



**American Association for Public Opinion Research
Executive Council Teleconference Minutes
November 15, 2012**

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| Paul J. Lavrakas | President | Present |
| Rob Santos | Vice President | Present |
| Scott Keeter | Past President | Present |
| Rachel Caspar | Secretary-Treasurer | Absent |
| 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 |

Guest

| | | |
|----------------|---------------------------|---------|
| Chuck Shuttles | Education Committee Chair | Present |
|----------------|---------------------------|---------|

Staff

| | | |
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| John Waxman | Managing Partner | Present |
| Susan Tibbitts | Executive Director | Present |
| Lindsay Arends | Marketing Communications Manager | Present |
| Andrew Massengill | Staff Accountant | Present |

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

President Paul J. Lavrakas called the meeting to order at 12:03 p.m. EST and a quorum was established.

The minutes of the October 18, 2012 Executive Council meetings were reviewed.

Patricia Moy moved, seconded by Marjorie Connelly, that the minutes for the October 18, 2012 Executive Council meeting be approved with the following change: On page 5, under Section V, WAPOR/AAPOR Janet A. Harkness Student Paper Award, the minutes should read that Paul J. Lavrakas will be contacting WAPOR President, Tom Smith, to coordinate with WAPOR on the award announcement/email.

II. SECRETARY-TREASURER REPORT

A. October 2012 Financial Report

Associate Secretary-Treasurer, Nancy Bates, reported that the October financial report was not yet available for review.

B. Investment Committee

Executive Director Susan Tibbitts reported that the Investment Committee met on October 17. During the meeting Janet Streicher, Investment Committee Chair, reviewed AAPOR's current policy for long-term investments, as well as contingency and operating funds. The Investment Committee will meet following the next Financial Oversight Committee (FOC) meeting, which will be held sometime in December.

C. Development Committee

The Development Committee has drafted an e-blast fundraising message to be sent to the membership at the end of the year for the annual appeal. The committee is considering modifying the letter slightly for past donors of \$100 or more.

Committee and staff completed work on the new online application/submission form for the Burns "Bud" Roper Student Paper, Student Travel, and the Seymour Sudman Student Paper awards, and the call for applications was announced on November 14. The call for applicants for the WAPOR/AAPOR Janet A. Harkness Award will be announced on AAPORnet in the next few days.

D. 2013 Annual Conference Sponsorship and Exhibits

Currently, \$67,000 has been committed to exhibits and sponsorships for the 2013 annual conference. This is approximately \$3,000 more than the same time last year for the 2012 conference. The \$67,000 does not exhibit-only revenue.

III. CONSENT AGENDA

Committee reports from Membership and Chapter Relations, Communications, Education and Standards were posted for council members to review. There were no questions.

IV. OLD BUSINESS

A. Membership and Chapter Relations Committee

Liz Hamel, Membership and Communications Chair, asked for a vote to approve the revised by-laws for the New Jersey chapter (NJAAPOR). The revised by-laws, based on the New England (NEAAPOR) chapter by-laws, include the creation of a new chapter, the PANJAAPOR Chapter, which will include the geographic area of Pennsylvania and New Jersey. The revised New Jersey by-laws were reviewed by the membership chairs, Marc Weiner of the New Jersey Chapter, and AAPOR attorneys. Current New Jersey (NJAAPOR) members were provided with the revised by-laws, and asked for comment. No comment was received.

Liz Hamel moved, seconded by Susan Pinkus, to approve the revised by-laws of the PANJAAPOR chapter, as reasonably consistent with AAPOR by-laws. The motion was unanimously approved.

Liz Hamel reported that the annual membership renewal drive is progressing well. Current membership figures for the month of October are running ahead of the same month last year. AAPOR will be sending marketing materials to the upcoming MAPOR and PAPOR Conferences.

B. Conference Steering Committee

Paul Beatty, Conference Chair, reported that the deadline to submit papers for the 2013 annual conference was extended by an additional two days due to extreme weather that hit the east coast recently. The abstract submission period is now closed, and approximately 741 abstracts were received for consideration. This is approximately 125 more than what was submitted last year. This figure includes panel presentations, but not individual abstracts within the panels. Submitted abstracts will be reviewed online over 10 days by 157 reviewers who have volunteered their time for the task. The Abstract Subcommittee will meet in Maryland for a review session on December 6. Sessions at the upcoming conference will include a Transparency Initiative update and another dedicated to AAPOR Task Force reports. Paul Beatty will also be reserving up to two additional session slots for any special sessions that will be announced later.

Paul Beatty has not been able to add German academic, Peter Kruz, to the plenary. He is now attempting to contact Nate Silver, blogger and New York Times contributor, to speak at the 2013 conference about recent elections. Paul stated that he has several other speakers in mind, and will contact them if Nate Silver is not able to present.

Debbie Rexrode, Chair of the Conference Support Subcommittee, will complete her committee term following the conference. Mandy Sha, current Associate Conference Subcommittee Chair, will take over as subcommittee chair. The process for naming a successor for the associate chair position was discussed. Consistent with current appointment practice, the Council agreed that the Support Subcommittee members, who are most familiar with the responsibilities, should recommend a new candidate for this position.

C. 2013 Nominations Committee Appointments

Scott Keeter, Past President and Nominations Committee Chair, reported that he has made three appointments to the 2013 Nominations Committee and he is waiting for confirmation from the proposed fourth member. Those appointed so far include: Eileen O'Brien, Chuck Shuttles, and Mollyann Brodie. Paul J. Lavrakas and Susan Tibbitts, will ex-officio on the committee. The committee will begin the nominations process the week after Thanksgiving, with a goal of forwarding a recommended slate to the Council for final decision at the January 2013 meeting. Committee members will contact individual council members for nominees. Liz Hamel recommended that the committee consider identifying a secondary list of up and coming leaders to be shared with the Membership and Chapter Relations chairs for consideration to fill committee vacancies.

D. Emerging Technologies Task Force

Michael Link, Chair of the Emerging Technologies Task Force (ETTF), reported that the task force had a great first meeting. Currently the ETTF is deciding on the technology they will focus on first. A final report from the committee is expected next summer. Paul J. Lavrakas asked that the ETTF act as a rapid response team for comment on new technologies, should

the need arise. The ETTF would like to contribute to a new technology webinar sometime in the fall of 2013, as well as having their report appear in an upcoming issue of POQ.

E. Ad hoc Task Force Reports

Paul J. Lavrakas reported that the Non-Probability Task Force and the Public Opinion Task Force reports are not expected to be ready for Council review next month. He expects the reports to be ready in time for the February 2013 council meeting.

V. NEW BUSINESS

A. AAPOR Response to US National Election Polling

Paul J. Lavrakas deemed the 2012 Election Rapid Response Team (RRT) a success. The team was established in the spring of 2012 to assist the current three AAPOR presidents with responding to concerns surrounding national election polling. He stated that the RRT had drafted a statement for release immediately following the election in the event the majority of the election polls were contrary to the election outcome. However, since the polls accurately predicted the election outcome, and objective scientific methods were employed in their creation, the statement was amended, and instead addressed the accuracy of recent election polls.

B. External Requests for Email Communications with AAPOR Members

Paul Lavrakas stated that several external organizations have asked AAPOR to send informational e-blast announcements to AAPOR membership. There is currently no formal policy in place to provide guidance for considering such requests. He noted that he had declined several requests and felt uncomfortable doing so in the absence of clear guidance. Council discussion followed. There was agreement that the Communications Chairs will convene an ad hoc committee to investigate how other associations handle such requests.

VI. EXECUTIVE SESSION and ADJOURNMENT

Staff was excused from the meeting and council convened in executive session at 1:24 p.m. EST.

Marjorie Connelly moved, seconded by Nancy Bates, to approve that the regular session of the council meeting be adjourned and that the council move to executive session. The motion was unanimously approved.