



**American Association for Public Opinion Research
Executive Council Minutes
Friday, April 22, 2022**

ATTENDANCE:

Council:

Paul Beatty	Vice President
Marjorie Connelly	Associate Standards Chair
Yazmín García Trejo	Associate Communications Chair
Ana Gonzalez-Barrera	Associate Inclusion and Equity Chair
Liz Hamel	Councilor-at-Large
Ricki Jarmon	Councilor-at-Large
Ashley Kirzinger	Standards Chair
Mary Losch	Councilor-at-Large
Gretchen McHenry	Secretary-Treasurer
Dan Merkle	Past President
Marco Morales	Communications Chair
Patricia Moy	President
Emilia Peytcheva	Education Chair
Heather Ridolfo	Associate MCR Chair
Darby Steiger	Conference Chair
Tamara Terry	Inclusion and Equity Chair
Angelique Uglow	MCR Chair
James Wagner	Associate Education Chair
Brady West	Associate Conference Chair
Anna Wiencrot	Associate Secretary-Treasurer

Staff:

Tristanne Staudt	Executive Director
Jeanette Gass	Membership and Development Director
Shameka Jennings	Conference and Events Director
Jackie Weisman	Marketing and Communications Director

I. Call to Order

Moy called the meeting to order at 12:01 pm ET.

Executive Council Meeting Minutes: March 14-15, 2022

Moy welcomed Council and opened the session by reminding everyone that the meeting will follow Robert's Rules of Order. She asked Councilors to self-identify before speaking so that meeting minutes can accurately capture motions, seconds, and comments.

MOTION: to accept the minutes from the March 14-15, 2022, Executive Council meeting. Steiger moved; Jarmon seconded. The motion passed by unanimous vote.

II. CONSENT AGENDA

Moy asked if there were any items to be pulled out from the consent agenda for further discussion. Kirzinger noted the Standards consent report has a draft report by the Task Force on Measuring and Reporting Data Quality Metrics using Online Panels. For anyone that wants to provide comments, please send feedback to Kirzinger by May 6.

Peytcheva noted that Aleia Clark Fobia and John Kennedy were appointed to the Publications Subcommittee in the October 2021 vote due to their roles on the Survey Practice Advisory Committee. The specific advisory committee was left out of the appointment process, so it was brought up in this meeting to have the clarification on record.

MOTION: to approve the consent agenda. McHenry moved; Connolly seconded. The motion passed by unanimous vote.

III. APPOINTMENTS

Moy noted there are no appointments on the spreadsheet, but Council will need to vote on some after certain committee reports.

IV. EXECUTIVE DIRECTOR REPORT

Staudt noted that AAPOR officially ended the membership grace period on March 31, 2022. At the end of the grace period, there were 1,594 members including honorary life members, new members, and renewed members. There are approximately 967 members that did not renew. While the renewal rate is slightly lower than in past years, Staudt indicated that this is nothing to be concerned about and will be monitored. Many associations are seeing decreasing renewal rates. Once the non-member conference registrants are added as members, the total membership numbers will be close to 2,000 which is only slightly behind the number of members AAPOR had at this time in 2021.

Weisman has been working on all things AAPOR communications. AAPOR staff recommended the proposal from Ironistic, the current website host, and sent it to the website subcommittee. The Executive Council will vote on this proposal at the May meeting.

The conference is a few weeks away. AAPOR has had a few setbacks in the printed program developments including issues with the information export from the abstract system but is moving along. The program will be sent to the printer today. Online registration will close on May 4. The one-day registration date is \$349, and everyone can still register on-site for the other registration types.

The Suntrust/Truist account will be closed this month. AAPOR's audit will begin next week, and information has been uploaded to the auditor's review portal. The projected deadline is May 31, 2022.

AAPOR recently received a quote for a cyber liability policy that would include coverage for data breach response costs and services, crisis management assistance, cyber extortion, expenses related to business interruption due to breach or extortion, digital asset restoration, computer replacement, and loss from reputational harm. The policy is approximately \$850 per year for \$1M in coverage. This policy covers AAPOR and third-party vendors and includes a free risk assessment.

AAPOR staff met with chapters about privacy policies. One chapter does not have a policy, and the others have not yet informed AAPOR of their policies. Once the policies are received, the data sharing policy and the chapter affiliation agreements will be updated accordingly. AAPOR's privacy policy will also be updated online, and everyone will be informed.

V. SECRETARY-TREASURER REPORT

McHenry reported on the February 2022 financials. The financial report is formatted differently from Kellen's, so questions should be directed to McHenry, Wiencrot, and Staudt when they arise. January and February financials account for approximately 12% of the 2022 revenue. This is driven by membership as conference revenue has not yet been realized. Once conference revenue and expenses are available, this information will be reported to Council.

VI. CTIA Inquiry

Kirzinger reported that she and Moy were contacted by an AAPOR member to have a conversation about recent recommendations by Cellular Telecommunications and Internet Association (CTIA). CTIA is an association of mobile service providers that issued guidance in 2019 around consumer texting which noted that organizations should obtain clear opt-in consent. At the end of 2021 and into 2022, mobile carriers began blocking messages from major survey organizations. This started out as intermittent blocking, but it is now impacting more and more studies. The CTIA guidelines are more restrictive than current laws. Also, the guidelines are hampering important research as it is difficult to obtain consent prior to sending text messages and respondents need to respond to an additional outreach method.

As a result, Kirzinger requested the development of an ad-hoc committee with a limited scope and timeline to address this issue. Uglow is investigating this issue at her company and has volunteered to serve on this committee. The group has not met yet since it has not been approved. Moy asked for a timeline. A timeline will be established once the group has met. Terry asked if a researcher from an underrepresented group could be added. Kirzinger noted this is a very niche area, so the group was formed based upon that. If there is someone else that can be added, they can be appointed in May.

MOTION: to create the Ad-Hoc CTIA Committee. Jarmon moved; Steiger seconded. The motion passed unanimously.

MOTION: to approve the Ad-Hoc Committee members in the report as a block. Terry moved; Hamel seconded. The motion passed unanimously.

VII. STANDARDS CODE VIOLATION REPORT

Kirzinger reported that AAPOR received a complaint on April 6, 2022, regarding a violation of the Code of Professional Conduct. The complaint stated that a survey firm allowed staff members to participate in and be compensated for their participation in the survey even though the survey itself did not allow this and the staff members did not meet the desired respondent criteria. The complaint was complete and no additional information was required. Upon review of the complaint, Kirzinger and Connolly recommend a full review and investigation. The investigation committee will provide further details of the complaint once the investigation has been completed.

MOTION: to initiate a full complaint review and investigation. Moy moved, Losch seconded. The motion passed by unanimous vote.

MOTION: to approve the investigation committee proposed in the report. Moy moved; McHenry seconded. The motion passed by unanimous vote.

VIII. FINAL REPORT FROM FUTURE OF AAPOR FINANCES COMMITTEE

Lydia Saad, chair of the Future of AAPOR Finances Committee, provided a report with a few remaining items to be completed. The penultimate report will be circulated in May for feedback from the Council. The committee will review this feedback, then submit a final report to the Executive Council by the end of May, so it is in place for the new Council's first full meeting in June. The report can be used as an overall organizational roadmap as well as an outline for the 2023 budget.

The committee was formed in February 2021 when AAPOR was trying to understand the financial impact of the pandemic and understand the short-term and long-term health of AAPOR's finances. The short-term goals have largely resolved themselves with the decision to move to self-management. Management fees obscured real operational costs, as was explained in the November interim report. After the interim report, the committee more closely reviewed data from specific sections of the budget such as membership and conference. The final report will include these data as well as some budget forecasting. Forecasting is quite difficult as the ultimate effect of the pandemic remains unclear. Previously, management fees had been consistent in the budget. This year, AAPOR staff will work to determine how much each program costs in terms of staff time and operational needs; this will allow AAPOR to better assess the future of these efforts. Many budgetary decisions go beyond the budget itself and are dependent on how AAPOR decides to grow as an organization.

The report outlines three possible options: sit tight, repair and maintain, grow and expand.

Sit tight: This scenario maintains current operations which may be reduced in some ways. It would continue current programming to lay a foundation for future growth.

Repair and maintain: The goal of this scenario is to return to pre-pandemic rates as quickly as possible in terms of membership, conference registration, and revenue. This scenario also includes an increase in development efforts and discusses returning funds to investments that were taken out during the pandemic. This option may also include a discussion about AAPOR's risk tolerance for its investment portfolio.

Grow and expand: In this option, AAPOR works to reach different people by diversifying audiences, reengaging with previous sponsors, encouraging companies to pay for AAPOR membership for their employees, and engaging with new prospects in expanding the AAPOR community.

Whichever option is chosen, some money will need to be invested to be successful.

IX. NSF GRANT UPDATE

Terry reported that the IEC members met with the American Statistical Association (ASA) to understand what they are doing in terms of NSF grants that can help DEI efforts. As a result of this conversation, AAPOR learned about several NSF grants in the DEI space that would be relevant to AAPOR's programming. The IEC Outreach Subcommittee was tasked with determining what the options are, a timeline, and if AAPOR wants to apply.

NSF also has the Research Experience for Undergraduates (REU) program; AAPOR may wish to apply. ASA may have already applied for this grant, and IEC members asked ASA about collaboration opportunities for this year. The application deadline is in August which would likely be too difficult for AAPOR to take on alone this year but may be a possibility for next year. Moy noted support for collaboration with ASA.

X. CONFERENCE COMMITTEE

Steiger noted that there are less than three weeks until the conference, and there are currently 1,000 registrants. Registrants include 358 first-time attendees, and the room block is nearly 100% booked. 2022 sponsorship has exceeded the budget and historical totals.

AAPOR has received a few questions about the health and safety requirements. Originally, the date to receive the booster was posted as April 16, but the booster only needs to be received two weeks prior to the first day of the conference so the deadline to receive the booster has changed to April 27. Vaccination information can be uploaded to the CLEAR app, or a paper card can be shown. At registration, attendees will be asked to attest to a negative COVID-19 rapid antigen test. This is on the honor system and will only be asked when attendees pick up their badge at registration. Attendees are encouraged to test on other days of the conference, but there is no requirement.

Producing the conference program has been very challenging. This will be resolved in the future with the attainment of a new abstract management system that will also have program capabilities. Approximately 100 people have paid for the program and the PDF will be available for download on the website. The conference mobile app is in progress and should be ready to release next week.

Steiger shared the library hosted by PARC. The library will be a collection of presentation recordings and slides available to all conference attendees as well as non-attendee subscribers. The goal of the library is to give access to the conference sessions for those who were unable to attend in-person. Conference attendees will get a login with password following the conference. Those not able to attend will be able to purchase access to the library in early June 2022.

Moy asked if speakers are required to be masked. Steiger confirmed that speakers will be masked. Podium mics will be used. One exception is the opening plenary panel where the panel will take a covid test at 10:00am, which is four hours prior to the start of the plenary at 2:00pm. Steiger will make an announcement on stage explaining the testing conditions that the speakers will have met.

Steiger noted that many presenters are still not registered and asked councilors to remind attendees from their organizations to register. AAPOR staff will provide more information on the presenters who have not registered to the councilors at their organizations.

XI. NEW BUSINESS

Information about the annual business meeting will be sent out on Monday morning. At the Council meeting on May 10, councilors can provide their reports for the business meeting which can serve as a practice run and as a setup for the new councilors.

The schedule for Tuesday May 10 is as follows: New Councilor Orientation will be held from 10:00am-12:00pm. New councilors are required, and current associate chairs are invited. There is a break from 12:00pm-2:00pm. From 2:00pm-5:00pm, the full Council will meet which includes all 2021-22 councilors and all new councilors. There will be a reception from 5:00pm-6:00pm.

XII. ADJOURN

MOTION: to adjourn the open portion of the Executive Council meeting and move to Executive Session at 1:36pm ET. Terry moved, Uglow seconded. The motion passed by unanimous vote.