

**American Association for Public Opinion Research  
Executive Council Minutes  
November 21, 2013**

Rob Santos	President	Present
Michael Link	Vice President	Present
Paul J. Lavrakas	Past President	Present
Nancy Bates	Secretary-Treasurer	Present
Mary Losch	Associate Secretary-Treasurer	Present
Courtney Kennedy	Standards Chair	Present
Frauke Kreuter	Associate Standards Chair	Present
Susan Pinkus	Conference Chair	Present
Dawn V. Nelson	Associate Conference Chair	Present
Jennifer Dykema	Membership & Chapter Relations Chair	Present
Jennifer H. Childs	Associate Membership & Chapter Relations Chair	Present
Peyton Craighill	Communications Chair	Present
Eleni Delimpaltadaki Janis	Associate Communications Chair	Present
Dan Merkle	Councilor-at-Large	Present
Cliff Zukin	Councilor-at-Large	Present

**Staff**

Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Abra Alscher	Administrator	Present
John Waxman	Managing Partner	Absent
Lisa Kamen	Marketing Communications	Present
Kismet Saglam	Education Director	Absent
Ashley Hicks	Accountant	Present

**Guests**

Tim Johnson	Transparency Initiative (TICC) Chair	Present
Jennie Lai	Education Committee	Absent
Anna Wiencrot	Education Committee Chair	Present

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

President Rob Santos called the meeting to order at 12:03 p.m. EST and a quorum was established.

**Mary Losch moved, seconded by Susan Pinkus to approve the minutes of the October 24, 2013 meeting as presented. The minutes were approved unanimously.**

**II. SECRETARY-TREASURER REPORT**

September 2013 Financials

Secretary-Treasurer Nancy Bates reported that September, 2013 net income was \$129,667.

Membership revenue is above the 2013 budget by \$2,037. As of September 30 there was a cash

balance of \$175,812. Unrestricted reserves were equal to slightly more than nine months of budgeted operating expenses.

#### Investment Update

Nancy Bates announced the new investment policy is now in place. Unrestricted funds were split into two separate accounts to avoid fees.

### III. CONSENT AGENDA

The consent agenda was presented for information. Executive Director Susan Tibbitts noted a correction to the agenda to delete reports from the Financial Oversight Committee and Conference Steering Committee. There was no discussion.

**Peyton Craighill moved, seconded by Cliff Zukin to accept the consent agenda as amended. The motion was unanimously approved.**

### IV. NEW BUSINESS

#### **AAPOR2025 Proposal**

Michael Link presented a proposal to create an ad hoc committee to create a set of future-state goals. The goals would define the general direction for AAPOR over the next decade that are necessary to ensure a robust, influential and relevant professional organization for the next generation of members. A tentative list of committee members was discussed. Several senior AAPOR members were recommended for consideration.

Discussion followed. There was a suggestion that the charge to the committee more clearly describe the difference between the product of the ad hoc committee and the AAPOR strategic plan. Outreach to the membership for input was also discussed.

Susan Tibbitts reminded Council that the provisions of the Council policy to create new committees required that the Executive Council determine or approve the committee charge, the work product(s), the required resources and timetable, select or approve the chair and membership and take final action on the work product of the task force. Michael agreed to present the charge for approval at the December teleconference.

**Cliff Zukin moved, seconded by Susan Pinkus to create the AAPOR 2025 Ad hoc Committee. The motion was approved unanimously.**

#### **Journals Code Compliance**

Rob Santos reported on his conversations with the journals editors regarding the journals adherence to the guidelines of the Transparency Initiative Committee. Rob stated that he would ask Tim Johnson to send the TICC's recommendation for his review and further consideration.

#### **Other New Business**

##### **Nominations Committee**

Paul J. Lavrakas reported the Nominations Committee had received twenty-nine nominees this year, more than past years. He reported that names of current nominees and other members who might be discussed during committee deliberations that had not been previously

identified, would be added to the master list of nominees from previous years. That list now includes nearly 300 members.

## V. OLD BUSINESS

### **Transparency Initiative**

Tim Johnson presented the report of the Transparency Initiative Coordinating Committee (TICC). The TICC has been working with a test group of 10 organizations. He identified a list of remaining tasks that would need to be completed prior to formal launch of the Initiative.

- Revise materials including online educational materials (videos)
- Identify staff to serve as point of contact for applicants
- Train staff on specific policies and procedures
- Identify the application review team (member volunteers)
- Train application reviewers
- Define internal application review process
- Define a process for documenting work and decisions made
- Define the documentation retention process
- Prepare an acceptance letter from the AAPOR president for organizations that are accepted
- Identify official launch date when applications will be accepted
- Develop a communications plan
- Plan interviews of AAPOR leadership for news media
- Develop a budget for 2015 and revise the 2014 budget as needed

The committee estimates the need for a half-time staff administrator to support the program. Currently AAPOR contracts for 4 hours a month of staff time to support the activities of the TICC.

Rob Santos requested that the TICC identify the responsible party or person(s) for each of the tasks required to formally launch the initiative.

### **Survey Practice Advisory Board**

Rob Santos informed the council that an oversight committee should be named for *Survey Practice*. He noted that research by Susan Tibbitts and Councilor at Large Cliff Zukin confirmed that such a group existed through 2009 and included one member from the POQ Advisory Committee, the Associate Chair of the Communications Committee and one of the three presidents. Rob shared his tentative list of committee members. He stated that he had discussed formation of an oversight committee with *Survey Practice* editors Kirby Goidel and Kumar Rao and they were fully supportive. His recommendation will be presented to the Council in November.

### **2014 Conference Plenary Update**

Susan Pinkus stated that she had confirmed the plenary speakers for the 2014 conference. Speakers will address the conference theme: Measurement and the Role of Public Opinion in a Democracy. Dr. Raphael Sonenshein, executive director of the Pat Brown Institute, will moderate and Garry South, Democratic strategist, and Steve Schmidt, Republican strategist, will speak.

Susan Pinkus reported that 651 abstracts were received by the deadline. The total is approximately 100 lower than the 2013 conference (excluding WAPOR-only abstracts), and in line with prior years.

#### **Ad hoc Committee on Sustaining Sponsorship: Timetable**

Eleni Janis followed up on the report she presented at the October 24 meeting. She stated that the committee had:

- Developed a timetable for certain activities to be completed by March 2014 including collect and analyze past AAPOR sponsorship revenue trends, offer package and related marketing;
- Competition analysis: identify sponsors and sponsorship trends of competitor associations, e.g. MRA and Survey Research Association;
- Conduct “gatekeeper” interviews with people in organizations and companies who are in charge of sponsorship dollars to better understand the value companies/organizations are looking for in sponsorship opportunities; and
- Analyze assets: list and analyze all AAPOR assets and their value to sponsors.

In July and August following the conference, the committee plans to develop and present a sponsorship business plan. The plan is expected to define objectives for the sponsorship program; assess human capital, logistical infrastructure and budget implications of implementing at least the first year of the sponsor program; identify the best vehicle for carrying out the sponsorship program i.e. new committee or does an existing committee take it on; and craft a timeline of milestones for the first year of the sponsorship program. The committee expects to present the plan to the council in time for consideration in the 2015 budget discussion.

#### **Ad hoc Committee on Bylaws Review**

Paul J. Lavrakas reported the committee had made good progress and would come to council in the near future looking for input and to make a proposal. Work on the committee is expected to continue in 2014.

The committee plans to make a presentation at the 2014 annual conference.

#### **Membership and Chapter Relations Committee: Renewal Update**

Jen Dykema provided an update on member renewals. She reminded the council of the decision to delay the official announcement of dues renewal due to the government shutdown. Adjusting for the timing difference, she reported that renewals are tracking ahead of the comparable point in the process last year, however it is still early in the process.

#### **Ad hoc Committee on Council-Member Communications**

Rob Santos reported the committee was moving forward with the recommendations that had been previously approved by Council.

## **VI. STRATEGIC DISCUSSION**

#### **Task Force on Big Data: Objectives and Next Steps**

Frauke Kreuter reported on her meeting with co-chair Lilli Japoc. She stated their preference that the membership of the task force remain relatively small. Significant effort will begin in January 2014.

**VII. EXECUTIVE SESSION**

Rob Santos stated that the regular meeting was adjourned and the Council would meet in Executive Session. Staff and guests were excused from the call.

**Rob Santos moved, seconded by Paul J. Lavrakas to adjourn the regular session of the Executive Council meeting and convene the Executive Council in executive session. The motion carried unanimously.**

**VIII. ADJOURNMENT**

Rob Santos stated that the meeting of the Executive Council was adjourned at 1:55 p.m. EST.