



AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
EXECUTIVE COUNCIL MEETING
March 13, 2009
Washington, DC**

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 – Associate 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

Staff Members Present:

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

I. CALL TO ORDER

II. Richard “Dick” Kulka, President, called the meeting to order at 8:38 a.m. (EST) Friday, March 13. Scott Keeter welcomed the group to the Pew Research Center. Dick thanked Scott and Pew for hosting AAPOR’s Executive Council meetings in 2008 and 2009.

III. RESOLUTIONS ADOPTED

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

1. **RESOLVED** that the Executive Council **commends** the Ad Hoc Committee for its efforts on its report regarding the 2008 Presidential Primary polls. Kate Stewart moved; Mary Losch seconded; Paul Lavrakas abstained; all others approved.
2. **RESOLVED** to announce through blast email Executive Council meeting highlights after each meeting. Mike Mokrzycki moved; Stephen Blumberg seconded; unanimously passed.

3. **RESOLVED** to adopt the Financial Policies. Nancy Mathiowetz moved; Peter Miller seconded; unanimously passed.
4. **RESOLVED** to create an ad hoc committee to review the AAPOR Code of Professional Ethics and Practice and propose revisions. Peter Miller moved; Paul Lavrakas seconded; unanimously passed.
5. **RESOLVED** to approve for a three-year period a one-time membership discount of \$50 for current chapter members who join AAPOR for the first time. Adam Safir moved; Paul Lavrakas seconded; unanimously passed.

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

1. **RESOLVED** to approve the January Executive Council Meeting Minutes with changes regarding recusals of Mike Mokrzycki. Mike Brick moved; Mary Losch seconded; unanimously passed.
2. **RESOLVED** to approve the proposed plan for the Finance Committee regarding the rebalancing of the investment portfolio, opening a 6-month CD, and sweeping cash into a new ING account. Mary Losch moved; Mike Brick seconded; unanimously passed.
3. **RESOLVED** to request an extension on AAPOR's 2008 990 tax form in order to use that extra time to determine whether we want to develop new policies that are encouraged by the IRS, and if so approve such policies. John Boyle moved; Peter Miller seconded; unanimously passed.
4. **RESOLVED** during Executive Session to release additional information concerning the Burnham ethics violation case. Mike Brick moved; Peter Miller seconded; unanimously passed.
5. **RESOVLED** to adopt procedures for issuing future AAPOR press releases. Nancy Mathiowetz moved; Mary Losch seconded; unanimously passed.

IV. DECISIONS AND ANNOUNCEMENTS

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

1. **Decision:** For the post-conference survey ask GMI if they are still interested in doing the survey this year and look into making it a sponsorship activity in 2010.
2. **Decision:** Post job openings on the main AAPOR website.
3. **Decision:** The Executive Council will review the report from the Ad Hoc Committee and conduct an electronic vote on whether the Executive Council approves the release of the report.

V. DISCUSSION NOTES

A. PRESIDENT'S UPDATE

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

1. Dick informed the Executive Council that a new POQ contract has been approved. He stated that this has been a good relationship for AAPOR with Oxford. The contract includes increased support for the editorial office, as well as an increase in the minimum revenue return. The current contract amount covers four volumes per year, not the fifth special volume. The new contract covers 2010 to 2014 with the option to renew.
2. Dick received an e-mail from Barbara Bickart informing him that she was AAPOR's representative to the *Journal of Consumer Research Policy* Board. She asked Dick how AAPOR could become more involved with the journal. The Executive Council discussed the issue of following up with other journals that AAPOR has a relationship with to see if AAPOR could be more active with those groups. AAPOR could talk to other journals about POQ, response rates, and standards. A section entitled "Other Publications" will be added to the AAPOR website that will contain links to other relevant journals.
3. Dick updated the Executive Council on the Joint Amicus Brief with CASRO. The new brief was used in a recent court case (*State of Oklahoma v. Tyson Foods*) in an effort to protect research respondents' confidentiality. The court case was successful and the Amicus Brief was cited in the judgment. This situation brought to light the need to educate lawyers regarding the appropriate use of survey research in court cases. Paul Lavrakas, Councilor-at-Large, will research this educational opportunity for AAPOR. Fees for filing amicus briefs will be added to the budget for 2010.
4. Kristin Povilonis, Executive Coordinator, highlighted some of the activities included on the March Executive Office report, such as the AAPOR calls now being handled by the AMP Call Service Center and the great comments coming back regarding the election slate. Kristin displayed a tribute book on Harry O'Neill that CASRO sent to AAPOR for the archives. The book will be available for perusal at the AAPOR Annual Conference.
5. Nancy Mathiowetz, Past President, asked that the Executive Council members review the Policy Impact Award wording and suggest clarifications. The issues discussed included the broadening the definition of "policy", whether self-nomination was appropriate, and whether non-probability samples would be eligible if their methods were suitable to the research goals. She would like the new language ready by May so the membership can vote on it. Nancy agreed to draft the Policy Impact Award document for the Executive Council to review. The Executive Council would like to see the full descriptions of previous awards posted on the AAPOR website. During this discussion, some AAPOR members raised whether AAPOR has too many awards. Adam Safir raised the importance and impact of these awards to the winners and encouraged clarifications on who can be nominated and continuation of the award.

B. REPORT ON 2008 PRESIDENTIAL PRIMARY POLLS

Nancy Mathiowetz discussed the upcoming release of the Ad Hoc Committee on the 2008 Presidential Primary Polls report (see Appendix of Executive Council Reports). The final report will be distributed to the Executive Council with a motion to move forward with the release of the report. Michael Mokrzycki, Associate Communications Chair, and Paul will recuse themselves from that vote. It is important to note that the report from the committee contains information that they had at the time of its completion. Nancy will write a "process" report on what was learned during the request for data process that will inform future efforts. Kate Stewart, Secretary/Treasurer, formally recognized the committee's work on this effort (see resolution #1 above). The Executive Council also discussed publicly thanking the committee on AAPORnet.

C. CONFERENCE PROGRAM AND CONFERENCE OPERATIONS REPORT

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

1. The 2009 Annual Conference Registration Brochure was mailed in mid-February and posted on the AAPOR website.
2. Mike relayed the room block numbers: Westin Diplomat is 77% full; Crowne Plaza block is at 31%. Last year at this time, the hotel room block was at 79%. Melissa Whitaker, Meeting Manager, stated that the numbers are in line with 2008 and the room block was opened later this year. She said there is limited availability of rooms at the Westin Diplomat on Saturday night (May 16). She encouraged people to direct attendees to the Crowne Plaza. Melissa stated that both room blocks must be at 80% or AAPOR will pay an attrition fee. Additional promotion of the Crowne Plaza will be done.
3. Currently, 131 people have registered for the conference compared to 98 at the same time last year. Mike said registration numbers are lagging behind the room pick-up numbers at this point. He said no complaints were received about the hotel and meeting registration opening together.
4. Monica Evans-Lombe, Association Manager, described the sponsorship underwriting opportunities still available: hotel key cards, program book, Saturday night wine, cyber café, and baseball outing. The Executive Council discussed ways to get sponsors for the available underwriting opportunities. Currently, AAPOR has received \$81,000 of its goal of \$100,000 in marketing/sponsorship dollars.
5. There are 35 exhibit booths available at the Annual Conference. Currently, 15 are taken.
6. There are currently eight publishers participating in the Book Exhibit at the Annual Conference.
7. Mike stated the all the Chairs and Discussants have been assigned. He also said all conflicts with presentation formats for abstracts have been resolved.
8. Mike showed the Executive Council a sample of the size book the AAPOR conference program will be this year; abstracts will be on a flash drive. No marketing information from sponsors will be allowed to be added to the content on the flash drives.
9. Mike thanked Brad Edwards and John Boyle, Associate Secretary/Treasurer, for organizing the networking sessions at the conference. A three-fold approach to networking will be used: 1. Thursday icebreaker sessions; 2. Short networking sessions with companies on Friday and Saturday; and 3. Docent program.
10. A room share survey is ready for release through Survey Monkey. An e-mail will be sent out announcing the room share survey.
11. A Wii station will be used at the Post-Banquet party. That Wii station will be raffled off later that night.
12. The Executive Council decided against having a Twitter Board put up at the Annual Conference to display members' "tweets" about the conference.
13. It was decided that GMI will be asked to do the 2009 post-conference survey. AAPOR's 3-year agreement with GMI is completed. The post-conference survey will become a sponsorship opportunity in 2010.
14. Mary Losch, Standards Chair, asked that a presentation on the AAPOR Code and Procedures be added to the Annual Conference program. It will be presented during the meet the author session on Friday afternoon and titled "The Mysteries of the AAPOR Code".

D. SECRETARY/TREASURER REPORT

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

1. Kate informed the Executive Council that the Roper Fellow Award winners had been chosen. Eight award winners were chosen of the 14 who applied this year. All the winners will attend the Annual Conference with seven being first-time attendees.
2. Kate reviewed the January financials and highlighted key information on the report. She stated that things are looking well and AAPOR's assets are up from where they were last year at this time.
3. AAPOR recently set up a six-month CD in February. AAPOR is also in the process of balancing out the Vanguard Investments. An ING account was also opened.
4. Kate updated the Executive Council on the new tax laws and their impact on AAPOR. She reviewed the current 990 form and the section on Governance, Management and Disclosure with the Executive Council. She presented the Executive Council with policies that the IRS suggests non-profits have for filing their 990 tax forms: Whistleblower Policy; Document Retention and Destruction Policy; Financial Review Policy; and Reimbursement Policy. The Executive Council approved the Financial Review Policy (see resolution #3 above). The other policies will be reviewed by all the Executive Council and changes sent to Kate. The policies will be brought forth for approval again on the April Executive Council call. A separate document retention policy will be drafted for Standards documents. Once all policies are approved, they will be reviewed by AAPOR's lawyers and then posted on the AAPOR website and an announcement will be made to the membership regarding their posting.
5. The Executive Council discussed the need to keep the membership up to date and informed of the organization's activities. The Executive Council agreed to highlight topics discussed at its meetings via a blast e-mail to the membership (see resolution #2 above). The Secretary-Treasurer will compile those highlights after every meeting.

E. EXECUTIVE SESSION

The Executive Council went into executive session at 12:30 PM to discuss the Management Committee RFP summary and Standards Cases.

Executive Council was called to order at 1:38 PM.

F. STANDARDS

Mary Losch, Standards Chair, and Stephen Blumberg, Associate 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 stated that AAPOR's Code of Professional Ethics and Practices needs to be reviewed and updated, especially in terms of disclosure issues. An ad hoc committee will be named to review the code (see resolution #4 above). It is hoped that the changes can be presented to the membership in 2010 for a vote.
2. The Executive Council also discussed the need to be more proactive on issues of disclosure and start thinking ahead to the next election cycle and what can be requested ahead of time of polling organizations.
3. A Schedule of Procedures for Dealing with Alleged Code Violations was reviewed by the Executive Council (see Appendix of Executive Council reports). Further changes

should be sent to Mary or Stephen who will bring a revised schedule back to the Executive Council during the April call.

4. A letter from AASRO regarding a webinar that presented incorrect information regarding survey research methods was reviewed. AAPOR will send a letter to the Public Responsibility in Medicine and Research (PRIM&R) group from AAPOR offering to help it set up a course or webinar that would provide correct information on this topic.
5. It was agreed that Reg Baker should continue to represent AAPOR at the ISO meetings. Reg will be contacted regarding his interest in continuing in that role.

G. 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. AAPOR membership as of February 28, 2009, was 1642 compared to 1578 at the same time last year. This is a 5% increase.
2. MAPOR and DC-AAPOR sent out election announcements that stated that potential candidates had to be AAPOR members, which complies with AAPOR's bylaws (Article 7, Section 3).
3. A new membership tracking report was reviewed (see Appendix of Executive Council Reports). Adam asked that any comments on the report be sent to Nancy or him as soon as possible. This report would be presented at the Annual Business Meeting at the Annual Conference.
4. The panels for the AAPOR booth were reviewed. There was discussion of finding the AAPOR mission statement and adding it to the display panel. It was proposed that AAPOR would look into purchasing a table top exhibit/display for AAPOR that could easily be set up at meetings.
5. The Executive Council discussed potential conferences it feels AAPOR should have a presence at with its exhibit booth.
6. Nancy Mathiowetz informed the Executive Council that Oxford shreds the excess POQ volumes at the end of each year. She suggested that AAPOR acquire the excess copies at the end of each year and display and distribute them at conferences that AAPOR exhibits at. Nancy currently has 100 sets of POQ at her office. Plans will be made to send those copies to AMP.
7. The Executive Council approved a three-year time period in which one-time special discounts of \$50 will be offered to current chapter members who become first-time AAPOR members (see resolution #5 above).
8. Adam and Nancy held a call with AMP programming staff regarding improvements to the AAPOR online membership directory. Work on those changes will continue.
9. Work continues on a membership growth strategy report that will be presented to the AAPOR Strategic Marketing Committee.

H. COMMUNICATIONS

Mike Brick, Communications Chair, and Mike Mokrzycki, 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. The Communications Committee is working on the spring newsletter. Executive Council members were encouraged to send any contributions to the newsletter in as soon as possible.
2. The Heritage Interview Series videos will be posted on the AAPOR website and displayed at the Annual Conference.
3. Mike Mokrzycki informed the Executive Council that the AAPOR website was being updated. Updates were already made to the homepage. A review of the inside pages will continue with adjustments being made as necessary. Write ups of various awards are needed for the website.
4. The protocol for website hosting will be discussed on the April Executive Council call. It needs to be determined who will make the necessary changes and updates to the AAPOR website.
5. Mike Mokrzycki reported that AAPOR now has 374 Facebook fans; 243 followers on LinkedIn, and 75 Twitter followers.
6. A meeting will be scheduled with AAPOR's web developers (Modern Signal) to discuss job posting protocol and posting jobs on the AAPOR website. Monica will provide data on the number of people who visit the members-only section of the AAPOR website.
7. Mike Mokrzycki will make a trip to Chicago to meet with Tom Smith and inventory the AAPOR Archives housed at the University of Chicago. Some items from the AAPOR Archives will be displayed at the Annual Conference. Funds should be added to the 2010 budget for archiving items once Mike assesses what needs to be done.

I. NEW BUSINESS/OTHER ANNOUNCEMENTS

Dick reported that Mollyann Brodie, Education Committee Chair, has requested time during the April call to talk about educational efforts. Mollyann has also indicated that she will be stepping down as the committee chair. When the Executive Council begins to review recommendations for a successor to that position and it will also determine if the position should be linked to someone on the Executive Council, like the conference operations positions that are linked to the conference chair.

J. ADJOURN

The meeting was adjourned at 3:15 PM (EST).

Respectfully Submitted,

Kate Stewart
Secretary

As prepared by Kristin Povilonis

Appendix



March 12, 2009

To: Richard Kulka, Nancy Mathiowetz, Peter Miller
From: Ad Hoc Committee on the 2008 Presidential Primary Polling

Attached herewith is the report of our committee. The executive summary provides the key conclusions of our panel, and we urge the Council to study those points.

We believe, however, that there are issues that deserve internal AAPOR consideration and actions regarding the current AAPOR standards enumerated in Best Practices for Survey and Public Opinion Research.

a) The world of survey research now uses more complicated and diverse sampling frames and selection techniques.

We inhabit a world where the sampling frames used for studies of the same population are quite diverse, where the separation between volunteering and being approached because you were selected randomly is fuzzy. The field now uses technologies where the selection of respondents is not straightforward (e.g., IVR measurement).

b) The world of survey research uses more complicated and diverse statistical adjustments for errors of non-observation.

Propensity models are increasingly used as an adjustment tool; some firms claim that their models are trade secrets, not to be disclosed. The adjustment for non-response is combined with adjustment for coverage and likely voting, in ways that cannot be disconnected.

c) The current world of survey research uses sampling techniques that do not easily yield themselves to proper sampling variance estimation

Techniques that cannot assign known probabilities of selection to sampling frame elements produce sampling variance estimates with great difficulty. Extrapolation from variance estimates for simple random samples is inappropriate; more detailed guidance on disclosing such techniques and their implication would serve the membership well.

While we do not at this time have new language to propose (nor do we think it appropriate to our mission), we do urge the appointment of a committee to create a proposal to bring the disclosure standards more in-tune with current practice.



Financial Review Policies March 2009

Purpose

The purpose of the financial policies document is to establish the procedures by which AAPOR will prepare, oversee, and review its finances and financial documents, including audit reports, tax forms, investments and payments of bills and invoices. A separate Investment Policy outlines more specific policies regarding decisions on investments.

Procedure for audits and audit reports

Every two years AAPOR will conduct a financial audit. AAPOR's accountant will put together a request for proposal for audit firms. This RFP will be reviewed by the Secretary-Treasurer and Associate Secretary-Treasurer. The RFP will be sent to at least three firms. The proposals will be reviewed by AAPOR's accountant and the Secretary-Treasurer and Associate Secretary-Treasurer. The Secretary-Treasurer and Associate Secretary-Treasurer will select the firm. Once the audit is complete the Secretary-Treasurer and Associate Secretary-Treasurer will review the auditor's report and present it to the Executive Council, as well as AAPOR's membership at the Annual Meeting.

Procedure for invoices and payments

AAPOR's Account Executive will code all bills and invoices which will then be sent to AAPOR's accountant. Checks up to \$3,000 will be signed by AAPOR's Account Executive. The Account Executive will not sign check to herself nor to the Management Firm. Checks of \$3,000 or more or payment to the Account Executive or Management Firm will be signed by the Secretary-Treasurer.

Procedure for credit cards

Credit cards will be issued to critical staff of the Management Firm who need to make purchases or travel on behalf of AAPOR. Limits on these cards will be decided upon by the Secretary-Treasurer and AAPOR President. The cards are to be used solely for purposes of expenses related to AAPOR business and include travel agency charges for Council members, hotels, airline, ground transportation, meals, Council dinners, meeting catering, meeting-related expenses and other expenses that may arise. Receipts for all charges will be submitted to AAPOR's accountant.

Procedure for investments

AAPOR's Finance Committee, chaired by the Secretary-Treasurer, oversees the investment of AAPOR funds. Decisions by the Committee will be reviewed and voted on as necessary by the full Executive Council.

Procedure for tax forms

AAPOR's tax forms will be prepared by its management firm staff with assistance from the Secretary-Treasurer and Associate Secretary-Treasurer.

Before final tax forms are filed, they will be reviewed by the Secretary-Treasurer, Associate Secretary-Treasurer and AAPOR's president and sent to the full Executive Council for their information.



AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH

Executive Council Report Form

Position: Standards Chair

Date: 03.11.08

Summary of Activities:

Since our last meeting, Standards activities have focused on managing investigations and preparing revisions to the Standards Procedures for Code Violations. Proposed revisions will be presented to Council for discussion and feedback.

Action Required: None

Schedule of Procedures for Dealing with Alleged AAPOR Code Violations

DRAFT MODIFICATIONS – March 9, 2009

Any individual, whether an AAPOR member or not, may submit a written complaint concerning a possible violation of the AAPOR Code of Professional Ethics and Practices to the Standards Chair.

- 1a. Complaints must be made in writing on an AAPOR Standards Complaint Form and must include (i) a statement describing the alleged action or violation, (ii) the section of the Code alleged to be violated, (iii) the date or dates when the alleged violation occurred, (iv) the name(s) of the individual(s), firm(s) or organization(s) alleged to be in violation, and (v) the signature (original or electronic) of the complainant along with his or her contact information, including telephone number, postal address, and e-mail address.
- 1b. Any organization, firm, individual, or group of individuals may be named in such a complaint, whether or not it or they are members of AAPOR.
- 1c. The written complaint shall be accompanied by all available relevant evidence.
- 1d. At the discretion of the Standards Chair, any duly appointed member of the Standards Committee may be given confidential access to a received complaint, unless that Standards Committee member, or his or her organization, is the source or subject of that complaint. If the Standards Chair and Associate Standards Chair are thereby excluded, the Council shall appoint a Chair pro tem for that particular complaint.
- 1e. The complaint form and all related materials prepared for Council, the Standards Committee, and the Evaluation Committee (if one is appointed as provided in section 4 below) will be kept confidential, and all Council, Standards Committee, and Evaluation Committee discussions related to the specifics of the complaint will be treated as privileged communication.
- 1f. The procedures hereafter described will apply to all such written complaints received by the Standards Chair.

Within forty-five (45) days of receipt of a complaint, the Standards Chair shall decide, with the concurrence of the Associate Standards Chair or one other member of the Standards Committee, whether or not any official action is warranted. The Standards Chair may request assistance from the source or subject of the initial complaint, or use any other channels deemed helpful in recommending a course of action to Council.

Informal requests for assistance from the subject of the complaint may include, but are not limited to, requests for information consistent with the Standards for Minimum Disclosure. Responses to such requests may be used to support the recommendation by the Standards Chair regarding whether or not any official action is warranted. Responses to such requests may also be used to support additional allegations of Code violations by the subject of the initial complaint. These additional allegations may be brought directly to Council as part of the Standards Chair's recommendation for the initiation of a full complaint review and investigation.

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

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

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

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

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

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

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

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

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

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

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

5a. Copies of all such materials received, including the original complaint and the notification to the subject(s), will be sent to each member of the Evaluation Committee.

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

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

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

6. If the subject(s) of the complaint fails to respond to the notice provided under paragraph 3 or fails to forward all material requested under paragraph 5 or 5b within forty-five (45) days of the notice or request, the Evaluation Committee will proceed, using the evidence at hand. If, however, the subject(s) of the complaint formally requests of the Standards Chair an extension of time, the Standards Chair may grant an extension in writing, upon determination that the extension is reasonable and necessary to compile all requested materials.

7. Within thirty (30) days of receiving the requested materials (or following the 45-day waiting period), the Evaluation Committee will complete a complaint review and investigation, reach a determination about the complaint, and will submit a written report to the Standards Chair. The complaint review and investigation will seek to determine the precise nature of the conduct which is subject to criticism and whether there is any factual basis to support the alleged misconduct. The Evaluation Committee must determine whether the information obtained may reasonably be interpreted to constitute a violation of AAPOR's Code of Ethics and Practices, which reflects generally accepted professional practices. The committee's report will describe the steps taken in review of the complaint, include the determination and a specific recommendation for Council action, and will conclude with one or more motions.

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

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

- a. Public or private exoneration;
- b. Public or private censure;
- c. Suspension or termination of membership;
- d. Termination of investigation, with no further action.

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

- a. Public or private exoneration;
- b. Public or private censure;
- c. Termination of investigation, with no further action.

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

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

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

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

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

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

b. If the Council's decision does not exonerate the subject, the Standards Chair will send notice of the Council's decision to the subject by certified mail (return receipt requested) within fourteen (14) days. The Standards Chair's letter shall include written notification advising the subject (i) of the specific allegations and charges; (ii) that, within thirty (30) days of receipt he or she may request a hearing before the full Council; and (iii) that he or she will be given the right at said hearing to confront evidence and to refute all charges.

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

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

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

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

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

d. Before the close of the hearing, the Council should consider the criteria in 7b above. The Council should also consider the subject's history regarding private censures and other private actions taken by AAPOR in response to previous violations.

8b. Immediately following the close of the hearing - or, if no hearing is requested within the 30-day waiting period, at a regularly or specially convened meeting - the Council will make its decision (with at least two-thirds of its members voting), to accept, reject, or modify the judgment and recommendation of the Evaluation Committee or the Standards Chair. If the Council decision calls for

public action, the Council will decide on the form of that action (e.g., press release) and will decide what information, if any, to release to support that public action.

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

9. The Standards Chair and Associate Standards Chair shall maintain all records relating to the original complaint, the evidence used in the decisions, the reports of the Evaluation Committee and the Standards Chair, and Council decisions. These records shall be kept confidential, shall be transferred in their entirety to the new Standards Chair and Associate Standards Chair at the end of each term of office, and shall be shared with future Councils only when necessary (e.g., as listed in sections 8a and 8a-2-d). Council, Standards Committee, and Evaluation Committee discussions related to the complaint will be treated as privileged communication, and informal notes from such discussions shall not be retained.

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



Executive Council Report Form

Position: Membership & Chapter Relations
Date: March 13, 2009

1. Membership Update

As of February 28, 2009, AAPOR had 1,642 members.

2. Tasks Completed Since Last Meeting

- Student Paper Competition Winner Presentations. Congratulatory announcement to be sent to AAPORnet and SMSnet listservs.
- Online Membership Directory Improvements. Held conference call with AMP programming staff regarding options for improving the online membership directory.
- Bylaws Compliance. Confirmed compliance with all chapters except NJAPOR. Process is now considered complete. NJAPOR has been notified that membership information and funds transfer will be restored as soon as they confirm compliance.
- Welcome E-mail Verification. Perform QA/QC on process for e-mailing new member, new student member, and renewing/returning member welcome e-mails.
- Membership Growth Strategy. Presented results of membership growth strategy review and a draft of the proposed membership tracking report to the Strategic Marketing Committee.

3. Tasks in Progress

- PDF Membership Directory. Updating front matter and coordinating publication process with AMP.
- Booth Panels. Held conference call with Monica to review process, timeline, and costs.
- Membership Tracking Report. Developing a tracking report for presentation to membership at the Annual Business Meeting.

4. Discussion Items

- Draft of Membership Tracking Report for Comment (SP)
- Booth (SP)

- Status of Panel Revisions
 - Expanded List of Target Conferences
 - Transportation Issues
- Approving the Chapter Discount for a 3-Year Period
 - Results of Attempting to Improve the Online Directory

5. Upcoming Discussion Items

- Membership Brochure Redesign
- AAPOR Responsibility for Chapter Debt
- Membership Tracking Report for May Business Meeting

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	Membership Survey Presentation: MAPOR	Present findings from the membership survey to chapter conference attendees and promote benefits of membership.	Completed	Nov 21, 2008

ID	Initiative	Notes	Status	Tgt Month / Cmpl Date
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
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	Employee-Paid Membership Dues	Formal discussion of possibilities for alternative structure for employee paid membership dues. Develop options for discussion at January meeting. At January EC meeting, decided not to pursue.	Completed	Jan 16, 2009

ID	Initiative	Notes	Status	Tgt Month / Cmpl Date
18	Criteria for Determining AAPOR Luminaries	Develop a policy on AAPOR contributions on the death of AAPOR "luminaries," including objective criteria and open nomination process for membership. (Action item from Nov EC meeting.) Presented criteria at January EC meeting.	Completed	Jan 16, 2009
19	Economic Impact Survey	Develop a survey of members and conference attendees regarding plans for 2009 conference attendance and membership renewal. At January EC meeting, presented draft survey and decided to put data collection on hold, pending new data from registrations following announcement of conference acceptances.	Completed	Jan 16, 2009
20	Lapsed Member Renewal Reminder E-mail	Revised lapsed member renewal reminder e-mail and coordinated mail-out with AMP.	Completed	Feb 5, 2009
26	Conference Slots for Student Paper Competition Winners	Verify with Vince and Mike that slots are guaranteed, notify chapters via listserv, and coordinate congratulatory announcement to SMSnet and AAPORnet.	Completed	Feb 18, 2009
21	Online Membership Directory Improvements	Update display format to return results in tabular non-nested format, add requested fields (membership ID and dues paid date), enable one-click querying on chapter membership. Met with AMP on March 3 and all agreed that there is no cost-effective or technical way to implement the requested changes.	Completed	Mar 3, 2009
27	Verification of Welcome E-mail Procedures	Perform QA/QC on process for e-mailing new member, new student member, and renewing/returning member welcome e-mails.	Completed	Mar 3, 2009
29	Membership Strategy Brief	Per 12/3 Strategic Marketing Committee conference call, prepare 2-pager on membership recruitment, retention, and overall growth strategies. (See 12/4 summary e-mail.)	Completed	Mar 4, 2009

ID	Initiative	Notes	Status	Tgt Month / Cmpl Date
25	Bylaws Compliance Notification	Review chapter council composition before notifying chapter representatives about enforcement of bylaws. Coordinate withholding of funds/membership updates with AMP. All chapters now in compliance except NJAPOR.	Completed	Mar 6, 2009
22	PDF 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	March
23	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
24	Brochure	Update brochure. Prepare material for discussion at January meeting.	In Progress	March
28	Membership Tracking 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
30	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
31	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

ID	Initiative	Notes	Status	Tgt Month / Cmpl Date
32	Just for Students Webpage & Student Liaison	Update existing webpage, upload completed report, coordinate plans for conference with Matt Jans.	Not started	April
33	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
34	Mentor Program	Develop preliminary action plan.	Not started	April

Membership Tracking Report

Prepared by Adam Safir and Nancy Whelchel

March 3, 2009

Purpose: Automate the extraction of the following information from the membership database in report format to provide 5-year rolling counts and percentages (1) on a monthly basis for Executive Council and Strategic Marketing Committee Review, and (2) on an annual basis for presentation at the Annual Business Meeting.

- **Membership** [broken out by All, Renewals + Returns, New, Lapsed]
 - By Sector
 - Academic
 - Commercial
 - Government
 - Non-profit
 - Retired
 - Other
 - By Education
 - B.A.
 - M.A.
 - Ph.D.
 - Less than B.A.
 - Other
 - By Years in Public Opinion or Survey Research
 - 0
 - 3-5
 - 6-10
 - 11-20
 - 20+ years
 - By Volunteering
 - Express Interest in Mentor Program
 - Express Interest in Volunteering on a Committee (can present as aggregate number or broken out by committee)
 - By Chapter Affiliation
 - DC-AAPOR
 - MAPOR
 - NEAAPOR
 - NJAPOR
 - NYAAPOR
 - PAPOR
 - SAPOR
 - None
 - By Status
 - Employer-Paid
 - Individual-Paid (can present as aggregate number or broken out by level)
 - Student
 - Honorary Lifetime Member
- **Conference**
 - Conference Attendance by Members
 - Papers Presented by Members
 - Methods Briefs Presented by Members

- Posters Presented by Members
- Members who Volunteer at Conference
- New Member Conference Attendees who Renew in Subsequent Year
- **Success of Recruitment, Retention, and Communication Efforts**
 - Membership Level as of:
 - Chapter Conferences (Fall)
 - Chapter Discount Promotion (Fall)
 - Newsletter (Winter)
 - Membership Reminder E-mails (Winter)
 - Conference Save the Date (Winter)
 - Conference Paper/Poster Acceptance E-mail (Winter)
 - Conference Updates (Spring)
 - Conference (Summer)
- **Impact of Social Networking on Retention**
 - All Members with AAPOR-Related Social Networking Membership
 - By Site
 - Facebook AAPOR Fan
 - LinkedIn AAPOR Group Member
 - Twitter AAPOR Follower
 - By Conference Attendance
 - By Subsequent Year Renewal

Executive Council Report Form

Position: Communications

Date: March 11, 2009

1. Tasks completed since last meeting

- Uploaded more documentation on Communications functions and issues to Sharepoint, under [AAPOR Share Site > Communications > Shared Documents](#)
 - Including a new spreadsheet listing Communications issues and actions
- Worked with AMP to updated AAPOR website home page, deleting obsolete links and emphasizing more recent material
- Numerous updates to AAPOR social networking sites (Facebook, LinkedIn, Twitter)
 - Compiled usage statistics on AAPOR social media sites; posted to Sharepoint and incorporated below
- Revised AAPOR Page on Facebook using new Facebook format for Pages
- Continued discussion with Communications Committee on AAPOR website and social networking initiatives

2. Tasks in progress

- Spring newsletter to be published by April 1
- Preparing Heritage Interview Series videos for display at conference and posting online
- In coordination with Conference chair and co-chair:
 - With input from AMP, tentatively agreed on plan for Room Share Program for 2009 Conference. **Need EC review of legal disclaimer language, modeled on Fun Run legalese.**
 - Completing plans for use of social networking during conference:
 - Mike to draft “Quick Guide to Twittering #aapor2009” for distribution to membership
 - Considering video display of #aapor2009 Twitter feed at conference
 - Finalizing details for online video interviews of conference attendees/luminaries (YouTube, maybe Facebook too)

- Completing plans to for AAPOR members to upload their own photos/videos in advance of and during conference to AAPOR Page on Facebook
 - Devising plans to use LinkedIn to complement career networking initiatives at conference
- Further review/updates of AAPOR website:
 - Need to add links from home page to AAPOR social networking sites
 - Facebook logo is OK to use
 - Mike has requested permission from LinkedIn to use their logo
 - Mike investigating use of logos from Twitter and YouTube
 - Review content of inside pages, to be updated as required (to complete before conference)
 - AMP working with website developers to create Job Postings section on AAPOR website
 - Need protocol for posting job listings and transferring them from website to AAPORnet and LinkedIn
- Revise AAPOR website posting protocol
- Develop plan for indexing and making use of “best of” materials in AAPOR archives
- Consider whether to post to AAPOR online sites any of the following miscellaneous videos, having them digitized if necessary (inventory per Monica):
 - 2003 Arianna Huffington on VHS and DVD.
 - 2005 on VHS for all luncheons/dinners/plenary session.
 - 2006 VHS plenary and Awards Banquet.
 - 2007 VHS of Awards Banquet, Plenary and audio tape of president’s address.
 - 2008 digital video of plenary and presidential address.

3. Discussion items for 3/13 EC meeting

- Contributions to Spring Newsletter
- Progress on Heritage Interview Series
- AAPOR Website: Content Updates and New Posting Protocol
- Job Postings Protocol and Transfer Protocol from website to AAPORnet and LinkedIn
- AAPOR Archives: Approval of Initiatives, Plan and Budget

4. Future discussion items

- Handling of some tasks formerly responsibility of Communications Director, including maintenance of press contacts list
- Survey Practice update

- Review layout of major sections of AAPOR website home page
- Report for May business meeting

AAPOR social networking statistics

Mike Mokrzycki

As of March 5, 2009

Update on usage of AAPOR's sites on Facebook, LinkedIn and Twitter – all established shortly before Christmas 2008 and announced via email blast on Jan. 7, 2009 – and the newer AAPOR YouTube channel:

FACEBOOK <http://tinyurl.com/AAPOR-Facebook>

- We currently have 371 Facebook Fans. We tend to add a fan or two a day but the big initial rush is over. Four users have removed themselves as fans since page inception.
- Current Fan base:
 - 51% female, 49% male
 - 0% age 13-17, 4% 18-24, 39% 25-34, 34% 35-44, 23% 45+
 - modal gender X age: 22% female age 25-34
- Generally we get 10 to 15 page views a day with unique views in the high single digits per day. Hope this will increase with Facebook's newly implemented format changes, which soon should start sending AAPOR Page status updates and other content directly into our Fans' own live feeds.
- We tend to get a handful of photo and video views when we post new material, but it appears the vast majority of fans have not viewed the photos or videos posted on our Page. This too may improve if posts of new photos/videos show up in our fans' feeds.

LINKEDIN <http://tinyurl.com/AAPOR-LinkedIn>

- 232 members. We didn't get as many members initially there as we did FB Fans but my sense is the growth subsequently has been somewhat steadier. (LinkedIn's reporting is less sophisticated than Facebook's so I can only give a general impression here.)
 - Mini-milestone reached March 3: A member, Mike Donatello of USA Today, posted the first job posting on our LinkedIn group.

TWITTER <http://twitter.com/AAPOR>

- 47 followers with a trickle of new followers over time. In general Twitter doesn't have critical mass yet as Facebook does but in recent weeks it seems to have gained a much wider following (or at least press chatter) so I'd expect our own numbers to grow – especially as we promote and use it during conference

YOUTUBE <http://www.youtube.com/user/AAPORvideo>

- I created the YouTube channel "AAPORvideo" last month and Michael Link has posted his video plea for "What Does AAPOR Mean To You" there. Currently it has 15 views. It has garnered one five-star rating (oh OK, that was from me). No other activity at this time.

TO DO: Compare AAPOR membership list with AAPOR Facebook Fan and LinkedIn Group member lists

