



AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH  
EXECUTIVE COUNCIL MEETING  
March 14, 2008  
Washington, DC

Executive Council Members Present:

**Nancy Mathiowetz** – President  
**Richard Kulka** – Vice President/President Elect  
**Robert P. Daves** – Past President  
**Dawn V. Nelson** – Secretary-Treasurer  
**Kate Stewart** – Associate Secretary-Treasurer  
**Frank M. Newport** – Conference Chair  
**Charlotte G. Steeh** – Standards Chair  
**Mary Losch** – Associate Standards Chair  
**Carl Ramirez** – Membership and Chapter Relations Chair  
**Adam Safir** – Associate Membership and Chapter Relations Chair  
**Mark M. Blumenthal** – Communications Chair  
**Mike Brick** – Associate Communications Chair  
**Mark A. Schulman** – Sr. Councilor-at-Large  
**Scott Keeter** – Jr. Councilor-at-Large

Absent:

**Vince Price** – Associate Conference Chair

Staff Members Present:

**Kristin Povilonis** – Executive Coordinator  
**Monica Evans-Lombe** – Association Manager  
**Pat Lewis** – Communications Director  
**Melissa Whitaker** – Meeting Planner (via phone)

Guest:

**Linda Dimitropoulos** – Conference Operations Committee Chair

**I. CALL TO ORDER**

Nancy Mathiowetz, President, called the meeting to order at 8:35 a.m. (EDST). She informed the Executive Council that she was not using a consent agenda for this meeting.

**II. RESOLUTIONS ADOPTED**

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

1. **RESOLVED** that the Policy Impact Committee include the following members: Clyde Tucker, Diane O'Rourke, Mark Schulman, and Patricia Gwartney. Mary Losch moved; Mike Brick seconded; Mark Schulman abstained; all others in favor.
2. **RESOLVED** to hold the 2009 Annual Conference at the Westin Diplomat and Crowne Plaza combination in Florida. Scott Keeter moved; Carl Ramirez seconded; unanimously passed.

3. **RESOLVED** to adopt the minutes from the January 2008 Executive Council meeting. Dawn Nelson moved; Rob Daves seconded; unanimously passed.
4. **RESOLVED** to send out a blast e-mail to membership with an attached pdf file of the 2008 membership directory. Inform members that they are able to request a hardcopy of the directory from AMP. Send out e-mail no later than the end of March. Rob Daves moved; Carl Ramirez seconded. Friendly amendment: To append to the pdf version of the membership directory, updated materials of information found in the front piece of the 2006 hard copy. The actual material to include in the pdf to be discussed with AMP to make sure the directory can be sent out in a timely manner. Dick Kulka moved; Dawn Nelson seconded; unanimously passed.
5. **RESOLVED** to move that AAPOR implement a pilot program for a file archive on the AAPOR web site. Adam Safir moved; Dick Kulka seconded. Friendly Amendment: Evaluate the program by the September Executive Council meeting. Dawn Nelson moved; Kate Stewart seconded; unanimously passed.
6. **RESOLVED** to adopt the conflict of interest statement for Executive Council members and staff. Dick Kulka moved; Dawn Nelson seconded; unanimously passed.
7. **RESOLVED** to accept the report of the Cell Phone Task Force. Charlotte Steeh moved; Scott Keeter seconded; Friendly Amendment: Subject to review and edits discussed by Executive Council. Dick Kulka moved accepted by Charlotte Steeh and Scott Keeter; unanimously passed.

### III. DECISIONS AND ANNOUNCEMENTS

1. **Decision:** Decided to spend time during the banquet remembering members who passed away this year and not to hold a formal memorial service at the conference.
2. **Decision:** In the future, consider developing committees on web site and database management and integration.
3. **Decision:** To discuss on the April phone call *Survey Practice* and prepare for an evaluation of *Survey Practice* at the May 2008 Executive Council meeting.

### IV. DISCUSSION NOTES

#### A. PRESIDENT'S UPDATE

Nancy Mathiowetz, President, 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. Nancy Mathiowetz updated the Executive Council on activities the public relations firm, Prism, helped AAPOR with in January/February. The firm worked with Nancy Mathiowetz for about 5-6 weeks and provided 3-4 press releases and media training. Nancy Mathiowetz indicated that Prism would like to work with AAPOR in the future. The overall bill for Prism ran just over \$21,000 versus the \$20,000 originally quoted for the services.
2. Nancy Mathiowetz sent letters to 31 pollsters requesting information on the primaries in New Hampshire, South Carolina, California, and Wisconsin. A forum scheduled for early April involving the New Hampshire primaries will not be able to happen until information from the pollsters is received. Nancy Mathiowetz

suggested that the forum be scheduled in June after the primaries, but before the conventions.

3. Nancy Mathiowetz told the Executive Council that she has done several media interviews about election polls, push polling, cell phones and polls, and opt-in surveys.
4. Nancy Mathiowetz reported that the LA Times Poll will cease to exist in March. She stated that several people wrote letters to the editor to protest the ending of that poll.
5. Rob Daves, Past President, asked that an agenda item seeking approval of the Policy Impact Award Committee be added to the agenda. The Executive Council approved the four members of that Policy Impact Award Committee (see Resolution #1 above).

## **B. CONFERENCE PROGRAM AND CONFERENCE OPERATIONS REPORT**

Frank Newport, Conference Chair, did not submit a written report in advance of the meeting but the following items were brought forth for more discussion:

1. Frank Newport updated the Executive Council on conference activities. He told the Executive Council that there was a great deal of shifting around of the sessions as they firm up the programming. A handful of abstracts were withdrawn this year. Frank Newport said requests are coming in for panel discussions on such topics as the Cell Phone Task Force, special interest issues and the New Hampshire primary. He said there are about seven mini tracks on cell phones and those were scheduled sequentially so conference attendees could go to all the sessions. He added that the conference was very strong on methodology themes.
2. The plenary session is set and will be co-sponsored with Tulane University. Walter Isaacson will be the moderator. Panelists will include New Orleans Mayor Ray Nagin, Louisiana Lt. Governor Mitch Landrieu, Donald Powell, federal coordinator of Gulf Coast Rebuilding, and Norman Francis, president of Xavier University and chair of the Louisiana Recovery Authority and past chair of the Louisiana Disaster Recovery Foundation. Nancy Mathiowetz added that she and Pat Lewis, Communications Director, are working with Tulane University on the press releases for the plenary session that could reach at least 350 media persons. Invitations will go out to the five universities in the New Orleans area asking that chairs of departments and presidents/chancellors attend the plenary session. AAPOR is also hoping to have an NBC and C-SPAN presence at the conference.
3. The Executive Council was informed that the data analysis side to the plenary session is being headed up by Michael Hagen at Temple University with the help of a graduate student.
4. The Executive Council discussed sending out blast e-mails to further promote the Annual Conference, especially the plenary session. It was decided that five different aspects of New Orleans conference will be the themes for those e-mails. The blast e-mails will be titled: Top Five Reasons to Attend the AAPOR Conference and Frank Newport will provide the content to the Executive Office for distribution.
5. Linda Dimitropoulos, Conference Operations Committee Chair, presented an overview of the plans for the 2008 Annual Conference. The Conference Operations Committee and AAPOR Meeting Planner, Melissa Whitaker, are keeping a close eye on the hotel block for the Annual Conference. Melissa Whitaker presented the Executive Council with the current status on the hotel room block. Linda Dimitropoulos also reported that instead of endorsing one specific community activity, AAPOR has listed several community service opportunities on its web site for those attendees interested in coming to New Orleans early to help with those projects (Habitat for Humanity, Jimmy and Rosalyn Carter Work Project). The Women of the Storm tours have been organized and registrations are currently being

taken for tours on Wednesday afternoon and lunch time on Friday. Linda Dimitropoulos told the Executive Council that musicians have been hired for different venues at the Annual Conference. She also told the Executive Council that she was working with Dawn Nelson, Secretary-Treasurer, on identifying an organization that will be featured at the Annual Conference so that attendees will be able to contribute to the organization if they want. Other logistics are being worked out so that the chosen organization will have an increased presence at the Annual Conference.

6. The Executive Council discussed making a day rate option available for students or visitors to the conference. This option came about as discussion centered around targeting conference participation from the local universities in the New Orleans area. Nancy Mathiowetz will review and determine the day rate, if appropriate.
7. The Executive Council decided that there would not be a memorial service at this year's Annual Conference to honor deceased members. However, a slide presentation honoring the accomplishments and contributions of the deceased members and the names of honorary lifetime members will be presented at the Awards Banquet. Nancy Mathiowetz will solicit the membership for a list of deceased members.
8. Linda Dimitropoulos and Melissa Whitaker recently visited two Florida hotel properties after the Executive Council decided it could not hold its 2009 Annual Conference at the Harbor Beach Marriott Hotel in Ft. Lauderdale, FL, due to construction delays of the large ballroom. The two properties visited in the Ft. Lauderdale/Hollywood, FL area were: Westin Diplomat (Crowne Plaza for overflow) and the Marriott Doral. Linda Dimitropoulos and Melissa Whitaker presented the pros/cons of each property. The Executive Council chose to hold its 2009 Annual Conference at the West Diplomat in Hollywood, FL with overflow at the nearby Crowne Plaza (see Resolution #2 above). AAPOR will offer two different rooms blocks in the 2009 program as a continuation from the January Executive Council meeting.
9. Details for AAPOR's Docent Program, conference volunteers, and AAPOR's mentoring program will be further discussed by the Conference Operations Committee and Membership Committee.

### **C. SECRETARY/TREASURER REPORT**

Dawn Nelson, Secretary-Treasurer, 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. Dawn Nelson presented the first quarterly update from Brad Edwards on the status of the 2008 International Conference on Survey methods in Multinational, Multiregional, and Multicultural Contexts (3MC). Quoting Brad: "Plans for the 3MC conference in Berlin are proceeding apace. The web site has been up since late fall ([www.3mc2008.de](http://www.3mc2008.de)). Online registration is available; so far more than 170 have registered. The preliminary conference program features about 300 invited and contributed papers distributed across 75 sessions, from 6/26-28. Eight short courses will be offered on Wednesday 6/25. Besides AAPOR, three other organization contributed see money (ASA, WAPOR, and ZUMA). Contributions to the conference care being actively sought now from dozens of other organizations. A unique way to contribute has been established for the 3MC: contributors may pay for a scholarship allowing a student or researcher from a "majority country" (new term for what used to be known as "less developed countries") to attend. A call for participants and chairs will be issued shortly. We are looking forward to what promises to be a very exciting and successful conference."

2. Dawn Nelson noted that the Investment Committee recently learned that two of AAPOR's investment bonds were called early (they were supposed to mature in 2008 and 2013, respectively). These funds will be reinvested in the same manner they were initially invested, which were laddered bonds.
3. Dawn Nelson requested Executive Council approval of the January 2008 Executive Council meeting minutes (see Resolution #3 above).
4. The January 2008 financial statement was presented to the Executive Council (AMP's financial report can be found in the Appendix of Executive Council Meeting Materials). Dawn Nelson noted that the January financials reflect the new 2008 budget structure that was adopted this past fall.

#### **D. MEMBERSHIP AND CHAPTER RELATIONS REPORT**

Carl Ramirez, Membership and Chapter Relations Chair, and Adam Safir, 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. Carl Ramirez presented the Executive Council with the history on the decision to not produce a hardcopy membership directory in 2007. He stated that a decision is needed on what format the directory should be in for 2008. Four different membership directory proposals were presented to the Executive Council for review. After discussion on each option, the Executive Council decided to go with the option that had already been approved by the Executive Council in 2007; e-mailing an AMP-produced PDF version similar to the hardcopy format that will be e-mailed no later than March 31 of each year (see Resolution #4 above). The e-mail should make it clear that if a member cannot print out the directory, to contact AMP and it will send a hardcopy to that member.
2. Carl Ramirez updated the Executive Council on the current status of the member survey analysis and noted that survey results will be ready to discuss during the April executive Council conference call. These results will include cross tabulations as well as comparisons between the 2005, 2006, and 2008 member surveys. Carl Ramirez agreed to provide information for a poster presentation of the survey results at the May conference. Carl Ramirez will also give this information to Monica Evans-Lombe, Association Manager, so that it can be added to the conference program. Carl Ramirez will plan to distribute a 2-page summary of survey results at the Saturday Business Meeting. Carl Ramirez mentioned that the Chapters are also interested in the survey results. Nancy Mathiowetz suggested giving the chapters access to the data file so they could perform their own analyses.
3. Adam Safir explained to the Executive Council that because file attachments could not be shared via AAPORnet, a proposed members-only "file upload" site would be developed on the AAPOR web site where members could post files and share information. A demonstration of the "file upload" site was presented to the Executive Council. This service would be piloted to see what type of interest there is from the membership (see Resolution #5 above). Adam Safir will receive all the files and upload those to the web site until a formalized process is deemed necessary.
4. Carl Ramirez and Adam Safir presented a memorandum to the Executive Council documenting the various databases and web servers that currently house information for AAPOR and explained that they are looking to streamline and improve the functionality and integration of systems into one interface. Two issues were raised regarding the databases: 1) updating and maintaining databases, and 2) long range data management and integration. They asked Executive Council members to ponder what member and/or association information is needed/wanted in order for

Executive Council members to best perform their positions. Once identified, that information should be sent to Carl Ramirez and Adam Safir.

5. Carl Ramirez discussed ways to get the chapter student paper award winners to present at the national conference. He told the Executive Council that many chapters announce their award winners so close to the Annual Conference that the winners do not have time to participate. Scott Keeter, Jr. Councilor-at-Large, suggested that there be a 50/50 split on the conference cost for the winner with the chapter. Carl Ramirez suggested that chapters could make part of the criteria for winning the award as having to present it at the national conference. The Membership and Conference Committee chairs will work together on a process for incentivizing chapter student paper award winners to attend the conference.
6. Carl Ramirez summarized his report by noting that as of the end of February, AAPOR had 1578 members (which is a 17% decrease from February 2007).

#### **E. COMMUNICATIONS REPORT**

Mark Blumenthal, Communications Chair, and Mike Brick, Associate Communications 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. Mike Brick presented the Executive Council with a demonstration of the nearly complete *Survey Practice* web page. After reviewing the *Survey Practice* component, the Executive Council decided that there were still unresolved questions related to its format. The Executive Council will review the original proposal and revisit this topic at its April conference call.
2. Pat Lewis informed Executive Council that the next edition of the newsletter will be done in about one week. The whole newsletter will be dedicated to highlighting the upcoming Annual Conference. Pat Lewis also informed that Executive Council that Mollyann Brodie, Chair of the Education Committee, has sought MRA/PRC accreditation for the five Short Courses at the Annual Meeting.

#### **F. COUNCILORS-AT-LARGE REPORT**

Mark Schulman, Sr. Councilor-at-Large, did not submit a written report in advance of the meeting but the following items were brought forth for more discussion:

1. Mark Schulman informed the Executive Council that the work of the Warren J. Mitofsky Innovators Award Committee was done. He said there were many notable submissions and a winner has been chosen.
2. Scott Keeter said the Book Award Committee was getting ready to look at the nominations in that award category.
3. Nancy Mathiowetz added that an AAPOR Award winner had also been chosen.

#### **G. STANDARDS REPORT**

Charlotte Steeh, Standards 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. Mary Losch, Associate Standards Chair, presented the Executive Council with a final Conflict of Interest Disclosure Policy. AAPOR's attorney, Duane Berlin, reviewed the final version (see Resolution #6 above). Each Executive Council must sign that form.

2. Charlotte Steeh asked the Executive Council to accept the Cell Phone Task Force Report and the Cell Phone Task Force Recommendations (see Resolution #7 above). The Executive Council agreed that the report needed to be edited for consistent language. Mary Losch will review the report and make the necessary changes. Executive Council members were encouraged to send edits/changes to Mary Losch. The report should be finalized by mid-April. Pat Lewis will send the completed report to MRA and CMOR.
3. A draft of the Amicus Brief is complete and is loaded on the SharePoint site. Executive Council members were urged to review the Amicus Brief before the April conference call.
4. Charlotte Steeh mentioned that the Standards Definitions report needs to be clarified/reworded and the response rate spreadsheet could use updating. She will upload it to SharePoint and the Executive Committee will discuss during its April conference call.
5. The Executive Council discussed the methodology used in the Iraqi war deaths study that appeared in the October 2006 issue of *Lancet*. Mark Schulman explained that there was earlier consideration for having the article by Burnham et al presented at the Annual Conference. He will investigate the possibility of putting together a panel in relation to that article at the Annual Conference.

#### **H. NEW BUSINESS/OTHER ANNOUNCEMENTS**

1. Kate Stewart, Associate Secretary-Treasurer, reviewed the To Do list for the Executive Council.
2. The next scheduled meeting of the AAPOR Executive Council is Wednesday, May 14 in New Orleans, LA. This will be a half-day meeting in the morning of May 14.

#### **I. EXECUTIVE SESSION**

The Executive Council went into executive session at 2:55 PM.

#### **J. ADJOURN**

The meeting was adjourned at 5:00 PM.

Respectfully submitted,

Dawn V. Nelson  
Secretary

As prepared by Kristin Povilonis