



**American Association for Public Opinion Research  
Executive Council Minutes  
Friday, August 12, 2022**

**ATTENDANCE:**

**Council:**

Paul Beatty	President
Aleia Clark Fobia	Associate Communications Chair
Marjorie Connelly	Standards Chair
Michael Delli Carpini	Associate Education Chair
Ana Gonzalez-Barrera	Inclusion and Equity Chair
Allyson Holbrook	Associate Conference Chair
Ricki Jarmon	Councilor-at-Large
Patricia Moy	Past President
Alisu Schoua-Glusberg	Councilor-at-Large
Rodney Terry	Associate Inclusion and Equity Chair
Jerry Timbrook	Associate Membership and Chapter Relations Chair
James Wagner	Education Chair
Brady West	Conference Chair
Anna Wiencrot	Secretary-Treasurer

**Staff:**

Tristanne Staudt	Executive Director
Renata Casiel	Conferences and Education Senior Manager
Jeanette Gass	Membership and Development Director
Jackie Weisman	Marketing and Communications Director

**I. Call to Order**

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

Executive Council Meeting Minutes: July 15, 2022

Beatty welcomed Council and opened the session by reminding everyone that the meeting will follow Robert's Rules of Order. He 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 July 15, 2022, Executive Council meeting. Delli Carpini moved; West seconded. The motion passed by unanimous vote.**

**II. CONSENT AGENDA**

Beatty asked if there were any items to be pulled out from the consent agenda for further discussion. Hearing none, he asked for a motion to approve the consent agenda as submitted.

**MOTION: to approve the consent agenda. Schoua-Glusberg moved; Connelly seconded. The motion passed by unanimous vote.**

**III. APPOINTMENTS**

West introduced the appointments for the Local Events Subcommittee, the Sudman Student Paper Award Committee, and the Abstract Review Committee.

**MOTION: to approve the appointments for the Conference Subcommittees. Moy moved; Wiencrot seconded. The motion passed by unanimous vote.**

Wiencrot introduced the appointments for the Sponsorship Subcommittee. Torongo and Saad are not new members, but there was no record of their terms. As a result, these proposed members' terms are not the standard three-year term.

**MOTION: to approve the appointments for the Sponsorship Subcommittee. Connelly moved; Gonzalez-Barrera seconded. The motion passed by unanimous vote.**

Gonzalez-Barrera introduced the appointments for the Inclusion and Equity subcommittees. Moy asked if the goals of the outreach subcommittee will change due to staff roles and knowledge. Gonzalez-Barrera said that the goals will not change, but that the outreach subcommittee members will work together with staff to make sure roles are appropriately divided.

**MOTION: to approve the appointments for the Inclusion and Equity subcommittees. Timbrook moved; Jarmon seconded. The motion passed by unanimous vote.**

Connelly introduced the appointments for the Standards Committee.

**MOTION: to approve the appointments for the Standards Committee. Delli Carpini moved; Timbrook seconded. The motion passed by unanimous vote.**

#### **IV. PRESIDENT'S REPORT**

Beatty provided a few updates on some of the recurring themes of the year. First, regarding membership, it is a priority to identify who is not at the table that we think should be. As an initial exploration, Beatty has set up a number of meetings with political analysts and pollsters to explore their engagement with AAPOR. This does not seem to be a huge untapped market, but there is a degree of disconnect between what AAPOR does for the field and these potential members. Second, we should reevaluate the work plans of the committees in light of the Future of AAPOR Finances Report. There are a number of options to consider for the future of AAPOR. Beatty reminded the Councilors to prepare the subcommittee charges. We need to have big ambitions but also need to pursue short-term, achievable goals.

#### **V. SECRETARY-TREASURER REPORT**

Wiencrot reported on the June 2022 AAPOR financial reports. As of this month, there is approximately \$1.4 million in revenue which is 92% of revenue. Overall, there is approximately \$2 million in net assets. The final outstanding conference expense is the hotel bill which is approximately \$300,000 and is what was budgeted. This will be paid out of our operating expenses. Investments are increasing slightly. The fiscal year 2021 audit is almost complete. The September Council meeting will be focused on the budget review. Staudt asked Councilors to include any budgetary implications with the goals of their committees.

The Future of AAPOR Finances report final draft is available for review on Dropbox. Thinking about the budget going forward, we will need to consider whether webinars are a revenue source or should be considered a loss leader. Beatty noted that it could be something discussed in new business or as an agenda item for a future meeting. Holbrook said it would be valuable to provide some numbers on the number of new members we would need to cover webinar fees. Staudt reported that AAPOR would need approximately 20 new members at the employer-paid rate to cover the speaker fees. More information will be provided about revenue generated from webinars and recordings and more discussion will be had at the next meeting.

## **VI. EXECUTIVE DIRECTOR REPORT**

Staudt reported that Gass is working on the Rhythm cleanup process. There are over 17,000 records with a large number of duplicates. The merge process is lengthy, but it is coming along. The logo process is moving along and will be discussed later in this meeting. Social media campaigns are moving along as well. August's campaign, #notjustsurveys, is aimed at sharing the work of that AAPOR members do beyond the best-known polls and surveys. The 2023 conference launch happened in early August and plans are continuing for the 2023 conference.

## **VII. MCR SUBCOMMITTEE UPDATE**

Timbrook explained that two of the subcommittees, Diversity and Membership Drive/Membership Communications, need to be officially sunset. MCR has been operating as if these no longer exist, but no formal vote was ever taken. Moy noted it was fantastic that duplication of work was being identified and efforts streamlined. Beatty emphasized that this is not eliminating any tasks but restructuring it. Timbrook added that the restructuring did not eliminate any volunteers as they moved into other committees.

**MOTION: to sunset the Membership Drive/Membership Communications and the Diversity subcommittees of MCR. Wiencrot moved; Connelly seconded. The motion passed by unanimous vote.**

## **VIII. 2023 CONFERENCE UPDATE**

West reported that the 2023 theme launched in early August. The launch video was played for Council. The 2023 theme is "Working Together" and there will be a focus on joint presentations. This will hopefully attract both members and non-members and open the work of AAPOR to non-traditional attendees. These presentations will come from substantive researchers who have worked with AAPOR members and their research projects. Registration rates for some of these joint presenters are still being discussed. The overall theme is collaboration, including how data science has affected policy and other sectors.

The dates have been shifted to the Wednesday-Friday schedule from the original Thursday-Sunday schedule. This is a result of the membership survey which indicated a preference for the Wednesday-Friday schedule. As a result, the schedule for the conference will look a lot like the 2022 conference. Short courses will take place in-person on Tuesday as pre-conference events and virtually the week before the conference. AAPOR Gives Back is not currently on the schedule, but there are still plans for that to be included.

SSRS has notified AAPOR that it is planning to host a large for conference attendees on Thursday night. This would conflict with the All Chapter Party. Further discussion on these events will be needed.

Wiencrot noted that attendance might be low at the Wednesday morning sessions and the awards banquet as people try to decrease their hotel nights. There are a number of space restrictions in the hotel that also impact the schedule.

Holbrook noted that outside organizations held receptions that conflicted with conference programming which detracted from the planned programming. It is not clear that we can do anything we can do to address that.

With the number of concurrent sessions, it will be extremely important to ensure the paper order in the program and in the app match. Staff will ensure this happens which should be easier this year with the new abstract system.

## **IX. AAPOR LOGO REDESIGN**

Weisman explained that after the survey of the Executive Council, the designer made a few modifications to the winning design. The modified design incorporates people, has a nod to the checkmark, and has a sans-serif font. West noted that the logo would include white space. Weisman explained this logo is an overall concept and the designer will provide a packet with a number of logos for different uses and with different backgrounds. The

Council agreed to move forward with the logo and the color palette as presented. After receiving the final information from the designer, Council will vote in September to adopt the new logo.

West noted he received several questions about the results of the COVID survey. The Communications Committee will work with AAPOR staff to determine the appropriate method to communicate the results of the survey.

## **X. IEC UPDATE**

Gonzalez-Barrera noted there are two points of discussion. The first is to sunset the Learning and Professional Development subcommittees. Its goals are twofold: (1) to ensure opportunities for diverse members to speak at various events (70%); and (2) to find learning opportunities for AAPOR leadership to learn about inclusion and equity topics (30%). However, because not everyone can access the membership data, the first goal is difficult to execute, and will fall under the purview of the Metrics and Accountability subcommittee, which does have access to the data. The second goal can be transitioned to the Culture and Communications subcommittee.

Wagner noted that it would be important to find a way for the Education Committee to work together with IEC in a more formalized way, such as through a liaison, on topics of mutual interest such as speakers for webinars or short courses.

**MOTION: to sunset the Learning and Professional Development Subcommittee. Connelly moved; Jarmon seconded. The motion passed unanimously.**

Gonzalez-Barrera gave an update on the NSF grant with ASA. Originally, the plan was for AAPOR and ASA to be co-PIs in applying for funding for the Research Experiences for Undergraduates (REU) program. Signing on to the proposal as co-PI is more work than AAPOR is able to take on at this time. As a result, ASA has invited AAPOR to be part of an advisory board. Part of the advisory board role is to provide letters of support from the AAPOR President and the AAPOR Executive Director. Many questions regarding the role of AAPOR in the grant were raised including questions about whether AAPOR would be responsible for grant-reporting requirements, whether AAPOR would be disseminating funds or simply using its communication channels to provide information about the opportunities available with this grant, and whether AAPOR would be responsible for any workshops or need to write anything as part of the proposal. As a result of these questions, AAPOR staff will meet with ASA staff to determine AAPOR's commitment should this move forward.

Before providing any letters of support, AAPOR would need a clear statement from ASA about the level of involvement from AAPOR. In addition, the Council would need to approve the strategy. The deadline for this proposal is around Labor Day. Since there is no Council meeting prior to the deadline, the Executive Committee can vote to act on behalf of the Council.

## **XI. NEW/OLD BUSINESS**

Beatty asked if there was any additional business to be discussed. Hearing none, he asked for a motion to adjourn.

## **XII. ADJOURN**

**MOTION: to adjourn the open portion of the Executive Council meeting and move into Executive Session. West moved; Delli Carpini seconded. The motion passed by unanimous vote. Meeting adjourned at 1:31 pm.**