

**American Association For Public Opinion Research
Executive Council Meeting
April 16, 2010
Minutes**

ROLL CALL/CALL TO ORDER.

Peter Miller	President	Present
Frank Newport	Vice President	Present
Richard Kulka	Past President	Present
John Boyle	Secretary-Treasurer	Present
Barbara O'Hare	Associate Secretary-Treasurer	Present
Stephen Blumberg	Standards Chair	Present
Reg Baker	Associate Standards Chair	Present
Michael Link	Conference Chair	Present
Rob Santos	Associate Conference Chair	Present
Nancy Whelchel	Membership & Chapter Relations Chair	Present
Kelly Foster	Associate Membership & Chapter Relations Chair	Present
Michael Mokrzycki	Communications Chair	Present
Jon Cohen	Associate Communications Chair	Present
Paul Lavrakas	Councilor-at-Large	Absent
Roger Tourangeau	Councilor-at-Large	Present
John Waxman	Interim Executive Director	Present
Barbara Gunderson	Staff	Present

The meeting was called to order at 11:05 a.m. CDT by Peter Miller.

The minutes of the March 12, 2010 Executive Council teleconference were reviewed and some minor revisions were offered and accepted. Roger Tourangeau moved, seconded by Dick Kulka, that the minutes be approved as amended. The motion was unanimously approved.

Standards Report:

Standards Committee reports were posted to SharePoint for the Council to review. Recommendations and modifications collected during the comment period from the membership and Council members were incorporated into the revised Code.

Motion: The Executive Council agrees with the revisions to the *Code of Professional Ethics and Practices* as proposed by the Standards Committee, and as further amended by Council. The Executive Council further authorizes that the proposed revisions be distributed to the membership for a vote.

Moved by Stephen Blumberg and second by Roger Tourangeau.

Discussion: The Council further reviewed Section 2.4 of the Code and recommended adding the statement: *For example, the reporting of a margin of sampling error based on an opt-in or self-selected volunteer sample is misleading.* This revision was recommended to address the issues surrounding non-probability samples. The Council commended the committee for their work on the document.

Vote: The amended motion was approved unanimously.

Voting on the revised Code will open as soon as possible and will close on Friday, May 14. Approval requires a simple majority of those voting, but twenty-five percent of the membership must vote. Information on voting can be included in the registration packets on-site, and on-site voting will be permitted at the Conference, if we have not reached the necessary 25%. The results will be announced on Saturday, May 15 provided that the 25% minimum has been achieved.

Transparency Initiative Report

Council reviewed and discussed several documents provided to Council members by Peter Miller including, an organizational chart, a timetable and the letter sent to all Blue Book supporters.

The materials outlined the vision for the Transparency Initiative moving forward. The Council was asked to further review the materials to determine if the suggested structure will support the initiative moving forward. This will be discussed at the May Council meeting and the initiative will be announced at the conference.

Conference Report

Registration is currently at 911 against a budgeted amount of 810. Advanced registration ends on April 20th. It is expected that approximately 100 additional registrations will be taken onsite. To date 1,757 hotel rooms have been sold, exceeding the 1,500 room minimum. There will not be any attrition liability provided that actual room pick-up does not drop below 1500. The room block registration will close on April 21st. Marketing efforts continue to promote advanced registration deadlines. We are on target to earn \$42K in hotel commission against a budgeted amount of \$37K. The final program is in its last draft and set to go to the printer.

The Student Paper Award winner has been chosen along with two honorable mentions. Blanche Sudman will be in attendance and will assist in delivering the award Saturday. The Sudman family will also have a small table at the President's Reception where attendees can stop by to greet them. A draft of the post-conference survey is being developed.

An iPhone application was developed for the Annual Conference and will be available for attendees to download free of charge. This application is similar to the itinerary planner available on the Web site.

Details are being finalized for Richard Baxter, a Central City conference attendee, to be in attendance at the 65th Annual Conference. Three other Central City attendees will send messages to the conference attendees, but will not travel to the meeting. Mr. Baxter will be recognized at one of the meal events during the conference.

Conference Operations Policy Discussion

The conference operations committee has long been a vital part of the conference planning committee. The committee has been instrumental in organizing the volunteer segment of the meeting, social activities and in providing institutional memory. As the Sherwood staff becomes more familiar with their responsibilities related to the conference, the role of the operations committee is likely to change.

Council members noted that the operations committee has been a leadership training ground for Council members. Other leadership opportunities should also be considered and developed in the future. The sponsorship support development sub-committee is one area where increased volunteer involvement could benefit the organization.

Rob Santos, as the incoming Conference Chair, will prepare a proposal for the role of the operations committee in the future and make recommendations on the responsibilities Sherwood staff will assume, such as site selection. This proposal will be reviewed at the next Council meeting. The decision regarding the role of conference operations in the future will be determined by the current Council.

Going forward the Council will instruct Sherwood to secure conference sites multiple years in advance allowing more accessibility to desirable locations for the dates needed. The Council may also instruct Sherwood to consider a Washington D.C. venue and research how that might affect attendance.

Communications Report

The AAPOR Newsletter is expected to be out before the advanced registration deadlines pass. The Newsletter will include items on the conference highlights, membership updates and Task Force reports.

The history display is set to be exhibited at the Annual Conference. A display case has been rented and all the materials to be exhibited have been selected.

The new job bank for the AAPOR Web site is close to being implemented. It is expected to be rolled out at the Conference. Members will be able to post resumes, and companies will be able to purchase job postings. A fee structure is being developed. It will be open to everyone and AAPOR members would receive a discount to post positions. Posting resumes would be free of charge.

An AAPORnet sub-committee has been established to determine the best course of action should AAPORnet no longer be housed at ASU. This situation is not at-hand, but AAPOR should be prepared to act if and when the situation arises.

The Communications Committee is working with Sherwood staff to reorganize and make current the AAPOR media list for press releases. A procedural check list is also being developed for press releases of a more general nature.

AAPOR Archives:

The Document Retention Policy was reviewed in terms of how it relates to documents currently stored in the Archives. It was determined that no changes are required at this time. Any material already stored in the archives can remain. No action is required.

Three motions were put forth in regard to the AAPOR archives.

Motion: That the AAPOR Executive Council authorize the University of Chicago's Special Collections Research Center to reorganize and reprocess the AAPOR Archives, said work expected to be done in early 2011; and to expend the funds required to do so.

Moved by Mike Mokrzycki and seconded by Stephen Blumberg.

Discussion: The University proposes to reorganize and reprocess the entire AAPOR collection in early 2011 at a cost currently estimated at \$3,500 although this could increase somewhat if additional records are added to the collection before processing – it is expected that past Standards chairs will have material that needs to be archived. The cost is not expected to exceed \$5,000. Working with AAPOR, the University would clarify and standardize access restrictions on AAPOR records, and implement conforming procedures for adding to the collection. The Council was in favor of the motion with the stipulation that the cost will not exceed \$5,000. The motion was then revised to reflect the limitation on expenditures for the project.

Motion: That AAPOR Executive Council authorize the University of Chicago Special Collections Research Center to reorganize and reprocess the AAPOR Archives, said work expected to be done in early 2011; and to expend the necessary funds, not to exceed \$5,000 without prior authorization from the Executive Council.

Vote: The motion passed unanimously as amended.

2. **Motion:** That AAPOR Executive Council establish an ad hoc Archive Committee, reporting to the Secretary-Treasurer.

Mike Mokrzycki moved and Barbara O'Hare seconded the motion.

Discussion: This committee will work with the University of Chicago to oversee the reprocessing project. They will prepare a legal agreement with the University to determine ownership, there is currently no document governing the relationship between AAPOR and the

University. This document should be completed before the reprocessing begins. The University will work with the committee to assist in documenting who owns the records and developing a clear policy on access restrictions as needed. Policy and procedures will be developed for adding to the collection, detailing items that should be included and excluded from the collection. This will be an ad hoc committee, not a standing committee. The members will include Stephen Blumberg, Mike Mokrzycki, and Barbara O'Hare as Secretary-Treasurer. Phil Meyer and Tom Smith as the AAPOR Archivist will also be invited to participate. Others may be added to the committee as needed.

Vote: The motion was passed unanimously.

3. **Motion:** That AAPOR Executive Council approve the *Document Retention and Destruction Policy* for Standards Cases and Related Standards Committee Documents. Mike Mokrzycki moved and Stephen Blumberg seconded the motion.

This document was originally presented to the Council in September 2009. As a result of discussions with the University archivists and a recent visit to the archives site the document has been revised. Issues identified in regard to the 50 year limitation on access to the records and Executive Council minutes which include confidential standards information have been addressed in the revised document.

Vote: The motion was passed unanimously.

The co-chairs of the Heritage Interview Series committee have asked to step down. The Council agrees that the role of the Heritage committee needs to be revisited. This will be discussed at the May meeting.

Membership Report

The Council reviewed and discussed the membership reports provided on SharePoint.

An events calendar is being developed for the AAPOR Web site. The cost of the project is estimated at \$1,200. The calendar will include Annual Conference details, chapter meetings and events, educational offerings and a page for announcements. The Membership and Chapter Relations chair will approve any additions to the calendar. No commercial items will be allowed to be posted. The calendar information will be accessible to the public, but only AAPOR members can post events to the calendar.

The Membership Committee is working with Sherwood staff to move the project forward. Any additional comments can be forwarded directly to Nancy Whelchel.

The Membership and Chapter Relations chair and associate chair have put forth a list of names for the standing committee to be approved by the Executive Council.

Motion: The AAPOR Executive Council approves the names put forth for the Membership Committee.

Kelly Foster moved, seconded by Nancy Whelchel.

Discussion: In order to create a more balanced list of committee members, in regard to company affiliation, the committee will attempt to recruit additional members from the non-profit sector.

Amended Motion: The Executive Council approves the individuals put forward for the Membership Committee as amended.

Kelly Foster moved, seconded by Barbara O'Hare.

Vote: The amended motion was passed unanimously.

Financial Report

The current financial reports and the final 2010 budget are not yet posted to SharePoint. There was some confusion about the structure of the new chart of accounts caused by the transition between the past and current staff accountant at Sherwood. Sherwood is scrutinizing all journal entries to resolve any discrepancies in the chart of accounts. They expect to have all financial statements ready for the May 12th Council meeting.

The net assets are up compared with 2009 by nearly \$500K; this is due in large part to the multi-year pledge from Oxford University Press which is recognized as a current asset.

Total revenue on February 28, 2010 was \$334K as compared to \$302K in 2009. Current expenses are at \$94K as compared to \$97K in 2009. Membership revenue was at \$168K at the end of February as compared with \$155K last year. Overall membership is up and employer paid membership dues revenue is increased in 2010.

Sherwood has recently received the draft audit report from Mann Weitz & Associates. Once the report has been approved by the Secretary-Treasurer, the Associate Secretary-Treasurer and the President, it will be released to the Council. A management letter was issued to look more closely at the manner in which the endowment funds are managed. Changes in the management of these accounts may need to be made based on the restrictions on these accounts. The Sherwood CFO will work with AAPOR to resolve this issue. The full report will be sent to the Council in the near future.

Next Meeting

The Executive Council will meet at the Annual Conference on Wednesday, May 12 from Noon to 5 p.m. CDT.

Motion to adjourn the meeting was moved by Nancy Whelchel and seconded by Mike Morkrzycki.