

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
EXECUTIVE COUNCIL MEETING
March 15-16, 2007
Washington, D.C.**

Executive Council Present:

Robert P. Daves – President
Nancy Mathiowetz – Vice President/President Elect
Paul C. Beatty - Secretary-Treasurer
Dawn V. Nelson – Associate Secretary/Treasurer
Patricia Moy – Conference Chair
Frank M. Newport – Associate Conference Chair
Thomas Guterbock – Standards Chair
Charlotte G. Steeh – Associate Standards Chair
Katherine (Kat) Draughon – Membership and Chapter Relations Chair
Carl Ramirez – Associate Membership and Chapter Relations Chair
Steve Everett – Publications and Information Chair
Mark M. Blumenthal – Associate Publications and Information Chair
Robert Y. Shapiro – Councilor-at-Large
Mark A. Schulman – Councilor-at-Large

Council Members Absent:

Cliff Zukin – Past President

AAPOR Executive Office Staff:

Michael P. Flanagan – Executive Coordinator
Patricia Lewis – Communications Director

Guests:

Nancy L. Whelchel - Conference Operations Committee Chair
Mollyann Brodie – Education Chair
Peter V. Miller – Editor – POQ – via phone on Friday afternoon

President Rob Daves called the meeting called to order at 1:00 p.m. EST.

President Rob Daves asked if there were any changes, additions or deletions to the proposed meeting agenda. There were none and the agenda was adopted as presented.

Rob Daves thanked Frank Newport for the use of the Gallup Organization meeting room for the AAPOR Executive Council meetings.

Secretary Report – Paul Beatty

Paul Beatty asked if there were any changes to the Minutes of the January 4-5, 2007 AAPOR Executive Council Meeting. Rob Daves said that he has a few minor corrections to the minutes that he will send to off-line to Paul Beatty.

RESOLVED to accept the January 4-5, 2007 minutes of the AAPOR Executive Council. Motion made by Dawn Nelson and seconded by Robert Shapiro. Motion passed unanimously.

Paul Beatty said that the AAPOR Executive Council needed to ratify the e-mail ballot that the Executive Council had taken action on since the last Council meeting. The wording of that resolution is as follows:

RESOLVED that the AAPOR Executive Council accept POW Editor Peter Miller's proposal that the next special issue of POQ be devoted to matters involving cell phones. Motion made by Robert Shapiro and seconded by Cliff Zukin. Motion passed with 10 yes, 1 no, 1 abstain and 3 not voting.

Executive Office Report – Mike Flanagan

Mike Flanagan reported that the AAPOR Executive Office has been working on several key issues in the past couple of months. The main emphasis has been with conference planning and all related aspects of the conference.

They have also been working on the AAPOR elections and candidates' bios and the entire balloting process.

AAPOR membership services were turned off for those individuals who had not renewed their 2007 members. This occurred on February 1st. They can still renew, but we need to do that so we are not paying to service a member who has no intentions of renewing. While the current list is around 700, we fully expect that approximately 500 of them will end up renewing their memberships. This has been a traditional pattern.

The AAPOR Membership Directory, Blue Book and updated Standards Booklet were mailed out to all members in good standing in January 2007.

Mike Flanagan reported that AMP has assigned a new Administrative Assistant, Jeannie Harper, to the AAPOR account. Jeannie will help handle incoming calls, e-mails and other administrative tasks.

President's Report – Rob Daves:

Rob Daves discussed Brad Edward's request from May 2006 regarding the 2008 International Conference on Survey Methods in Multicultural, Multinational, and Multiregional Contexts. Brad Edwards had asked AAPOR to consider investing \$10,000 for this conference that will be held in Berlin, Germany June 25-29, 2008. During the

January 2007 Executive Council meeting, the Executive Council had authorized \$7,500 for this conference provided that AAPOR could be included in receiving a portion of the conference revenues. Rob Daves was to discuss this matter with Brad Edwards and find out what our relationship with this conference would be.

This international conference will have six short courses and offer scholarships for researchers from developing countries. A proposal has already been submitted to Wiley for the 2009 monograph that will be produced as a result of this international conference.

There was some question as to how profitable an international conference might be. Typically you can expect to double your investment from this type of conference, but the Council is unsure of this one. It was suggested that there should also be some WAPOR involvement.

After discussion, the Executive Council agreed that AAPOR would provide \$10,000 seed money for this international conference and that a letter will be sent to AStatA, the sponsor of the international conference, stating AAPOR's concern with the lags in repayment of conference seed money. The repayment can often take anywhere from three to five years. The letter should be an agreement in principle that stresses the need for financial accounting and quick repayment and require some financial reporting or accounting from the conference within twelve (12) months after the conclusion of the conference.

RESOLVED to provide \$10,000 seed money for the 2008 International Conference on Survey Methods in Multicultural, Multinational and Multiregional Contexts to be held June 25-29, 2008 in Berlin, Germany. Motion made by Tom Guterbock and seconded by Paul Beatty. Motion passed with 7 yes, 6 No and 1 abstain.

Rob Daves said that, at Dawn Nelson's suggestion, that the Executive Council should consider the idea of moving AAPOR's minutes from the public part of the website to the Member's Only Section. The AAPOR minutes often report debates in considerable detail and this is not always appropriate for a non-AAPOR member to see, but should be accessible to the members.

RESOLVED to move the minutes from the public section of the website to the Member's Only Section of the website. Motion made by Nancy Mathiowetz and seconded by Robert Shapiro. Motion passed unanimously.

Rob Daves reported that Cliff Zukin is chairing the Policy Impact Award Committee.

Scott Keeter was the Chair of the AAPOR Book Award Committee. However, Scott Keeter has a conflict of interest this year and has relieved himself of the Chairmanship of that committee. The new chair of the AAPOR Book Award Committee is Tom Smith. Scott Keeter will remain a member of that committee.

Rob Daves said that he has identified some individuals to work with Pat Lewis on a

subcommittee of the Communications Committee to look at all the documents currently on the AAPOR website and decided what should stay, what should be deleted and what other documents need to be created or redone. Pat Lewis will be an Ex Officio member of that subcommittee.

It was suggested that we should redo our push poll definitions and need something regarding a Message Testing Statements. We could also have a Review Primer on the site as well as Internet Panels and our FAQs on Disclosure.

It was suggested that AAPOR should have a Master list of all the other organizations that AAPOR has an alliance. What else can we do to work with each other? We do have official links to CMOR and CASRO. Mark Schulman sits on their boards. AAPOR also has a lot of informal links to other organizations. Once a month, although it has been several months now, sister organizations get together on a conference call to discuss issues of common interest. Reg Baker is the representative for ISO

Rob Daves reported that to date he has not had time to discuss modifications to the AMP contract.

Rob Daves said he has talked with a number of folks about the memorial service that will be held in conjunction with the annual conference. Rob Daves will be the organizer as the leader of the Service. Rob Daves said that he is recruiting individuals to head up the Memorial Service.

Rob Daves reported that the language for the Bylaws change has been completed and the issue will be on the electronic ballot that will go out to all members in good standing next week.

Tom Guterbock reported on the Academic Research Organization. This group has met at the AAPOR conference in the past and Bob Groves organized the meeting. This group has decided that they should organize into an association of their own. The Academic Research Organization is on the commercial side. What they would do is not clear. The expectation is that it will not be a stand alone organization, but an informal group.

The question was raised as to why are we not meeting their needs? If we are not meeting their needs, we should be doing something about it to see if we can facilitate their needs. What were some of the topics and issues? IRBs were a large part of the discussion as well as business on a cost per unit basis under the Federal guidelines or just use the convention way. Also so performance reviews, marketing issues, University indirect costs and changes in technology. This is a special interest group and Jim Wolf is the key contact.

Past President's Report – Cliff Zukin:

In Cliff Zukin's absence, Rob Daves discussed the renaming of the Innovator Award to the Warren J. Mitofsky Innovator Award. The Innovator Award does not have to be

given every year. It is not the expectation that it is to be given every year. When we change the description of the innovator award that is on the website, we should state that it does not have to be awarded every year, but only when deemed appropriate. Another edit that we have this is that we should delete the language “(within the past three years.)” If there is no award presented in a particular year, don’t list it in the program and don’t put in the Final Conference Program if there is no award in a particular category.

RESOLVED to change the name of the Innovator Award to the [this is taken from the e-mail that Cliff sent around the Council, but I gave my copy to Rob. Does anyone else have their copy?]. Warren J. Mitofsky Innovator Award to take effect with the award presentation at the May 2007 awards banquet. Motion made by Cliff Zukin and seconded by Mark Schulman. Motion passed with 13 for and 1 abstention.

Mike Flanagan reported for Cliff Zukin regarding the revised election schedule. The ballots will be sent out electronically on March 19th. Follow up post cards will be sent on March 19th and March 28th as well as follow up e-mails to those who have not voted. April 6th a final e-mail reminder will be sent to all members who have not voted. The deadline for voting is April 9th.

Vice President/President-Elect’s Report – Nancy Mathiowetz:

Nancy Mathiowetz said that she has been working on partnerships and educational opportunities with related Professional organizations. Nancy has had contact with several of our sister organizations. Depending on who she called, AAPOR needs to think about a partnership on the association level. Many of our sister organizations have full time staff who work exclusively on education and membership. Nancy has been working with the American Marketing Association, American Political Science Association, American Psychological Association, American Public Health Association, American Sociological Association, American Statistical Association, Association for Education in Journalism and Mass Communications, International Communications Association and the Marketing Research Association.

One way to work with these organizations might be to offer our short courses at the member rate. Nancy said that the next action item is to solidify the nature of an educational relationship with these other organization. She will also try to have a second conversation with some of these organizations and will proceed with the conversations with the other organizations. If there are other organizations that you are aware of, send those names to Nancy Mathiowetz.

Nancy Mathiowetz talked about the AMP iMIS database conversation. Nancy said that there have been some frustrations with being unable to extract existing data from the current membership database that would be useful for AAPOR’s needs. This is why she is going to visit the AMP offices to get a better understanding of the system and see if she can resolve several on-going matters. Nancy Mathiowetz said that she has found that more specific queries are met with response that “that will be difficult to get”. Nancy

said that the current membership system is a relationship database and she finds it difficult to believe that a system that was built for data entry does not fit the parameters of a social science organization. Nancy said that hopes to learn about AAPOR's data and that she is concerned about the things that AAPOR thought were going to be easy to extract are now hard to get. Nancy said that the bottom line is that at present, it does not look like any of the datasets that any of you are using and it does not have the query modules. If they put it out on excel, they cannot link to excel. Mark Schulman said that easily accessible inquiry of vendor data is not peculiar to social science and that current information should be available to the membership. When AAPOR moved to AMP they thought the membership information was going to be very flexible and now find out that it is not.

Nancy Mathiowetz talked about membership renewals and the number of individuals who do not renew each year. AAPOR made a decision to run a calendar year membership and now that lines up with our fiscal year. However, it is clear that many of our members operate on a different basis. AAPOR might want to be thinking about the membership database with our members and look at such things as automatic renewals or multi-year memberships such as a two-year membership.

Treasurer's Report – Paul Beatty:

Paul Beatty reviewed AAPOR's Financial Statements as of February 28, 2007. Currently AAPOR has total assets of \$769,266 compared with \$729,989 one year ago.

Paul Beatty passed out a two-page report which summarized AAPOR's financial status at the end of 2006 which was a half year budget. The report reflects that there has been an actual gain from December 2005 compared with December 2006. That gain is \$62,682. Paul Beatty said that we need to look at the assets line and not the bottom line.

Currently AAPOR's general cash reserves are in CDARs or invested and there is very little in bank accounts.

Paul Beatty said he looked at 2007 and made some alternate scenarios. What will it look like? AAPOR has a deficit projected to be \$54,533 and it was projected that membership would be flat for 2007. If membership or conference revenues go up, it will be reflected on our financials. Paul Beatty said that he is watching the budget carefully.

Conference Profitability Subcommittee.

Paul Beatty reported on the Conference Profitability Report. Paul said that the group talked about ways to boost revenue. Paul said that conference attendance, sponsorship and short course attendance are all going up. AAPOR needs to reach out to people who are not aware of the education and professional development opportunities available at the conference

The group considered whether AAPOR's Short Courses are appropriately priced as well

as the possibility that we might offer them outside of the conference. Vendors don't think AAPOR is that hot of a destination. Book publishers are booked two years in advance and we need to get into their marketing budgets at least two years out. Many of AAPOR's Members are published and we may be able to use them as contacts with other publishing companies.

To date, AAPOR's Sponsorships are on track this year. The group considered whether AAPOR should change our sponsorship structure? Maybe go to levels – Gold, Silver bronze. Marketing kept coming up in the group discussions. At this point in time, no one is in charge of marketing and it is a much bigger role than just sponsorships. Maybe a Conference Operations committee member should be tasked specifically with Marketing and Sponsorships.

Paul Beatty said the Conference Profitability Subcommittee will be talking between now and the Anaheim meeting and will be brainstorming the conference. Some data gathering methods have been introduced and the group is trying to figure out how to market the conference to other organizations.

Investment committee.

The AAPOR Investment/Finance Committee held a conference call and made a step to be slightly more aggressive in our investment strategies. Paul said that as bonds mature, we will invest in stock. AAPOR still has a lot of endowment money that is sitting there and not making much interest. The plan is to take \$50,000 and have it invested in more aggressive accounts. Dan Nowell with Morgan Keegan will make suggestions on what we need to do with the Endowment money. When interest gets posted from bonds, we need to make some policy decisions as far as investments.

Endowment Committee.

The Endowment Committee has identified 7 Roper Fellows for the 2007 conference with a line-item of \$4,000. The awards are given on merits and needs. All accepted. Paul said that the Endowment is moving along. They have \$2,000 in new money and \$3,800 in earnings which would have been higher if we had moved the money.

Rob Daves said that AAPOR Council needs to provide some direction or the Endowment Committee needs to come to us with things they want to do and Council should consider it. After discussion, it was concluded that Paul Beatty and Dawn Nelson should take all the pieces from the difference places and come up with a unified plan on how to invest these moneys and protect them and make sure we do not have interest sitting in a money market account with low interest.

The question was raised as to how much do we actually need to keep in order to be flexible? We need to establish some Guidelines. You do not want to sell off more than 5% of your investments. We need some guidelines that states when the money market gets to XXX dollars, we need to invest them.

Mark Schulman thanked Paul Beatty for his presentation. Mark said that while it is never a good idea to look at the possibility of increasing dues, we should not have budget deficits and may possibly want to think about raising dues again. Nancy Mathiowetz is looking at an ad hoc group to consider dues.

Nancy Mathiowetz said that we need to put \$15,500 into the budget for a special issue of POQ as well as the \$10,000 for the International Conference.

Tom Guterbock cautioned that we seem to have lost sight of what the Endowment is for. The Endowment Committee needs to put forth to the membership. Fundraising is tied to a goal and the Endowment Committee should be doing this. The information on the website is vague.

Education Committee Report – Mollyann Brodie

Rob Daves thanked Mollyann Brodie for the thoughtfulness that went into her report.

Mollyann Brodie said that the LRPC provided a large amount of items for the Education Committee to work on and the Education Committee trying to put priority levels on these items.

The first item the committee considered was AAPOR's Education efforts targeted towards Journalists. The Committee looked at Partners and the Poynter Institute was their first choice. Mollyann said that they had a great meeting with them. Mollyann and her committee came up with the election polling issues and an Election related package of activities and asked the Poynter Institute if this partnership a good thing? Give us tangible things to do.

Now there is a plan in place and the steps to move forward. The Education Committee did what they needed to do. They need to have another conference call.

Mollyann Brodie said that she wants to make sure that the Education Committee is going in the right direction. Should we be utilizing our resources with the Poynter Institute? Mollyann said that if we can get an established relationship, this seems to be the way to go. We have the potential as partners to make much more attractive grant applications to get funds.

Mollyann Brodie recommended that the council members visit the Poynter website. The Education Committee has money in their budget to send someone to the Poynter Institute's meeting in Iowa in 2007 if we want to pursue the partnership. Mollyann said that it might be too soon to get on the agenda for the June meeting and that September is a better one.

The training of Journalists was never looked upon as ever being a revenue producing

activity. An important goal is to put AAPOR's name in front of individuals and the potential partnership would be tremendous. Rich Moran and Mike Traugott gave tremendous support for this project.

Mollyann Brodie said that the Executive Council needs to approve the establishment of a Journalist Education Editorial Committee in order provide oversight

RESOLVED that an oversight committee to be named the Journalist Education Editorial Committee be established effective immediately and that Stanley Presser, Scott Keeter and Rob Daves be appointed for a two-year term. If the recommended individuals do not wish to serve, the Three Presidents need to find a suitable replacement. Motion made by Nancy Mathiowetz and seconded by Dawn Nelson. Motion passed with one abstention.

RESOLVED to accept the Education Committee's Report and the partnership with the Poynter Institute and endorse the report as presented by Mollyann Brodie. Motion made by Tom Guterbock and seconded by Kat Draughon. Motion passed unanimously.

Long Term Implementation Play for AAPOR Short courses Targeted at Members.

Mollyann Brodie presented a working document that is a work plan for the next couple of years. Karol Krotki was the lead on this document.

Mollyann said that there are 3Four key questions:

1. Multi-year curriculum. Does the Executive Council want a core Certificate program? The Education Committee recommends that AAPOR should not proceed at this point in time.

Mollyann Brodie said that it would appear that we are not ready to do a Certificate Program yet. Tom Guterbock said that wants us to do a certificate program and said that AAPOR needs to set as a defined goal that we are thinking about how to structure the ability to have a certificate program. Tom Guterbock contends that this would be a draw for conference attendees. The MRA does have certification. They need continuing educations. The MRA could attend our sections and get credit. Looking at how do we set up a multi-year program.

Mollyann Brodie said that the Education Committee wants to look to the future of a certificate program, but it will not occur in the next year or two. Carl Ramirez said AAPOR could also do tracks at the conference, but we would have to offer a core curriculum.

2. Does the Executive Council want the short courses to be a revenue generating venture of do they want to just maximize revenue?

Mollyann Brodie asked if AAPOR could follow the video and/or web based versions. If so, it cost would cost about \$7,000 or \$8,000 and we could charge for the courses and try to recoup our money. There are a lot of issues here that have not been decided yet. Instructors are giving their course work out of their own generosity. We need to look at profitability. There is nothing wrong with having a loss leader. We may get new memberships. The best plan is to get good speakers that will attract attendees. It is a service to member as well as a source of revenue for the conference. This is a key extension of AAPOR's brand.

3. Instructor pool that we have available. It is almost an employee relationship. Who do we think is a suitable instructor for the courses? Some of the names may not have the same star quality that we have in the past. Volunteer instructors did not produce many.

Mollyann Brodie said that her committee wants permission to experiment with instructors who are not necessarily as well known in AAPOR as in the past. Some have companies and want to speak on a variety of topics. Some groups ask for proposals similar to abstracts. The person giving the course needs to be qualified to teach the course.

4. What is the goal or arrangements with regional chapters? National wants to split profits with chapters. We could offer this as a member benefit to members.

Is this a service or is AAPOR trying to recoup its costs? We need to keep building the bridges between National and the Chapters. However, we need ask for the chapters for the list of participants. If the chapter does the marketing, they should keep the profits. If National does the coordination and everything else, then the split is between the National and the chapter.

Mollyann Brodie will come back to the Executive Council with a final document that includes the council recommendations.

RESOLVED to adopt the Education Committee's recommendations for the short course implement with the changes that will be included by Mollyann Brodie and sent out to the Executive Council. Motion made by Nancy Mathiowetz and seconded by Patricia Moy. Motion passed unanimously.

Conference Committee Report – Patricia Moy

Patricia Moy said that conference registration is open. The Plenary speakers are still on and being sent a check to defray expenses for attendance. Patricia Moy said that some of our Sister Associations plan to attend the conference and will meet with Kat Draughon, Carl Ramirez and Pat Lewis.

Patricia Moy said that one session is left open right now because of some last minute withdraws. Patricia Moy has an author who wrote "The Average American," but she is unable to attend the conference. Patricia Moy asked if we could we do a video to run at

the conference? It was concluded that this could cost around \$10,000. Patricia Moy said that as an alternative, we could have some hot topic that council wants to have presented.

Frank Newport said that the Student Paper competition has been concluded and the Judges are selecting. Twelve papers were submitted and there are six judges. Frank Newport hopes to have the finalist named by Monday.

Conference Operations: - Nancy Whelchel

Nancy Whelchel said that the Room block is getting tight. To date they have \$83,400 for Sponsorship and have sold 32 booths. Books are slow as usual.

Nancy Whelchel said that we need to start thinking about the marketing of AAPOR as an organization. We need to start sending out topical e-mails to get the interest of our members. We want to get our information to other association list serves through our members. We need a formal extension of someone for Marketing of the Association.

Nancy Whelchel talked about Sponsorship and Development of the conference. Karl Feld is gone as Sponsorship and Development Chair, but the sponsorship sort of takes care of itself. This year we have met our expectations and have room to goal. This is a lot of additional work for Monica Evans-Lombe even though she has been doing a wonderful job. Nancy Whelchel said that she wants to have a Sponsorship/Development person on the Conference Operations Committee.

Nancy Whelchel asked who else should we be targeting for the conference or who are we missing? Who should we try? What should we look for in a candidate for someone for sponsorship/development position on the Operations Committee? Nancy Whelchel wants an individual in place this year so she/he can take over next year. We cannot grow our booths for the next two years, but we can grow in 2010.

Dave DeRoseh will be the Assistant Conference Operations Chair starting next year. Conference Operations is also going to survey non-returning vendors and conduct a Focus Group for vendors at the conference. Why did they attend? What did they get after they got back home? Need a couple of additional questions for the vendors in the survey.

Nancy Whelchel said that they are going to try to get back into keeping track of the book sale as well as doing a cost benefit analysis of how much do sponsorships really cost us? Also, do we need to change the perks for the vendors? We also need to work on the timing of our contacts with potential vendors. Their budgets are further out.

Nancy Whelchel as the Executive Council what were their thoughts for getting a sponsorship person? It was suggested that Frank Markowitz might be a good choice. We need to see what kind of purchasing power the attendees have. When we send out the Marketing Brochure, it should have a hot link to the conference registration.

The meeting adjourned at 5:32 p.m.

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
EXECUTIVE COUNCIL MEETING
March 15-16, 2007
Washington, D.C.**

Executive Council members absent:

Cliff Zukin – Past President

Frank Newport - Associate Conference Chair

Guests:

Nancy Whelchel – Conference Operations Chair

Peter V. Miller – Editor – POQ – via phone on Friday afternoon

Friday, March 16, 2007

Rob Daves called the meeting to order at 8:42 a.m.

The Executive Council resumed with a discussion by Nancy Whelchel regarding looking for a person to head the Sponsorship/Development activity for AAPOR. This would be a Data gathering person who would also be involved with Books sales and following up with vendors.

Nancy Whelchel asked a series of questions of the Executive Council. What would you like to see from our vendors? Who would be an idea type of person? What about the tiered structure versus the items for purchase method? If you don't know of anyone, give suggestions on the type of person that would fit in this role. We want them to be a good representative of AAPOR. Patricia Moy said she still likes the idea of having a separate book representative.

Nancy Whelchel said that we need to look at a new marketing prospectus for our vendors.

Nancy Whelchel asked if the book sale is still important with our vendors. This year the book sale will be during the Saturday afternoon break. We need to market this to our members? Can we put on the member survey how many volumes you purchased last year and do you have purchasing power. Nancy said we need to rethink the layout of the book sale. Should we put the books into sections? It is a service to the members and to the vendors.

When we solicit for the Blue Book, we need to also mention that you could be an exhibitor at the conference.

Pat Lewis said that as far as marketing at the conference that there is a lot of opportunity for just pulling the different threads together. We should have a Marketing Committee with a chair and the book sales person should be a part of that. The Exhibits and books sales at the conference fall under operations, but should work closely with the Marketing Committee. We should offer more services on the book side to our members.

Nancy Mathiowetz, Cliff Zukin, Rob Daves, Nancy Welchel and Frank Newport or Patricia Moy and Pat Lewis could work as part of the Marketing Committee. They would need to have a conversation and Mike Xenos and Linda Dimitropoulos and the goal would be to look at marketing AAPOR and the conference. This pulls together membership, education, finances. It was concluded that this needs a full council discussion.

Executive Council members were asked to provide names to Nancy Welchel on an individual for the marketing of the conference.

Nancy Welchel said that no one person holds the responsibility of marketing the association. Pat Lewis could do some marketing along with communications. It would be logical to house this position in the Communications Committee. The question was asked if a smaller group come up with a plan and discuss over CouncilNet and put a marketing plan in place for the May Council meeting.

Rob Daves said that he would put together an Ad Hoc Committee on Marketing and he will be the Chair. Nancy Mathiowetz and Pat Lewis will work on this Ad Hoc Committee with Rob Daves. This committee will be calling on a lot of the Council members for their input. The Committee needs to look at effective marketing in specific areas as well as the issue of centralization and control.

Steve Everett said that AAPOR will have Share Point available to Council when we switch website vendors. We can use this for reviewing the proposed Marketing Plan.

Nancy Welchel said that she looked at the Expense Matrix and advised the Council that they should plan on the Associate Conference Chair to attend the March meeting each year, particularly in the transition year.

Publications & Information Committee Report – Steve Everett

Pat Lewis – Communications Committee report.

Pat Lewis said that she was getting to know the different committees and has been working with Conference and Membership Marketing Committees. She has also been working on some resources for the education initiatives as well as putting together a Press Kit for AAPOR that she plans to have available at the conference.

Pat Lewis said that she was doing boiler plate press language that will be included in the

marketing document that says who we are, what we do and what the solutions are.

Rob Daves thanked Pat Lewis for her accomplishments and said that AAPOR has to be ready to move swiftly when we identify an issue. Pat Lewis and Nancy Mathiowetz were able to do this with the MSNBC survey. Pat Lewis worked with this and made it happen quickly. Pat Lewis is also working on Press Releases on the AAPOR award winners and a newly elected council. This is a good time to tell the public about AAPOR and its mission.

Patricia Moy has identified star sessions that can be marketed in a piece that goes to all the AAPOR membership and colleagues. Pat Lewis said that she will use the AScribe news wire service for getting the messages out.

Pat Lewis asked that anything you have created for AAPOR, send to her as historical background. Pat Lewis said that she wants to have it in all in one spot and not on a variety of computers.

Pat said that AAPOR needs to promote sessions of the conference to media in California as well as identify individuals at the conference to be interviewed. Let Pat Lewis know who would be useful to identify. There is a Press Room available for this interview process.

The POQ goes to bed three months before it is sent. Pat Lewis should contact Peter Miller on articles coming up in POQ.

Communications Committee

Steve Everett said that AAPOR has a Communications Committee in place. The members of the committee, in addition to himself, include Mark Blumenthal, Pat Lewis and Nancy Belden. They held a conference call in February and are in the process of working on the items that Pat Lewis just reported on. They have developed a mission statement and are looking at the LRP to make sure that the areas of communication are being taken care of.

Survey Practice

Steve Everett said that not much has been done on the Survey Practice Oversight Committee. John Kennedy has put out the call for papers via a blast e-mail. However, John is not optimistic about making the May launch. They are moving to publish as soon as possible, but definitely not going to spend the bulk of their budget this fiscal year. .

Steve Everett talked about Share Point. Steve said they have not had an opportunity to work with Cliff Zukin to look at the Rutgers version of Share Point. There are multiple conversations going on at the same time. The idea is to pilot Share Point with the Executive Council first and Council committees.

Steve Everett says that Share Point resides on the AMP server and we should have been able to utilize this by now. Mike Flanagan said that while AMP has purchased a license to use Share Point for themselves, it cannot be used by outside parties because of firewall constraints. Nancy Mathiowetz said that she would investigate this further when she makes her visit to the AMP offices later this month.

Website

Steve Everett said they he is just about ready to switch the AAPOR website over to the Knowledge Folk on the website. Steve said that AAPOR has an exact duplicate site on the Knowledge Folk site that is on ANSI On-Line. However, there are a handful of pages that are programs on the ANSI On-Line site and were set up many years ago. They are still working to get those pages converted so the system can be switched.

Steve Everett said that the events calendar has a graphics interface and this involves extensive programming to make it work. However, AAPOR can build a manual page. The Blue Book also has a separate entry. If we want to put this on the AAPOR website, we have to have Knowledge Folk put it on our website for us.

Steve Everett said that he has held off on significant changes because he believes that AAPOR is at the point where the website needs a professional designer, particularly since we are integrating Survey Practice onto the site. Steve said AAPOR needs to build in a professional redesign. There is funding available that John Kennedy is not going to use this year.

Steve said that within the next week to seven days put all the fixes in the back ground that are driving things should be fixed and he can flip the switch. The exception is going to be the Blue Book. However, we can post a .pdf for a download, but it will not be searchable.

Steve Everett said that we need to flip the switch by the end of March or we will have purchase another three months service with ANSI On-Line. Also we will have a content management system and AMP will be able to load documents when we switch that Steve Everett normally does which will take away some of his workload. Steve said that some things on our site are in two or three different pages. Mortals can so into a content management system and it is posted automatically. It is also easier to search. The Communications Director will be able to post items to the home page.

Steve Everett said that there will be a notable change in the way we see the website and we are linking to the membership identification with iMIS.

The Usability Study is going to guide this extensively. On the Member's Only Section, everyone's password is going to be changed. The instructions will be given. It is not a particularly high security area. You will be able to create your own password, but not right now.

John Kennedy is in support of the redevelopment as he would have had to go out and hire a website redesigner anyway. Pat Lewis is collecting the names of individuals to redesign the website. Mark Blumenthal has seen one proposal for the redesign. The total cost should be between \$5,000 and \$15,000.

Steve Everett said that this is not an additional expense so there is no need for a motion. Steve was asked for some sense of a time line. Steve said that we could do in eight weeks depending on how many people are involved. You would want a contract in place to perform the task. They will build in a requirement for review that is very strict.

AAPOR will need to be focused on their review. Steve Everett said that there will be a usability study meeting in Anaheim at 8:30 a.m. on Sunday morning. We need to let Brad Edwards know what we are going to be doing.

Rob Daves said that Steve Everett and Mark Blumenthal need to come up with a timeline on the redesign of the website so that the three Presidents and the Treasurer can review. They should also include the Survey Practice launch timeline.

Public Opinion Pros

Lisa Parmelee says that she thinks Public Opinion Pros is a separate venture from AAPOR. She solicits writers. Lisa is asking if AAPOR and POP could share writers and this would allow us to be more cross linked. Also, could POP or POP articles be put in the VOX box? What she wants is a formal relationship where article submissions are shared. If one publication won't or can't run an article, the other would. Links are more marketing and publicity. She needs some points of contact. She says the two together are better than separate items. Lisa Parmelee would like to be sent our rejects and publish materials in our VOX box and a link on our website to Public Opinion Pros.

RESOLVED that we applaud Public Opinion Pros for opening its subscription free to AAPOR members and everyone else and for the contributions that the young publication has made. Motion made by Tom Guterbock and seconded by Mark Blumenthal. Motion passed unanimously with one abstention. [Dawn has the correct wording for this motion]

AAPOR should continue to provide the linkage to make it accessible to our members on the website. However, AAPOR should not formally endorse the publication.

Membership and Chapter Relations Committee Report – Kat Draughon

Kat Draughon said that MAPOR is working on incorporation. She also commented that it is good that AAPOR has money in the budget for the chair to attend Chapter events.

Kat Draughon said that Chase Harrison from Harvard is reviving the New England Chapter of AAPOR. Chase Harrison has gotten a list of names in the area to do a membership recruitment mailing. The New England Chapter is planning an event right

before the AAPOR conference. This will be on May 11th in Boston. Chase Harrison said he would AAPOR to be active in the Boston area.

Kat Draughon said that the New Jersey AAPOR Chapter does not respond to any of her attempts to contact them. Perhaps they should be put into dormant status. Kat has sent the request for information to them with no response.

The question was brought up again regarding whether AAPOR members should be able to deduct membership costs. The responses are all over the place. When we send out our receipt for membership, we could add a line on how much is deductible for income tax expenses. There is a whole set of services that AAPOR members receive. We could also say that so much goes for POQ and the rest goes to membership and then contact your Tax Advisor.

Sister Organizations

Kat Draughon said that working with AAPOR's sister organizations cuts across a lot of areas. Pat Lewis has been a good resource and provided good information on marketing AAPOR and use the subcommittee approach.

It was suggested that we could do a blast e-mail announcing the conference to the sister organizations. We have someone who is e-mailing each of the APSA and ICA organizations. We should market the conference as a way to get into the organization. Point out to them other benefits of membership. Out of all the members that AAPOR has, there are probably a lot of them that belong to other sister organizations. We should encourage our joint members to do outreach to their colleagues in other organizations and talk up AAPOR.

Membership survey.

Kat Draughon said that lapsed members are hard to identify? Current members will get a longer survey. Non-member will have to be contacted via a telephone survey because we will not get a response. John Kennedy may have some questions to add to the survey once Survey Practice is active. Kat Draughon said that they want a roll out of the membership survey this Fall.

Kat Draughon said that we have to wait until to June 1st to determine the population of members versus non-members. The question was raised as to whose web server is going to do this. This will take a little bit of time to get this up. The Membership Survey is designed and was tested by Bob Groves. We will want to ask questions about the website. Summer is a good time to do a pre-test of the survey and send out the survey in the Fall.

Kat Draughon said that the project outline looks good in terms of completeness, but asked how much money are we going to have to do this? If a member hosts the web, it would be free. We will have to do telephone surveys and money will be needed for that

to do it right. We are not at the point until we know how many people are in our sample.

Standards committee Report – Tom Guterbock.

Tom Guterbock said that ISO has stalled. NORC wants to get certified and may go to England to get ISO certification.

Disclosure FAQ

Tom Guterbock said that he had received good suggestions in January. Tom has taken those suggestions and has revised the Disclosure FAQ. Tom asked if there were any other revisions before it is put on the website.

After Council discussion, it was decided that there was Council consensus on the Disclosure FAQ and no need for a motion. Tom Guterbock was told to pass the final version to Pat Lewis so that she can get it posted on the website.

Message Testing

There was a December conference call where Tom Guterbock laid out his concerns. Not convinced that there is a problem. How do we know that they would improve our services?

A research prospectus was written on what you could do. The document was sent back to the group and Tom Guterbock has heard nothing, but has gotten good feedback from an informal group of AAPOR folks. If we do this on the internet, it will not be that much money. If Tom Guterbock takes it elsewhere, it will not get done in time. There are foundations that are interested in improving the election process.

AAPOR could contact political consults to either pay for it or for an Advisory Board to conduct this. Tom Guterbock is not sure what he wants to do with it yet. Where does the AAPOR Council want this to go? Do we want to Develop a statement of best practices for message testing that is tolerated by the industry that has some thought behind it?

Finding research funding or a collection of groups or grants is a long process. As an interim, could we modify best practices and the practices that AAPOR condemns to specifically mention the differences in message testing?

Mark Blumenthal agrees with Tom Guterbock to involve practitioners from the beginning as he is not sure that it has much value if they are not involved. Tom Guterbock may need some help from other AAPOR members to back him up.

Tom Guterbock asked if the Executive Council wants to have a committee work on this. Nancy Mathiowetz said that AAPOR needs to be prepared for 2008. Making the research and vetting it should not be the same.

Mark Blumenthal said he would support a motion for a committee to make a statement on message testing as this gives AAPOR a place to start. Sometimes it is hard to tell between message testing and push polling. We need a draft of a preliminary statement on message testing. We cannot endorse message testing and we need to do more research on the issue.

The comment was made that AAPOR needs to have a best practices statement in place for 2008. We also need to update our Push Poll statement from 1997. The Standards committee could do this. AAPOR could have an augmented statement, not bless it all. This might be the way to go. Have something for the council to look at by the May meeting.

Innovators Award – Bob Shapiro.

Bob Shapiro said that he has corrected the language on the Innovators Award.

Bob Shapiro also asked if AAPOR wants to get bids for other POQA editors. The answer was yes. Bob said that newly accepted POQ articles on the website. As of a month ago, accepted manuscripts are on the Oxford website. The object of this is to make things available earlier.

At Bob Shapiro's suggesting, the AAPOR Executive Council entered into a discussion of the nominees of the Innovator's Award. Mark Blumenthal reclused himself from the Innovator's discussion

Bob Shapiro said that the Innovators Award Committee wants to give two awards in 2007 and there has been precedence for this. The Committee wants to make awards too Mystery Pollster.com and TESS, which is Time-sharing Experiments for the Social Sciences (TESS) and is a National Science Foundation project.

Proposal was put together by two Principal Investigators and they have successfully done this getting the NSF funding and research from various disciplines. This proposal came to the attention of the committee last year and this year the Innovators Committee proposes that the Award be given to Diana Mutz and Arthur Lupia for TESS. There was Executive Council consensus to give the award to Mutz and Lupia for TESS, but we should also mention the National Science Foundation.

The Committee recommends that the second Innovator Award should go to Mystery Pollster.com and to Mark Blumenthal **and Tom as the writers??** It promotes innovation between bloggers.

RESOLVED to accept TESS and Pollster.com as the winners of the 2007 Innovators Award. Motion made by Tom Guterbock and seconded by Kat Draughon. Motion passed unanimously.

Standards Committee Report Continued:

Survey Scams

Charlotte Steeh discussed with the Executive Council survey scams. Charlotte discussed the possibility of getting people to enroll on survey scams. AAPOR has been advised that we not use our own websites for joining these scams as we would open ourselves to a lot of spam. We could set up a gmail account and use all false information in doing this. Essentially, we would be creating a factitious member or someone could set up a gmail account and use their own information.

Another alternative to alerting the public and AAPOR members about survey scams would be to give as much information as we could on our website.

Finally, we could just drop this whole issue. Survey sampling and on-line panels are surveys that look much like a scam. It is really very easy to mistake a legitimate site to make sure it is not a scam.

After Executive Council discussion, it was decided that if it takes live testing, do it. We have our facts that fraud is going on. However, we will need to do a Press Release on what is going on. The message is to beware, legitimate panels that recruit do not ask for money up front.

Fund raising under the guise of research.

Helen Crossly has sent Charlotte Steeh a bundle of documents that she has received. Charlotte Steeh has sent a letter to the Democratic National Committee complaining of their practice. The mailing had all the categories of a donation. The comment was made that you could point them to the people responsible for the mail and would get no response. You should just ask them to please stop.

Also, we should pick one from the Republicans too. Pat Lewis will get names and addresses for Charlotte Steeh. You should address it the highest ranked person and ask when you want to take it public.

Tom Guterbock said that he has some suggested modifications for the handling or standards procedures and complaints. He is recommending that the Complainant would have to be notified and then it would have gone public. The idea is to change Section 8c of the procedures on a private censure.

If we do private exoneration is another possibility. Tom Guterbock said that he has received comments from the Standards Committee and the task force that approved the original changes. Tom Guterbock said that he has good support.

Mark Schulman suggested that AAPOR should revisit the issue of censure. Past Standards Chairs have felt that AAPOR needs to keep the power of censure.

Tom Guterbock said that he is asking for preliminary approval to ask for member approval and that it seems like a nice clarification. AAPOR needs to proceed with some haste.

The Executive Council discussed the fact that AAPOR is not using its power to censure frequently enough. When we post we should be prepared to get reactions far and above their specific thing.

RESOLVED to approve the preliminary draft of the Standards Procedures and that they be posted on the website, reviewed by an Attorney and put to a vote of the membership in May. Motion made by Tom Guterbock and seconded by Patricia Moy. Motion passed unanimously.

Conference Call with Peter Miller

Peter Miller discussed with the Executive Council a memo from Bob Groves. The memo recommends that AAPOR build up the POQ journal as a way to institutionalize and build up in the field of survey methodology.

Peter Miller said that AAPOR could start a new journal if it wanted to. However, the branding of the journal would not be quite clear and promotional activity would be unclear. A new journal has no reputation. For a number of years you would have to start selling to libraries and this is not easy to do. There are no ranking for libraries to decide whether to keep this on the shelf or not. Peter Miller said that from a reputation point of view, a new journal that would take years to build.

Peter Miller asked the questions as to what is the possibility that the survey methodology field could be solidified and that POQ should be the place where survey methodology is placed.

Alternatives involve adding pages to the POQ. We have 640 pages a year now. More would be devoted to methods. We could expand pages and publish more methodology pages where each issue would have survey methodology clearly listed.

Once the reputation is established, AAPOR might decide that they want to spin off a new journal. They want a more formal review of this idea and set up a committee to explore the possibility of adding more pages or starting up a new journal with a report back no later than Fall. Peter Miller said that he might like to have it done earlier as we need to know if it is a goal or not.

Peter Miller said that the contract with Oxford University Press is not up in 2008, but it is up in 2009 and need to tell Oxford a year in advance what our decision is going to be. If AAPOR were to make a decision to expand the journal, it would be nice to include this in the contract negotiations.

Peter Miller said that AAPOR needs to look for a replacement for POQ Editor and we

should let the new Editor know what they are getting into.

Peter said that AAPOR would be at \$242 for institutions. This is an \$80 jump. Oxford thinks the per member price would go up about \$10 a year.

Oxford is very keen on our renewing the contract with them and they would like to do it a year early if possible. They would like to renew in 2008 with the new structure. They think it would be possible. AAPOR would continue to have the best methodological research.

Peter Miller said that they need a better arrangement for the POQ office. Oxford will increase the office contribution by \$25/\$30 a year which would go up to \$75,000/\$80,000 opposed to \$50,000 today. Most society journals received support from those organizations.

The POQ Advisory Committee should discuss the current Methodology of POQ and should POQ would go from four to six issues a year? Also, should AAPOR could consider two Editors for POQ?

Rob Daves asked for the concensus of the Council. There could be alternating issues or keep some content in each issue. The committee would need to consider what kind of publication this should be.

Adding special issues would not work per the authors of the e-mail. It would be better if we were to go to six issues with three on methodology and three on other issues.

Peter Miller said that he is asking for a committee to look at this new concept. Peter has all the background information. 152 papers were methods and 190 were non-methods. Currently AAPOR is getting about 40 fewer methods papers.

No were no negative reactions to the motion [was there a motion?]. Therefore, Peter Miller should move forward and proceed with this committee. Nancy Mathiowetz., Rob Daves and Peter Miller will select a committee.

Peter Miller and the Executive Council discussed the finding of a new Editor for POQ who would be Peter Miller's successor. How was this done in the past? A call was issued saying that the Editorship will be opening and AAPOR will accept applications for the Editor. Nominations were accepted at the March meeting prior to the July new year. It was the POQ Advisory Board's responsibility to make sure they got started.

Rob Daves thanked Peter Miller for the well thought out memo.

The question was raised as to whether we want to look at other bids for POQ? No one has made a decision on this. Peter Miller said that changing Publishers is a big thing. Sage has contacted Peter Miller and said they are interested. Peter Miller will meet with them sometime in April. Rob Daves says this would be useful. We ought to make that

decision sooner rather than later.

Standards Committee Report Continued:

Tom Guterbock talked about the Your Opinion Counts (YOC) and the branding by MRA years ago, but they hold a trade mark on this. There is now a new institute to launch this. When they sign on, they could use the YOC logo. CMOR would give permission. There would be a committee at CMOR to look at complaints and a clearing house. They would let us know how many complaints they got.

The Standards Committee looked at this program and talked about him following recommendations:

Some thought that it won't work and that it could cost a million dollars to promote in order to recognize it. They did not like the logo. They said that the standards for using it are too low and that it will not screen out poor methods. There is also the issue that AAPOR is an organization of individuals, not organizations. There is a loop hole that organizations can sign on and not use on every study.

On the positive side, this might help to do something about standards other than complaints. Also, we should be cooperating with CMOR on something. This might give us the opportunity to make things better and fight off our most exploitative operators.

Tom Guterbock thinks it will work and will be really easy to test. However, no one knows if there is a timeline for a launch of this program. This program will need to have a very strong communication plan in order for this to happen. It appears that this was not written by individuals with a background in communication.

Rob Daves asked the Executive Council members to give Tom Guterbock and Charlotte Steeh some of our concerns both from a standards process and the fact that just because they have not taken care of the address, that we are concerned about that. If they can get this ironed out by the May meeting, we might get this rolled out.

We should provide Tom Guterbock and Charlotte Steeh a list of items to talk with CMOR about. Rob Daves says that Tom Guterbock list is pretty comprehensive.

AAPOR needs a clearinghouse for complaints. It would be naïve to say we position the logo without the investment of a lot of money. It could just be clutter.

New Business:

Howard Schumann is proposing that we put the conference papers up on the web. He admitted that we have a way of having papers sent to ASA. Technology is available. Rob Daves will talk with Nancy Wheelchel, Frank Newport, Patricia Moy and others. We publish a CD now and it goes to everyone that attends the conference. This might not be the year to do this. We do have a web based paper management system that might feed

our website.

We are building on to what we did last year. We are not going to ask for papers. Abstracts that are made on-line by mid-April will be put on the CD. We are repeating the Speaker ready room in Anaheim and will have the abstracts delivered electronically to each computer in the room. We can download the papers and have them sorted and available in the Member's Only Section.

Councilor-at-Large Report - Mark Schulman:

Mark Schulman said that CMOR has adopted AAPOR's Standard Definitions as an industry standard. The Standard Definitions are for on-line panel studies.

There is a CMOR Board meeting and Mark Schulman will e-mail relevant issues that might come up.

Mark Schulman said that AAPOR is going to have a real struggle with the methodological studies that weigh in one way or another. We have our own statisticians. We do not want to push those people away from us. The Section of response rates on individuals.

Mark Schulman will follow up with CASRO regarding ISO standards to see what it going on.

New Business Continued:

Nancy Mathiowetz said that at the last two meetings there was interesting stuff to discuss and we run out of time. Nancy said that we need to think about how we as a council could interact. Do we want monthly dial in phone call; Meet face-to-face or maybe use Share Point.

The May meeting of the Executive Council meets on Wednesday. The May meeting used to be a half day meeting. The first half is taken up with old business and continuing business. The new Council takes up its own agenda and sets the next year's agenda. If anyone has any suggestions, let Rob Daves know. Everyone will need to Travel on Tuesday.

The Executive Council adjourned at 3:04 p.m.

Respectfully submitted,

Paul C. Beatty
Secretary Treasurer