



AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
EXECUTIVE COUNCIL MEETING

May 13, 2009
Hollywood, FL

2008-2009 Executive Council Members Present:

Richard Kulka – President
Peter Miller – Vice-President/President Elect
Nancy Mathiowetz – Past President
Michael Link – Conference Chair
Patricia Moy – Associate Conference Chair
Kate Stewart – Secretary/Treasurer
John Boyle – Association Secretary/Treasurer
Mary Losch – Standards Chair
Stephen Blumberg – Associate Standards Chair
S. Mike Brick – Communications Chair
Mike Mokrzycki – Associate Communications Chair
Adam Safir – Membership and Chapter Relations Chair
Nancy Whelchel – Associate Membership and Chapter Relations Chair
Scott Keeter – Councilor-at-Large
Paul Lavrakas – Councilor-at-Large

2009-2010 Executive Council Members Present:

Frank Newport – Vice President/President Elect
Barbara O’Hare – Association Secretary/Treasurer
Robert Santos – Associate Conference Chair
Roger Tourangeau – Councilor-At-Large
Kelly Foster – Associate Membership and Chapter Relations Chair
Reg Baker – Associate Standards Chair
Jon Cohen – Associate Communications Chair

Staff Members Present:

Kristin Povilonis – Executive Coordinator
Monica Evans-Lombe – Association Manager

Guests:

Linda Dimitropoulos – Conference Operations Committee Chair
Dave DesRoches – Assistant Conference Operations Committee Chair
Mollyann Brodie – Education Committee Chair
Chuck Shuttles – Online Education Subcommittee Chair
Melissa Herrmann – Short Course Coordinator
John Waxman – The Sherwood Group
Greg Schultz – The Sherwood Group

I. CALL TO ORDER

Richard “Dick” Kulka, President, called the meeting to order at 12:59 p.m. (EST) Wednesday, May 13. Both the old and new Executive Council members were introduced. Dick Kulka explained how

Michael Link replaced Vince Price as conference chair and how Patricia Moy was appointed as interim associate conference chair. Dick also introduced Greg Schultz and John Waxman from AAPOR's new management group, The Sherwood Group from Deerfield, IL.

II. RESOLUTIONS ADOPTED

Members of the AAPOR Executive Council voted in favor of the following resolutions during the meeting:

1. **RESOLVED** to accept the Schedule of Procedures for Dealing with Alleged AAPOR Code Violations; Peter Miller moved; Michael Link seconded; unanimously passed.
2. **RESOLVED** to freeze spending in various budget categories that would result in a savings of up to \$41,000 for 2009. Roger Tourangeau moved; Paul Lavrakas seconded; unanimously passed.
3. **RESOLVED** to accept that the Executive Council has only one more face-to-face meeting in 2009. Paul Lavrakas moved; John Boyle seconded; unanimously passed.
4. **RESOLVED** to appoint Michael Link as the conference chair for 2010. Dick Kulka moved; Stephen Blumberg seconded; unanimously passed.

The following motions were made and voted on by the Executive Council during its April conference call. Kate Stewart, Secretary/Treasurer, asked that they be incorporated into the May minutes as follows:

1. **RESOLVED** to approve Melissa Hermann as new chair of the Education Committee for a three year term. Mollyann Brody will remain chair of the Journalists Subcommittee and Chuck Shuttles will remain chair of the Online Education Subcommittee. Michael Link moved; Kate Stewart seconded; unanimously passed.
2. **RESOLVED** to approve Mary Losch as chair of the ad hoc committee to review AAPOR code of professional ethics and practice. Stephen Blumberg moved; Patricia Moy seconded; Mary Losch abstained; all others approved.
3. **RESOLVED** to approve Dawn Nelson as chair of the Endowment Committee for a term of three years. Kate Stewart moved; John Boyle seconded; unanimously passed.
4. **RESOLVED** to adopt the March Executive Council meeting minutes. Kate Stewart moved; John Boyle seconded; unanimously passed.
5. **RESOLVED** to adopt the following policies: Whistleblower, Reimbursement, and Document Retention and Destruction policies, pending review by AAPOR's lawyer, Duane Berlin. John Boyle moved; Mary Losch seconded; unanimously passed.
6. **RESOLVED** to post the agenda and highlights of Executive Council meetings and conference calls through blast emails to the membership and post in members only section of website. Mike Mokrzycki moved; Nancy Mathiowetz seconded; unanimously passed.
7. **RESOLVED** to approve the recommendation of the AAPOR Management Committee. Scott Keeter moved; Peter Miller seconded; Stephen Blumberg abstained; all others approved.

The following motions were made and voted on by the Executive Council via electronic voting. Kate Stewart, Secretary/Treasurer, asked that they be incorporated into the May minutes as follows:

1. **RESOLVED** to accept the report of the ad hoc committee on the 2008 presidential primary and begin the processes of preparing the report for public release. Nancy Mathiowetz moved; Adam Safir seconded; unanimously passed.
2. **RESOLVED** that AAPOR accept the resignation of Robert Groves as Chair of the Public Opinion Advisory Committee and that Robert Shapiro be appointed to serve in that position immediately for a term from 2009 through 2013. Peter Miller moved; Nancy Whelchel seconded. Nancy Mathiowetz abstained; all others approved.

III. DECISIONS AND ANNOUNCEMENTS

The following decisions were made to the Executive Council during its meeting:

1. **Decision:** Post Schedule of Procedures for Dealing with Alleged AAPOR Code Violations on AAPOR website.
2. **Decision:** The Executive Council announced that AAPOR will change management companies this summer. The new management company is The Sherwood Group in Deerfield, IL.

The following decisions were made by the Executive Council during its April conference call. Kate Stewart, Secretary/Treasurer, asked that they be incorporated into the May minutes as follows:

3. **Decision:** Do not conduct a post-conference survey this year and look into making it a sponsorship activity in 2010.
4. **Decision:** Given the lack of a sponsor, AAPOR will not cover the cost of wine at the banquet dinner, but wine will be available for purchase.

IV. EDUCATION COMMITTEE REPORT

Mollyann Brodie, Education Committee Chair, presented a draft plan for an online education strategy to the Executive Council. Mollyann stated that the challenge was how to do the most resource effective way to do the most valuable education for AAPOR members. In the next 2 years, the committee proposes to experiment, document, and learn. The strategy outlines offering live interactive webinars; developing narrated PowerPoint presentations; expanding AAPOR's online offering of reference papers and presentations; exploring strategic partnerships with other professional and academic groups; hiring a part-time online education coordinator; and conducting continual feedback and monitoring mechanisms so know the costs, time, and benefits to members (see Appendix of Executive Council Reports). Mollyann said it is hard to determine the cost of some of the recommendations without some type of experimentation with them and that is why a short-term project was recommended. It is possible that the Education Committee would investigate strategic partnerships with other groups to fund the proposed projects. The Executive Council will review the draft plan from the Education Committee and make recommendations on a final plan.

V. DISCUSSION NOTES

A. SECRETARY/TREASURER'S REPORT

Kate Stewart, Secretary/Treasurer, and John Boyle, Associate Secretary/Treasurer, updated the Executive Council on the Secretary/Treasurer Activities:

1. Kate reviewed the April financials and highlighted key information on the report. She stated that AAPOR would not know where it stood budget-wise until the end of July or August when the conference numbers will be finalized. She said the membership numbers were the same as last year at this time, but revenue is down about \$25,000. She said AAPOR is not losing members, but fewer employers are paying for memberships and more individuals are paying for themselves at the lower membership fee. She said AAPOR was hoping to see a small surplus, but may record a deficit for 2009.
2. Kate stated that AAPOR's legal counsel, Duane Berlin, reviewed all the new policies adopted by AAPOR that the IRS suggested non-profits have for filing their 990 tax forms: Whistleblower Policy; Document Retention and Destruction Policy; Financial Review Policy; and Reimbursement Policy. There is one outstanding point that needs clarification on the document retention policy regarding destroying information on computers that relates to AAPOR. The policies will be posted on the AAPOR website and an announcement will be made to the membership regarding their posting.
3. Kate asked that all incoming chairs continue to submit reports for each meeting. She said the reports are very helpful for the meeting and when completing the minutes.
4. Kate thanked Executive Council for the opportunity to serve with everyone for the past 2 years.

B. CONFERENCE PROGRAM AND CONFERENCE OPERATIONS REPORT

Michael Link, Conference Chair, and Patricia Moy, Associate Conference Chair, updated the Executive Council on the Conference activities:

1. About 659 people had registered for the conference. Mike stated that AAPOR usually reports 100-150 onsite registrations, but thinks it will be around 75 this year.
2. AAPOR received \$99,000 of its goal of \$100,000 in marketing/sponsorship dollars.
3. Mike stated that the room block percentages looked good at both hotels.
4. The new smaller conference program was well-received by attendees.
5. The Executive Council members discussed having a reminder next year to let attendees know that abstracts were on the thumb drive.
6. Mike thanked Brad Edwards for coordinating the two new orientation programs.
7. The new demonstration projects will be from a scientific perspective and not a sales perspective.
8. Mike thanked everyone involved in conference planning for all their hard work, especially Patricia Moy who stepped in when her association needed her.

C. MEMBERSHIP AND CHAPTER RELATIONS

Adam Safir, Membership and Chapter Relations Chair, and Nancy Whelchel, Associate Membership and Chapter Relations Chair, submitted a written report in advance of the meeting (see Appendix of Executive Council Reports). The following items were brought forth for more discussion.

1. Adam Safir stated that it had been a busy year for membership and chapter relations. More than 30 items had been accomplished. Nine of those items will be highlighted at the Business Meeting.
2. Membership recorded good growth in 2008 and 2009. There were 1755 members at the end of April. Membership numbers are expected to increase in May after the conference registrations for non-members are recorded. Adam said that the shift from employer-paid memberships to more individual-paid memberships will be followed. He added

that AAPOR recorded more student memberships, which carry low fees. The idea of providing membership discounts to organizations having a large number of members will be reviewed. Nancy Whelchel said AAPOR needs to do better on retaining members. She is currently working on a “life course” of annual membership.

3. A new Membership Directory was posted on the AAPOR website in May. The front material in the directory contains good information regarding AAPOR’s history.
4. Nancy Whelchel stated that the plans for a new booth and AAPOR membership brochure are moving forward. She said if those items are going to be cut from the budget, membership needs to know now before any more work is done on those two items.

D. COMMUNICATIONS

Mike Mokrzycki, Associate Communications Chair, updated the Executive Council on the Communication activities:

1. Mike Mokrzycki informed the Executive Council that it has been a very busy year for the committee. He noted that the Annual Conference will be a good test to see how successful the new social media used to promote the conference worked. AAPOR used Facebook, LinkedIn, Twitter, and YouTube to promote the Annual Conference. Mark Blumenthal will be blogging about the Annual Conference again this year. Some attendees will also be doing live “tweets” using Twitter from the Annual Conference. Mike said AAPOR hopes to see more jobs posted on the AAPOR LinkedIn site.
2. The Communications Committee continues to work on adding job posting functionality to the AAPOR website.
3. Mike stated he would update the new Executive Council biographies listed on the AAPOR website.
4. Work continues on the AAPOR history site with the Heritage Interview Series ready to be added.
5. AAPOR’s book “A Meeting Place” was digitalized and posted on the AAPOR website. The book will be posted in the public area of the website.
6. The Executive Council will discuss the direction of *Survey Practice* against the original objectives of that publication (publication schedule, type of articles, functionality). The *Survey Practice* editors are looking for guidance and feedback on the publication. The Executive Council also discussed bringing together the editors of POQ and *Survey Practice* to discuss collaboration of the publications.

E. STANDARDS

Mary Losch, Standards Chair, and Stephen Blumberg, Associate Standards Chair, updated the Executive Council on the Standards activities:

1. The Executive Council discussed the Schedule of Procedures for Dealing with Alleged AAPOR Code Violations (see Appendix of Executive Council Reports) and voted to adopt it and post it on the AAPOR website (see Resolution #1 above). The word “censure” was put back in the document where it pertained to non-members. A timeline (flow chart/decision tree) will be added to the document.
2. During his visit to the AAPOR archives at the University of Chicago, Mike Mokrzycki will investigate what material from past Standards Committees, if any exists in the archives. Their policy is to hold materials for 20 years. A policy is needed for the archiving of sensitive materials from AAPOR in light of their current release policy.

3. Reg Baker, incoming Associate Standards Chair, gave the Executive Council an updated on the Online Task Force. The task force is meeting at the Annual Conference and hopes to present a draft document to the Executive Council later this year.
4. Names of people who will be asked to serve on the new Code Review Task Force were presented to the Executive Council for approval.

F. EXECUTIVE SESSION

The Executive Council went into executive session at 2:53 PM to discuss the Standards Cases.

Executive Council was called to order at 4:39 PM.

G. PASSING OF THE GAVEL

Dick Kulka gave the presidential gavel to Peter Miller.

IV. NEW COUNCIL BUSINESS

1. Peter Miller stated that he would like to investigate cost savings associated with Executive Council meetings. He requested alternative ideas to having face-to-face meetings. Scott Keeter suggested continuing the monthly conference calls. The Executive Council voted to have one more face-to-face meeting in 2009 (see Resolution #3 above).
2. Peter asked the Executive Council to review the budget to determine where cutbacks could be made. Funds allocated for the following budget areas were put on hold: website development, President's discretionary fund; Membership and Chapter Relations; and the Communications Committee. A total of about \$41,000 will be frozen in the 2009 budget (see Resolution #2 above).
3. The Executive Council recommended that Michael Link be appointed as Conference Chair for 2010 (see Resolution #4 above).
4. Stephen Blumberg will bring a proposal to reconstitute the Cell Phone Task Force to the next Executive Council meeting.
5. Jon Cohen, Associate Communications Chair, asked that proactive steps be taken regarding standards to make sure the AAPOR membership understands the code.

A. ADJOURN

The meeting was adjourned at 5:50 PM.

Respectfully Submitted,

John Boyle
Secretary

As prepared by Kristin Povilonis

Overall Recommendations for an Online Education Strategy

In considering recommendations for Council, the Committee took a short term perspective. The short term recommendations (meant to be implemented over the next two years) are structured to meet our tactical goals of gaining valuable experience with the various modes, getting a better handle on costs (time and resources) associated with each approach, developing a logistical model to deliver courses, and developing a key set of AAPOR instructors appropriately trained for web based instruction. We believe we will be in a better position to outline a tangible and effective long term recommendation AFTER we gain more experience in the two year time frame of our short term plan.

The AAPOR Online Education Subcommittee Shall (To Be Implemented Over a Two-Year Time Frame):

1. Offer at least three interactive live webinars working with WebEx as our vendor.

The Subcommittee will work with experienced and interested AAPOR instructors to become facile at managing and developing a web-based interactive live webinar. In at least one case, we will tie the webinar offering to an in-person short course offering at the annual conference to gain experience and feedback on how the blended strategy can work for members. We will determine the topics and instructors based on the guidance of the above review of best practices and a thorough consideration of the needs and desires of our members.

2. Develop at least two narrated PowerPoint presentations on core topics at the beginner or intermediate levels (so that the lack of interactivity will be less of a problem to participants)
3. Expand AAPOR's on-line offering of reference papers and presentations
4. Explore strategic partnerships with other professional and academic groups to offer considerably more educational opportunities to our members.
5. Hire a part time online education coordinator (probably an interested and knowledgeable graduate student) to work at the direction of the Subcommittee Chair to help logistically implement these recommendations. It has become clear to us, given our experience with NewsU and with developing this strategic plan, that our dedicated, knowledgeable volunteers have limits in terms of how much time they can devote to developing these time intensive products. By hiring a part-time coordinator, the subcommittee Chair will be able to delegate a variety of tasks so that we can maximize the substantive contribution of the volunteer time available. The Journalist Education subcommittee used this strategy effectively in completing its work on the online interactive web tutorial with NewsU.
6. Construct and conduct continual feedback and monitoring mechanisms so we can learn exactly how much each effort "costs" (time contribution and dollar investment) and how much each effort brings in benefits to members.

It is important to note that we are NOT proposing to construct a "web-tutorial" self study course at this time on our own. Our experience with NewsU showed us that the technical requirements are beyond our current capacity. If, however, we can pursue development of such a course in partnership with another group, such as NewsU, we

will certainly pursue that opportunity. Additionally, we are NOT proposing to video tape live short courses at the annual conference for subsequent viewing. Our systematic review has led us to conclude that the costs of such a product will not produce the desired benefits to our members.



Executive Council Report Form

Position: Membership & Chapter Relations

Date: May 13, 2009

1. Membership Update

As of April 30, 2009, AAPOR had 1,755 members.

2. Tasks Completed Since Last Meeting

- PDF Membership Directory. Distributed to membership a PDF directory of members.
- Membership Presentation. Developed a presentation on membership for display at the Membership booth during the conference.
- Chapter Lunch. Coordinated with Linda and Dave to make arrangements for the Chapter Representative Lunch at the conference.

3. Tasks in Progress

- Booth Update. Updating content, layout, and format of the AAPOR Booth.
- Brochure Update. Updating content and layout of the membership brochure.

4. Discussion Items

- *None.*

5. Summary of Current & Planned Activities

ID	Initiative	Notes	Status	Tgt Month / Cmpl Date
1	Membership Research Webpage	Upload analysis from 2001, add navigation link from main webpage to membership research page, announce to membership.	Completed	Sep 3, 2008
2	Membership Survey Presentation: SAPOR	Present findings from the membership survey to chapter conference attendees and promote benefits of membership.	Completed	Oct 9, 2008
3	Weekly New Member (Non-Student) Welcome E-mail	Develop DB query and initiate mailings.	Completed	Oct 14, 2008
4	Weekly New Member (Student) Welcome E-mail	Develop DB query and initiate mailings.	Completed	Oct 30, 2008
5	Conference Attendee List	PDF uploaded to website, link sent to Vince and Michael for use in promoting conference, Adam and Nancy to include as item in Fall/Winter newsletter.	Completed	Oct 30, 2008
6	Membership Survey Open Ended Responses	Sent to Monica to post per 10/10 EC meeting decision. Posted 11/4/2008.	Completed	Nov 4, 2008
7	File Share	Per 10/10 EC meeting decision, the page properties should be altered so that it does not appear in navigation. Request sent to Monica on 10/30. Removed from navigation pane on 11/4/2008.	Completed	Nov 4, 2008
8	Membership Survey Presentation: MAPOR	Present findings from the membership survey to chapter conference attendees and promote benefits of membership.	Completed	Nov 21, 2008
9	Weekly Renewing Member Welcome E-mails	Develop DB query and initiate mailings.	Completed	Dec 2, 2008
10	Conference Confirmation Form for Foreign Nationals	Draft form letter to fulfill requests from conference attendees from out of the country who need the letter for visa applications.	Completed	Dec 3, 2008
11	Chapter Information Form	Revise chapter information sheet, request updated information from chapters (including council members, election dates, and EIN numbers).	Completed	Dec 5, 2008
12	Winter Newsletter	Submit newsletter text to Mike Brick, including mention of Conference Attendee List and other initiatives (Student Liaison, membership research, etc.).	Completed	Dec 9, 2008

ID	Initiative	Notes	Status	Tgt Month / Cmpl Date
13	Special Offer to Chapter Members	Per 9/5 EC meeting decision, continue \$50 introductory discount to chapter members who have never been members of National. Update PDF form and send promotion to chapter conference attendees and chapter members.	Completed	Dec 10, 2008
14	Membership Survey Presentation: PAPOR	Present findings from the membership survey to chapter conference attendees and promote benefits of membership.	Completed	Dec 11, 2008
15	Coordinated Response to Question about MAPOR Facebook group	Draft response to send to MAPOR Council regarding AAPOR's position on chapter members creating social networking groups that reference the chapter without consent or approval by the chapter council	Completed	Dec 12, 2008
16	Monthly Membership Updates for Chapters	Send a restricted file to chapters containing only: fname, lname, city, state, org affil, chapter, and e-mail. Notify chapters that they'll be receiving a monthly update from this point forward.	Completed	Jan 7, 2009
17	Employee-Paid Membership Dues	Formal discussion of possibilities for alternative structure for employee paid membership dues. Develop options for discussion at January meeting. At January EC meeting, decided not to pursue.	Completed	Jan 16, 2009
18	Criteria for Determining AAPOR Luminaries	Develop a policy on AAPOR contributions on the death of AAPOR "luminaries," including objective criteria and open nomination process for membership. (Action item from Nov EC meeting.) Presented criteria at January EC meeting.	Completed	Jan 16, 2009
19	Economic Impact Survey	Develop a survey of members and conference attendees regarding plans for 2009 conference attendance and membership renewal. At January EC meeting, presented draft survey and decided to put data collection on hold, pending new data from registrations following announcement of conference acceptances.	Completed	Jan 16, 2009
20	Lapsed Member Renewal Reminder E-mail	Revised lapsed member renewal reminder e-mail and coordinated mail-out with AMP.	Completed	Feb 5, 2009

ID	Initiative	Notes	Status	Tgt Month / Cmpl Date
21	Conference Slots for Student Paper Competition Winners	Verify with Vince and Mike that slots are guaranteed, notify chapters via listserv, and coordinate congratulatory announcement to SMSnet and AAPORnet.	Completed	Feb 18, 2009
22	Online Membership Directory Improvements	Update display format to return results in tabular non-nested format, add requested fields (membership ID and dues paid date), enable one-click querying on chapter membership. Met with AMP on March 3 and all agreed that there is no cost-effective or technical way to implement the requested changes.	Completed	Mar 3, 2009
23	Verification of Welcome E-mail Procedures	Perform QA/QC on process for e-mailing new member, new student member, and renewing/returning member welcome e-mails.	Completed	Mar 3, 2009
24	Membership Strategy Brief	Per 12/3 Strategic Marketing Committee conference call, prepare 2-pager on membership recruitment, retention, and overall growth strategies. (See 12/4 summary e-mail.)	Completed	Mar 4, 2009
25	Bylaws Compliance Notification	Review chapter council composition before notifying chapter representatives about enforcement of bylaws. Coordinate withholding of funds/membership updates with AMP. All chapters now in compliance except NJAPOR.	Completed	Mar 6, 2009
26	Spring Newsletter	Submit Membership and Chapter Relations update to Mike Brick for newsletter.	Completed	Mar 29, 2009
27	Chapter Lunch at AAPOR Conference	Coordinate with Linda, Dave, and chapters to make arrangements for the Chapter Representative Lunch at the Annual.	Completed	Apr 27, 2009
28	PDF Membership Directory	Produce PDF (including front matter), upload to website, and distribute to membership. Distribute membership directory by 4/30, current as of 3/31 membership (exactly the same as last year).	Completed	May 7, 2009
29	Membership Presentation	Develop presentation on membership for poster display at the Annual Conference.	Completed	May 7, 2009
30	Booth Panels	Update booth panel text and artwork. Include new photos taken at 2009 conference.	In Progress	2009
31	Brochure	Update brochure.	In Progress	2009

ID	Initiative	Notes	Status	Tgt Month / Cmpl Date
32	Membership Tracking Report	Develop data needs, format, and report on what the current membership looks like, considerations for the future, and suggestions on goals to set for membership in terms of numbers and composition.	In Progress	2009
33	Just for Students Webpage & Student Liaison	Update existing webpage, upload completed report, coordinate plans for conference with Matt Jans.	Not started	2009
34	Welcome Webpage for New Members	Add membership page displaying name and affiliation for recent new members. Preferably find a way to do this dynamically through a connection to the database.	Not started	2009
35	Mentor Program	Develop preliminary action plan.	Not started	2009

Schedule of Procedures for Dealing with Alleged AAPOR Code Violations

FINAL VERSION FOR COUNCIL CONSIDERATION – May 13, 2009

1. Any individual, whether an AAPOR member or not, may submit a written complaint concerning a possible violation of the AAPOR Code of Professional Ethics and Practices to the Standards Chair. The procedures hereafter described will apply to all such written complaints received by the Standards Chair.

1a. Complaints must be made in writing on an AAPOR Standards Complaint Form and must include (i) a statement describing the alleged action or violation, (ii) the section of the Code alleged to be violated, (iii) the date or dates when the alleged violation occurred, (iv) the name(s) of the individual(s), firm(s) or organization(s) alleged to be in violation, and (v) the signature (original or electronic) of the complainant along with his or her contact information, including telephone number, postal address, and e-mail address.

1b. The complaint may name any individual (regardless of whether he or she is a member of AAPOR), group of individuals, firm(s), or organization(s).

1c. The written complaint shall be accompanied by all available relevant evidence.

1d. At the discretion of the Standards Chair, any duly appointed member of the Standards Committee may be given confidential access to a received complaint, unless that Standards Committee member, or his or her organization, is the source or subject of that complaint. If the Standards Chair and Associate Standards Chair are thereby excluded, the Council shall appoint a Chair pro tem for that particular complaint.

1e. The complaint form and all related materials prepared for Council, the Standards Committee, and the Evaluation Committee (if one is appointed as provided in section 4 below) will be kept confidential, and all Council, Standards Committee, and Evaluation Committee discussions related to the specifics of the complaint will be treated as privileged communication.

2. Within forty-five (45) days of receipt of a complaint, the Standards Chair shall decide, with the concurrence of the Associate Standards Chair or one other member of the Standards Committee, whether or not any official action is warranted.

2a. The Standards Chair may request assistance from the source or subject of the initial complaint, or use any other channels deemed helpful in recommending a course of action to Council.

2b. Based on information received, the Standards Chair may bring additional allegations of Code violation directly to Council.

2c. In response to written complaints alleging that the Standards of Minimum Disclosure have been violated, the Standards Chair may request that the subject disclose the requested information prior to recommending a course of action to Council. If the requested information is provided to the Standards Chair, the Standards Chair may provide that information to the source of the complaint and may recommend that Council take no official action.

2d. If no official action is to be recommended by the Standards Chair, he or she shall prepare a brief written report to Council, including the original complaint form and setting out the reason(s) why no action is indicated.

(1) If Council agrees with this opinion at its next regularly scheduled meeting, or after being polled by phone, e-mail, or other electronic means, the source of the complaint shall be promptly notified as to the final disposition of the complaint.

(2) If Council does not agree with the Standards Chair's decision, Council may call for clarification or direct the initiation of a full complaint review and investigation, as specified in sections 2e, 2f, and 3 below.

2e. The Standards Chair may be directed by Council to seek additional information and clarification about the alleged Code violation. In pursuit of this objective, the Standards Chair may request assistance from the source or subject of the initial complaint, or use any other channels deemed helpful in recommending a course of action to Council. The Standards Chair shall report on any additional information within thirty (30) days of such a directive from Council.

2f. The Standards Chair may recommend and a Council majority approve of (or independently direct) the initiation of a full complaint review and investigation. In determining this course of action, Council will consider all relevant information, including the severity of the alleged violation(s) and facts gathered by the Standards Chair.

3. If Council, by a majority of those voting, votes for a complaint review and investigation, the organization, firm or individual(s) who are the subject of the complaint shall be notified by the Standards Chair in writing within fourteen (14) days of Council action. Such notification will fully stipulate the nature of the complaint and shall include relevant portions of the Code and a copy of this Schedule of Procedures. When the subject of the complaint is an organization or firm, the written notification will be provided to individuals directly related to the complaint allegations (when known) and to the head of the unit, entity, organization, or firm, as deemed appropriate by Council.

4. The investigation will be conducted by an ad hoc committee (hereafter termed Evaluation Committee), appointed by the Standards Chair subject to the approval of the Council.

4a. The Evaluation Committee will consist of no fewer than three and no more than five AAPOR members, one of whom Council will name as Chair. Neither the Standards Chair nor any other Council members may serve on this committee.

4b. The identity of the members of the Evaluation Committee will be known only to Council and to each other.

4c. No member of AAPOR shall serve on an Evaluation Committee in a matter where he or she or his or her organization is the source or subject of a particular complaint, or where his or her service could otherwise represent a potential conflict of interest in relation to the source or subject.

5. Within twenty-one (21) days of appointment, the members of the Evaluation Committee will receive all pertinent materials on the case that are held by the Standards Committee. Within fourteen (14) days after the Evaluation Committee receives materials, the Standards Chair will, in writing, request that the source and/or the subject(s) of the complaint provide any materials deemed necessary by the

Evaluation Committee and any materials or statements which the subject(s) deems necessary or relevant to a fair investigation.

5a. Copies of all such materials received will be sent to each member of the Evaluation Committee.

5b. Any member of the Evaluation Committee may request that the Standards Chair seek further information or clarification of existing information.

5c. In conducting its affairs, the use of electronic conferencing techniques (e.g., phone, e-mail) by the Evaluation Committee, as needed, will be funded by AAPOR.

5d. The Committee may elicit and consider any evidence it deems relevant.

6. If the subject(s) of the complaint fails to respond to the notice provided under paragraph 3 or fails to forward all material requested under paragraph 5 or 5b within thirty (30) days of the notice or request, the Evaluation Committee will proceed, using the evidence at hand. If, however, the subject(s) of the complaint formally requests of the Standards Chair an extension of time, the Standards Chair may grant an extension in writing, upon determination that the extension is reasonable and necessary to compile all requested materials.

7. Within thirty (30) days of receiving the requested materials (or following the 30-day waiting period), the Evaluation Committee will complete a complaint review and investigation, reach a determination about the complaint, and will submit a written report to the Standards Chair. The complaint review and investigation will seek to determine the precise nature of the conduct that is subject to criticism and whether there is any factual basis to support the alleged misconduct. The Evaluation Committee must determine whether the information obtained may reasonably be interpreted to constitute a violation of AAPOR's Code of Ethics and Practices, which reflects generally accepted professional practices. The committee's report will describe the steps taken in review of the complaint, include the determination and a specific recommendation for Council action, and conclude with one or more motions.

7a. Council action to be recommended by the Evaluation Committee may consist of, but is not limited to, any of the following:

(1) If AAPOR members or firms with AAPOR members as principals are subjects of the complaint:

- a. Public or private exoneration;
- b. Public or private censure, rebuke, admonition, or other notice that the subjects' actions were inconsistent with AAPOR's Code of Ethics and Practices;
- c. Suspension or termination of membership;
- d. Termination of investigation, with no further action.

(2) If non-members or firms without AAPOR members as principals are subjects of the complaint:

- a. Public or private exoneration;
- b. Public or private rebuke, admonition, or other notice that the subjects' actions were inconsistent with AAPOR's Code of Ethics and Practices;

c. Termination of investigation, with no further action.

7b. Before recommending any censure or altering of membership, the Committee should consider the following criteria:

- (1) The degree of severity of the violation(s);
- (2) The subject's history regarding other violations, as evidenced by public censures and other public actions taken by AAPOR;
- (3) The impact of the violation(s) on the public opinion and survey research profession;
- (4) The impact of any proposed sanction(s) on the subject's ability to successfully participate in public opinion and survey research in the future.

7c. Notwithstanding other actions recommended, the Committee may recommend that a case study be prepared and publicized for the benefit of AAPOR members and other constituencies, with due regard given to the need to maintain confidentiality of the subject(s), information sources, and methods of investigation.

8a. The Standards Chair will provide the Evaluation Committee's report to Council prior to its next meeting, together with such views, in writing, as he or she may have. The Standards Chair will also provide Council with the subject's history regarding other violations and AAPOR's responses (both public and private). At this meeting:

(1) The Council (with at least two-thirds of its members voting) shall move to accept, reject, or modify the report of the Evaluation Committee and shall move to accept, reject, or modify the report (if any) of the Standards Chair.

a. If the Council's decision exonerates the subject of the complaint, the Standards Chair will notify the subject(s) within fourteen (14) days and no further Council action is required.

b. If the Council's decision does not exonerate the subject, the Standards Chair will send notice of the Council's decision to the subject within fourteen (14) days. The Standards Chair's letter shall include written notification advising the subject (i) of the specific allegations and charges; (ii) that, within thirty (30) days of receipt he or she may request a hearing before the full Council; and (iii) that he or she will be given the right at said hearing to confront evidence and to refute all charges. The letter shall be mailed in such a manner that the delivery address and the name of the person taking delivery can be verified.

c. The Council may also decide to request modification to the report of the Evaluation Committee. If such a request is made by Council, the Evaluation Committee has thirty (30) days to respond to such request. The revised report is then resubmitted for consideration, following the steps outlined in 8.1.

(2) Within thirty (30) days of receipt of notice of Council's decision (section 8a[1]b), the subject of the complaint may request, in writing, a hearing before the Council.

a. Such a hearing shall be held at a time and place scheduled by the Council, with at least two-thirds of its members in attendance.

b. Prior to the hearing, the subject of the complaint may request, in writing, to review all evidence used in the decision, subject to maintaining the confidentiality of the source of the complaint.

c. The President shall control the procedure at the hearing, including presentation of testimony and submission of written materials, but shall not be bound by legal rules of evidence or procedures.

d. Before the close of the hearing, the Council should consider the criteria in 7b above. The Council should also consider the subject's history regarding other violations and AAPOR's responses (both public and private).

8b. Immediately following the close of the hearing - or, if no hearing is requested within the 30-day waiting period, at a regularly or specially convened meeting - the Council will make its decision (with at least two-thirds of its members voting), to accept, reject, or modify the judgment and recommendation of the Evaluation Committee or the Standards Chair. If the Council decision calls for public action, the Council will decide on the form of that action (e.g., press release) and will decide what information, if any, to release to support that public action.

8c. This decision will constitute the final action to be taken by the Council on behalf of AAPOR, except as allowed in section 7c. The subject of the complaint will be notified in writing of the Council's decision. The source of the complaint will also be notified of the Council's decision, except in a case where the Council decides on (1) private censure or (2) termination of investigation with no further action, in which instances the source will be notified only that Council has decided not to take any public action on the case. If the decision of the Council involves an action not listed in sections 7a.1-2, notification to the source of the complaint about that decision shall be as determined by Council in its sole discretion. These notices of the outcome will be issued in writing within thirty (30) days by the President of AAPOR, who also will be responsible for implementing the terms of the decision.

9. AAPOR shall have a Document Retention and Destruction Policy that provides for the systematic review, retention, and destruction of documents received or created in connection with the resolution of alleged Code violations. These documents shall be kept confidential and shall be shared with future Councils only when necessary (e.g., as listed in sections 8a and 8a-2-d). Council, Standards Committee, and Evaluation Committee discussions related to the complaint will be treated as privileged communication, and informal notes from such discussions shall not be retained.

10. Deadlines described in these procedures for actions by Council and the Evaluation Committee are guidelines for expeditious resolution of complaints. Failure to adhere to these deadlines shall not result in immediate dismissal of the complaint or exoneration of the subject.