



**American Association for Public Opinion Research
Executive Council Teleconference Minutes
December 16, 2010**

ROLL CALL/CALL TO ORDER.

Frank Newport	President	Present
Scott Keeter	Vice President	Present
Peter Miller	Past President	Present
Barbara O'Hare	Secretary-Treasurer	Present
Joseph Lenski	Associate Secretary-Treasurer	Present
Reg Baker	Standards Chair	Absent
Timothy Johnson	Associate Standards Chair	Present
Rob Santos	Conference Chair	Present
Dan Merkle	Associate Conference Chair	Present
Kelly Foster	Membership & Chapter Relations Chair	Present
Joe Murphy	Associate Membership & Chapter Relations Chair	Present
Jon Cohen	Communications Chair	Present
Rich Morin	Associate Communications Chair	Present
Roger Tourangeau	Councilor-at-Large	Absent
Linda Piekarski	Councilor-at-Large	Present

Guest

Melissa Herrmann	Education Committee Chair	Present
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Staff

Susan Tibbitts	Executive Director	Present
Barbara Gunderson	Administrative Director	Present
Kismet Saglam	Education Director	Present
Lindsay Arendt	Marketing and Communications Manager	Present

I. WELCOME AND CALL TO ORDER

Frank Newport called the meeting to order at 2:05 p.m. CDT.

II. REVIEW AND APPROVAL OF MINUTES

The draft minutes of the November 18, 2010 Executive Council teleconference were reviewed. Rob Santos moved, seconded by Peter Miller, that the minutes be approved with minor edits. The motion was unanimously approved.

III. CONFERENCE REPORT

A. Abstract Submissions

Conference Chair Rob Santos reported 577 abstracts have been submitted for the 2011 Annual Conference as compared to the record high 582 submitted last year. The Special Call for Papers on the conference theme has collected another 30 abstracts which are being reviewed currently. In spite of the high number of abstracts submitted, the recommendation is to maintain a conservative estimate of a 15% reduction in conference registration revenue due to the controversy over the Arizona immigration legislation.

The program committee met in Washington D.C. on December 13 -14 to review the abstracts and develop the conference program. The committee is considering the possibility of expanding the number of posters displayed during each session to accommodate additional papers.

B. Short Courses

Melissa Herrmann and the Education Committee have outlined six courses to be offered during the conference. To date three courses have been confirmed, Don Dillman on Multi Mode, Roger Tourangeau, Questionnaire Design and Mario Callegaro, Smart Phone Interviewing. Invitations have been extended to instructors for courses on Focus Groups, Sampling and an Advanced Methods course (to be determined). The committee is in the process of firming up the commitments from the instructors. The Council recommended the committee consider a course on Address Based Sampling (ABS), possibly repeating the course taught by Michael Link and David Dutwin in 2010.

C. Student Paper Competition

Dan Merkle is collecting submissions for the student paper competition. Five papers have been received to date. Reminders will be sent out in the coming weeks.

D. Post Conference Survey RFP

Dan Merkle is developing the RFP for the post conference survey. The committee recommended that the post-conference survey and the membership survey be combined. The RFP is scheduled to go out in early January.

E. Plenary Session

Invitations have been extended to invited speakers for the plenary. Rob Santos will follow up on the invitations early in 2011 and expects to have the panel in place in time for the preliminary program which is published in February.

F. Exhibits and Sponsorships

Joe Lenski reported there are currently 14 sponsors and 3 exhibitors confirmed for the 2011 conference resulting in revenue of \$101,350. The budgeted goal for 2011 is \$140K in total for sponsors, exhibits and advertising. The Development Committee will work with staff to secure the additional sponsorships and exhibits needed to meet and exceed budget.

G. Future Site Contracts

Hotel contracts have been finalized and signed for Boston in 2013 and Anaheim in 2014.

IV. EDUCATION COMMITTEE REPORT

The Council welcomed invited guest Melissa Herrmann, Chair of the Education Committee.

A. Journalist Education

The Education Committee requested \$5.5K for the 2011 to allow committee members or qualified local AAPOR members to travel to 5-8 established events for journalists to provide education on survey and opinion research.

B. Sub-Committee on Distance Education

The committee is working to develop the first four webinar courses that are expected to begin in the spring of 2011, following the completion of AAPOR's existing agreement with ASA to offer six joint webinars. Discussion is also underway on the possibility of offering a webinar focused on the 2010 Cell Phone Task Force report.

V. SECRETARY-TREASURER REPORT

Secretary-Treasurer Barbara O'Hare reported a letter of engagement has been signed with Mann Weitz & Associates to perform the 2010 audit, as well as to prepare federal and state tax filings. MW&A has agreed to a reduced cost of \$9,200, successfully negotiated from the original quote of \$9,500.

A. Endowment Committee

The Endowment Committee has developed an end-of-year general appeal letter to the entire membership asking for support of AAPOR's initiatives and programs including the Transparency Initiative, expanded educational programs, and the Sudman, Roper and Heritage funds. The committee is working on a formal strategy for fundraising to be presented to the Council in 2011.

B. Approval of the 2011 Budget

Executive Director, Susan Tibbitts lead a discussion on the proposed 2011 budget. It was noted that the chief underlying budget assumptions remain unchanged from the presentation at the September Council meeting, and include the assumption of status quo membership levels and dues and reduced conference attendance. Significant changes to the 2011 proposed budget that have occurred since September include:

- Distance education revenue was reduced from \$22K based on 6-8 webinars to \$15K with 4 webinars for 2011. This represents a small profit after expenses of approximately \$6,500. Compensation for the webinar instructors is still under consideration and if offered will reduce the margin. The reduction in the number of webinars reflects the recommendation of the Education Committee.
- Audit and tax preparation expenses will decrease by \$300 due to the renegotiated cost of services.
- A new line item was added in the amount of \$7,500 for leadership training and council orientation. This could become an annual expense if the Council finds value in the training. This expense is in line with the strategic plan recommendations in regard to governance.

- Funding in the amount of \$5,500 was added to enable AAPOR to offer education to journalists on survey and opinion research. The Council recommended that an evaluation component be built into the program to provide accountability on the impact of the project.
- Information archives required by the Transparency Initiative will require funding. An accurate cost estimate is not available at this time. Council recommended adding \$3K to the budget as a placeholder.
- The Council was reminded that the budget expense for conference food and beverage reflects a 10% reduction in line with expected reductions in attendance. AAPOR has a contracted food and beverage minimum with the hotel. AAPOR staff has recommended this line item not be reduced any further at this time.

Council asked that the revenue line item for POQ be reexamined; pointing out POQ revenue should be equal to the expenses.

Although this is a deficit budget Council is confident AAPOR will end the year in the black due to conservative assumptions in revenue.

Motion: To adopt the 2011 budget proposal as presented with minor adjustments. Joe Lenski moved, seconded by Peter Miller.

Discussion: Jon Cohen reported that Blue Book revenue may be less than projected. Council noted that \$5K has been allocated to the member/non-member survey although the committee is attempting to accomplish this task at little or no cost.

The motion passed unanimously.

VI. STANDARDS COMMITTEE REPORT

Tim Johnson, Associate Standards Committee Chair reported there are no active standards complaints. The committee's work has been focused on the Transparency Initiative.

A. Standard Definitions Document

The 7th Edition of the Standard Definitions document has been edited by Tom W. Smith and his committee. The Standards Chair and Associate Chair have reviewed and edited the document and submitted it for review and revision by the Executive Council. Council recommended taking up this issue at the January meeting after Council members have had an opportunity to thoroughly review the material. Following Council approval of the new edition of the document, it will be posted to the AAPOR website.

B. Establishment of Task Forces: Process and Procedure

Council members reviewed the procedure for establishing and managing AAPOR Task Forces.

Motion: To adopt the procedure as put forth by the committee. Rich Morin moved, seconded by Linda Piekarski. The motion passed unanimously.

VII. TRANSPARENCY INITIATIVE REPORT

Scott Keeter reported that the two sub-committees of the Standards Committee have been working on recommendations for determining what constitutes a transparent organization and how monitoring and documentation can best be accomplished. The sub-committee recommendations are now being vetted by an advisory committee comprised of a subset of the organizations who have signed on to participate in the Transparency Initiative. The steering committee anticipates having a set of preliminary recommendations ready for Council review in January and a final recommendation in March 2011.

VIII. COMMUNICATIONS COMMITTEE REPORT

Committee Chair Jon Cohen introduced Lindsay Arends, AAPOR's new communications manager. Lindsay will be spending her first few weeks putting together the AAPOR newsletter scheduled to go out before the end of the year.

A. Website Redesign

The committee has been working with AAPOR staff to develop a framework, design and improved functionality for the new AAPOR website. The redesign will eventually include a new format for AAPORnet; the subcommittee has been reviewing alternatives to hosting the listserv and will make its recommendation in the coming months.

B. Blue Book Update

Currently there are 68 contributors to the Blue Book. The Communication Committee Chairs are working on 20 companies who have not yet renewed. If their efforts are successful, the additional fees collected will close the 2010 budgeted revenue gap.

C. 2010 Cell Phone Task Force Report

The committee intends to further publicize the 2010 Cell Phone Task Force report early in 2011. It is anticipated that members will be focused on the 2012 elections and this should increase interest in the report. The committee will work with Task Force Chair, Paul Lavrakas to determine how best to promote the report.

IX. MEMBERSHIP AND CHAPTER RELATIONS REPORT

A. Membership Update

MCR Chair, Kelly Foster reported that AAPOR membership is at an all-time high at 2,399 members. The renewal process is underway and reminders will continue to be sent to those members who have not yet renewed.

B. Member and Non-Member Survey

The Council-approved Strategic Plan calls for a survey of members and non-members. The Membership Committee has submitted a comprehensive plan for two annual surveys, one for members and the second for former members, to collect trend data on why members leave, and to identify the value members find in the association. The Council recommended adding a question to identify members who may be at risk of leaving AAPOR, and a question that compares the

value of AAPOR membership to membership in similar organizations. It was recommended that there also be some qualitative data collection, possibly to take place at the annual conference in 2011. Council members were asked to contact Joe Murphy directly with any additional comments regarding the surveys, prior to the RFP being sent out in early January.

X. COUNCILOR-AT-LARGE REPORT

Linda Piekarski indicated there was no new information to report at this time.

XI. NOMINATION COMMITTEE REPORT

As the result of energetic work by the Nomination Committee and outreach to the general membership, Chair Peter Miller reported that more than 50 members have expressed interest in being nominated for one or more of seven offices up for election this spring. The committee has received detailed biographical information and is currently evaluating each interested member. The committee will identify the leading contenders for each office and will form a recommended slate for Council review and approval. The Council will receive background information on the top candidates running for each office prior to the January meeting.

XII. OTHER BUSINESS

A. American Statistical Association Letter Endorsement

The AAPOR endorsement of S. 3167/H.R. 4945 Census Autonomy, was added to the letter of support initiated by ASA, but the bill was defeated in a House vote.

B. Public Opinion and Leadership Task Force

Work by the Public Opinion and Leadership Task Force, headed by Frank Newport and Robert Shapiro is underway. The Council will be kept apprised of its progress.

C. A Meeting Place Update

WAPOR President and AAPOR member Tom W. Smith has recommended that the book 'A Meeting Place' be updated. The issue has been delegated to the Heritage Committee for consideration. The committee will form a recommendation for Council looking at alternatives for capturing historical information.

D. Governance Review Task Force

Past President Mark Schulman has agreed to chair the Governance Review Task Force. The Task Force was formed based on the recommendation contained in the 2010 Strategic Plan. The Task Force will review the Council structure and procedures and make recommendations for change as needed.

E. In Memoriam Update

Staff will arrange for committee leadership to view a demonstration of an online format for memorials and/or obituaries as an alternative to the 'In Memoriam' section that had previously been included in POQ.

F. Survey Practice Updated

Frank Newport will check requirements for the periodic review of *Survey Practice* and will update the Council at a future meeting.

G. New Journal Update

Peter Miller is arranging a conference call between AAPOR and ASA to discuss the joint venture of a new journal for survey methodology content. He will continue to update the Council on their progress.

H. Next Executive Council Meeting

The next meeting will take place Thursday, January 20, 2011, at Gallup headquarters in Washington, DC. Council members should plan for a full day meeting.

XIII. ADJOURNMENT

Motion: To adjourn the meeting. Scott Keeter moved, seconded by Barb O'Hare. The motion passed unanimously.