

**American Association for Public Opinion Research  
Executive Council Minutes  
September 17, 2015**

Mollyann Brodie	President	Present
Roger Tourangeau	Vice President	Present
Michael Link	Past President	Present
Dan Merkle	Secretary-Treasurer	Present
Allyson Holbrook	Associate Secretary-Treasurer	Present
Jordon Peugh	Communications Chair	Present
Sandra Bauman	Associate Communications Chair	Present
David Dutwin	Conference Chair	Present
Jennifer Dykema	Associate Conference Chair	Present
Sarah Cho	Education Committee Chair	Present
Kristen Olson	Membership & Chapter Relations Chair	Present
Anna Wiencrot	Associate Membership & Chapter Relations Chair	Present via phone
Ron Langley	Standards Chair	Present
John Loft	Associate Standards Chair	Present
Joe Lenski	Councilor-at-Large	Present
Rich Morin	Councilor-at-Large	Present
<b>Staff</b>		
Adam Thocher	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Jacky Schweinzger	Conference Director	Present
Eric Bailey	Marketing Communications Manager	Present
Crystal Stone	Administrator	Present

**I. WELCOME AND CALL TO ORDER**

President Mollyann Brodie called the meeting to order at 8:34 a.m. EST and a quorum was established.

**II. REVIEW AND APPROVAL OF MINUTES**

**Roger Tourangeau moved, seconded by Rich Morin that the minutes of the August 20, 2015 Executive Council meeting be approved as presented. The minutes were approved unanimously.**

**III. SECRETARY-TREASURER REPORT**

July 2015 Financials

Secretary-Treasurer, Dan Merkle, presented the July 2015 financials. As of July 31, 2015, the total year to date net income was \$310,276, an increase of \$218,119 compared to net income at the same time in 2014. Dan indicated that switching to a 60% executive director, \$4,000 in revenue from webinars and a \$22,000 payment from Oxford University Press have all added to the bottom line

since the June financials. In addition, the 10% increase to Membership revenue has been met; we are now at 100% of the membership budget in terms of revenue. Dan reported that a projection by Adam Thocher shows that \$120,000 in net revenue is projected through the end of the year.

#### Investment Status

Dan Merkle reported on AAPOR's 5 investment accounts. The Dow Jones Industrial Average is down 7% for the year, however AAPOR investments are outperforming that average because of our investments in bonds which have been more stable.

## IV. CONSENT AGENDA

Mollyann Brodie stated that consent reports presented for information included written reports from the Executive Director, Census Budget Letter Sign-On – The Census Project, Membership and Chapter Relations Committee and Subcommittees, Ad Hoc Recruitment and Retention, Communications Report/Dashboard, and the Standards Committee and Subcommittees.

**Jordon Peugh moved, seconded by Allyson Holbrook to accept the consent reports as presented. The motion carried unanimously.**

## V. AAPOR 2016 PROPOSED BUDGET OVERVIEW

#### 2015 End of Year; 2016 Proposed Budget and Approval Timeline

Dan Merkle reported that the 2015 conference far exceeded AAPOR's budgeted expectations. Membership met the budgeted goal and the POQ and JSSAM journals have had a strong year. The 2016 budget as presented assumes a 60% executive director. The 2016 budget does not reflect an increase in member dues or conference registration fees. The initial proposed budget for 2016 included all budget requests received from committee and task force chairs.

The Executive Council reviewed and discussed the budget by program area.

## VI. OLD BUSINESS

#### Annual Conference Events

Mollyann Brodie asked council to have further discussion on the additional events and presentations at the conference that target a specific group to determine if we are successfully engaging all members (new and old). She would like the Executive Council to come to an agreement on what should be done with these activities for 2016 and beyond. The Conference chairs will work with staff to develop a historical reference of changes to the AAPOR conference (events, presentation, attendance, attendee makeup). This document would be presented to Council for discussion in January.

#### Fellowship Program Proposal

Membership chair Kristen Olson presented the proposal to formalize the docent/mentor program into a Fellowship Program. Aimed at early career members (1<sup>st</sup> five years out of school), this program would strengthen the AAPOR connection and build a diverse AAPOR community. A brief screening questionnaire and survey would identify what people want out of being a mentee. The

application would involve a letter of recommendation from a current AAPOR member. The proposal includes a timeline to make sure the mentor and mentee have the opportunity to meet in person. Proposal includes free conference registration for the mentees and a discount for mentors, a reception or table at a meal, and a certificate of recognition for mentors. Based on feedback from council, Anna Wiencrot and Kristen Olson agree that there are valid arguments for not proceeding with the program.

**Ron Langley moved, seconded by Kristen Olson to thank the group for their hard work on the plan, but not proceed with the plan. The motion carried unanimously.**

#### Membership – Membership and Conference Survey Results

Membership Chair Kristen Olson presented to results of the 2015 member and conference survey. The majority of members are satisfied or very satisfied with their AAPOR membership. For the 2015 survey questions were added to assess the value members found in current AAPOR benefits. Open ended responses had yet to be analyzed. However any comments related to programs or work of specific committees would be shared with the group chair.

#### Membership - Roper and Student Travel Award Subcommittee

Mollyann Brodie discussed the leadership of award committees, and noted that all except the Roper award were chaired by a member of council. Mollyann indicated that she would like to retain institutional knowledge by moving the Student Travel Award and the Roper Award to the responsibilities of the Membership Chair and Associate Chair. This would change the nature of the awards to increase engagement beyond it being just an award.

**Kristen Olson moved, seconded by Michael Link to make the Student Travel Award Committee and the Roper Award Committee subcommittees of the Membership and Chapter Relations Committee. The motion carried unanimously.**

#### Membership – Diversity Subcommittee

The MCR Diversity Subcommittee reported on their research into programs at similar organizations and review of AAPOR member demographics. Immediate next steps include drafting a statement that will be posted on the AAPOR website and in the conference program. They also plan to review the demographics of members interested in becoming AAPOR volunteers.

#### Journalist Education Project - Poynter

Education Associate Chair Sarah Cho presented the Draft Memorandum Of Understanding between Poynter Institute for Media Studies, Inc. and AAPOR for updates to the Journalist Education learning modules. The proposal includes \$1,000 to hire a research assistant to help with the legwork and \$5000 in the current year for course development.

**Sarah Cho moved, seconded by Rich Morin to approve the \$6,000 expense to update the Journalistic Education Project as proposed. The motion includes the appointment of a small review committee to approve the content. The motion carried unanimously.**

#### TCPA Working Group Update

Joe Lenski reported there were 307 registrants for the September 22 TCPA webinar and questions were being submitted for circulation to the speakers. Half of those registrants were AAPOR members.

Joe reported that in his interactions with members, they are beginning to see an impact from the ruling and AAPOR will evaluate our involvement at an organizational level.

#### CAPOR

Michael Link reported that members of the Canadian Association of Public Opinion Research (CAPOR) board announced their formation. AAPOR will follow their progress and become involved if/when possible.

### **VII. STRATEGIC INITIATIVES**

#### Discussion and Review of Strategic Initiatives

Mollyann Brodie briefly ran through the Strategic Initiatives and provided a brief wrap-up of the 2016 budget with an overview of the changes made during discussion. During the initiative review council was asked to think about staff time allocations for the upcoming year.

### **VIII. EXECUTIVE SESSION**

At 1:58 p.m. the regular meeting of the Council was adjourned and staff was excused to permit the Council to meet in Executive Session.

**Rich Morin moved, seconded by Joe Lenski to adjourn the regular meeting of the Executive Council. The motion was approved unanimously.**

### **IX. ADJOURNMENT**

**Dan Merkle moved, seconded by Michael Link to adjourn the Executive Council meeting. The motion carried unanimously.**