



**American Association for Public Opinion Research
Executive Council Minutes
September 18, 2014**

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|----------------------------|--|---------|
| Michael Link | President | Present |
| Mollyann Brodie | Vice President | Present |
| Rob Santos | Past President | Absent |
| Mary Losch | Secretary-Treasurer | Present |
| Dan Merkle | Associate Secretary-Treasurer | Present |
| Frauke Kreuter | Standards Chair | Present |
| Ron Langley | Associate Standards Chair | Present |
| Dawn V. Nelson | Conference Chair | Present |
| David Dutwin | Associate Conference Chair | Present |
| Jennifer H. Childs | Membership & Chapter Relations Chair | Present |
| Kristen Olson | Associate Membership & Chapter Relations Chair | Present |
| Eleni Delimpaltadaki Janis | Communications Chair | Present |
| Jordon Peugh | Associate Communications Chair | Present |
| Cliff Zukin | Councilor-at-Large | Present |
| Joe Lenski | Councilor-at-Large | Present |

Staff

| | | |
|-----------------|----------------------------------|---------|
| Susan Tibbitts | Executive Director | Present |
| John Waxman | Managing Partner | Present |
| Heidi Diederich | Administrative Director | Present |
| Abra Alscher | Administrator | Present |
| Ashley Hicks | Accountant | Present |
| Lisa Kamen | Marketing Communications Manager | Present |

Guests

| | | |
|----------------|---------------------------|---------|
| Anna Wiencrot | Education Committee Chair | Present |
| Michael Patti | The Sherwood Group | Present |
| Chuck Shuttles | ResearchHack Co-Chair | Present |
| Jennie Lai | ResearchHack Co-Chair | Present |

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

President Michael Link called the meeting to order at 8:30 a.m. CST and a quorum was established.

Jordon Peugh moved, seconded by Ron Langley that the minutes of the August 21, 2014, Executive Council meeting be approved as presented. The minutes were approved unanimously.

Mary Losch moved, seconded by Mollyann Brodie that the Executive Committee minutes of September 5, 2014, reflecting discussion and approval of AAPOR Guidance to IRBs and Researchers; and the minutes of September 8, 2014, reflecting discussion and approval of adding information to the AAPOR gift web page on the WAPOR/AAPOR jointly sponsored Janet A. Harkness Student Paper Award be approved as presented. The minutes were approved unanimously.

II. CONSENT AGENDA

Consent reports were received from the Address-Based Survey Task Force and Membership and Chapter Relations Committee and were presented for information. There was no discussion.

Mollyann Brodie moved, seconded by Jordon Peugh to accept the consent reports as presented. The motion was approved unanimously.

III. AAPOR 2015 PROPOSED BUDGET OVERVIEW

Mary Losch introduced the AAPOR 2015 proposed budget and asked Susan Tibbitts to give a brief overview. Susan reviewed the current sources of revenue that support AAPOR activities including:

- conference registration fees, sponsorship, exhibits and advertising
- journals
- membership dues
- distance education (webinars)
- other e.g. career center and general donations

She reviewed the general assumptions that had guided the council in developing the 2014 current year budget and noted the areas where budget assumptions had been met and others that had not including:

- Budgeting for strategic initiatives from reserves.
- Relatively static membership growth.
- A dues increase.
- An active council and committees, anticipating the creation of additional ad hoc task forces.
- Continued strong outreach to chapters.
- Website responsive redesign work completed in 2014.
- Modest expansion of the webinar program and an increase in sponsorship over 2013 actual revenue.
- Official launch of the transparency initiative in 2014.
- Two active peer-reviewed journals (POQ and JSSAM) and online journal Survey Practice.
- Attendance assumptions for the conference in Anaheim generally at 2011 Phoenix levels, with fee increases primarily for later decision attendees and nonmembers.
- Conference sponsorship, exhibit and advertising revenue budgeted at 2013 levels.

Mary Losch stated that the 2015 projected budget assumes \$1,370,300 in revenue, and \$1,554,000 in expenses. The AAPOR reserve balance is \$1,300,000. She reminded the council that based on past practice; the initial proposed budget for 2015 included all budget requests received from committee and task force chairs. The proposed budget reflected a deficit of \$183,105.

The Executive Council reviewed the budget by program area, with a specific focus on significant revenue and expenses.

Membership: Dues Revenue, Recruitment/Retention, Representation and Survey Activities

For 2015, dues revenue is budgeted at status quo, assuming new members will replace departing members. Membership and Chapter Relations Chair Jennifer Hunter Childs reviewed

the committee budget request and noted the budget provides for travel to seven chapter or sister organization meeting. Access to Qualtrics survey software has previously been donated by committee members to support the member and conference survey, however \$3,000 has been included in the budget in the event payment was required. Council discussion followed with a consensus to remove the \$3,000 from the proposed budget, to be funded from reserves if needed. The committee is also exploring the possibility of purchasing mailing lists for member recruitment. It was suggested that the mailing list purchase could be used by both the Membership and Chapter Relations Committee and Education Committee.

Conference: Registration Revenue, Survey Methods Mini-Conference; Sponsor and Exhibit Revenue; Expense Highlights

For 2015, conference registration fees and attendance estimates are budgeted at the 2014 level. Funding has been included at the requested level for all conference events. It was noted that an earlier version of the 2015 proposed budget included a \$21,000 expense to provide WiFi access in the meeting area. The treasurers discussed the cost and agreed to remove the expense from the budget proposal presented to council. There was consensus that the cost was simply too great.

Mary Losch recommended that council consider an increase in the member registration fee, and emphasized the importance of achieving the goal set for sponsorship. Council discussion followed, with several councilors noting that net profit from past conferences had been a primary source of revenue. It was noted that the action approved by an earlier council to raise conference fees automatically every two years was never implemented. AAPOR has likely experienced increased conference expenses without an increase to member registration fees. Council approved raising late and non-member fees for 2014, however very few members or non-members paid the late fee to attend the conference in Anaheim. Concern was expressed about the importance of continuing to look closely at the overall affordability of the conference and to ensure that lower cost hotel options located nearby the conference location are available. There was agreement to consider an increase in the member registration rate with an eye toward finding the appropriate balance between member burden and ability to cover costs. Mary and Dan agreed to work with Susan on a proposal for council consideration in October.

Dawn Nelson and Mary Losch reviewed the event highlights included in the conference budget.

Jennifer Hunter Childs offered to incorporate the Student Meet & Greet on Friday into another event.

Education: ResearchHack 2.0, Distance Education, Other Education Activities

ResearchHack 2.0: Organizers Jennie Lai and Chuck Shuttles provided an overview of the ResearchHack2.0 event plans and budget request. The committee proposed additions for 2015 including limited WiFi access for a single team during the second part of the challenge, a kickoff lunch on Thursday and reception and/or dinner on Friday. The budget request of \$12,916 assumes participation by 50 students plus an additional 25 people participating as advisors, organizers and sponsors. Expenses for the event are expected be offset by a sponsorship goal of \$10,000. A sponsorship of \$5,000 has already been secured from Nielsen.

Council discussion followed. Concern was expressed about the number of members served as well as the size of the budget compared to actual expenses in 2014 of \$4,000. Councilors asked about the feedback received from 2014 participants and plans to shorten the overall event. Responding to questions, the organizers offered to drop their request for the lunch event. It was

suggested that assigning tables at meals might be a cost-effective way to meet the goal of providing meeting time for participants. Council thanked Jennie and Chuck for their hard work. Discussion continued. There was a consensus that a closer look at proposed expenses for RH 2.0 was needed.

Webinars: Anna Wiencrot stated that the Distance Education Subcommittee proposed nine paid and one free webinar for 2015. Mary Losch noted that four webinars are included in the 2015 proposed budget to showcase task force work for a total of 14 webinars. Anna raised a question about reducing the number of paid webinars from nine to seven, in light of the addition of the task force webinars. There was agreement to look at the 2015 budget impact of charging non-members for task force webinars. The task force webinars are expected to be offered as recordings, rather than live, to possibly reduce costs and better accommodate scheduling and the anticipated number of presenters that might be involved. There was additional discussion about the perceived lack of interest in and expense of recording sessions at the annual conference.

Other Education Committee activities: Anna Wiencrot stated that the committee budget request includes attendance at four journalist conferences for one committee representative.

Anna reported that she had had a conversation with Kathy Frankovic about a proposal by ESOMAR and WAPOR to use the AAPOR/Poynter training module for journalists as a guide to develop a similar module for the international journalism community. A number of years ago, the Poynter Institute supported development of the AAPOR at no cost; however the current expense to complete the international revision is expected to be \$5,000. ESOMAR has agreed to pay \$2,500 of the expense. Kathy has advised that WAPOR is committed to the project, but may not be able to fund all of the remainder. AAPOR has proposed \$1,500 to help support the project, tied to an advisory role and co-branding of the module with AAPOR's name. Additionally AAPOR has asked to select a representative to participate on the module development committee.

Mollyann Brodie moved, seconded by Ron Langley to fund the expansion of the Poynter training for a global journalist audience. The motion carried unanimously.

Journals: JSSAM; POQ; Survey Practice

Susan Tibbitts reviewed the budget for the journals. She reminded the council that Oxford University Press lowered their royalty estimates for *POQ* and *JSSAM* from the 10 year forecast estimates provided to AAPOR in 2013 when the journal contract was signed. She explained that decreases in royalty income will decrease journal revenue, and the downward trend requires monitoring. Net income of \$96,000 is budgeted for 2015 for the OUP journals.

Survey Practice is budgeted at \$5,000 for general editorial support, which is roughly the same as the 2014 end-of-year projection.

Executive Council and Leadership

Michael Link stated the council travel budget is slightly lower than 2014 and is based on in-person Executive Council meetings in January, March, May, June planning session and September.

Standards

Mary stated that the Standards Committee budget includes funding for conference calls and for technical report editing for the Address-Based Sampling and Big Data Task Forces. If a

complaint is received that requires additional resources; the funding would be requested from reserves.

Archives

Mary stated that the Archives Committee budget includes funding for conference calls, legal support if required related to the contract with University of Chicago and travel expenses to visit the archives at the University of Chicago.

Communications: Professional PR Communications Initiative; Web Redesign, American University Communications Course Project (jointly with TICC);

Mary stated that the budget for the Communications Committee is limited to conference call support. She reminded the council that funding for the website responsive redesign project was committed in 2014 and appears on the balance sheet. The majority of the redesign expense will be depreciated as a capital expense over three years, beginning in November when the new site is launched. The depreciation expense will appear in the regular monthly financial schedules.

Eleni Delimpaltadaki Janis stated that the 2015 budget request anticipates a modest increase for website maintenance and development for updates anticipated for the Transparency Initiative and the build-out of web communities.

Eleni described AAPOR's partnership with a member and professor at American University School of Communications. The professor asked AAPOR to participate as one of two or three organizations that would be the focus of her class project. The students will look at communications for the Transparency Initiative. DC-based TI committee member Tim Triplett will be the member contact for the project.

Eleni shared her intent to prepare a proposal for AAPOR to engage a professional public relations company in support of what she called a 'PR Communications Initiative' with the goal of improving and cultivating relationships with the press. Council discussion followed. There was a consensus that the committee should table the suggestion, and rely instead on member and council relationships to reach those goals.

Transparency Initiative

Mary Losch reported that the Transparency Initiative Coordinating Committee budget proposal assumes revenue of \$4,500 based on fees of \$150 each from 30 approved organizations eligible for renewal during the final quarter of 2015. Expenses include \$5,000 for outreach to journalists to market the TI.

Investments

The Investment Committee budget includes funding for conference calls.

Financial Oversight

The Financial Oversight Committee budget includes funding for conference calls.

Development

The Development Committee budget includes funding for conference calls and approximately \$3,400 split between the Roper and Sudman temporarily restricted accounts to support an activity to be determined; most likely planned giving and other donor outreach.

Heritage (Temporarily Restricted Fund)

Susan Tibbitts indicated that Mike Mokrzycki has stated his intent to spend out the fund by end of 2015.

Ad Hoc Committees and Task Forces: Bylaws

There is \$3,800 included in the Membership and Administration expense budget is for legal fees associated with the Bylaws revision in 2015. Mary states that the 2014 end of year projection anticipates \$15,400 in legal fees from the bylaws review.

Ad Hoc Committees and Task Forces: Public Opinion

Funding to support conference calls for the Public Opinion Task Force is included in the general ad hoc Task Force budget.

Ad Hoc Committees and Task Forces: Reassessing Today's Survey Methods

Funding to support conference calls for the Task Force on Reassessing Today's Survey Methods is included in the general ad hoc Task Force budget.

Ad Hoc Committees and Task Forces: Substantive and Methodological Balance

Following discussion, Cliff Zukin, Co-Chair of the Task Force on Substantive and Methodological Balance, agreed that the Task Force had completed its charge and would disband. In light of the budget challenges, he withdrew his previous request for \$4,000 to support a coding project.

2015 Proposed Budget: Next Steps

Susan Tibbitts stated that she would work with Mary Losch, Dan Merkle, Michael Link and Mollyann Brodie; as well as the chairs of the affected committees, to develop a revised and significantly reduced 2015 budget proposal for council consideration and approval at the October 23 meeting.

IV. OLD BUSINESS**AAPOR Website Responsive Redesign**

General Update – Jordon Peugh presented an update on the website redesign. The rollout continues to be scheduled for early November.

Communities Demonstration – AAPOR webmaster Michael Patti, presented a demonstration on the Kentico communities feature available on the new AAPOR website platform. He explained that communities can be used by committees, subcommittees and chapters as well as other groups to be defined. The plan is to introduce communities beginning with the Executive Council. Michael noted that enthusiasm for- and use of committees- increases if there is a high profile group that is willing to go first and 'market' the benefits to their colleagues.

Bylaws Review and Amendment Update

Mollyann Brodie presented an update on the Bylaws Review Committee. She advised the council that the time required to complete the full revision that is necessary to make the bylaws a governing document and to move the details to policy documents would require considerably more work by the committee. She reminded the council that the committee had been asked to present a final report at the November council meeting. The revised bylaws have to be presented to the members for review in advance of the vote, and the council needs time to review and approve.

Given the timing challenge and the interest of the council in presenting certain critical changes for a vote in May 2015 (e.g. creating positions on the Executive Council for the Chair and Associate Chair of the Education Committee, and addressing language in the article on chapters), Molly shared her intention to talk to the committee about scaling back the goal of a full overhaul of the bylaws. Discussion followed. There was consensus on the more conservative approach of addressing the critical keyareas and addressing the additional detailed work at a later time.

2014 Member and Conference Survey Results

Kristen Olson presented the results of the 2014 member and conference survey. For the 2014 survey, responses from members and non-member conference attendees were combined. The committee plans to separate the responses for the 2015 survey.

Kristen reported that the Membership and Chapter Relations Committee is planning outreach to introduce the benefits of AAPOR membership to interested members of the Marketing Research Association (MRA). members. David Dutwin suggested that the mini-conference presented by the Task Force on Reassessing Today's Survey Methods would be attractive to MRA members and a good way to attract their attention.

V. NEW BUSINESS

***JSSAM* Oversight Committee Update and Membership Change**

Michael Link reported that Roger Tourangeau will step down as editor of *JSSAM* in 2016 and a successor will need to be identified. Co-Editor Joe Sedransk will step down at the end of 2015. He added that the Oversight Committee currently has four AAPOR members and three ASA members, one more than called for in the memorandum of understanding between AAPOR and the ASA that addresses committee and editor terms, among other things. He stated that the committee would establish staggered three-year terms. Each year the term of one committee member would expire, alternating between AAPOR and ASA representatives. In December, 2014, one AAPOR member will step down and will not be replaced in order to meet the requirement for three members from each organization. New members will be appointed with the approval of AAPOR and ASA Council.

Dan Merkle moved, seconded by Cliff Zukin to establish staggered terms for the *JSSAM* Oversight Committee and the plan to appoint new members. The motion carried unanimously.

Recommendation for One-Year Complimentary *JSSAM* Subscription

Michael Link stated that the committee would like to offer one-year complimentary electronic access to *JSSAM* to non-AAPOR members of the International Association of Survey Statisticians (IASS) and WAPOR, in order to increase exposure for *JSSAM* and AAPOR.

Dan Merkle moved, seconded by Eleni Delimpaltadaki Janis to offer non-AAPOR members of IASS and WAPOR, free electronic only access to *JSSAM* for one year. The motion carried unanimously.

Nominations Committee

Susan Tibbitts reviewed the calendar for the 2015-2016 Executive Council election. Nominations Committee Chair Rob Santos is working on his recommendation for committee members.

Standard Definitions: Recommendations for Revisions Concerning Dual Frame RDD

The council agreed to take up the recommendations for changes to the Standard Definitions as part of the Friday meeting agenda.

VI. STRATEGIC INITIATIVES

AAPOR Membership and Chapter Relations

Jennifer Hunter Childs presented the activities of the Membership and Chapter Relations Committee. The membership renewal drive will start on October 1, 2014. A member recruitment drive will also begin in October. The committee is working to expand their work with students to include young professionals.

Committee on Committees

Cliff Zukin reported he is working to develop a set of criteria to guide AAPOR committees' structure and functioning. He noted that AAPOR currently has 29 active committees and task forces. The criteria under consideration include (1) building expertise in critical areas independent of the council members; (2) focusing on stability for each committee for continuity not tied to the election cycle; (3) turnover in a systematic way including staggered terms to ensure continuity, and (4) fostering new leadership paths. He is looking at the work required to change individual committee structures and to create criteria for what qualifies for committee work vs. committee membership.

Cliff will follow-up with Eleni Delimpaltadaki Janis, Dawn V. Nelson, Jenny Hunter Childs and Mary Losch to discuss the implications for each of their committees. He plans to make a recommendation for Council consideration by November.

VII. ADJOURNMENT

Michael Link stated that the meeting of the Executive Council was adjourned at 4:30 p.m. CST and would reconvene at 8:30 a.m. on September 19, 2014.

Dan Merkle moved, seconded by Mary Losch to adjourn the Executive Council meeting. The motion carried unanimously.