

**American Association for Public Opinion Research
Executive Council Minutes
September 15, 2011**

ROLL CALL/CALL TO ORDER.

Scott Keeter	President	Present
Paul J Lavrakas	Vice President	Present
Frank Newport	Past President	Present
Joseph Lenski	Secretary-Treasurer	Present
Rachel Caspar	Associate Secretary-Treasurer	Present
Timothy Johnson	Standards Chair	Present
David I Cantor	Associate Standards Chair	Present
Dan Merkle	Conference Chair	Present
Paul Beatty	Associate Conference Chair	Present
Joe Murphy	Membership & Chapter Relations Chair	Present
Liz Hamel	Associate Membership & Chapter Relations Chair	Present
Rich Morin	Communications Chair	Present via phone
Marjorie Connelly	Associate Communications Chair	Present
Linda Piekarski	Councilor-at-Large	Present
Patricia Moy	Councilor-at-Large	Present

Guests

Reg Baker	Co-Chair, Non-Probability Task Force	Present via phone
Mike Brick	Co-Chair, Non-Probability Task Force	Present via phone
Melissa Herrmann	Co-Chair, Education Committee	Present via phone
Peter Miller	Chair, New Journal Task Force	Present via phone
Mike Mokrzycki	Chair, Heritage and Archive Committee	Present via phone
Debbie Rexrode	Chair, Conference Social and Volunteer Subcommittee	Present via phone
Chuck Shuttles	Co-Chair, Education Committee	Present via phone

Staff

John Waxman	Managing Partner	Present
Susan Tibbitts	Executive Director	Present
Barbara Gunderson	Administrative Director (Out-going)	Present
Donna Tieberg	Administrative Director (In-coming)	Present
Kismet Saglam	Director of Education	Present
Manoli Valencia	Education Assistant	Present
Andrew Massengill	Staff Accountant	Present
Lindsay Arends	Marketing Communications Manager	Present
Jacky Schweinzger	Conference Director	Present
Shalini D'Souza	Conference Administrator	Present

I. WELCOME AND CALL TO ORDER

President Scott Keeter called the meeting to order at 8:08 a.m. CDT. Council and staff introductions were made. Out-going Administrative Director Barbara Gunderson received special recognition for her support of AAPOR Council and membership activities for the past two years.

II. REVIEW AND APPROVAL OF MINUTES

The draft minutes of the July 21, 2011 Executive Council teleconference were reviewed. Paul Lavrakas moved, seconded by Frank Newport, that the minutes be approved. The motion was approved unanimously.

III. SECRETARY – TREASURERS REPORT

Secretary-Treasurer Joe Lenski reported that that AAPOR continues to be in a financially stable position with a positive 2011 end of year forecast. He added that membership counts are on track with estimates, the webinars have exceeded attendance and revenue expectations, and 2011 conference attendance met the budget forecast. The draft financial report for the month ended July 31, 2010 shows current operating revenue (excluding restricted accounts) of \$1.027M and year to date operating expenses are currently at \$778,000. There were 10.75 months of unrestricted reserves available as of July 31. He noted that he and Assistant Secretary-Treasurer Rachel Caspar had met yesterday with Scott Keeter, Executive Director Susan Tibbitts, Staff Accountant Andrew Massengill and Administrator Donna Tieberg for a detailed review the 2012 budget proposal.

A. Investment Committee

There was a suggestion that the Investment Committee meet to consider slightly more aggressive long-term investment options. Staff recommended that the committee seek a comparative review of investment opportunities that could provide a better return for AAPOR. There was general agreement to move forward as recommended.

B. Temporarily Restricted Funds

The Council received a brief report on the recent meeting of the Endowment Committee. The committee plans to send a fundraising appeal to members for general support for education, students and the Transparency Initiative, as well as for the existing restricted funds.

IV. AAPOR 2012 PROPOSED BUDGET

Scott Keeter advised the Council that the goal of the meeting should be to discuss the philosophy underlying the key sections of the budget, adding that final approval of the 2012 budget would take place at the November Council meeting. Committee members were thanked for their work to date. All committee requests received in time were included in the 2012 proposed budget. The Council discussed the use of reserve funds. Susan Tibbitts was asked about association best practice concerning operating reserves. She stated that six months reserve was a minimum, and that nine months of reserves was the “new normal” given the challenges of the current economic climate. Following discussion, the Council expressed a preference to stay within the framework of a balanced budget for the 2012 budget year.

The secretary-treasurers presented the 2012 proposed budget draft to the Council; emphasizing activities that require additional discussion prior to final approval.

A. Membership Dues

The proposed budget contains two options for 2012 membership dues revenue, including a 2% and a 3% increase in members over 2011 – both assuming no increase in dues. Joe Murphy, Membership and Chapter Relations Committee Chair, stated that membership growth should continue at approximately the same level for the upcoming year. He recommended the +2% option, noting that membership will continue to increase slightly due to higher visibility for AAPOR resulting from programs like the webinars.

Following additional discussion, the Council agreed that given the current economy and AAPOR's continued positive financial position, a dues increase was not necessary at this time.

It was noted that the 2012 proposed budget includes additional funding for membership marketing, including the purchasing of mailing lists and additional advertising.

B. 2012 Conference

The proposed budget contains two options for conference registration revenue, an increase of 5% or 10% over 2011. Conference Committee Chair Dan Merkle noted that the proposed budget reflects a registration fee increase of \$50 for non-members to create a greater incentive for non-members to accept the offer to join at the time they register. Dan stated that he felt that 5% was a more realistic increase for the conference and the short courses given the economic climate, location and aggressive plans to market the meeting.

Associate Secretary-Treasurer Rachel Caspar noted that revenue from conference sponsorships and exhibits has been budgeted at the same level as 2011, which was a record level. There was discussion of the conference theme and new opportunities for sponsorship that may exist among companies sending attendees for the first time. Councilors were encouraged to share contacts with Rachel or Susan for follow-up. Staff noted that book sales were up significantly in 2011 and that level has been increased only slightly for 2012.

Joe Lenski walked the Council through conference expenses. He noted that the largest expense outside of the hotel commission and audio-visual was food and beverage (F&B). He asked Meeting Director Jacky Schweinzer if there were options available to reduce F&B expenses while still meeting the hotel's minimum requirements. Jacky explained the process she follows for meal guarantees. An option exists to use an à la carte approach to order the continental breakfast that Jacky used successfully in Chicago in 2010. She emphasized that the most significant consideration is assuring that everyone is fed, and that she always works with the hotel when on-site to reduce costs whenever possible. Council acknowledged her effort and noted the significant savings in expense over budget that staff has achieved in each of the last two years. Jacky estimated that relying on à la carte ordering for breakfast in Orlando could result in nearly \$20K in savings. Reducing music would provide additional savings.

C. Management Fee

John Waxman, AAPOR Managing Partner, highlighted the successes of the past year and underscored the good working relationship between AAPOR leadership and staff and the recent headquarters visit by Vice President Paul Lavrakas. He noted that the 2011 management fee (\$290K and 2.95 FTE) is included in the 2012 budget proposal as a placeholder, pending the Council's discussion at the meeting. He added that the fee would increase by the additional cost to support the webinar program and for the annual staff cost of living adjustment (at a minimum). Scott Keeter expressed his approval for increasing staff support for the webinar series, as well as maintaining growth in membership and conference attendance, and pursuing other new projects like archiving and the Transparency Initiative (TI).

Susan noted the increasing need to free more time for the Administrative Director Donna Tieberg to concentrate on the TI, archiving and project and committee work by shifting some clerical membership duties to Sherwood's Member Services department. John and Susan will work with the Executive Committee to determine the FTE required to carry-out the plans in the budget, to staff new initiatives and to sustain growth. The management fee will continue to be reviewed and negotiated each year.

D. Marketing and Communications Budget

There was general discussion of the budget for marketing and communications. The budget includes funding to redesign the web interface for the Blue Book. The redesign will allow persons interested in purchasing services to submit a request to some number of companies to be determined, and possibly to expand company indexing to make search more robust. Support to advertise the Blue Book is also included. Lindsay Arends, Marketing Communications Manager, spoke to the importance of gaining visibility among purchasing audiences. She discussed the use of mailing lists and ads placement in newsletters, meeting programs and journals of other associations to market AAPOR membership, the Blue Book, webinars and the conference. Liz Hamel, Associate Membership and Chapter Relations Chair, emphasized the importance of including a “how did you hear about us” response option or link.

Susan noted that resources budgeted and unspent in 2011 offer an opportunity to begin or complete one or more of the recommended web projects this year. Projects include making the site mobile-ready and creating a more robust search feature for the historic AAPORnet archive.

Although nothing has been spent in 2011 (\$5K budgeted), the 2012 budget proposal includes support at two levels (\$3K or \$5K) for AAPOR representatives to attend related industry meetings. Vice President Paul Lavrakas recommended that the higher level be approved by the Council. There was general agreement.

E. Leadership

The 2012 budget continues funding approved for 2011 for Council leadership and development training. Funding supports the attendance of the Vice President and Executive Director at a joint training session on effective governance. Scott Keeter requested that the January Council meeting include a presentation by the ASAE/Tecker consultant on board effectiveness.

The budget for Council travel assumes that there will continue to be four (4) face-to-face Council meetings in 2012, including the meeting the day before the conference. There was a suggestion that a half day be added to the current single day face to face meeting held in September and a fifth face-to-face meeting be considered for November. No decision was reached. Budget permitting, the Council expressed support for holding an optional and informal Council dinner the evening before the (current) single-day fall and the spring (March) face-to-face meetings.

V. 2011 MEMBER SURVEY: DISCUSSION OF RESULTS AND NEXT STEPS

Membership and Chapter Relations Chair Joe Murphy reported that there was a 64% response rate to the survey compared to 55% in 2007. John Waxman affirmed the exceptional response rate, adding that association membership surveys typically yield less than a 30% response.

Joe reviewed the survey responses, noting that there was an interest in new benefits including the webinars. Other highlights of the survey include most members finding AAPOR important and expressing satisfaction with the association. Only a minority were dissatisfied. Members also reported that they were likely to suggest AAPOR membership to friends and colleagues and were likely to renew memberships themselves. Members found white papers a particularly effective way to educate the community.

There was a discussion about placing open-ended survey questions online and using crowd-sourcing to enrich findings. No decision was reached. It was agreed that that the committee should do a report to the membership this fall and possibly make the raw survey data available

after removing identifying information. A decision needs to be made regarding a follow-up survey in 2012.

VI. NON-PROBABILITY TASK FORCE: TASK FORCE CHARGE AND NEXT STEPS

Participating via phone, Non-Probability Task Force Co-Chairs Mike Brick and Reg Baker reported that they were hoping to get the Task Force up and running soon, but that no date had been assigned yet for the kick-off meeting. Paul Lavrakas recommended that a first meeting be scheduled within the next six weeks.

There was a motion by Paul Lavrakas, seconded by Tim Johnson, to encourage the task force to begin work by November 1, 2011. The motion was approved unanimously.

VII. 2012 CONFERENCE UPDATE

A. Orlando Site Visit Update

Conference Committee Chair Dan Merkle reported on the July site visit to the JW Marriott Orlando Grande Lakes. Dan described the facility as very nice, and added that the hotel rooms are less expensive than 2011, the exhibit space is in a good location, and the hotel is family-friendly. The hotel is co-located with the Ritz Carlton and the two properties share certain amenities such as restaurants and pools. This doubles the number of restaurants in comparison to the 2011 Phoenix conference. Dan noted that the Marriott offers a structured program for kids and can recommend local child care for attendees traveling with infants or children too young for the hotel's program.

B. Conference Artwork

Copies of the 2012 conference art work were distributed. Dan thanked the staff.

C. Call for Papers/Abstracts

The goal of the 2012 call for papers is to attract a wider variety of submissions.

D. Plenary Session

The 2012 conference plenary session is titled "Non-Probability Sampling in Social Research: Debating Strengths and Weaknesses." The plenary is planned as a panel format with a formal approach and will include position papers, a Q&A session with the panel, and audience participation. The Council offered ideas for discussants and moderators. The final program remains under discussion by the committee.

E. Sponsor/Exhibit Prospectus

Rachel Caspar and AAPOR Meeting Administrator Shalini D'Souza reported on plans for 2012 sponsors and exhibitors. Shalini reported that 2011 sponsors were happy overall, except for the tented and separate exhibitor space. She reminded the Council that past sponsors and exhibitors are offered the first right of refusal for 2012 opportunities. Council was advised that flash drives will not be available as a sponsored item given their current high cost. Rachel reminded the Council that AAPOR offers to sponsors the ability to customize options as part of their sponsorship package. Google was suggested as a possible 2012 sponsor.

F. 2015/2016 Site Selection

Council members discussed the cities under consideration for the 2015 and 2016 conference based on the response to the RFP sent by Jacky. The RFP was sent to several eastern and central US cities, consistent with prior direction of the Council that the conference location be rotated across the U.S. Several cities had no availability during AAPOR's preferred dates. Questions were raised

regarding the impact on attendee decision to attend by such factors as distance from conference hotel to airport, city versus resort location and restaurant availability. Jacky and Volunteer and Social Activity Subcommittee Chair Debbie Rexrode affirmed that hotel properties in different regions were offered the opportunity to respond to the RFP. Both noted that the fixed date for the conference each year significantly limited the number of responses AAPOR receives. Given the limitation, Jacky emphasized the importance of working a minimum of five (5) years in advance for the best opportunities to book meeting sites in attractive locations at an affordable price. For the 2015 conference, May 14 – 17, the top two choices are The Westin Diplomat in Ft. Lauderdale, FL or the Marriott Rivercenter San Antonio, TX.

Based upon strong attendance at prior meetings in Florida and the negotiated rate of \$205 per night, there was a motion by Scott Keeter, seconded by Joe Lenski to approve the Westin Diplomat in Hollywood, Florida for the 2015 conference. The motion passed unanimously.

For the 2016 Conference, May 12 – 15, Jacky received responses from the Hilton Austin, Austin, TX; the Sheraton New Orleans and the Hyatt Regency New Orleans; and the Marriott Rivercenter San Antonio and JW Marriott San Antonio Hill Country. There was discussion about the lack of nonstop flight options for Austin. Jacky reminded the Council that she will not know for certain whether a property can fit our meeting and expectations until she has a chance to conduct the site visit. She plans to schedule site visits to the Hilton Austin, San Antonio and the Sheraton New Orleans for the 2016 conference within the next two weeks.

G. 2011 Post-Conference Survey

Dan Merkle reviewed responses to conference survey.

H. 2011 Conference Proceedings

It was reported that the 2011 conference proceedings are now available on the website. Dan Merkle commended Barb Gunderson for her hard work to create this new member benefit.

VIII. EDUCATION COMMITTEE REPORT

Melissa Herrmann and Chuck Shuttles, Education Committee Co-Chairs, participated in the meeting via phone.

A. AAPOR Mentoring Program

The Subcommittee is working to move the AAPOR mentoring program to the pilot phase, developing materials and testing the program with a small group of approximately 12 mentor/mentee members. The Committee requested \$500 for conference calls and expenses for a meal meeting at the conference for the test group. There was a suggestion that the committee develop a timeline for the pilot program. Funding is included in the 2012 budget at the requested level.

B. Webinar Report

Committee Chair Chuck Shuttles reported that the webinars have been successful and revenue has exceeded budget by 30% through the end of July. Registration data shows that webinars have attracted interest by early and late career members. AAPOR Education Director Kismet Saglam reported that participants have encountered a handful of technology challenges with the first webinars, particularly for Mac users. The issues are addressed immediately by AAPOR staff and committee members. Staff is also reviewing service options with other vendors to assure we continue to have the best platform. Registrants who have experienced difficulty have been offered the recorded version at no additional charge.

Chuck advised the Council that the Subcommittee supports offering webinars six times a year, commenting that it will be easier to find presenters for six, rather than 10 or 12 sessions. The challenge will be to continue to attract high-quality instructors and interesting topics. An 'every other month' schedule provides the optimum balance between the supply of high-quality speakers and the availability of volunteer time.

Funding has been included in the 2012 budget to provide gift cards to webinar instructors as requested by the subcommittee. There was discussion of the pros and cons of increasing remuneration for instructors. No action was taken.

Councilors were advised that the instructor for the October 12 Social Networking webinar has left his company. The subcommittee planned to replace him with another employee as the content is specific to the company. Several alternates were suggested.

IX. TRANSPARENCY INITIATIVE: NEXT STEPS & IMPLICATIONS FOR 2012

Paul Lavrakas agreed to forego the report on the Transparency Initiative due to time constraints. He will send a report after the meeting to Council members and AAPOR staff, and invited comments.

X. NEW JOURNAL: UPDATE AND NEXT STEPS

New Journal Task Force Chair Peter Miller, attending via phone, offered a brief update on task force activity. Responses from potential editors are expected in early October.

XI. ARCHIVES AND HERITAGE COMMITTEE

Mike Mokrzycki, participating via phone, reported that three Heritage interviews have been completed in 2011 and the Gallup interview has been posted to the website. He emphasized that the Committee is interested in pursuing interviews with members who are at different stages in their career, and not just in the late stage.

A. Heritage Interviews

The Council reviewed the committee's 2012 budget request that had arrived too late to be included in the proposal presented to the Council. The Committee recommends funding the recording of Heritage interviews at the annual conference where multiple interviews may be possible, and recording plenary and presidential sessions for archiving. Council agreed that an interview should be arranged with Seymour Sudman's widow. Mike asked that any suggestions for the Heritage videos be forwarded to him to share with the committee. He stated that there is approximately \$8,000 in the Heritage Fund, but general funds may be needed to continue the Heritage Interviews and related activities based on plans for 2012.

B. AAPOR Archive

Mike stated that AAPOR has paid the University of Chicago \$3,500 to maintain the AAPOR archive and slightly more may be needed in 2012. He recommended that AAPOR staff be utilized to archive items on an annual basis. He reminded the Council that the purpose of the archive is to document AAPOR's legacy. Discussion followed on capturing AAPOR's history for the period since 'A Meeting Place' was published. There was discussion of using a virtual AAPOR archive versus hard copy. It was noted that an online archive could include the Heritage videos. He agreed to present the idea to the committee for discussion. The Committee was encouraged to consider using a virtual platform (online product) rather than produce a new edition of 'A Meeting Place.'

XII. MEMBERSHIP AND CHAPTER RELATIONS

Liz Hamel and Joe Murphy reported that AAPOR membership continues to hold steady. The AAPOR membership booth will be displayed at the SAPOR meeting this fall, and may also exhibit at the MAPOR and PAPOR meetings. The committee will look closely at effectiveness as plans are made for 2012.

Liz reported on progress made to reactivate the New England chapter. Things are moving along well and Council will be asked to approve the revised bylaws at the October meeting.

PAPOR made changes to its bylaws in December 2010. The changes were summarized. Susan Tibbitts advised the committee and PAPOR leadership that the Council must vote to approve the revised PAPOR bylaws by the standard in the AAPOR bylaws, i.e. as 'reasonably consistent with AAPOR's goals and objectives.'

Joe Murphy moved to approve the revised PAPOR bylaws as presented, and Liz Hamel seconded the motion. The motion was approved unanimously.

XIII. STANDARDS COMMITTEE REPORT

Tim Johnson, Standards Committee Chair, reported that AAPOR received notice of proposed rule changes to the Federal Human Subjects Protections, which concerns the regulation and ethical behavior of research being conducted on human subjects. The survey contains 72 questions, and is the first revision since the 1990s. AAPOR has received an extension to October 26 to submit comments. Draft comments are being prepared by the committee and will be shared with the Council. It was requested that this issue be included in the October meeting agenda. Tim reported that electronic data security issues are currently also a big issue, particularly the use of flash drives.

Tim reported that AAPOR received its first complaint (in 2011) alleging disclosure did not meet AAPOR code requirements. On another matter, Scott Keeter noted that AAPOR had been asked to present an amicus brief in a court case similar to an earlier case where a party was asked by the court to reveal the identity of survey participants. The request came too late for AAPOR to be able to act. In light of the request, it was suggested that AAPOR explore the utility of developing a generic brief for use in such cases. Scott Keeter suggested that the Legal Evidence Task Force examine the viability and legal cost of developing such a tool and report to Council in a few months with a recommendation.

XIV. GOVERNANCE REVIEW TASK FORCE

Patricia Moy, Governance Task Force Co-Chair and Councilor-at-Large, reported that the task force has examined several key points called out in the strategic plan, including the number of elected offices and the size of standing committees. She noted that the Task Force recommendation was still being developed.

The Task Force believes that the current council structure is not an impediment to working effectively, but more Council time should continue to be devoted to thinking about strategic issues. The Task Force favors expanding committee activity by delegating more work to committees and involving more members on committees. The Task Force expects to recommend that the current structure be retained and the committee structure be invigorated by establishing a mechanism that would allow AAPOR to identify and engage members interested in becoming more active in AAPOR. AAPOR Managing Director John Waxman added that increasing member involvement in committees and committee capacity strengthens the entire association.

Patricia noted Task Force members' agreement on the importance of retaining the current requirements that candidates for Vice President, Associate Chair of the Conference Committee and Councilor-at-Large rotate between the academic and commercial sectors. Additionally, Task Force currently favors adding an Education Chair to Council, and dropping one of the Councilor-at-Large positions. The Task Force has discussed increasing the Secretary-Treasurer position to three years from two, with the final year spent serving as Chair of the Endowment Committee. Cost implications for the task force recommendation are still being formed.

XV. COMMUNICATIONS COMMITTEE REPORT

Communication Chair Rich Morin, attending via phone, reported on the video contest. The goal of the contest is to produce videos that create interest about AAPOR. Associate Communications Chair Marjorie Connelly noted that the \$1K in cash prizes proposed by the committee and included in the 2012 budget proposal were an important incentive for contest participants given the time required of contest participants. Council discussed the purpose and number of prizes. No decision was made. Scott Keeter emphasized that any prizes could come from the \$1K included in the 2012 budget. The plan is to show the videos at the AAPOR Conference within parameters to be recommended by the committee.

Other discussion surrounding the video contest included possible problems with emailed submissions being blocked by firewalls due to video attachments. It was suggested that an AAPOR-sponsored "library" website be considered for the videos. There was general agreement that the Council views the video contest initiative as an experiment. Holding the contest in future years would depend on its success and on budget availability.

XVI. NEW and OTHER BUSINESS**A. POQ Editor Search**

Scott Keeter briefed the Council on progress on the editor search. Approximately 12 names have surfaced so far.

B. 2012-2013 Council Election

Past President Frank Newport briefed the Council on plans for the 2012-2013 election. The Council discussed changes that were recommended last year for the Council's consideration of the slate. The Committee will share the names of the top four candidates for each office with the Council, and the Council will make the final determination at the January 2012 meeting. Committee chairs will also be invited to advise the Nominations Committee. Staff will circulate revised Council job descriptions for a final edit. The descriptions will be shared with members interested in standing for election to assure that they have a clear understanding of the job and the time commitment.

C. Task Force to Review Survey Practice

Task Force Chair Frank Newport reported that one member has expressed interest so far. There was agreement that Survey Practice continues to be a valuable benefit to AAPOR members and the survey research community. It was noted that there may be some useful information exchange as a result of the simultaneous editor searches.

D. Legal Evidence Task Force

Paul Lavrakas reported that he will have more to contribute on this initiative in May.

E. Public Opinion and Leadership Task Force

Council discussed the role AAPOR could or should play with public opinion leaders. Task Force Co-Chair Frank Newport observed that AAPOR could play a stronger role, but that it may be controversial. A report from the task force is unlikely to be ready before early 2012.

F. WAPOR Hotel Addendum

Patricia Moy, Councilor-at-Large, requested that AAPOR consider accommodating WAPOR meeting and hotel rooms within the contracts AAPOR negotiates in years when AAPOR and WAPOR hold their joint meeting. Susan Tibbitts noted that there were issues of liability involved, and the two organizations would need to determine who is fiscally responsible for certain fees and penalties. Scott Keeter agreed to follow up on the request with Patricia and AAPOR staff to determine the issues involved.

G. Future Meetings

Upcoming Council meetings are as follows:

October 13, 2011 the Council will hold a teleconference at Noon EST

November 10, 2011 the Council will hold a teleconference at Noon EST.

December 15, 2011 the Council will hold a teleconference at Noon EST.

January 12-13, 2012 the Council will meet in the Pew offices in Washington, D.C.

XVII. ADJOURNMENT

Motion: To adjourn the meeting. Tim Johnson moved, seconded by David Cantor. The motion passed unanimously.

The meeting was adjourned at 4 p.m.