



AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
EXECUTIVE COUNCIL MEETING

November 14, 2008
Washington, DC

2008-2009 Executive Council Members Present:

Richard Kulka – President
Peter Miller – Vice-President/President Elect
Nancy Mathiowetz – Past President
Vince Price – Conference Chair
Michael Link – 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 (via phone)

Staff Members Present:

Kristin Povilonis – Executive Coordinator
Monica Evans-Lombe – Association Manager
Megan Eastland – Meeting Manager (via phone)

Guests:

Linda Dimitropoulos – Conference Operations Committee Chair

I. CALL TO ORDER

Richard “Dick” Kulka, President, called the meeting to order at 8:42 AM (EST) Friday, November 14.

II. RESOLUTIONS ADOPTED

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

1. **RESOLVED** to increase registration to the AAPOR Annual Meeting by \$30. Vince Price moved; Mike Brick seconded; unanimously passed.
2. **RESOLVED** to have the Executive Council review conference registration cost at least every two years. Absent any action by the Executive Council, registration cost will increase

by 5% every 2 years. Friendly Amendment: The registration costs should be rounded up. Vince Price moved; Nancy Mathiowetz seconded; 14 approved; one opposed.

3. **RESOLVED** that the general concepts represented in the conference expense matrix be reviewed by Executive Council every year. Mike Brick moved; Mike Link seconded; unanimously passed.
4. **RESOLVED** to adopt the September Executive Council meeting minutes after changes are made. Kate Stewart moved; Mary Losch seconded; unanimously passed.
5. **RESOLVED** to enforce AAPOR Bylaws Article 7 Section 3 regarding election of chapter officers by sending final notification to chapters not in compliance and informing them that they have to comply within 30 days and if they do not comply then the chapter funds collected by AAPOR for the chapter will be frozen until the chapter is in compliance. Friendly Amendment: For one time only, current chapter officers not members of AAPOR would be able to become members and remain chapter officers. Mary Losch moved; Mike Brick seconded; unanimously passed.

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

6. **RESOLVED** to have AAPOR support the National Statistical System Event. Paul Lavrakas moved; Mary Losch seconded; unanimously passed.
7. **RESOLVED** to move forward with site visit to Phoenix to consider a location for the 2011 Annual Conference. Mary Losch moved; Paul Lavrakas seconded; unanimously passed.
8. **RESOLVED** at this time to negotiate with OUP and only OUP for a new contract. Scott Keeter moved; Peter Miller seconded; unanimously passed.
9. **RESOLVED** to post the verbatim open-ended responses to the 1996 and 2007 membership surveys as part of the surveys. Nancy Whelchel moved; Mike Link seconded; unanimously passed.

III. DECISIONS AND ANNOUNCEMENTS

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

1. **Decision:** Not to pursue developing an option for lifetime membership.
2. **Decision:** Take out the “opt in” in the title of the “Opt-in Online Panel Task Force” and allow the panel to investigate both probability and non-probability samples.
3. **Decision:** Not to include a line item in the budget for a communications director and to try to budget for a surplus in order to contribute to an increase in reserves.
4. **Decision:** To look into developing a “guidance” piece on reading the polls of polls and start thinking about what may be the next new thing during the next election cycle.

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

1. **Decision:** Executive Council to attend the Mitofsky award dinner on November 13. In coming years, future presidents will decide whether to hold the Executive Council dinner on the same night as the Award's dinner.
2. **Decision:** Given the lack of activity on the experimental file share part of the AAPOR web site, the files will be archived on the web site and then the page taken down.
3. **Announcement:** Task Force on Opt-In Online Panels constituted.
4. **Announcement:** AAPOR's proposal for a session for the 2009 JSM was accepted.

IV. DISCUSSION NOTES

A. PRESIDENT'S UPDATE

Dick Kulka, President, updated the Executive Council on the President's activities:

1. Dick discussed the queries that other AAPOR Executive Council members and he received from the media on the election polls. He said the initial questions centered on cell phones and the impact of the candidate's race on poll questions (Bradley Effect). Closer to the election the questions were about the trend of sites that were consolidators of multiple polls. After the election, the questions were about how the polls did. Dick noted as a field we are in pretty good shape. Nancy Mathiowetz, Past President, said she told everyone who called her about the NewsU/Poynter Institute site regarding journalist education. She said many journalists had already been to that site.
2. The Strategic Marketing Committee is up and running. The committee focused on 2009 Annual Meeting sponsorships during its first call. The second committee call addressed marketing of the Annual Conference. The next meeting will deal with membership or may go back to the Annual Conference if more discussion is needed.
3. The policy of AAPOR contributions on the death of a "luminary" was discussed. The Executive Council discussed the criteria for being considered a luminary (e.g., honorary lifetime members, people who have served on the Executive Council in any role, any award winner). Adam Safir, Membership and Chapter Relations Chair, and Nancy Whelchel, Associate Membership and Chapter Relations Chair, will develop a policy on AAPOR contributions on the death of AAPOR luminaries.
4. During the discussion of AAPOR luminaries, the issue of the endowment and fundraising was discussed. The need to think of ways to inform members of the potential to contribute to the endowment when they are making long-term financial plans was raised.
5. AAPOR was contacted by SSI to create an AAPOR award in honor of Tom Danbury. Instead of creating another award, the Executive Council discussed the possibility of establishing "naming opportunities" in honor of those who had passed away. Those opportunities could include sponsorships at the Annual Meeting, fellowships, or scholarships. Dick will contact SSI to see what it would like to accomplish with this award or fellowship.
6. Dick discussed the January 2009 Executive Council meeting, which will be 1.5 days so nominations can be completed.

B. POLLSTER RESPONSES TO REQUEST FOR MINIMUM DISCLOSURE ON 2008 PRESIDENTIAL PRIMARY POLLING

Nancy Mathiowetz, Past President, updated the Executive Council on the Ad Hoc Committee that was put together to look at the presidential primary polling. A two-stage request was made of numerous pollsters: 1) information that is part of the AAPOR Standards of Minimal Disclosure; and 2) information or data that go beyond the minimum disclosure requirements. Nancy reported that the response was very low. A final letter was sent to organizations that did not respond to the first letter asking them to comply with minimum disclosure. New data from those organizations were received. The committee continues to work on a draft report of the data. The report should be released early next year.

During the discussion, Peter Miller, President Elect, suggested AAPOR look into educational opportunities at the Annual Meeting and other venues regarding the AAPOR code and educating members and non-members about ways they can ensure compliance.

C. CONFERENCE PROGRAM AND CONFERENCE OPERATIONS REPORT

Vince Price, Conference Chair, updated the Executive Council on the Conference Chair's activities:

1. The Conference Steering Committee has been having meetings via phone along with many of the conference subcommittees. Topics discussed included budget, the expense matrix, and sponsorships.
2. The 2009 Call for Conference Participation was sent in October. To date, there have been about 20 submissions.
3. The 2009 Call for Reviewers was sent in November. AAPOR is looking for volunteers to serve as reviewers of the abstracts submitted for potential inclusion in the 2009 AAPOR Conference. Reviewers are required to give their areas of expertise. This will help with matching up topics and reviewers. The Program Committee will meet December 19 in Philadelphia to review the abstracts and put the panels together.
4. Work on plenary ideas continues. One idea is to feature media technology and address where media is going with dialogue from survey researchers. Executive Council members are encouraged to send the names of media types that work in new media or new media technology to Vince and Michael Link, Associate Conference Chair. Ideas on the plenary session are also encouraged.
5. The 2009 Annual Conference will feature new programming that involves technology demonstrations. Executive Council members are encouraged to spread the word about the new demonstrations. A blast e-mail will also be sent out announcing this new conference feature.
6. The usability of the online version of the preliminary program was discussed. The Executive Council wanted to make sure that people were able to browse through the online version. A pdf version of the preliminary program will be posted on the AAPOR web site.
7. A timeline that describes when people can expect to receive conference information, such as the preliminary program, will be sent out via a blast e-mail.
8. John Boyle, Associate Secretary/Treasurer and Chair of the Conference Development Subcommittee, described the proposed plan for the 2009 Annual Meeting sponsorships. The plan requires organizations to pick a sponsorship level. Four sponsorship levels will be available. Once an organization picks a level of sponsorship, they can sponsor activities or products. Any activities or products not picked by a sponsor will then be marketed to those organizations that did not pick a sponsorship level. John expects this new approach to increase sponsorship revenues and opportunities in the future. Some concern was raised about the logistics of the new plan.

9. The Executive Council members discussed different smaller sponsorship opportunities that were more specific to the conference location (e.g., umbrellas, sunglasses, sun visors, flip-flop shoes, suntan lotion).
10. The Executive Council reviewed the Strategic Marketing Committee's notes on marketing the 2009 Annual Conference (see Appendix of Executive Council Reports). The committee wondered if AAPOR should consider a consistent look from year to year for its conference to brand AAPOR's identity. Because the artwork for the 2009 conference is complete, the topic of branding will be considered for the 2010 meeting materials. The Executive Council members discussed ways to get journalists to the Annual Conference. The Executive Council felt it was important to invite the Poynter Institute to participate in the 2009 Annual Conference since it is located in Florida. Ideas included having Poynter host a panel of journalists or offering a short course.
11. Conference attendees last year expressed appreciation for the real-time blogging and streaming interviews that Mark Blumenthal did at the 2008 Annual Conference. The Executive Council asked that a request for proposals be sent out to establish blogging and streaming interviews at the 2009 Annual Conference.
12. Linda Dimitropoulos, Conference Operations Committee Chair, gave an update on the 2011 hotel site visit to the Phoenix, AZ, property (Marriott Grande) by Monica Evans-Lombe, Association Manager, and Dave DesRoches, Associate Conference Operations Committee Chair in October. One issue that concerned the Executive Council was the moveable location of a pavilion to the front and back of the resort property during different times of the year. The exhibits would be located in the pavilion. The most favorable location of the pavilion would be the front location of the property. Monica Evans-Lombe will check with the resort on options for the pavilion locations and the sound issues involving that structure. The Executive Council will also ask Dave DesRoches to site a Philadelphia hotel property in the near future. Megan Eastland, Meeting Manager, will check with the Westin Diplomat Resort and Spa to see if it has dates available for the 2011 meeting.

D. SECRETARY-TREASURER REPORT

Kate Stewart, Secretary/Treasurer, and John Boyle, Associate 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. Vince reviewed the conference budget. He requested that the conference registration fee be increased by \$30 (see resolution #1 above). The increase is needed to pay for the increase in cost of core meals. He also noted that the conference registration fee had not increased in the past 6 years. The Executive Council decided to review and evaluate registration costs every 2 years, and in the absence of any action, the registration fee will increase by 5% every 2 years (see resolution #2 above). Kate added that many of the last-minute cost-cutting measures implemented last year are already part of this conference budget. Nancy Mathiowetz stated that the fixed costs and the variable costs should be reviewed so AAPOR knows what the conference risks are. It was determined that a risk analysis for conference attendance and the implications for room blocks and potential fees that would be incurred if attendance is down and mitigation strategy would be developed to review.
2. Kate reviewed the operating budget. She went through the revenues and expenses, hitting the highlights and differences reflected from last year. The Executive Council discussed whether it wanted to continue to fund the Communication Director's position in 2009. Kate said there are two ways to look at the \$100,000 line item: 1) not allocate funds for this position. However, if AAPOR decided to hire a

Communication's Director in 2009, the Executive Council could vote on funding for that position. 2) The alternative is to put money in the budget as a placeholder in case a Communication's Director was hired. After further discussion, the Executive Council decided to remove the \$100,000 allocated for the Communication's Director and instead put \$10,000 in the Communication Committee budget to pay for items that would have been done by a Communication's Director. The Executive Council also discussed whether money should be put back in the budget for a hardcopy newsletter and membership directory. At this time, it was decided to not allocate any money for the hardcopy publications but continue discussion of these issues. As a cost-cutting measure, Peter Miller suggested the Executive Council meet by video conferencing from two locations versus all Council members traveling to one location. The feasibility of conducting the meetings and conference calls via this interface will be explored further.

3. Kate reviewed the Endowment budget. She stated that this budget shows a deficit for 2009. However, she recommended that it be approved as a deficit budget because it has money in reserves.
4. Kate reviewed the September 2008 financials and highlighted key information in the report. She stated that the budget looks good right now because membership brought in more money this year, more money was received from POQ royalties, the vacancy of the Communication's Director position saved funds, and the Annual Conference made more money. An accounting error at OUP involving the special issue of POQ that AAPOR did not pay for also helped offset expenses.
5. The Executive Council reviewed the minutes from the September meeting. The Executive Council approved the minutes with one change noted. The September minutes should reflect that Mike Mokrzycki recused himself from the Standards Discussion (see resolution #3 above).

E. MEMBERSHIP AND CHAPTER RELATIONS REPORT

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. AAPOR membership as of October 31, 2008, was 2,056 compared to 1,859 at the same time last year. This represents a 15.5% year-over-year increase.
2. The Executive Council discussed a Proposal for Enforcing AAPOR Bylaws Article 7 Section 3. This article and section stipulate that voting members and officers of officially recognized local chapters must be paid-up members of AAPOR. Adam stated that not all the chapters are following these requirements when it comes to chapter elections and nominations. The Executive Council agreed that final notification of the bylaws violation should be sent to the chapters and if they do not comply within 30 days, the chapter funds collected by AAPOR will be frozen until the chapter is in compliance (see resolution #4 above).
3. During the discussion of AAPOR and chapter relationships, it was decided that Adam and Nancy will investigate whether AAPOR would be responsible for the actions – such as debts incurred or other liabilities – of chapters that are not incorporated.
4. The Executive Council decided against creating a lifetime membership category.
5. Adam explained that AAPOR had received an inquiry from an AAPOR member in Afghanistan regarding whether the association would issue a conference invitation letter to him. He needs this letter to obtain a visa to attend the conference. Instead of an invitation, a receipt-like letter will be developed by Adam and AMP staff and sent to those international conference attendees requesting it.

6. The Executive Council discussed how it would be important to market the diversity of people who attend the Annual Conference, as illustrated in the compilation of last year's list of conference attendees, in the next AAPOR newsletter.

F. STANDARDS REPORT

Mary Losch, 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. The Standard Committee had a conference call on November 12 to check on assignments given in May. Topics discussed included a new journalist checklist for what to ask when covering polls; interviewer classification/falsification issues; interviewer training for IRBs; and creating a document addressing ethical issues on online data collection. Stephen Blumberg, Associate Standards Chair, is working on FAQs from the Cell Phone Task Force Report.
2. Stephen also updated the Executive Council on the Opt-In Online Panel Task Force. Three new members were added to that Task Force: David Bakken, Kumar Rau, and Phillip Garland. This Task Force is charged with reviewing the current empirical findings related to opt-in online panels used for data collection and developing recommendations. The name of the Task Force will be changed to take "opt-in" out of the title, as the group will be looking at probability and non-probability samples. The Task Force requested a folder on SharePoint for its activities. It hopes to distribute its goals in the next month.
3. Dick raised the issues of the poll of polls and what AAPOR should do if anything. The discussion involved consolidation of polls on popular websites and by CNN and the disclosure issues that accompanies that consolidation. There was interest in establishing a panel to look at the issue at the Annual Conference. The point was also raised that AAPOR needs to be thinking ahead and what the "new" trend will be in the next round of elections.

G. COMMUNICATIONS REPORT

Mike Brick, Communications Chair, updated the Executive Council on the Communications Chair's activities:

1. Mike Mokrzycki, Associate Communications Chair, informed the Executive Council that AAPOR does not need to move AAPOR.net from ASU.
2. Mike Brick talked about the gaps that are being seen due to the lack of a Communications Director. He said the biggest issue right now is getting the Winter Newsletter done. Mike will be requesting articles for different Council members for that upcoming newsletter.
3. Mike Brick said that AAPOR should soon receive a 3-month report from *Survey Practice*. Nancy Mathiowetz, Past President, suggested that some of articles in *Survey Practice* should be highlighted and posted on AAPOR.net or added to the highlights area of the AAPOR web site. This would give more exposure to *Survey Practice*.

H. COUNCILOR-AT-LARGE REPORT

Scott Keeter and Paul Lavrakas, Councilors-at-Large, updated the Executive Council on their activities:

1. Scott discussed the progress of the Management Committee (Special Committee to Evaluate AAPOR's Management Needs). He expects that the committee's work will pick up now that the election is over. Scott said a rough draft for an RFP for a management company is complete. However, he said AAPOR is still considering many different management models.
2. Scott discussed the letter that COSSA wants to send to the New Administration on Social, Behavioral, and Economic Research. He said there is a lot of debate on how specific that letter should be. He said AAPOR believes that the letter should be fairly generic. Dick and Scott will be attending the COSSA meeting next week and may find out more regarding the letter's intent.
3. The Executive Council discussed the discontinuation of the University of Connecticut's Masters Program in Survey Research. A letter of regret that this closing is happening will be sent to the University of Connecticut from AAPOR.

I. NEW BUSINESS

No new business.

J. ADJOURN

The meeting was adjourned at 3:12 PM.

Respectfully Submitted,

Kate Stewart
Secretary

As prepared by Kristin Povilonis

Appendix

Notes from Strategic Marketing Committee Meeting of November 5

The following highlights a discussion of the Strategic Marketing Committee meeting of November 5. The agenda is attached:

1. If a goal of the AAPOR Conference is to interact with local and national media, several strategies were discussed. Specific opportunities in South Florida include topics about Florida as a 2008 battleground state, changes in the Cuban/latino vote preferences and panels about Latin America. Local media could be engaged in advance and during the conference. An article on polling could be placed in the Miami Herald which would reference the Conference.
2. Also, there was considerable discussion of interacting with national media that covered the 2008 election and used polling as a daily news topic, i.e. tracking surveys, etc. How to get TV, radio, print reporters and analysts to cover the convention and participate in roundtables/panels, etc. For example, the current hot topic concerns realignment. News releases before, during and after the conference were mentioned and/or was attracting CSPAN.
3. The convention theme concerning change allows for a focus on the new media affecting elections and in particular encouraging new media coverage of the conference and/or participation in it, i.e. Blogs, websites (poll aggregators, analysts and commentators) Podcasts, YouTube, etc. (RealClearPolitics.com, Pollster.com, FiveThirtyEight.com) The thought is to engage the media habits of the newest generation of the AAPOR members and conference attendees with analysis relevant to their media habits and coverage of the conferences that engages them as an audience.
4. One high profile panel/plenary idea discussed was the creation and analysis of a network/cable election night decision desk to provide a realistic view of polling/methodological issues involved in calling an election using a 2008 battleground state. It would show integrating pre-election and exit polls with state-level voting behavior models and the requirements and needs of the media in a competitive election night environment.
5. Discussed an e-mail strategy prior to the conference to highlight interesting short courses, panels and plenary sessions, sending multiple-calls and creation of roundtables, etc. The goal is to build attendance and interest in conference.
6. Along with the specific conference theme emphasize that AAPOR stands for rigorous standards of polling and vigorous debates. The annual conference is the best place to hear and interact with top national and local survey researchers and engage in top level methodological, policy and political conversations.



Executive Council Report Form

Position: Secretary/Treasurer
Date: November 11, 2008

Summary of Activities:

I. AAPOR Financial Status

September Financials are up on Sharept. Some highlights:

At the moment we have a surplus of about \$137,000. Good news for the month of September: 1) as we have discussed, membership has exceeded expectations this year and continues to. We had budgeted dues to bring in about \$177,000 and we are now over \$205,000. Membership revenue for October through December is deferred until 2009. So that brings us about \$28,000 more in membership dues than budgeted for this year; 2) a higher royalty check from OUP for POQ gives us an additional \$18,000 over what was budgeted; and 3) not replacing Pat has saved us about \$35,000. So we are ahead by about \$81,000 more than we had anticipated. We had projected a budget deficit of \$83,000.

If we project forward, thinking about expenses for October through December we will have about \$135,000 to \$140,000 in expenses barring any unforeseen expenses that may come in. I tried to be very conservative in this calculation. We believe there are some monies that will not get spent this year. For example, *Survey Practice* still has \$6,000 it has not spent and we have \$5,000 for website design that is likely to happen next year. So taking this all into consideration, we may end the year with a slight surplus of a few thousand dollars.

However, this may change because of unexpected expenses and the surplus may also grow to as much as \$15,000 depending on some things with POQ and other items we have budgeted for but have not yet spent the money.

II. Presentation and Discussion of 2009 Draft Budget

Please review the draft 2009 budget that is up on Sharept. At the moment the overall draft operating budget has a deficit of \$72,417.02. We have looked at ways to cut expenses and better predict revenue. However, there are some decisions for EC to take up:

- 1) Whether to budget for a Communications Director: At the moment the budget line item for the Communications Director is \$100,000. There are different ways to look at this line item. First, we can decide not to put this line item in the budget and wait until a decision is made by EC on how we plan to move forward – either to hire a Communicators Director or consultant or go in a completely different direction. Since we are unsure what the costs would be associated with different scenarios, one position would be not to budget for it and to have EC vote on the funds next year when there is something more tangible. Another view on this is that given that it is very likely that AAPOR will spend money in this area in 2009 that it should go in the budget and we can discuss whether it should be \$100,000 or some other figure.

Given the current state of the 2009 draft budget and the likelihood that EC will not receive a recommendation on a direction for AAPOR from the Management Committee until sometime in January, the Secretary Treasurers recommend that no money is allocated in the 2009 budget for Communications Director. If we take out the \$100,000 line item it leaves us with a surplus budget of \$27,500.

- 2) Conference Budget: The revenue from the Annual Conference represents about 50% of AAPOR's overall revenue. The current conference budget projects a profit of \$54,614.28.

When looking at the conference budget keep in mind the following:

- a) It assumes a \$30 increase in registration fee. If EC decides not to increase registration fees, since this has not been voted on yet, revenue for the conference would be decreased by \$25,500. This would mean the profit from the conference would be \$29,114.28 and would put the overall operating budget at a deficit of \$97,917.02.
 - b) Expenses have gone up this year, especially for meals. Compared to last year, we see an increase of \$43.25 per core meal. Based on 850 attendees this is an increase of \$36,762.50 for meals. Raising the registration fee would help to offset the cost by \$25,500 but even with the increase AAPOR still would have an increase of about \$11,000 it will have to cover.
 - c) Many of the cuts made during the 2008 AM have been carried over, i.e. desserts served at break time in the afternoon and no bottled water. Please see additional spreadsheet for details.
 - d) A number of other cuts have also been suggested and discussed by the Conference Committee. Please see additional spreadsheet for details.
 - e) The budget reflects the revised expense matrix. This is also available on sharept.
- 3) Heritage Interview Committee: The Heritage Interview Committee has requested \$2,500 to interview George and Alex Gallup, Howard Schuman, Diane Drucker, and

Lou Harris and to cover designing a section of the AAPOR website to serve as a link to all the videos. The issue is that the endowment has not done well this year in terms of raising money and because of the decline in the economy. So the issue at hand is it we put this in the budget than the endowment will be a negative budget, but the Heritage Interview Series has over \$10,000 in reserves. The recommendation from the Secretary-Treasurers is to put in the amount in the budget because the money for the interviews is available in reserves and we live with the negative bottom line of \$2,457.45.



Executive Council Report Form

Position: Membership & Chapter Relations

Date: November 14, 2008

1. Membership Update

As of September 30, 2008, AAPOR had 2,107 members, compared to 1,823 at the same time last year. This represents a 15.6 percent year-over-year increase.

Of the current membership, 814 are employer-paid, 759 are individual-paid, 153 are student members, 73 are honorary lifetime members, 19 are joint members, and 5 have complimentary memberships.

2. Recently Completed Tasks

- Implemented the Weekly Welcome E-mail for New Members (Non-Student)
- Implemented the Weekly Welcome E-mail for New Members (Student)
- Posted the Conference Attendee List – announcement to be made in Winter Newsletter
- Posted the Membership Survey Open Ended Responses
- Archived the File Share

3. Tasks Planned for November

- Prepare the PDF Directory for December Release
- Promote the Special Offer to Chapter Members
- Implement a Monthly Membership Update to Chapter Officers
- Implement the Weekly Welcome E-mail for Renewing/Returning Members
- Update the Chapter Information Form
- Present membership survey results at MAPOR on November 21, 2008

4. Discussion Items

1. Proposal for Enforcing AAPOR Bylaws Article 7 Section 3. We propose instituting a semi-annual check of the membership status of Chapter Officers. The semi-annual checks will coincide with (1) the Spring information query to Chapters in advance of the Annual Conference, and (2) the end-of-year information query to Chapters in preparation of the front-matter for the PDF membership directory. Findings of

noncompliance will result in a reminder e-mail citing Article 7 Section 3 and, following a one-month grace period, a suspension of (1) funds collection on behalf of chapter (or freezing of funds?) and (2) transmission of chapter membership updates, until such time as new Chapter Officers are appointed or elected. Note that a strict reading of the Bylaws precludes having elected non-members simply join; instead, candidates must be members in order to run for office in the first place.

2. Lifetime Membership. We recently received an inquiry from a member regarding the possibility of paying a one-time fee for lifetime membership. According to Monica Evans-Lombe, “We probably have one person ask about it every 2 years, so there has never been a huge request from the members. We found it would be very difficult to budget for.” WAPOR currently has a lifetime membership option, set at \$2,000. WAPOR annual membership is \$125, so lifetime members pay approximately 16 years of the annual fee, and are not subject to any future increases in membership fees. The cost of membership includes their subscription to the International Journal of Public Opinion Research (IJPOR), which is a \$421 value in itself, as well as other mailings and publications. Is this something that AAPOR should consider, or do the costs (e.g., administrative, set-up, maintenance) outweigh any potential benefit? Note that we are also considering options for offering an organizational discount, a subject to be discussed in more detail at the January meeting, along with ideas about a strategy for promoting smart growth in membership.
3. Conference/Meeting Invitations to Foreign Nationals. AAPOR received an inquiry from an AAPOR member who is the Director of the Opinion Research Center in Afghanistan (<http://www.orca.com.af/>) regarding whether the association would issue a conference invitation letter to him. He indicated that an invitation letter from the association is needed in order to obtain a visa to attend the conference.
Questions:
 - a. Does AAPOR have an existing policy in place regarding this type of request?
 - b. Assuming the individual in question is confirmed to be working in the field of opinion/survey/market research, what concerns, issues, or considerations ought to be addressed as part of a decision whether to issue a conference invitation letter?

5. Upcoming Discussion Items

- December Meeting
 - Booth Panel Updates
 - Membership Brochure Redesign
- January Meeting
 - Membership Growth Strategy
 - Organizational Discounts

6. 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	Chapter Membership Monthly Updates	Send a restricted file to chapters containing only: fname, lname, city, state, org affil, chapter, and e-mail.	In Progress	Nov
9	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. Need to 1) update PDF form and 2) send promotion chapter conference attendees and chapter members.	In Progress	Nov
10	Weekly Renewing Member Welcome E-mails	Develop DB query and initiate mailings.	In Progress	Nov
11	Chapter Information Form	Update chapter information form to facilitate better comparison of information across chapters.	In Progress	Nov
12	Membership Directory	Produce PDF (including front matter), upload to website, and distribute to membership.	In Progress	Nov-Dec
13	Booth Panels	Update booth panel text and artwork. Prepare material for discussion at December meeting.	Not started	Dec
14	Brochure	Update brochure. Prepare material for discussion at December meeting.	Not started	Dec

ID	Initiative	Notes	Status	Tgt Month / Cmpl Date
15	Membership Survey Presentation: PAPOR	Present findings from the membership survey to chapter conference attendees and promote benefits of membership.	Not Started	Dec
16	Membership Report	Per 9/5 EC meeting decision, prepare 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. Goal is to 1) discuss at January meeting, and 2) to prepare the report and have ready to present to membership at the May business meeting.	Not started	Dec-Jan
17	Organizational Discounts	Formal discussion of possibilities for organizational discounts. Prepare overview of alternative options for discussion at January meeting.	Not started	Jan
18	Just for Students Webpage & Student Liaison	Update existing webpage, upload completed report, coordinate plans for conference with Matt Jans.	Not started	Mar
19	Mentor Program	Develop preliminary action plan.	Not started	Mar
20	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.	Not started	Apr
21	Incorporation Documentation	Compile incorporation information from all chapters, including EINs and tax exemption certificates.	Not started	Apr



AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH

Executive Council Report Form

Position: Standards Chair

Date: 11.10.08

Summary of Activities:

This month, Standards activities have focused on generating correspondence related to complaints and investigations and launching the Opt-In Online Task Force.

A conference call with the full Standards Committee will be held on November 12 and an update of ongoing activities will be provided at the meeting on Friday.

Action Required: None currently.