



AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH

**American Association for Public Opinion Research
Executive Council Minutes
Friday, September 21, 2012**

Paul J. Lavrakas	President	Present
Rob Santos	Vice President	Present
Scott Keeter	Past President	Present
Rachel Caspar	Secretary-Treasurer	Present
Nancy Bates	Associate Secretary-Treasurer	Present
David Cantor	Standards Chair	Present
Courtney Kennedy	Associate Standards Chair	Present
Paul Beatty	Conference Chair	Present
Susan Pinkus	Associate Conference Chair	Present
Liz Hamel	Membership & Chapter Relations Chair	Present via phone
Jennifer Dykema	Associate Membership & Chapter Relations Chair	Present
Marjorie Connally	Communications Chair	Present
Peyton Craighill	Associate Communications Chair	Present
Patricia Moy	Councilor-at-Large	Present
Michael Link	Councilor-at-Large	Present
Staff		
John Waxman	Managing Partner	Present
Susan Tibbitts	Executive Director	Present
Donna Tieberg	Administrative Director	Present

I. WELCOME & CALL TO ORDER

President Paul J. Lavrakas called the meeting to order at 8:05 a.m. CDT and a quorum was established.

II. EXECUTIVE SESSION

At 8:10 a.m. CDT staff was excused from the meeting and council convened in executive session. The executive session ended at 10:05 a.m. CDT, the council meeting resumed at that time, and staff joined the group.

III. Ad Hoc COMMITTEE ON EXECUTIVE COUNCIL AND MEMBER COMMUNICATIONS

Rob Santos, Vice President, and Committee Chair, will report to membership in the November newsletter concerning the work of the committee.

IV. 2013-2014 EXECUTIVE COUNCIL ELECTIONS

Scott Keeter, Past President, and Chair of the Nominations Committee, reported on the calendar and process for the 2013-2014 election. The committee will invite and vet potential candidates consistent with the successful process followed the last two years. Recommendations from

AAPOR councilors and chapter officers will be solicited by the committee. The committee recommendations will be presented to the Council for approval at the January meeting. The deadline for nominations is November 21, 2012.

V. STRATEGIC PLAN DISCUSSION

Paul J. Lavrakas reviewed key points of the 2010 strategic plan including the challenges and opportunities for AAPOR identified by the authors. Significant progress made on the majority of the goals was noted. Council discussion followed. Among the topics; the reasons for joining AAPOR, relevancy of the mission and goals of association, and the balance between public opinion and survey research among the membership and potential members.

VI. RELATIONS WITH EXTERNAL ORGANIZATIONS

Michael Link, Councilor-at-Large, reported on a memo he authored with Patricia Moy, Councilor-at-Large. The memo proposed process for addressing requests sent to AAPOR by external organizations e.g. co-sponsorships, contributions etc. As proposed, the senior councilor-at-large would be the point person for such requests. S/he would help to determine whether the request is appropriate for AAPOR (consistent with mission, strategic plan, and budget). Requests requiring rapid response or involving financial requests of less than \$2,000 will be referred to the Executive Committee with the junior Councilor-at-Large participating as a sixth member. Requests involving more than \$2,000 will be brought to the attention of the Council at the next monthly Council meeting.

Marjorie Connelly moved, seconded by Rob Santos to approve the process of handling incoming requests/communications to AAPOR via external organizations, to be vetted first by the executive director and forwarded to the senior Counselor-at-Large if appropriate. The motion was unanimously approved.

Council discussed outreach efforts to external organizations and how best to leverage relationships with related organizations and associations. There was agreement that a plan should be developed to track and assess outreach efforts.

Michael Link moved, seconded by Scott Keeter, to approve the establishment of a working group, led by Michael Link, that would develop a plan on how to best communicate with external organizations. The plan will be presented at the May 2013 Council meeting. The motion was unanimously approved.

VII. AD HOC COMMITTEE TO REVIEW IPSOS CONFIDENCE INTERVALS

Rob Santos, Chair of the Ad hoc Committee, reported that the committee created an educational memo that explains the difference between frequentist and Bayesian frameworks for statements of precision and surveys. The committee has developed a one paragraph statement, to be used in a press release that will define credibility interval, how is it currently being used, and how this method differs from other types of sampling methods. Council discussion followed. Councilors were encouraged to forward edits to the statement as quickly as possible, as the intent is to release the statement prior to the November election.

VIII. EMERGING TECHNOLOGIES AND PUBLIC OPINION RESEARCH TASK FORCE

Michael Link advised the council that the Task Force is studying approaches to harness emerging technologies for public opinion and survey research. In a plan outlined by Joe Murphy, the task force will focus on two interconnected areas: smartphones as data collection vehicles and social media as platform and information source. The task force plans to deliver a

written report for council review and presentation to the membership at the 2013 meeting in May. Michael Link requested approval to move forward with the development of the task force. He plans to an outreach to the membership to identify members interested in serving on the task force.

Michael Link moved, seconded by Susan Pinkus, to approve the plan presented for the Emerging Technologies and Public Opinion Research Task Force including recruitment of task force members. Task force members should be interested and qualified to serve. The motion was unanimously approved.

I. NEW BUSINESS

A. Communications Committee

1. WAPOR/AAPOR Janet A. Harkness Student Paper Award

A document was offered to council members describing the specifics of the WAPOR/AAPOR Janet A. Harkness Student Paper Award. The document confirms that AAPOR will not contribute financially to the award but will encourage contributions from individual members. Paul Beatty will confer with Tom Smith concerning the details of the WAPOR/AAPOR Harkness Award.

2. Public Opinion and Leadership Task Force

The Public Opinion and Leadership Task Force, chaired by Frank Newport and Robert Shapiro, is completing their final report for review by Council.

II. ADJOURNMENT

Marjorie Connelly moved, seconded by Courtney Kennedy to adjourn the meeting. The motion passed unanimously. The meeting was adjourned at 11:49 a.m. CDT