



AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH  
EXECUTIVE COUNCIL MEETING  
January 15-16, 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 (via phone)  
**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  
**Melissa Whitaker** – Meeting Manager (via phone)

Guests:

**Linda Dimitropoulos** – Conference Operations Committee Chair  
**Dede Gish-Panjada**, Sr. Vice-President, AMP

**I. CALL TO ORDER**

Richard “Dick” Kulka, President, called day 1 of the 2-day meeting to order at 12:58 p.m. (EST) Thursday, January 15.

**II. RESOLUTIONS ADOPTED**

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

1. **RESOLVED** for future Executive Councils to consider including a line item in the budget during a presidential election year to allocate resources for communication. Nancy Mathiowetz moved; Mike Brick seconded; unanimously passed.
2. **RESOLVED** to have Management Committee issue an RFP for management services. Michael Link, Mike Brick; unanimously passed.

3. **RESOLVED** to accept the press release with editorial changes from the Standards Chair, send a letter and press release to individual named, and post press release on Ascribe. Nancy Mathiowetz moved; Peter Miller seconded; unanimously passed. Mike Mokrzycki recused himself from the Standards Discussion.
4. **RESOLVED** not to take formal action on a new complaint. Peter Miller moved; Mike Brick seconded; unanimously passed. Mike Mokrzycki recused himself from the Standards Discussion.
5. **RESOLVED** to approve the members of an evaluation committee to look into standards complaint. Peter Miller moved; Patricia Moy seconded; unanimously passed. Mike Mokrzycki recused himself from the Standards Discussion.
6. **RESOLVED** to adopt the Criteria for Recognizing Member Luminaries with suggested changes. Peter Miller moved; Mary Losch seconded; unanimously passed.

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

7. **RESOLVED** that after Vince Price resigns as Conference Chair and Michael Link resigns as Associate Conference Chair, Executive Council appoints Michael Link as Conference Chair and Patricia Moy as Associate Conference Chair for the remainder of the terms of these positions. Paul Lavrakas moved; Mike Mokrzycki seconded; all approve except 2 abstain.
8. **RESOLVED** to accept the Phoenix site for the 2011 Annual Meeting. Mary Losch moved; Michael Link seconded; unanimously passed.
9. **RESOLVED** to approve the expense matrix for the 2009 Annual Meeting. Mary Losch moved; Mike Brick seconded; unanimously passed.
10. **RESOLVED** to accept the 2009 AAPOR budget. Kate Stewart moved; Nancy Mathiowetz seconded; unanimously passed.
11. **RESOLVED** to accept November meeting minutes with changes noted. Kate Stewart moved; Mike Brick seconded; unanimously passed.
12. **RESOLVED** to form an evaluation committee to investigate a standards case. Mike Brick moved; Michael Link; unanimously passed. Mike Mokrzycki recused himself from the Standards Discussion.

### III. DECISIONS AND ANNOUNCEMENTS

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

1. **Decision:** To submit an application to become a Census partner.
2. **Decision:** Continue practice of POQ editors reviewing ads for the Journal.
3. **Decision:** Move forward to release the ad hoc committee's report on presidential primaries.

4. **Decision:** Move the Member Newsletter from the members' only section of the website to the main section.
5. **Decision:** To qualify for honorary life membership, an individual's membership does not have to be contiguous.
6. **Decision:** Not to look into discounted memberships for larger organizations.
7. **Announcement:** Mike Mokrzycki created an AAPORvideo account on YouTube.
8. **Announcement:** AAPOR has signed a contract with Arizona Grand for the 2011 conference.
9. **Announcement:** AMP is over its budgeted hours, so President is putting procedures in place to reduce efforts, which may include substituting volunteer time for professional time, or trading off existing tasks for new tasks.

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

10. **Decision:** Look into having the 2012 conference site somewhere in the northeast, given the locations for the conferences 2009-2011.
11. **Decision:** Move forward in setting up place holders on Facebook and LinkedIn groups.
12. **Announcement:** Starting on January 9 for two to three months, general AAPOR calls will be directed to a customer service center. After trial period, the system will be evaluated.
13. **Announcement:** New administrative person starting at AMP and taking over for Jeanie Harper.
14. **Announcement:** At the request of Dick, AMP has done a time analysis and is trying to keep their time within that allotted by their contract.

#### **IV. DISCUSSION NOTES**

##### **A. PRESIDENT'S UPDATE (DAY 1)**

Dick Kulka, President, welcomed the Executive Council to Florida. He gave a special welcome to Patricia Moy who recently agreed to become the Associate Conference Chair. Patricia is replacing Michael Link who agreed to be the Conference Chair when Vincent Price stepped down from that position and Executive Council.

##### **B. NOMINATIONS FOR ELECTIONS (Nancy Mathiowetz)**

The Executive Council went into executive session at 1:07 PM to discuss nominees for the 2009 Executive Council elections.

Executive Council was called to order at 3:30pm.

##### **C. IMPACT OF THE ECONOMY ON AAPOR MEMBERSHIP AND ANNUAL CONFERENCE ATTENDENCE**

Dick Kulka started a discussion on the impact of the economy on AAPOR membership and conference attendance. Dick distributed an article titled “Bottom Lines Cause Unease at Societies of Scholars” that contained survey results from two dozen scholarly-society directors regarding how the economy may be impacting their organizations.

The Executive Council discussed contacting other organizations relevant to AAPOR, such as COSSA, ICA, RCA, CMOR, and MRA, to get feedback on their upcoming conference attendance levels. Discussion also focused on inquiring if those same organizations have a Plan B in place to deal with the economic downturn. It was suggested that the Conference Chair and Associate Conference Chair review the 2009 Annual Meeting budget to see if there are other areas that can be cut if needed. Other ideas generated to promote the 2009 Annual conference included the following: sending out a message to last year’s first-time attendees about renewing their membership and attending the conference; communicating the two hotel options and highlighting their features (e.g., room sharing, family friendly); contacting chapters to promote the conference and offer a prize/incentive, such as a short course, for helping with the promotions; arranging a networking/informational/job fair venue at the conference; and encouraging larger sponsors to send more people to the conference.

The Executive Council also discussed the current membership numbers and renewals for 2009. Nancy Whelchel pointed out that another renewal reminder is going out in mid-January and that by the end of January we will have a better sense of membership renewals.

Day 1: Executive Council adjourned at 6:04 p.m. (EST)

Day 2: Executive Council called to order at 8:30 a.m. (EST), Friday January 16

#### **D. IMPACT OF THE ECONOMY ON AAPOR MEMBERSHIP AND ANNUAL CONFERENCE ATTENDENC (DAY 2)**

The Executive Council continued its discussion of the impact of the economy on membership and conference attendance. It reviewed a summary of discussion points from the previous day’s Executive Council meeting (see Appendix of Executive Council Reports) and further expanded on some ideas. Mike Mokrzycki, Associate Communications Chair, said he would research room-share websites that AAPOR could use for conference attendees. It was suggested that Brad Edwards be contacted about setting up a committee to arrange networking/informational interviews/job fair venues at the annual conference. The Executive Council also discussed offering “free” education courses as an incentive for organizations to send more junior people to the annual conference. Mike Brick, Communications Chair, will contact Melissa Herrmann who is organizing the short courses to see if a short course on “R” could be offered. Thomas Lumbley was suggested as a possible speaker for that course. E-mail reminders will be sent out to AAPOR members who have not registered for the annual conference. Information about the annual conference will be added to Facebook, Twitter, and LinkedIn. An e-mail will be sent to AAPOR members soliciting videos about AAPOR that can be put on YouTube. New video of the Westin Diplomat will be posted on the AAPOR website.

#### **E. PRESIDENT’S UPDATE (DAY 2)**

Dick Kulka updated the Executive Council on the President’s Activities.

1. Dick discussed whether AAPOR should agree to be a 2010 Census Partner. The partnership goal is to have different types of organizations/associations, government agencies, schools, media, and companies ensure a complete and accurate 2010 Census. The Executive Council authorized Dick to sign the 2010 Census Partnership Agreement Form.
2. The wording associated with the AAPOR Policy Impact Award was reviewed, particularly what the word “impact” referred to involving this award. One clarification

needed is whether a non-probability survey would meet the criteria for the award. The Executive Council will discuss the award language in more detail on its February conference call. Executive Council members were asked to review the language before the February call.

3. The POQ editors will have the final decision, on behalf of AAPOR, to approve advertisements for POQ.
4. Adam Safir, Membership and Chapter Relations Chair, stated that the AAPOR website has been neglected and is in need of updated information.
5. Kristin Povilonis, Executive Coordinator, explained that AMP is over in its budgeted hours. She is working with the President to reduce those hours, which involves trading contracted tasks for new tasks, or have volunteers do contracted tasks.

#### **F. 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. Kate reviewed the November 2008 financials and highlighted key information in the report. She stated the AAPOR ended 2008 with about a \$30,000 surplus; an \$83,000 budget deficit had been projected. Factors that accounted for the surplus included higher membership numbers; larger royalty check from OUP for POQ as well as an accounting error on OUP's behalf; not replacing the Communications Director; holding down expenses at the annual meeting; and money not fully spent on various budget items. Kate also discussed other items that came in higher than budgeted in 2008: Blue Book, general printing, and additional management fees.
2. Kate and Nancy Mathiowetz, Past President, explained to the Executive Council that they had received comments regarding the November nominations mailing, involving wastefulness of paper and the cost of the packet to mail. The process will be reviewed by the Past President to see if the nomination mailings can be done electronically in 2009.
3. Kate informed the Executive Council that the Finance/Investment Committee held a call to discuss a \$14,000 bond that was called and AAPOR's investments in general. The committee decided to keep the \$14,000 in cash instead of reinvesting it. The possibility of opening an ING account for AAPOR was discussed, along with reviewing AAPOR's American Century and Federated accounts to balance out the funding in those accounts. The committee will reassess AAPOR's financial situation in March as other bonds will be called by that time. AAPOR could potentially have about \$50,000 to determine how to invest.
4. A note will be made in the AAPOR budget under Consulting/Public Affairs to indicate that an increase in funds should be allocated during presidential years (see resolution #1 above). A line item for Vertical Response software will also be added to the budget under General Administration.
5. John updated the Executive Council on the impact of the new tax laws and the IRS form AAPOR is expected to file for 2008 taxes. He will review the tax requirements and new policies and report back to the Executive Council during the February conference call. Mary Losch, Standards Chair, stated that she recently received a nice review of the 990 guidelines and will send that to John.
6. It was determined that a policy on expense receipts is needed. A special round of expense checks for the Executive Council will be done next week.

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

Michael Link, Conference Chair, updated the Executive Council on the Conference Chair's activities.

1. The 2011 annual conference contract with the Arizona Grand Resort was signed in late December. Melissa Whitaker, Meeting Manager, stated that 2009 menu pricing was secured in that contract.
2. The Program Committee met in December to review the abstracts and compile the 2009 conference sessions. This year, a record 507 abstracts were submitted, with about 463 being accepted. The acceptance/rejection letters will go out on January 17.
3. Mike said the annual conference will have some well-rounded programming, including a debate session on whether polls are good for democracy that will include one Executive Council member and be moderated by Patricia Moy, Associate Conference Chair. Other topics that will be featured include cell phone sessions and address-based sampling sessions.
4. Work on the plenary session continues. The proposed title of the plenary session is "The Role of Survey Research in a World of Electronic Measurement and Changing Information Needs." The session would focus on self-reported surveys and looking at future visions of data collections techniques that people are using instead of the self-reported surveys. Paul Donato, Chief Research Officer of Nielsen Media Research, was suggested as a possible speaker. Mike would also like to have two other discussants who represent a larger collection data organization and a university. Mary will attend the AASRO meeting in February and ask for suggestions on possible speakers who work in those areas.
5. An annual conference calendar has been created that contains an e-mail blast plan. Mike will oversee the annual conference messages and timing of announcements. Mike said that plans are being compiled for marketing the conference to other associations and chairs at local universities. The Communications Committee has set up Facebook, LinkedIn, and Twitter sites to engage dialogue about the annual conference between AAPOR members. Videos involving AAPOR will be solicited and posted on YouTube. The best videos could be featured at the annual conference.
6. The Executive Council discussed having someone do video blogging at the annual conference. A list of potential interviewees would be given to the person chosen to do this project. Monica Evans-Lombe, Association Manager, will inquire about the cost of getting Wi-Fi in a sector of the conference center for this project.
7. John Boyle, Associate Secretary/Treasurer and Chair of the Conference Development Subcommittee, stated that the Marketing Prospectus is almost complete. It will be sent out electronically the week of January 19 to previous sponsors. John said there is a schedule for the first round of sponsorship opportunities followed by a second schedule for the second round. The Executive Council discussed the lateness of the prospectus this year and would like the 2010 Marketing Prospectus completed by the fall of 2009.
8. An evaluation will be given to the 2009 annual conference exhibitors.
9. Linda Dimitropoulos, Conference Operations Committee Chair, stated that the golf contract had been signed. The golf outing at the annual conference will be held Thursday morning at the Club at Emerald Hills golf facility.
10. Melissa Whitaker will check with the Westin Diplomat to see if there is a hotel meeting room available on Wednesday, May 13 for the Executive Council to use. The Executive Council was originally scheduled to meet Thursday morning.
11. It was suggested that other social outings, such as going to a Florida Marlins baseball game, be offered to conference attendees.
12. Nancy Mathiowetz thanked Mike Link and Patricia Moy for stepping into their new conference roles.

## H. EXECUTIVE SESSION

The Executive Council went into executive session at 11:33 AM to discuss Standards Cases and the Management Committee RFP summary (see resolutions #2, #3, #4, and #5 above).

Executive Council was called to order at 1:23 PM.

## I. STANDARDS

Mary Losch, Standards Chair, and Stephen Blumberg, Associate Standards Chair, updated the Executive Committee on their work. Mary and Stephen raised the need to review and update the standards procedures and they plan to come back to the Executive Council with suggestions.

## J. COMMUNICATIONS

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

1. The *Survey Practice* Editors submitted a report describing the status of the project at this point in time (see Appendix of Executive Council Reports). The report included information about the authors, website activity, website hits, article submission and future issues, and future developments. The editors cited that comments on the *Survey Practice* articles have been few. Though the comments received have been positive, they have not been specific. Dick stated that the report appears to indicate that *Survey Practice* is running out of available articles. The editors had been asked to watch AAPORnet for potential article topics. Another suggestion is to review all the poster topics submitted for the annual conference to help generate article ideas. Discussion also centered around the publication release of *Survey Practice* from quarterly to bimonthly and sending "teasers" out on AAPORnet stating "I saw this on *Survey Practice*..." Peter Miller, Vice President/President Elect, stated that *Survey Practice* should work with the *Survey Research Newsletter*. Concerns about the relationship between POQ and *Survey Practice* were raised, especially as more people begin to cite *Survey Practice*. This relationship is something the Executive Council wants to keep actively thinking about. Peter and Mike Brick will communicate the ideas discussed to the *Survey Practice* editors.
2. The Executive Council discussed potential sponsors for *Survey Practice*. Some concerns were raised by Paul Lavrakas about how this would be done and cited. Overall, the Executive Council did not object to some type of sponsorship.
3. During the discussion of sponsorship of *Survey Practice*, the Executive Council discussed setting up an education endowment in the name of Tom Danbury. Dick will contact SSI about setting up that endowment.
4. Mike Mokrzycki, Associate Communications Chair, informed the group that AAPOR had a Facebook and LinkedIn group. He said Facebook went live in December and an e-mail blast was sent out to introduce that new feature to the membership. More than 100 people signed up on the day the e-mail was sent; 258 as of January 16. The demographics show that 51% are female and 49% male. Mike will follow the demographics of the types of AAPOR members on Facebook and LinkedIn. Monica will provide the demographics of AAPOR members to the Communications Committee. Mike will also check in adding other people to help administer the site.
5. AAPOR will also be using Twitter and YouTube in promoting the annual conference. Mike Mokrzycki said the Twitter site already had 26 followers. AAPOR videos from

the 2009 annual conference done by Mark Blumenthal will be loaded to the YouTube site.

6. It was suggested that the annual conference photographer take photos of speakers, poster sessions, and exhibits so they can be used in promotional material. A photo release statement will be added to the preliminary program and conference registration form.
7. A complete review of the AAPOR website will be done.
8. The Executive Council discussed checking the status of what is contained in the archives to see if something can be displayed as a historical exhibit at the annual conference. Mike Brick will contact Tom Smith to review what is in the archives. Mike and Mike Mokrzycki stated they would be willing to go through the archives.
9. The AAPOR annual conference dates were added to the AStatA calendar of events.
10. The Heritage Interview Committee would like to get the older interviews posted on the AAPOR website. Those videos would also be used at the annual conference in a display that continually plays the interviews.
11. Monica updated the Executive Council on the status of a job posting section on the AAPOR website. When the website was redesigned, that feature was not put back in place. It is currently being finalized.
12. Monica provided examples of newsletters that were done using the Vertical Response software. It is another avenue for sending out the AAPOR Newsletter. A line item for Vertical Response software has been added to the budget under General Administration.
13. A decision was made to distinguish blast e-mails using different mastheads. A new masthead was developed for the conference e-mail that will go out in 2 weeks.
14. A decision was made to move the AAPOR Newsletter from the members-only section of the website to the public area.
15. The ADA guidelines need to be reviewed to see if the information on the AAPOR website meets those guidelines (e.g., font size).

## **K. 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. The committee listings are being updated. There are 17 committees that were in the directory last year. The *Survey Practice* Committee will be added to that listing. Paul Lavrakas, Councilor-at-Large, suggested that all past AAPOR presidents and Executive Councils be listed on the AAPOR website.
2. AAPOR membership as of December 31, 2008, was 2213 compared to 1,941 at the end of 2007. During October through December, 49% of AAPOR members renewed.
3. Comments from AAPOR members suggest that the online membership renewal system is working well. One suggestion was to add a line for contributions and then have the itemized items print on the receipt (e.g., membership dues, contribution).
4. The names of members who are indicating on the membership form that they want to be a mentor or volunteer will be collected and given to the Executive Council to review.
5. Adam informed the Executive Council that four chapters are not in compliance with AAPOR's bylaws (Article 7, Section 3) requiring that chapter leadership be national AAPOR members. One chapter rectified the situation after being informed of the bylaws.
6. The Executive Council agreed that membership did not have to be a contiguous 25 years for those applying for an honorary life membership.



7. The Executive Council decided not to move forward with a membership renewal and conference attendance survey. However, a survey is complete should it be needed in the future.
8. The Executive Council approved criteria with suggested changes for recognizing AAPOR Member Luminaries (see resolution #6 above).
9. The panels for the AAPOR booth will be reviewed on the February call.
10. The Executive Council decided that AAPOR will not offer discounted organizational memberships.

**L. NEW BUSINESS/OTHER ANNOUNCEMENTS**

No new business.

The next scheduled meeting of the American Association for Public Opinion Research Executive Council will be held on March 13, 2009, in Washington, DC, at the Pew Research Center.

**M. ADJOURN**

Day 2 of the meeting was adjourned at 3:10 PM (EST), Friday January 16.

The Executive Council toured the two hotel properties (Westin Diplomat and Crowne Plaza) at 3:15 PM.

Respectfully submitted,

Kate Stewart

Secretary

As prepared by Kristin Povilonis

# Appendix

## Ideas Generated During Discussion on January 15

- 1) Pick out relevant organizations that have conferences in the next few months and see if attendance suffers from the economic downturn. (TO DO???)
- 2) Look into ways that POQ could help market AAPOR, such as free trial subscription (TO DO: Nancy M)
- 3) Conference/membership announcements:  
Send out note to last year's first time attendees about renewing and attending the 2009 conference ---"if you think New Orleans was fun wait til the beach." (TO DO: Adam and Nancy W along with Michael and Patricia)
- 4) Send out communications on hotel options. Need to think through message – sharing rooms, family friendly accommodations, etc – timing and execution (TO DO: Patricia and Michael)
- 5) Set up a committee to look into arranging a networking/informational interviews/job fair venue at the conference (TO DO: Mike Brick to speak with Brad Edwards; John Boyle to stay involved in discussions)
- 6) Look into the chapters taking on a role in promoting the conference, especially among their distribution lists. Possibly offer a "prize" such as a free short course for the chapter. (TO DO: Adam and Nancy W along with Patricia and Michael)
- 7) Take another look at the conference budget and see if there are places to cut if need be (TO DO: Michael and Patricia)
- 8) Look into encouraging larger sponsors to send more people to conference by offering free spaces to the short courses. (TO DO: John Boyle)



## Executive Council Report Form

**Position:** Secretary / Treasurers

**Date:** January 12, 2009

### Summary of Activities:

#### I. AAPOR Financial Status

November Financials are up on Sharept and we have reviewed a draft of the December financials but are still waiting for final end of year numbers Some highlights:

We will end 2008 with a surplus of about \$30,000. We had projected a budget deficit of \$83,000. As we have discussed, this is due to a number of factors this year: 1) Membership has exceeded expectations this year. We had budgeted dues to bring in about \$177,000 and came in at over \$205,000 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, as well as an accounting error on OUP's part which resulted in an additional \$15,000 not spent in 2008; 3) not replacing Pat Lewis saved us about \$35,000; 4) while the 2008 conference revenues fell a bit short of what was budgeted, we made up for this in lower expenses – a savings of \$108,000; and 4) a number of places we allocated money but did not spend it by the end of the year. For example, \$5,000 on website design and another \$4,000 on EC travel outside of meetings.

Looking forward, we need to keep our eye on the 2009 budget. A number of things came in as more expense than what was budget for in 2008 – Blue Book, general printing, additional management fees of about \$20,000.

#### II. Call with investment firm

The Investment Committee held a call on January 13 to discuss 1) a called Freddie Mac Bond of \$14,000 and 2) AAPOR's 2008 investments and what to do in 2009. Dan Nowell our financial advisor at Morgan Keegan joined us for the first part of the call to provide his insights on the current financial situation and AAPOR investments. The Committee decided the following:

- 1) Keep the \$14,000 in cash for the moment. Given the low return on government bonds and the volatility in the market, the Committee felt it best to keep the money in cash for the short term.
- 2) Investigate an ING account for AAPOR. Currently, the interest rate on a business savings account is at 2.35%. The ING account would be for the cash from bonds that have been called.
- 3) Look into AAPOR's American Century and Federated accounts. Both accounts are investments in government securities and performed better than our Morgan Keegan bond account. Committee may decide to move more money into the Federated account to balance out the investments.
- 4) Convene the Committee again in March to reassess the financial situation. A number of other bonds may be called by this time and we may have close to \$50,000 to decide how to invest.



AMERICAN ASSOCIATION FOR  
PUBLIC OPINION RESEARCH

## **Executive Council Report Form**

**Please submit your report using this form. The Chair should post this report to SharePoint no later than the Friday before the Executive Council meeting.**

**Position: Standards**

**Date: 1.13.08**

**Summary of Activities:**

**Standards activities focused primarily on tasks associated with cases and monitoring task force progress.**

**:**

## PROGRESS ON SURVEY PRACTICE REPORT

December 8, 2008

### **Issues published**

Four issues have been published on August 28, September 25, October 30, and November 25. Our plan is to announce the monthly publication on the last Thursday of the month, except when it conflicts with a holiday. In November, we announced SP on the last Tuesday. In December, we will announce the publication on the third Thursday, December 18.

### **Articles published**

- August: 3 articles, interview, fieldnotes
- September: 2 articles, Ask The Experts column
- October: 3 articles, website review, Ask The Experts column
- November: 3 articles, Ask the Experts question

### **Pages opened most often (this was prepared prior to the November issue release)**

Title	Views
About	521
Ask the Experts - Experiences With Cell Phone Samples	466
Issues Facing the Field: Alternative Practical Measures of Representativeness of Survey Respondent Pools	428
Editorial Board	407
What's in Survey Practice This Month	373
The Impact of Alternative Response Scales on Measuring Self-ratings of Health	360
Guidelines for Authors	351
Editorial Review	328
Bias in List-Assisted 100-Series RDD Sampling	311
Submit Articles	298
Questionnaire and Fieldwork Challenges in a Probability Sample Survey of Muslim Americans	297
Cultural Differences: Why Do Asians Avoid Extreme Responses?	281
Understanding the Meaning of the "Mood of the Country"	270
A Review of the Cross-Cultural Survey Guidelines Website	269
Welcome to Survey Practice	265
Ask the Experts - Polling Before the Presidential Election	243
An Interview with Kenneth Prewitt	241
Barriers to Survey Participation among Older Adults in the National Survey on Drug Use and Health: The Importance of Establishing Trust	208
FieldNotes	204
How Much Do Americans Like Jews?: Approaches to Social Attitude Measurement	186
Ask the Experts	168
Survey Practice This Month	124
What's in Survey Practice This Month	93
You Can "Ask the Experts"	27

## Interactivity

To date, there have been very few comments on the articles. In each month's description of the issue's contents and in every email message, we request reader feedback on Survey Practice. So far, we have received a small number of comments. These comments have been vague positive comments (e.g., SP a good idea) and requests for website enhancements (e.g., printable format, separate mailing lists).

## Mix of authors

In the first issue, we included articles from three well-known survey researchers. We are transitioning to authors who are more practitioners with each issue.

## **Website Activity**

The table below shows the number hits per month and overall number of hits. (This was prepared prior to the announcement of the November issue.) Survey Practice launched late August with a message to AAPORNET and an AAPOR blast email on September 1. September's hits are high because they have both those from the first issue and some from the second issue. The November hits are based on the October and November issues because they were released on 10/30 and 11/25.

Wordpress uses Flash to calculate the graphs that display the daily, weekly, and monthly hits so the chart can't be copied for use outside the website. However, the monthly and weekly spikes show a similar pattern. The highest number of hits was for the August issue; there was a significant drop-off with the September issue; and, the October issue hits were almost at August level, with articles being opened at even higher rates. In September, there was an average of 193 hits per day and in November, an average of 189 hits per day.

## **Hits by Month (as of December 8)**

	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
<b>2008</b>	1,982	5,802	2,748	5,454	1,824

## **Website Issues**

So far, Wordpress has worked adequately to publish Survey Practice. We had to develop some additional features so that the website would better meet SP's publication needs. For example, a Center for Survey Research programmer had to develop a Cascading Style Sheet to format the tables. Each month, it takes about 8-10 hours to get the issue ready for web publication.

Wordpress doesn't have a print function so we will continue to create a monthly PDF for those who want to read it offline. Wordpress doesn't have a function to create mailing lists so we are creating a mailing list of those who request email announcements and are not on the commonly-used mailing lists.

## **Article Submissions and Future Issues**

Including the November issue, we have published 11 articles. We have five articles ready to be published and six additional need some work but should be publishable. For example,

Mike Link recently submitted a paper about address-based sampling that was more than 5000 words. We expect that after some editing it will be published. Fourteen articles are enough for another 4-5 months.

To date, we have received about 25 articles. We have an author-friendly policy, so only one article has been rejected outright. Five articles were sent back for revisions and the authors have not made them.

In general, we review and send back articles for revision within two weeks, depending on the amount of work we think is needed. The return time varies. We have some concern about how quickly to publish articles after they are ready for SP. We would like to publish them almost immediately but we are being cautious to make sure we have enough articles in the queue.

We are publishing articles each month based on what we think might be the most interesting topics. Some articles, such as the Universal Design article in the November issue, are published quickly because we think they are interesting. Other articles in each issue are based on our attempt provide a mix of articles.

We have some concern about the available articles. We plan to make requests to the Editorial Board for contributions and solicitations, and there is a call for papers in the November issue. We are especially concerned about the lack of “how to” articles and will be focusing on finding them for future issues.

We made an outreach to the mailing list of the International Field Directors and Technologies Conference without success. In early November, we sent a message to their mailing list requesting that they participate in the Ask the Experts, similarly to the AASRO members providing information on their cell phone sample experiences. Not one responded to the request. Next week, we will make another request to their list.

## **Future Developments**

We are disappointed in the small number of comments on Survey Practice. We would like to focus on the aspects of SP that would be most useful to the readers but do not have enough information to make informed decisions. In early January, we are going to send a message with a call for papers along with some direct questions on what kinds of articles readers would find most useful. In the short run, comments from the advisory board and the executive council would help us as we think about our next steps.

In the short- and mid-term, we would like to recruit more articles that focus on specific topics but we are not yet sure what the topics should be. Our dilemma is asking for articles which would often be written by known experts and having them delay the articles written by the authors who are not so well known.

We welcome your thoughts on Survey Practice.





## Executive Council Report Form

**Position:** Membership & Chapter Relations  
**Date:** January 16, 2009

### 1. Membership Update

As of December 31, 2008, AAPOR had 2,213 members. This represents a 14 percent year-over-year increase of 272 members. During the October through December period, 1,095 members have renewed (49% renewal rate). Renewal rates for the previous three years, through the end of January:

Year	Total Members	Renewed Oct-Jan 31	Did Not Renew	Renewal Rate
2007	1,941	1,397	544	72%
2006	2,047	1,610	437	78%
2005	1,982	1,664	318	84%

### 2. Tasks Completed Since Last Meeting

- Monthly Membership Updates. Initiated the mailing of a monthly membership update to all chapters.
- Chapter Membership Discount. Promoted the membership discount to all chapter members who are not currently members of National. Results of the promotion will be presented at the February EC meeting.
- Chapter Information. Received updated information from all chapters, including EINs, tax exemption certificate numbers, and election dates.

### 3. Tasks in Progress

- Booth Panels. Updating the booth panels.
- Bylaws Compliance. Notified chapter officers regarding the need to confirm compliance with Article 7 Section 3 within 30 days. Five chapters currently have Council members who are not members of National: MAPOR, NJAPOR, NYAAPOR, PAPOR, and SAPOR.
- Employer-Paid Membership Dues. Considering options for implementing differential dues fees for employer-paid membership dues.

- Luminary Criteria. Developing criteria for recognizing AAPOR luminaries.
- Membership Growth Strategy. Working on 2-page overview of issues for developing a 2009 membership growth strategy.
- Online Membership Directory. Improving the usability of the online membership directory.
- PDF Membership Directory. Began the process of updating front matter material (e.g., committee members) for the PDF Membership Directory.
- Student Paper Competition Winner Presentations. Working with chapter representatives to provide information to Conference Chairs on local chapter student paper competition winners. Have received information from PAPOR and SAPOR; waiting for information from DC-AAPOR and MAPOR.
- Economic Impact Survey. Developing a survey of members and conference attendees regarding plans for 2009 conference attendance and membership renewal.

#### **4. Discussion Items**

- Economic Impact Survey of Members and Conference Attendees Regarding Membership Renewal and 2009 Conference Attendance
- Criteria for Recognition of AAPOR Member Luminaries
- Booth Panel Updates
- Employer-Paid Membership Dues

#### **5. Upcoming Discussion Items**

- February Meeting
  - Final Booth Panel Proofs
  - Economic Impact Survey Results
  - Membership Brochure Redesign
- March Meeting
  - Membership Growth Strategy
  - Final Brochure Layout
  - AAPOR Responsibility for Chapter Debt
  - Membership Report for May Business Meeting

## 6. Summary of Current & Planned Activities

<b>ID</b>	<b>Initiative</b>	<b>Notes</b>	<b>Status</b>	<b>Tgt Month / Cmpl Date</b>
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

<b>ID</b>	<b>Initiative</b>	<b>Notes</b>	<b>Status</b>	<b>Tgt Month / Cmpl Date</b>
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, 2008
17	Bylaws Compliance Notification	Review chapter council composition before notifying chapter representatives about enforcement of bylaws. Coordinate withholding of funds/membership updates with AMP.	In Progress	January
18	Conference Slots for Student Paper Competition Winners	Verify with Vince and Mike that slots are guaranteed, notify chapters via listserv, and coordinate congratulatory announcement by Matt Jans to SMSnet and AAPORnet.	In Progress	January
19	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.	In Progress	January
20	Membership Directory	Produce PDF (including front matter), upload to website, and distribute to membership. Distribute membership directory by 4/10, current as of 3/31 membership (exactly the same as last year). Adam to address updates for committees 3.1-3.8 and Nancy to address 3.9-3.17 (see ANS 3/18/08 e-mail).	In Progress	April
21	Brochure	Update brochure. Prepare material for discussion at January meeting.	In Progress	March

<b>ID</b>	<b>Initiative</b>	<b>Notes</b>	<b>Status</b>	<b>Tgt Month / Cmpl Date</b>
22	Booth Panels	Update booth panel text and artwork. Develop ideas for discussion at January meeting, solicit feedback from the Strategic Marketing Committee, prepare mock-ups for review at March meeting, and produce new booth panels in time for the May meeting. Nancy to take first pass and provide notes on content changes or wording by 12/15, Adam to review by 12/31, followed by conference call in early January to discuss.	In Progress	March
23	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.	In Progress	March
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.)	In Progress	February
25	Employee-Paid Membership Dues	Formal discussion of possibilities for alternative structure for employee paid membership dues. Develop options for discussion at January meeting.	In Progress	January
26	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.)	In Progress	January
27	AAPOR Responsibility for Chapter Debt	Investigate whether AAPOR would be responsible for the actions such as debts incurred or other liabilities of chapters that are not incorporated. (Action item from Nov EC meeting.)	Not started	March
28	Chapter Lunch at AAPOR Conference	Send RSVP request to chapter representatives regarding the chapter lunch at the annual conference and follow-up with Linda and Dave.	Not started	March

<b>ID</b>	<b>Initiative</b>	<b>Notes</b>	<b>Status</b>	<b>Tgt Month / Cmpl Date</b>
29	Just for Students Webpage & Student Liaison	Update existing webpage, upload completed report, coordinate plans for conference with Matt Jans.	Not started	April
30	Welcome Webpage for New Members	Add membership page displaying name and affiliation for those who joined or renewed in the previous month. Preferably find a way to do this dynamically through a connection to the database.	Not started	April
31	Mentor Program	Develop preliminary action plan.	Not started	April
32	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.	In Progress	February
33	Economic Impact Survey	Develop a survey of members and conference attendees regarding plans for 2009 conference attendance and membership renewal.	In Progress	February