



AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

Annual Business and Membership Meeting Minutes

May 14, 2016

Hilton Austin

Austin, Texas

The annual AAPOR Membership and Business Meeting took place on Saturday, May 14, 2016, at the Hilton Austin in Austin, Texas. President Mollyann Brodie called the meeting to order at 5:15 p.m. (CST).

I. President's Report

President Mollyann Brodie welcomed the attendees to the 71st Annual Conference.

Motion: A motion was offered and seconded to accept the May 16, 2015, Annual Business meeting minutes as presented. The motion passed unanimously.

Reflecting on the past year, she stated that AAPOR had had a great year continuing the tradition of an "activist Council," AAPOR hired new Executive Director Adam Thocher, and focused on increasing structure & governance of AAPOR activities. Council continues to work on the goals set forth in AAPOR2025.

II. Past President Report

Past President Michael Link thanked the AAPOR Management Review Ad Hoc Committee and the Nominations Committee for their service.

The 2016-2017 incoming Executive Council members were introduced:

Vice President/President-Elect, Tim Johnson
Associate Secretary-Treasurer, Janet Streicher
Associate Communications Chair, Jennifer Hunter Childs
Associate Conference Chair, Trent Buskirk
Associate Education Chair, Brady West
Associate Membership and Chapter Relations Chair, Morgan Earp
Associate Standards Chair, Andy Peytchev
Councilor-at-Large, Nancy Belden

He noted that his service as Past-President also included serving as Chair of the Policy Impact Award Committee and thanked the committee members for their service.

III. Executive Director Report

Executive Director, Adam Thocher reported that he looks forward to guiding AAPOR into the future. He indicated that his focus would be to work with council and volunteers to ensure the progress on AAPOR2025, implement and advise on association management best practices, evaluate and enhance member value, embrace external partnerships and focus on strategy.

IV. Secretary-Treasurer Report

2015 Financial Status

Secretary-Treasurer, Dan Merkle reported that the 2015 operating budget included a projected net loss of \$46,680. AAPOR ended the 2015 calendar and fiscal year with actual total net gain of \$75,777. This is due to several factors: the 2015 Conference in Hollywood, Florida was stronger than expected; The Sherwood Group gave AAPOR a refund for website re-design expenses; and the executive director role was reduced from 100% to 60%.

Expense Highlights

Dan stated that key expenditures included: full Kellen management fee; Sponsorship of other conferences and the Transparency Initiative.

Accounts and Investments

Dan Merkle stated that as of February 29, 2016 the cash balance stood at \$210,391. The short-term investment balance was \$108,527. The market value of temporarily restricted investments was \$141,053. Total unrestricted investments were \$1,194,417 and represented 12 months of budgeted operating expenses (unrestricted reserves).

He thanked the members for the opportunity to serve as Secretary-Treasurer.

V. Conference Steering Committee Report

Conference Chair, David Dutwin reported that there were 733 initial abstract proposals submitted. Of those 575 were accepted; an acceptance rate of 78%. The final program contained 100 total sessions, up from 88 in previous years. David noted that there were 1,187 registrants, making Austin, Texas, the most attended conference ever. Boston in 2013 is a close second with 1,152 registrants. AAPOR utilized 94% of its room block selling 2,065 room nights.

Features Added to the 2016 Conference

David pointed to several new initiatives, including: an expanded the conference from 11 to 12 breakout sessions; an additional breakout room was added for a total of 9 concurrent sessions on Friday; more food choices were added and the layout was improved for Thursday's kickoff event; the docent program was expanded; focused on diversity; worked to increase the quality of moderators; and social opportunities were expanded. David brought the book store back and offered a single Meet the Authors Session on Saturday.

David thanked Associate Chair, Jen Dykema and the members of the Conference Steering, Conference Abstract Review, Membership, Program and Support Subcommittees and AAPOR staff for their help during the year.

VI. Membership and Chapter Relations Committee Report

Membership Chair, Kristen Olson reported that AAPOR membership numbers were at 2,109, up from 1,961 at the same time in 2015. This is largely due to the success of the conference and providing non-members who join with their conference registration with immediate membership, instead of waiting until after the conference. AAPOR membership by affiliation was 25% academic, 23% commercial, 11% non-profit, 5% government with the remaining members classified as other (3%), retired (2%) and missing (31%). She added that 33% had been members of AAPOR for 10 years or more, and 23% were new members.

Membership & Chapter Relations Highlights

Kristen pointed to several key initiatives, including: a membership page on the AAPOR website; an incredibly active Diversity Subcommittee that helped develop AAPOR's Diversity Statement; AAPOR 101 to assist Chapters with leadership transition; conducted the annual AAPOR survey; Increased outreach to student and early career professionals; Outreach to other organizations; oversight of the Student Travel and Roper Fellow Awards.

Kristen noted that the 2016 member survey will go out after the conference.

Kristen specifically recognized the following individuals for their efforts over the last year: Gretchen McHenry, Ting Yan, Rich Morin, David Sterrett, Clarissa Steele, and Justine Bulgar-Medina. She also thanked the 2016 MCR committee members for their service and invited all members to consider serving on AAPOR committees.

VII. Standards Committee Report

Standards Committee Chair, Ron Langley thanked the Standards Committee members for their work during the past year and reported on the considerable

accomplishments of the committee. These included: The AAPOR Code Review; AAPOR Code Review II; Guidance on reporting precision estimates for nonprobability samples; the release of the Address Based Sampling Task Force Report; the rapid response review of the OHRP Notice of Proposed Rule Making (NPRM) changes in the 'Common Rule' regulating human subject research; Monitoring activities of the Transparency Initiative Coordinating Committee; and activities of the Standard Definitions Committee.

Ron stated that 3 informal complaints had been received and resolved. The Standards Committee had received 4 formal complaint. One of which was resolved, 2 not actionable and the 4th under review by an evaluation committee.

Ron thanked Mickey Blum, Trent Buskirk, David Cantor, Courtney Kennedy, Frauke Kreuter, Carl Ramirez and Andy Zuckerberg for their work on the Standards Committee. He also recognized Mick Couper and Tim Johnson for their service on the Standard Definitions Committee.

VIII. Communication Committee Report

Communications Committee Chair, Jordon Peugh reported on the accomplishments of the committee during the past year. She stated that the committee held monthly committee meetings to discuss AAPOR's communications needs; hired a new Marketing Communications Manager, Eric Bailey; developed a set of metrics to track basic communications activity; and created liaisons with the Membership and Transparency Initiative committees to support their communications needs. Website improvements also continue. The AAPOR Newsletter received a re-design to a new web-based format, increasing the open rate by more than 47% and increasing click throughs by nearly 300%. Committee's role was increased through integration and coordination with other AAPOR committees and task forces. The Social Media Subcommittee under Jen Agiesta's leadership continues to reach more people. The committee worked with Council to establish the TCPA committee and to draft the initial TCPA white paper. An Election Response Team was created to assist council in responding to reporter inquiries. This included an update of the education materials offered on the website and the creation of an Ad Hoc Task Force to evaluate 2016 pre-election polling.

Jordon thanked Sandra Bauman and the volunteers that participate on the Communications Committee.

IX. Councilor-at-Large Report

Councilor-at-Large, Joe Lenski highlighted the chairs and charges for the task forces and ad hoc committees that the Council launched in the past year. Joe's service included serving as council liaison for the TCPA Ad Hoc Task Force and the council liaison to the History Committee.

Councilor-at-Large, Rich Morin reported on his activities, including the creation of an editorial product around the 2016 election. Rich also worked with the Diversity Subcommittee of the Membership and Chapter Relations Committee to develop AAPOR's Diversity Statement.

X. Education Committee Report

Education Committee Associate Chair, Sarah Cho began her remarks by recognizing the Education Committee and Subcommittee members. Starting in 2016 the Education Committee Chair and Associate Chair became elected positions on AAPOR's Executive Council. In the past year, the committee updated the Poynter NewsU Course and partnered with WAPOR/ESOMAR/Poynter to create an international version of *Understanding and Interpreting Polls*; organized a professional development panel at the conference; organized a professional development webinar set for November 2016; developed 7 short courses for the conference; and 7 webinars, including free webinars on task force reports and TCPA.

She pointed out that the Education Committee plans to define their roles and responsibilities; look for opportunities for workshops in Washington, D.C.; and to expand journalist education outreach for the 2016 elections.

XI. Transparency Initiative Coordinating Committee

Transparency Initiative Coordinating Committee Chair Timothy Johnson commented on the ongoing progress made by the committee.

2015-2016 Activities

The TI continued to review and accept 78 new members; updated all TI materials to conform to the revised AAPOR Code; developed new educational materials; and successfully conducted a TI membership survey.

2016-2017 Plans

The TICC will continue to develop additional educational materials and continue outreach to non-members. 2016 also brings two new co-chairs of the committee: Tim Triplett and Ashley Kirzinger.

Tim thanked the members of the Transparency Initiative Coordinating Committee for their continued service to AAPOR.

XII. *Public Opinion Quarterly* Report

Patricia Moy, Co-Editor of *Public Opinion Quarterly*, described the types of manuscript submissions, excluding special-issue submissions. She reported there were 261 submissions in 2015, of those, 26 were accepted and 15 remain active. Total submissions increased to 261, up 31 from 2014. Review times were 53 - 76 days for initial decision. The number of manuscripts exceeding three months to a final decision increased to 41 from 15 in 2014.

Acceptance rates were 8.29% of new 2015 submissions with 2015 final decision dates, compared to 6.9% for 2014. Acceptance rates based on manuscripts processed in 2015 regardless of the submission date of the original version were 13.8% of all manuscripts processed in 2015, compared to 20.8% for 2014.

Invitations to review were sent to 1,194 persons in 2015 and 678 (56.8%) agreed to review. She encouraged anyone receiving an invitation to review to accept the invitation.

Patricia recognized the hard work of POQ's editorial team involved in the creation and publication of AAPOR's leading journal. Patricia ended her remarks by encouraging anyone interested in becoming engaged as a reviewer, author or something more, to share their interest with her.

XIII. Survey Practice Report

Roger Tourangeau advised the members that the 2016 report on *Survey Practice* included thirty-one articles in six issues plus a special issue on Survey Research Methodology and Training in 2015 and most recently on Interviewer-Respondent Interaction. The number of registered users has increased 17.8% over the past year to 735 registered users (up from 624). The journal continues to receive a steady flow of submissions. There are 22 articles currently under review.

In the next year they hope to improve the speed of the review process by expanding the editorial board and changing from editorial to peer review. They also plan on creating an outlet for commentary, interviews, videos and other forms of content and are reconsidering *Survey Practices'* mission.

XIV. Transfer of the Gavel

Mollyann Brodie thanked the members for the pleasure of serving as their president.

Mollyann passed the gavel to incoming AAPOR President, Roger Tourangeau.

President Roger Tourangeau thanked Mollyann Brodie for her leadership and for leaving AAPOR in a great position.

XV. New Business

President Roger Tourangeau opened the floor for new business and invited members to the microphone.

International Student Support Fund

A fund was proposed in memory of Alan McCutcheon. The fund would support international students attending the conference.

JSSAM and POQ Editorial Teams

The editorial teams of JSSAM and POQ were asked to allow more time for Special Issue submissions.

The editorial teams were also asked to provide authors with the option of open access to their submissions on the website. Roger Tourangeau acknowledged the comment and added that JSSAM is currently looking into this.

XVI. Adjournment

Roger Tourangeau thanked members for their participation and their commitment to AAPOR.

A motion was offered and seconded to adjourn the meeting. The meeting was adjourned at 6:45 p.m. (CST).