue of \$33,000 as a share of profit from the conference. The 2012 audit was underway at the time that AAPOR learned about the unexpected revenue; and at the direction of the auditors, the revenue was applied to 2012. Also, in March 2013, the Executive Council agreed to use a portion of the revenue to pay for the conference monograph and shipping for H2R conference attendees, pending information on actual cost. The estimate was \$10,000 at that time.

AAPOR Executive Director Susan Tibbitts added that the order was somehow overlooked by Cambridge Press, and AAPOR never received any additional information on actual cost. In response to a question, she stated that the estimated expense should have been included as a 2013 payable as a reminder of the council decision and future obligation. She added that AAPOR will be expected to pay the shipping cost from publisher Cambridge Press to deliver the books to AAPOR member Brad Edwards at Westat and to reimburse Brad for his cost to ship the monographs to conference participants. That expense is likely to be closer to \$13,000. Consistent with accrual accounting practice, the expenses will be recognized in 2014. Mary Losch noted that AAPOR will be net positive overall from support of the H2R Conference.

2015 Conference Sponsor and Exhibits

Mary Losch advised the council that the sponsor and exhibit update was covered in the Executive Director Update submitted as part of the Consent Agenda. Associate Secretary-Treasurer Dan Merkle added that as of October 31, sponsor and exhibit sales were \$94,000 and 49% of the 2015 total sponsorship budget; ahead of where we stood at the same time in 2013 and 2014. We have received interest in sponsorship from Survey Monkey and Qualtrics. Both organizations would be first-time sponsors.

Sustaining Sponsorship Proposal

Dan Merkle shared an update on progress to develop a sustaining sponsorship program for AAPOR. He reported that the committee that included Michael Link, Mollyann Brodie, Mary Losch, Joe Lenski, Dan Merkle and Susan Tibbitts, met by teleconference on November 18 to discuss the proposal written and presented by Susan. He thanked Susan, noting that the proposal was well-researched and thorough, and provided the group with an excellent basis for discussion. Based on feedback from that call, Susan was making edits to the proposal with the intent of presenting a proposal for Executive Council to review in December.

Mary Losch added that sponsorship of the Transparency Initiative would be included as part of the sustaining sponsor proposal.

IV. CONSENT AGENDA

Michael Link noted the Executive Director Update that was a new addition to the Consent Agenda as requested by council. He added that Susan Tibbitts would include the report on the

Consent Agenda for each council meeting. In addition to the Executive Director Update, consent reports were presented for information from the Communications Committee, Education Committee, Membership and Chapter Relations Committee, Ad Hoc Committee on Public Opinion, Standards Committee and the Transparency Initiative Coordinating Committee. Michael Link advised council that updates for the Archives/Heritage, Bylaws and Development Committees were included in the Executive Director Update, and that activities of the Conference Steering Committee would be addressed in Old Business.

Mary Losch moved, seconded by Jenny Hunter Childs to accept the consent reports as presented. The motion was approved unanimously.

V. STRATEGIC DISCUSSION

Transparency Initiative: Progress and Opportunities

Michael Link noted that the Transparency Initiative had launched and was going well. He added that eight (8) organizations had completed the application to date and had been approved as TI charter members. Official AAPOR announcements had been posted to AAPORnet and Twitter as companies were accepted to the Transparency Initiative. Staff Communications Manager Lisa Kamen reported that TI charter member organizations had issued press releases and engaged social media including retweeting AAPOR's tweets. Council discussion followed and touched on expansion, communications, sponsors, the potential of developing a 'friends of' category for supportive non-survey organizations and the potential for changes to the application and approval process resulting from the AAPOR Code review process currently underway.

Several members expressed pleasure with the reputation and the number of organizations that had signed on to date.

There was discussion of the budgeted estimates for staff support and the accuracy of the assumptions made last year. Susan Tibbitts noted that she would analyze actual staff time once the fiscal year had ended to determine if the budget was on target and if allocations needed to change.

VI. OLD BUSINESS

Membership and Chapter Relations: Update on Chapter Relations Subcommittee

Membership and Chapter Relations Chair Jenny Hunter Childs reported that the Chapter Relations Subcommittee created a document to capture and compare what AAPOR and the chapters do for one another and opportunities for expansion including:

- Encourage cross promotion of events
- Increase administrative support for chapters
- Encourage membership in chapters and AAPOR national
- Create a rights and responsibilities document spelling out the relationship between national and the chapters. The intent is to describe what AAPOR does for its chapters and what AAPOR expects to receive from chapters.

Vice President Mollyann Brodie who had participated on the subcommittee, reminded council that the subcommittee was formed to address the Executive Council's strategic thinking about chapters and AAPOR's relationship with them. She noted that subcommittee members were all

Executive Council members. She stated that next step was for the council to approve the subcommittee report and to appoint a new ad hoc committee that would develop the rights and responsibilities document. Discussion followed. Several councilors requested more time to study the document. There as agreement that a decision would be made at the December Executive Council meeting.

Communications Committee: Update on Responsive Website Testing and Launch

Associate Communications Chair Jordon Peugh presented an update on the responsive website launch expected on December 6, 2014, with a promotion to the membership on December 8, 2014. The committee will develop an educational plan to familiarize AAPOR members with new site capabilities. She stated that the site features a mega menu to help users navigate the site content more quickly and efficiently. Executive Council members will be invited to visit and comment on the site prior to launch. In follow-up to launch, committee chairs will be asked to review content on their section(s).

Standards Committee

Standards Chair Frauke Kreuter reported on the activities of the Standards Committee and the task forces that report to the committee:

- a) Address-Based Sampling Task Force: The ABS Task Force was disappointed the 2015 budget did not include funding for technical editing for the task force report. They proposed that council allow the report to be sponsored to cover the editing expense. Council discussion followed. Significant concern was expressed about the potential for the appearance of inappropriate influence. There was agreement that the task force should look at the request for editing as an opportunity to involve other member volunteers who might be willing to lend their editing expertise.
- b) Big Data Task Force: The Big Data Task Force is editing their report. The report will be presented to the Executive Council for consideration at the December meeting.
- c) Code Review Task Force: The work of the Code Review Task Force is nearing completion. The task force recommendations will be presented to the Executive Council for consideration at the December meeting.

Michael Link raised the possibility that a second council meeting in December may be needed to accommodate the press of business. He asked staff to look at options if needed.

Conference Committee

Conference Chair Dawn V. Nelson highlighted the activities of the committee. The abstract submission site was closed. The committee received:

- 658 total submissions
- 5 panels accepted for the mini-conference
- 13 panels accepted for the conference
- 5 demonstrations
- 48 method briefs
- 51 posters
- 519 papers
- 63 submissions for the Sudman Award
- 33 persons interested in participating in the student poster competition
- 180 members reviewing abstracts

Additionally, Dawn noted that the Task Force on Reassessing Today's Survey Methods was previewing mini-conference abstracts, and staff Administrative Director Heidi Diederich will share the reviewer ratings with the Task Force in time to allow them to make their selections

before December 1. Three of the seven short courses were confirmed. Plans for ResearchHack 2.0 were firming up.

Susan Tibbitts reported that staff Meeting Director Jacky Schweinzger would compile the results of the RFP for 2018-2020 AAPOR conference sites and make her recommendation to the Executive Committee.

Education Committee

Anna Weincrot stated her intent to report at the January 2015 council meeting.

Other Old Business

Rob Santos stated that the *Survey Practice* proposal would be ready to be discussed at the December meeting.

VII. NEW BUSINESS (continued)

Book Award Committee

Councilor-at-Large Joe Lenski reported that he was not ready to make a recommendation on appointments to the 2015 Book Award Committee. He was encouraged to present the appointments for action by the Executive Committee prior to the December 18 Executive Council meeting.

Sudman Award Committee

Associate Conference Chair David Dutwin proposed the additional appointments of Pat Moynihan (State Department) and Pat Jans (UCLA) to the Sudman Award Committee as a result of the significant increase in abstracts submitted for award consideration.

Dawn V. Nelson moved, seconded by Jordon Peugh to accept the nominations to the Sudman Award Committee. The motion carried unanimously.

Other New Business

Michael Link stated that Past President Paul J. Lavrakas recommended that AAPOR consider underwriting or otherwise supporting a new conference called the International Conference on Questionnaire Design Development Evaluation and Testing. Michael stated that he had reached out to the organizers and would report to council at the next meeting.

Susan Tibbitts noted that the January and March meetings will be in Washington, D.C. and will be held at The Urban Institute.

VIII. ADJOURNMENT

Michael Link stated that meeting was adjourned at 1:30 p.m. EST.

Mary Losch moved, seconded by Rob Santos to adjourn the Executive Council meeting. The motion carried unanimously.