

**American Association for Public Opinion Research
Executive Council Minutes
October 24, 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

Guests

Kirby Goidel	<i>Survey Practice</i> Editor	Present
Kumar Rio	<i>Survey Practice</i> Editor	Present
Janet Streicher	Investment Committee Chair	Present
Anna Wiencrot	Education Committee Chair	Present

Staff

Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Abra Alscher	Administrator	Present
Lisa Kamen	Marketing Communications	Present
Ashley Hicks	Accountant	Present

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

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

Susan Pinkus moved, seconded by Paul J. Lavrakas to approve the minutes of the September 19, 2013 and September 20, 2013, meetings as amended. The minutes were approved unanimously.

II. SECRETARY-TREASURER REPORT

August 2013 Financials

Secretary-Treasurer Nancy Bates reported that August, 2013 net income was \$109,252. Membership revenue is ahead of 2013 budget by \$1,057. Unrestricted reserves are at nine months of budgeted operating expenses.

Investment Restructuring

Janet Streicher presented the new investment structure recommended by the Investment Committee. The structure is fully in line with the requirements of AAPOR's Investment Policy that was revised by the committee and approved by the Council in April 2013. The purpose of the new structure is to maximize return on investments and to ensure that funds are set aside and available for the Executive Council to call on for short-term initiatives as needed.

Long-term investments include the Roper, Sudman and Heritage temporarily restricted funds. As proposed, investments for the funds would rely on a combination of 40% equity and 60% fixed income. The long-term funds also include a board designated fund with investments divided into 30% equity, 40% mutual funds and 30% certificates of deposit. Long-term investments also include unrestricted funds to be invested 50% in corporate bonds, 40% in ETF (exchange traded funds) and 10% in government bonds.

If approved by the Council, as current investments mature, the proceeds would be reinvested consistent with the new structure.

As proposed, short-term funds, the general operating and contingency funds; would be invested in money market and short-term certificates of deposit to ensure availability of funds as needed. In response to questions Janet noted that the total invested in the new contingency fund was intended to equal approximately one month of operational expenses and should be reassessed after a year. She characterized AAPOR investments as mid-range on a 1-10 risk scale, a position that is consistent with the requirements of AAPOR's Investment Policy.

III. CONSENT AGENDA

Consent agenda items were presented for information. There was no discussion.

Mary Losch moved, seconded by Dawn V. Nelson to accept the consent agenda. The motion was unanimously approved.

IV. OLD BUSINESS

AAPOR 2014 PROPOSED BUDGET

Discussion and Approval

Nancy Bates presented the proposed 2014 budget stating that the budget currently reflects a net deficit from operations of \$57,171 and a total net deficit of \$52,995. The budget was revised following the Council meeting on September 19, 2013 to include the increase to membership dues and conference registration fees. The increase to conference revenue and decrease expenses resulted in a \$1,566 net profit budgeted for the 2014 conference.

Nancy noted that the Executive Council had asked that the revised budget reflect a \$20,000 net profit for the conference. Nancy stated that she, Associate Secretary-Treasurer Mary Losch and Executive Director Susan Tibbitts met with the Conference Steering Committee to review the proposed budget and discussed options for additional savings over the estimated \$10,000 previously discussed by the Council. The committee looked at expense reductions and revenue increases in an effort to respond to the Council's request. Following discussion, Conference Chair Susan Pinkus recommended against making additional reductions.

Nancy reported that certain committees may approach the Council at some future point for additional budget consideration once their planning has moved further along. These groups

include the Transparency Initiative Coordinating Committee, the Heritage Committee, the Communications Committee and the Education Committee in terms of the 'hackathon' activity that is currently in the planning stages.

Susan Tibbitts stated the budget was ready for approval and added that certain strategic initiatives may also require 2014 budget consideration at some future point in the planning process. She also pointed out that the Student Travel Awards budget has increased from \$6,000 in the initial proposal to \$8,000 to fund 10 awards at \$800 per award as requested by the Development Committee.

Nancy recommended that Council move forward and approve the budget as presented, with the inclusion of a release of Board-designated assets from restriction equal to the net income from operations of \$57,171. The release would be allocated consistent with the current management fee allocation.

Nancy Bates moved, seconded by Paul J. Lavrakas to accept the 2014 budget as presented. The motion was unanimously approved.

Hackathon Planning Update: 2014 Conference

Education Committee Chair Anna Wiencrot reported on planning for the Hackathon that is being led by Jennie Lai and Chuck Shuttles and planning committee members Jenny Hunter Childs, Dawn V. Nelson, Susan Pinkus and Anna Wiencrot. The event will be renamed with the tentative title to be, 'ResearchHack'. The committee was considering where it will fit into the conference schedule and still allow participants to fully engage in the conference. Nielsen Company has signed up to sponsor. The event would partner with Advocates for Youth, a non-profit helping young people make decisions about their health, led by Kate Stewart, a former AAPOR member. The event would look at how to assess their social media strategy.

Anna noted that AAPOR staff would put together a list of issues and logistics that will need further examination by the planning committee. She added that the committee would present a more detailed recommendation on the content of the event and budgetary needs at the November Executive Council meeting.

Public Opinion and Leadership: Next Steps

Cliff Zukin reported that ten individuals had stepped forward to participate on the committee with the goal to get more public opinion people to participate in the conference. Cliff asked Council for feedback on those individuals unknown to him. Dan Merkle and Jenny Hunter Childs had also volunteered to participate on this committee. Jennifer Dykema offered to review the list of chapter members for possible candidates to be considered for inclusion on the committee.

Survey Practice Update

Kirby Goidel, *Survey Practice* editor provided an update on *Survey Practice*. He reported that the October issue would be ready soon and that the archive project was nearly completed. There were issues with some of the larger files and reproductions that would be resolved by year end. Kirby provided Google Analytics for the site: 15,293 visits to the site; 54,584 page views; and, 3.57 pages per visit. He added that the most widely viewed articles had over 3,000 total galley views (PDF + HTML). Fifteen articles had over a 1,000 total galley views. Kirby agreed to provide the Council with a detailed monthly analytics report for the November Council meeting.

Council discussion followed with several councilors expressing concern about the current quarterly publication schedule. There was a consensus among the Council of the importance of

returning to a bi-monthly (six issue) publication schedule now that the archive project is complete. Kirby indicated there would be enough content to revert to six issues per year. He expressed concern about the workload required to expedite publication and asked the Council to consider additional editorial support for he and co-editor Kumar Rao (who joined the call later). Rob asked the editors to provide a specific description of the support needed.

Concern was expressed that the *Survey Practice* editors made the decision to cut back from six to four issues due to their work load with no report/input from Council. Susan Tibbitts pointed out that Council had approved the 2013 budget that assumed four issues. Councilors agreed that the editors need to be more closely monitored. One councilor who also serves on the editorial board for *Survey Practice* stated that she and her colleagues had not been called upon in the past year to review articles; therefore it didn't appear that the editors were making effective use of the volunteers at their disposal. Cliff Zukin indicated he would research the original charge of *Survey Practice* and what they envisioned to be the role of the Editorial Board.

Rob Santos agreed to discuss the option of permitting advertising with the members of the *Survey Practice* advisory board.

Susan Tibbitts agreed to summarize Council action on *Survey Practice* and share the information with the Council.

Paul Lavrakas suggested that the final report of the Survey Refusal Task Force expected early in 2014 might serve as a way to encourage article contributions to *Survey Practice*.

Other Old Business

Rob Santos reported on the progress of several on-going projects:

1. Transparency Initiative: Tim Johnson reported to Council at the last meeting that they were having difficulty moving forward because of the perception that AAPOR journals do not adhere to the code. Rob Santos and Michael Link were asked to talk with the journals about adhering to the code. Rob Santos spoke with Patricia Moy and Tom Smith at *POQ*, who have agreed to revise their author guidelines to fit more concisely with the code. *Survey Practice* had also indicated they would revise their author guidelines. Rob Santos reported he did receive push back from *JSSAM*. Roger indicated they did not want to discourage individuals from submitting their manuscripts by having to abide by the AAPOR code. They would like to make these changes but would be approaching it carefully.
2. Membership dues renewals were delayed as a result of the government shutdown. Membership renewals had begun on a revised schedule.
3. The Archive Committee had reviewed and entered into an agreement with the University of Chicago.
4. The Ad Hoc Committee on Member-Council Relations will reconvene to complete work on a report and action items.

V. NEW BUSINESS

Nominations Committee: Given the report from the Public Opinion and Leadership Task Force, Paul J. Lavrakas asked Council for advice on whether the Nominations Committee should look

specifically for Associate Conference Chair nominees with a background in public opinion as opposed to survey methods, to raise the prominence of public opinion at our conference in 2015. Council did not feel it was an issue as long as public opinion is represented by the Conference Committee.

VI. STRATEGIC DISCUSSION

Big Data Task Force

Frauke Kreuter reported that she offered complimentary membership to Lili Japiec to co-chair the Task Force. She hoped to have the Task Force membership completed by the November Council meeting. Frauke, Lili and Michael Link agreed to create a one to two page task force description with objectives and next steps for the Task Force for Council for discussion and approval at the November meeting.

Rob Santos recommended that the Task Force identify other interested associations for possible participation on the Task Force to ensure that multiple perspectives were represented.

Sustaining Sponsorships Ad Hoc Committee

Eleni Delimpaltadaki Janis reported the Sustaining Sponsorships Ad Hoc Committee had been established. The committee would be comprised of Eleni, Paul J. Lavrakas, Mary Losch, Dan Merkle, Michael Link and Mark Schulman and staffed by Susan Tibbitts. The committee planned to meet in the near future to determine clear action items for the next few months. These will be presented at the November Council meeting.

Special Survey Practice Conference

Paul J. Lavrakas asked Council whether they feel the Special Survey Practice Conference is something AAPOR should consider. Council indicated general support for the concept.

Paul J. Lavrakas stated his preference that such a conference would not be limited to survey practice, but would include qualitative methods and all methods. It would not compete with regional conferences offered by AAPOR chapters, but instead would be similar to mini-version of AAPOR's national conference with the regional setting making it more accessible to local individuals.

Rob Santos, Paul and Michael Link agreed to develop the idea further for Council approval.

Other Business

Cliff Zukin stated that members of the Book Award Committee would include: Roger Tourangeau, Patricia Moy, Mark Schulman, Jennifer Dykema and Mario Callegaro.

ADJOURNMENT

Rob Santos stated that the meeting of the Executive Council would adjourn at 1:46 p.m. EST.

Paul J. Lavrakas moved, seconded by Dawn V. Nelson to adjourn the Executive Council meeting. The motion carried unanimously.