



**American Association for Public Opinion Research
Executive Council Teleconference Minutes
October 18, 2012**

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

Guests

Chuck Shuttles	Education Committee Chair	Present
Tim Johnson	Transparency Initiative Coordinating Committee Chair	Present

Staff

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 12:05 p.m. EST and a quorum was established.

The minutes of the September 20 and September 21, 2012 Executive Council meetings were reviewed.

Paul Beatty moved, seconded by Susan Pinkus, that the minutes for the September 20, 2012 Executive Council meeting be approved with the following changes. Under Section 5, page 3, correct the spelling of "AAPOR." Under Section IV, page 3, second paragraph, the year 2103 should be changed to 2013. The amended minutes were unanimously approved.

Nancy Bates moved, seconded by Patricia Moy, that the minutes for the September 21, 2012 Executive Council Meeting be approved with the following changes. Under Section IX, A1, page 3, a sentence should be added to the end of the paragraph stating that Paul Beatty will confer with Tom Smith concerning the details of the WAPOR/AAPOR Janet A. Harkness Award. The minutes should state that the award should always be referred to as the WAPOR/AAPOR Janet A. Harkness Award. The amended minutes were unanimously approved.

II. SECRETARY-TREASURER REPORT

A. September 2012 Financial Report

Secretary-Treasurer, Rachel Caspar, noted that AAPOR revenue and expenses are on track with forecast for the month of September.

B. Endowment/Development Committee

The Endowment Committee met on October 17 to discuss standardizing the application submission process for the Burns "Bud" Roper Student Paper and the Student Travel Awards. The committee is engaged in an ongoing discussion of how best to increase student support for activities other than those directly related to the annual conference. Committee member, Diane Rucinski has circulated a draft of the annual end of year fundraising letter. The committee will complete its review by the end of October and will send the letter on to Paul Lavrakas for final review. Paul will sign the letter that will be sent to the AAPOR membership in November. Discussion followed on a recommendation to formally change the committee name to the Development Committee. There was consensus among the committee members that renaming the committee will more accurately reflect the broader mission of the group.

Rachel Caspar moved, seconded by David Cantor, that the Endowment Committee be renamed the Development Committee. The motion was unanimously approved.

C. 2013 Proposed Budget

Rachel Caspar briefly described the new budget format and thanked Andrew Massengill, Staff Accountant, and Susan Tibbitts, Executive Director, for their reworking of the annual budget into a more concise and easy-to-follow format. The monthly financials will also reflect the changes.

Rachel reminded the Council of the decision made at the September Council meeting to take the actions necessary to avoid approving a deficit budget for 2013. The proposed budget presented to the Council on September 20 had a net operating deficit of approximately \$82,000. Following the Council meeting, Susan Tibbitts was asked to work with Rachel Caspar and Nancy Bates to reduce or eliminate the deficit and to include funding for a half-time (50%) administrative position. Rachel stated that the addition of the half-time administrative position combined with the various adjustments resulted in a positive net of \$8,752.

To offset certain expenses, a total of \$138,995 was transferred from the board-designated fund. These expenses include \$50,000 for the addition of a half-time administrative position; ~\$55,000 to make the AAPOR website responsive and several smaller projects totaling \$7,500 that include a server to support web advertising, the flexibility to add promo

codes or other projects as needed and responsive email templates i.e. e-blasts that adjust in size depending on the viewer's device. In addition, \$26,495 is included to offset the Transparency Initiative Coordinating Committee (TICC) expenses related to the second pilot test and launch.

Significant decreases included eliminating the increase initially proposed to redesign the Bluebook home page and increase marketing (leaving the Bluebook budget at the 2012 level), reducing or eliminating legal expenses and assumed that such expenses would be paid from reserves as/if needed; decreased expenses for travel and related expenses for exhibiting at other meetings; eliminated expenses for conference calls for all committees, task forces and advisory boards unless specifically requested; eliminated the expense for plenary speaker honoraria and assumed that such expenses would be paid from reserves as needed; eliminated the expense for the 'register now' postcard, eliminated the expense for music at the Annual Meeting Saturday night award banquet and reception and eliminated the expense for the Saturday night post-award banquet party. Attendees will be encouraged to enjoy a night on the town in Boston.

In response to a recommendation from the Education Committee, the Council agreed to reduce short course revenue for the annual conference by \$450. The reduction will cover the shortfall resulting from allowing a limited number of students to attend conference short courses at a reduced rate. As approved, 30 discounted slots will be provided for interested students (five students for each of six conference short courses). Interested students will be able to attend at \$15 off the standard short course rate.

After making all adjustments, including the addition of board-designated funds, the AAPOR budget for 2013 will be approximately \$6,200 in the black.

In follow-up to the website responsive design presentation offered to Council at the September meeting, Scott Keeter and Michael Link stated that they had reviewed the Sherwood Group bid with their IT staff. Each agreed that the bid was within range. Both agreed that there may be ways to reduce the expense. Council discussed the benefit of obtaining a competing bid for the project. There was consensus that it made sense to seek competing bids.

There was discussion about increasing funding for the executive director to a full-time position from the current 45% level. It was noted that the funds that would be required are not currently reflected in the 2013 budget. Paul Lavrakas stated that Council had been unanimously in favor of moving to a full-time executive director dependent upon approval of a business plan to support the necessary funding for the long-term. It is anticipated that there will be further discussion on the topic at an upcoming council meeting.

Rachel Caspar moved, seconded by Marjorie Connelly, to accept the 2013 AAPOR budget, including the recommendation of the Education Committee for short course student discounts, which will result in net operating income of approximately \$6,200. The motion was unanimously approved.

Rachel Caspar moved, seconded by Marjorie Connelly, to move the anticipated 2012 end-of-year surplus of approximately \$70,000 - \$75,000 to the board-designated fund. The motion was unanimously approved.

III. CONSENT AGENDA

Committee reports were posted to the SharePoint site for council members to review. There were no questions.

IV. OLD BUSINESS

A. Transparency Initiative Coordinating Committee

Tim Johnson, Transparency Initiative Coordinating Committee (TICC) Chair, joined the meeting and reported that the ninth draft of procedures and a revised timeline for the second Transparency Initiative (TI) pilot test were recently approved by the committee. TI educational and recruitment materials to be used with the upcoming pilot test are being developed and will be ready for use sometime in January 2013. It is anticipated that the call for participation in the pilot test will follow in February of 2013. The second test will last approximately three months. Once the full TI program launches, additional AAPOR staff support will be needed. A TICC informational session is planned for the annual conference, similar in format to presentations at past conferences. It was noted that Courtney Kennedy, Associate Standards Chair and TICC committee member, will need to decide whether or not to remain on the TICC following May 2013 when she becomes chair of the Standards Committee.

B. Public Opinion and Leadership Task Force

The Public Opinion and Leadership Task Force, co-chaired by Frank Newport and Robert Shapiro, will have a report ready for Council within the next few weeks. It is anticipated that this report will be circulated to council members for comment prior to discussion at the December 2012 Council meeting.

C. Non-Probability Task Force

Non-Probability Task Force chairs, Mike Brick and Reg Baker, anticipate having a report ready for Council review sometime in January of 2013. The report is expected to be discussed at the February 2013 or March 2013 council meeting.

D. Survey Refusal Task Force

The Survey Refusal Task Force has advised that their report will be forwarded to Council sometime in March of 2013.

E. Conference Steering Committee Report

Paul Beatty is currently developing the plenary session for the upcoming conference. He has contacted German academic, Peter Kruse, to be a plenary speaker. If Peter Kruse is not available, Paul will consider other plenary presenters.

The response to the call for volunteer abstract reviewers has been strong. Over 140 people have volunteered to date.

Lindsay Arends, Marketing Communications Manager, will be marketing the annual conference to social science oriented academic programs in the Boston area in order to encourage student attendance.

Donna Tieberg, Administrative Director, is working with Jacky Schweinzger, Meeting Director and Nancy Mathiowetz, POQ Editor, on the logistics and cost estimates for a Charles Cannell Fund Workshop to be held during the AAPOR Annual Conference. Space for

the workshop is currently being secured at one of the conference hotels (Seaport World Trade Center). Nancy Mathiowetz will send out the call for Charles Cannell Workshop attendance. Workshop participation will be limited to 50 people maximum.

V. WAPOR/AAPOR Janet A. Harkness Student Paper Award

Paul J. Lavrakas will work with staff on an email to be sent to AAPOR membership announcing the WAPOR/AAPOR Janet A. Harkness Student Paper Award. A call for papers, followed by a call for donations to fund the award, will follow. Paul J. Lavrakas will be contacting WAPOR President, Tom Smith, to coordinate with WAPOR on the award announcement/email.

VI. Nominations Committee

Scott Keeter, Past President and Nominations Committee Chair, reported that he is still developing the roster of Nominations Committee members. He has asked Council members to contact him with nominations for the 2013-2014 Executive Council. Self-nominations are welcome.

VII. NEW BUSINESS

A. Financial Oversight Committee

The minutes from the first meeting of the Financial Oversight Committee (FOC) are available on SharePoint. The meeting was well-attended, with 11 members present. The agenda for the first FOC meeting was to acquaint members with goals of the committee, which include monitoring the short and long-term financial health of AAPOR and advising council on ways to maintain and improve AAPOR finances. The next FOC meeting will be scheduled after November 6.

B. Ad hoc Committee on Council - Member Communication

Paul J. Lavrakas reviewed a memo from Rob Santos, Chair of the ad hoc Committee on Council - Member Communication, summarizing the inaugural committee meeting. Rob Santos will write a short article for the November issue of the AAPOR newsletter describing the committee charge and requesting member feedback. In addition, the committee plans to schedule a session at the annual conference to be held in a "town hall" format. It is anticipated that the work of this ad hoc committee will be completed in spring 2013.

C. Citizen Allegation of Fraudulent Use of AAPOR Name

Paul Lavrakas informed Council of a recent allegation by a citizen that he had received calls to participate in a push-poll purportedly done by AAPOR. Council was informed that AAPOR has received a related call during the fall of 2010. Council discussed various ways that these types of allegations could be handled in the future.

D. Emerging Technologies Task Force

Michael Link, Chair of the Emerging Technologies Task Force (ETTF), reported on the development of committee membership for the task force. ETTF membership is mixed across sectors, and includes some individuals working in the area of social media. All of those invited to join the ETTF need to be involved in the research of emerging technologies.

Michael Link moved, seconded by Rachel Casper, to approve the appointment of Kathy Ashenfelter of the Census Bureau, Trent Buskirk of the Nielsen Company, Mario Callegaro of Google, Jenny Childs of the Census Bureau, Jon Cohen of the Washington Post, Elizabeth Dean of RTI International, Paul Harwood of Facebook, Josh Pasek of the University of Michigan, Michael Schober of the New School for Social Research,

Michael Stern of Oklahoma State University, Casey Tesfaye of the American Institute of Physics, and Scott Turner of Fors Marsh Group, to be members of the Emerging Technologies Task Force. Co-chairs of the task force include Michael Link of The Nielsen Company and Joe Murphy of RTI International. The motion was unanimously approved.

E. Rapid Response Team

Paul J. Lavrakas has suggested that members of the Rapid Response Team (RRT) be prepared to make a public statement after the upcoming general election if polls are significantly wrong in their prediction of the election's outcome. The statement is expected to be released within a day or two of the general election.

VIII. EXECUTIVE SESSION and ADJOURNMENT

Staff was excused from the meeting and council convened in executive session at 12:45 p.m. EST.

Paul Lavrakas moved, seconded by Susan Pinkus, 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.