



**American Association for Public Opinion Research
 Executive Council Minutes
 September 19, 2014**

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	Absent
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
Lisa Kamen	Marketing Communications Manager	Present

I. CALL TO ORDER

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

II. Committee Updates

Conference Steering Committee

Dawn V. Nelson suggested that the Fun Run for the 2015 conference could be dropped to save money. Alternately, she recommended holding the run on the beach since the cost would be significantly lower. Following discussion, there was a consensus to retain the Fun Run, pending committing a sponsor for the event.

Big Data Task Force

Frauke Kreuter reported that the Big Data Task Force expects to finalize their report in November, 2014. The task force is planning to make a presentation at the AAPOR Conference in 2015.

Standard Definitions: Recommendations for Revisions Concerning Dual Frame RDD

Frauke Kreuter presented the revised recommendations to the Standard Definitions of Dual Frame RDD. The changes that were recommended by the Subcommittee on Standard Definitions chaired by AAPOR Past President Rob Daves, included some word editing to the text, and corrections to the formula that the subcommittee felt were appropriate.

Mollyann Brodie moved, seconded by David Dutwin to accept the recommendations as presented. The motion carried unanimously.

Transparency Initiative

Susan Tibbitts reported that the Transparency Initiative had a soft launch on September 8, 2014, that targeted the current 80 supporters. Eleven organizations have registered since the soft launch and one full application was received. The formal launch will follow in October.

Survey Refusal Task Force

Michael Link congratulated David Dutwin and the members of the task force on a job well done.

Substantive and Methodological Balance Task Force

Cliff Zukin reported that the Task Force is working on their final step of obtaining mailing lists for related organizations to generate interest in participating in and attending the AAPOR conference.

Sustaining Sponsorship Task Force

Mary Losch reported that the Sustaining Sponsorship Task Force – Mary Losch, Dan Merkle, Rob Santos and Susan Tibbitts – will be identifying goals, next steps and determining how the structure of the task force needs to be changed.

Communications Initiative

Jordon Peugh and Lisa Kamen reported that the Social Media Subcommittee has been established.

Planning for Globalization

Michael Link stated that WAPOR has been working to organize international regional chapters. At the recent WAPOR annual meeting in Nice, there was a suggestion made that AAPOR take on the role of North American chapter of WAPOR. Michael commented that AAPOR needs to move forward on the issue of international chapters with consideration of our mission and initiatives as well as awareness of our partner associations.

Education Committee

Molly Brodie reported that the committee is inventorying the webinars and other resources that the committee currently offers our members, and will consider additions or changes.

Recruitment

Jenny Hunter Childs reported that the membership and Chapter Relations Committee is developing a list of organizations and groups to recruit. The list includes MRA, the government sector and university departments. Mary Losch recommended that the American Evaluation Association also be included.

III. Implications of the 2015 Proposed Budget

Acknowledging the need to expand resources to allow AAPOR to continue to afford to grow and expand services, Michael Link challenged the council to consider current sources of revenue for the association and areas where revenue can be increased.

Noting that everyone around the council table was 'here for our members,' he pointed to the quality and the breadth of resources that are freely available from the AAPOR website and to the generous amounts of time that our member volunteers are willing to commit to their association. He acknowledged the generosity of non-member experts and their interest in being involved with AAPOR stating that the level of engagement on our committees and task forces is remarkable. He described AAPOR as 'being part of the conversation.' Michael noted the progress that is being made on national-chapter relations, the council focus on leadership, governance and strategy, and the incorporation of the challenges of survey methods faced by members as a mini-conference within the larger 2015 conference.

Council discussion followed. Recommendations for additional consideration included:

- Raise conference registration fees.
- Establish a membership growth goal. It was suggested that a reasonable growth goal for membership would be 2-3%.
- Increase donations and contributions.
- Offer membership to organizations. As currently defined in the bylaws, AAPOR is an individual membership association.
- Increase underwriting opportunities for sponsors at the annual conference. Increase outreach to past sponsors.
- Offer a separate smaller conference every other year at a higher price point; perhaps more focused. Consider taking the 2015 mini-conference 'on the road.'
- Offer mini-conference sponsor opportunities.
- Increase market share by inviting market research professionals, political pollsters, etc. to attend the conference.
- Create new revenue sources e.g., sponsor opportunities beyond the conference such as newsletters, website, AAPORnet, Blue Book, career center and *Survey Practice*, sustaining sponsorships, Transparency Initiative.
- Re-purpose existing education material to a workshop.

The following recommendations were considered for decreasing expenses:

- Decrease the number of face-to-face Executive Council meetings. In January, take a look at whether the March in-person meeting is necessary.
- Instead of printing the Conference Program, go paperless.
- Charge for hard copies of the conference program.
- Offer organizational subscription for webinars and journals (it was noted that we currently offer institutional subscriptions for webinars, and Oxford offers institutional subscription pricing for the journals).
- Consider lowering the price of running webinars. The technology should be getting cheaper.
- Consider a different model for our conference in 5 years (site selection for the 2018-2020 conferences was noted). The conference should at least break even.
- Carefully consider any unfunded mandates: Transparency Initiative, task force reports webinars, ResearchHack 2.0, etc.

IV. ADJOURNMENT

Michael Link stated that the meeting of the Executive Council was adjourned at 11:52 a.m. CST.

Ron Langley moved, seconded by Jenny Hunter Childs to adjourn the Executive Council meeting. The motion carried unanimously.