

**American Association for Public Opinion Research
Executive Council Minutes
Wednesday – Thursday, January 13-14, 2021**

In-Attendance

Council:

Ipek Bilgen	Membership & Chapter Relations Chair
Rachel Caspar	Education Chair
Jessica Holzberg	Communications Chair
Ricki Jarmon	Councilor-at-Large
Ashley Kirzinger	Associate Standards Chair
Mary Losch	Councilor-at-Large
Gretchen McHenry	Secretary-Treasurer
Dan Merkle	President
Patricia Moy	Vice President
Kristen Olson	Conference Chair
Emilia Peytcheva	Associate Education Chair
Nora Cate Schaeffer	Past President
Darby Steiger	Associate Conference Chair
Tamara Terry	Inclusion and Equity Chair
Tim Triplett	Standards Chair
Angelique Uglow	Associate Membership & Chapter Relations Chair

Staff:

Daniel Choppa	Program Administrator, Operations and Education
John Ferraro	Senior Vice President
Melanie Goff	Program Manager, Conference and Awards
Delia Murphy	Executive Director

Absent

Marco Morales	Associate Communications Chair
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DAY ONE – WEDNESDAY, JANUARY 13, 2021

I. WELCOME, CALL TO ORDER, REVIEW AND APPROVAL OF MINUTES

Merkle called the meeting to order at 10:02am ET.

Executive Council Meeting Minutes: December 15, 2020

Losch requested that a link to the Membership Database Report from Morgan Earp and Adam Safir be added to the minutes. Schaeffer recommended that future meeting minutes include more specifics about certain conversations that would be clarifying when looking at the minutes. In addition, including more detail for motions will facilitate reviewing the Motions and Actions document.

MOTION: to approve the minutes with the modifications as discussed. Losch moved, Triplett seconded. The motion passed by unanimous vote.

II. CONSENT AGENDA

[CONFERENCE Draft 2021 Virtual Schedule V4.xlsx](#)

[Consent 2021-01-Standards.docx](#)

[Consent Comms January2021.docx](#)

[CONSENT Conference January2021.docx](#)

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[Education Committee Consent Report January-2021.docx](#)

[Executive Director Update January 2021.docx](#)

[MCR Consent Report January2021.docx](#)

Triplett raised the issue of how to receive Standards complaints in the most secure way. This will be discussed on Thursday, January 14.

Caspar noted that the contract with the Chain Bridge Group for the Ad-Hoc Committee for Publisher Options was finalized and ready for execution.

MOTION: to approve the consent agenda. Caspar moved, Olson seconded. The motion passed by unanimous vote.

III. APPOINTMENTS

There were no appointments for review and approval for the meeting.

IV. SECRETARY-TREASURER REPORT

November 2020 Financials

AAPOR is holding at 57% of YTD budgeted revenue, and 55% of YTD budgeted expenses.

In May 2020, the Executive Council approved a request from the Investment Subcommittee to give them the flexibility to decrease the proportion of equities in AAPOR's investment portfolio to as low as 20%, as necessary. The normal approved range is 25-50% in AAPOR's investment policy. The Investment Subcommittee asked Council to extend the timeline for this flexibility until June 2021 as it continues to monitor the stock market; it will come back to Council in June if additional changes are requested.

MOTION: to extend the timing for the Investment Subcommittee to have the flexibility to decrease the proportion of equities in AAPOR's investment portfolio to as low as 20% through June 2021. Steiger moved, Moy seconded. The motion passed by unanimous vote.

McHenry noted that she is still working on finding a willing nominee for the Development Subcommittee Chair position. Several members have said they could not accept the Chair position.

Schaeffer noted that Council may want to work on a plan to get AAPOR back on track financially after a difficult year due to COVID-19. Suggestions included focusing on opportunities to bring lapsed members back and identifying potential funding or programs to cut. Council suggested the formation of a team to put together several projection options over the next four months. McHenry suggested that she could ask past Secretary-Treasurers to participate in this group to assist with developing these plans.

ACTION: McHenry will put together a team with the Secretary-Treasurer, the Investment Subcommittee Chair, a member from MCR and Conference, and others. This team will work with McHenry and Murphy on projections to report back to Council.

V. UPDATE AND NEXT STEPS ON SECRETARY-TREASURER POSITION

Ginger Blazier had to resign from her position as Associate Secretary-Treasurer on Executive Council, effective immediately. Council leadership agreed that the best course of action would be to extend McHenry's term for one year as Secretary-Treasurer, which McHenry is willing to do. Schaeffer highlighted the advantages to having McHenry's continued tenure on Council, particularly during this uncertain financial period, rather than filling the position with a new Council member.

MOTION: to appoint Gretchen McHenry as Secretary-Treasurer for the 2021-2022 Council year. Olson moved, Moy seconded. The motion passed by unanimous vote.

VI. 2021 – 2022 NOMINATIONS COMMITTEE: REPORT AND ELECTION SLATE

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Schaeffer reported on the work done by the Nominations Committee, which compiled a list of candidates to assess their interest in running for Council. Schaeffer walked Council through the nominations process, and particularly stressed the focus on diversity and inclusion as part of the process.

Councilors developed a draft slate of nominees, and decided to make a formal decision on Day Two of the January Council Meeting.

VII. ADJOURN DAY ONE

MOTION: to approve the December interim meeting minutes. Steiger moved, Schaeffer seconded. The motion passed by unanimous vote.

MOTION: to adjourn the meeting at 4:12pm ET. Losch moved, Schaeffer seconded. The motion passed by unanimous vote.

DAY TWO – THURSDAY, JANUARY 14, 2021

VIII. EXECUTIVE SESSION

Council met for Executive Session from 10:00am ET to 11:25am ET.

IX. CALL TO ORDER

Merkle called the meeting to order at 11:29am ET.

X. CONFERENCE COMMITTEE

Olson presented a report on the current status of planning for the 2021 Annual Conference, including the preliminary schedule, elements of the mini-conference, and breakdown of live vs. pre-recorded sessions. The week of May 3 will include all 8 short courses and time slots for Committees, Subcommittees and Affinity Groups to meet. Olson noted that the platform, Pathable, does not have a robust poster session function and fewer posters were submitted during the abstract submission process this year. Therefore Conference leadership has decided not to hold a poster session this year.

Conference Registration Page

In the past, conference registration was one of the key areas that led to missing data from members. Non-members were able to register for the Annual Conference without having to fill in any demographic information and then they received complimentary membership for the remainder of the year. Michael Patti from Kellen's Client Technology department was able to solve this problem and registration for the 2021 Annual Conference will require non-members and all current members to fill out or review demographic questions as part of registration.

XI. STANDARDS COMMITTEE

Code: Membership Revisions

Kirzinger provided a report on the comments received from the member comment period on the AAPOR Code of Professional Ethics and Practices, then walked Council through the member comments that were incorporated into the revised Code. Council reviewed the proposed revisions and provided updates and comments.

The member comment period closes on Friday, January 15. Kirzinger and the Code Review Committee will review any additional member comments that are submitted by the deadline and will provide final revisions and recommendations to Council at the February Council meeting for approval. After this, the member vote can begin.

ACTION: Kirzinger will post on AAPORnet, publicly thanking members who provided comments. She will also send a general email to those who submitted comments to thank them personally.

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ACTION: Kirzinger, Triplett and Losch to collaborate on an article for the next newsletter summarizing the three member comment periods and votes in 2020 and 2021. Nathanson to provide a basis for article any past articles on Code or Bylaws vote process.

XII. EDUCATION

Online Education Subcommittee: Institutional Subscription Proposal

Caspar presented a report from the Online Education Subcommittee with proposed pricing updates to the institutional subscriptions for AAPOR webinars. Losch noted that there may still be a price barrier for smaller institutions. Council also discussed potential ways for members to use loopholes in the system to share and disseminate recorded webinars to those who have not paid, which may be a factor in the low number of institutional subscriptions.

Council agreed that subscription prices should be lowered for 2021, but requested that the Subcommittee continue to review data on past institutional subscriptions, potentially gather from qualitative data from past subscribers, and make further recommendations for 2022. Council suggested possible opportunities for tiered subscriptions based on the number of people in a company or other tier types, special pricing for AAPOR/SRMS overlapping members, and agreed that additional marketing of institutional subscriptions is needed. Moving forward, AAPOR webinars should be viewed as a membership driver rather than a real non-dues revenue driver for AAPOR.

ACTION: Choppa to provide to the Subcommittee reporting and historical information on institutional subscriptions for review.

ACTION: Caspar to reach out to Losch about contacting Association of Academic Survey Research Organizations (AASRO) for some qualitative information on institutional subscriptions.

MOTION: to approve the revised institutional subscription pricing for the 2021 webinars and to continue this research with the goal of having more changes for 2022. Caspar moved, Olson seconded. The motion passed by majority vote, with one abstention.

ACTION: Staff to plan promotional marketing for 2021 institutional subscriptions.

XIII. CONTINUED 2021 – 2022 NOMINATIONS COMMITTEE: REPORT AND ELECTION SLATE

Schaeffer asked for final discussion on the AAPOR Executive Council slate for 2021-2022. After discussion by Council, the slate was approved, which will be scheduled to be distributed to AAPOR members in accordance with the AAPOR Bylaws.

MOTION: to accept the 2021-2022 Executive Council Elections slate as presented. Triplett moved, McHenry seconded. The motion passed by unanimous vote.

XIV. NEW BUSINESS

McHenry asked about the process for communicating Ginger Blazier's resignation from Executive Council to the membership. Merkle stated that the individual groups that Blazier works with should be notified, but that a message to membership is not needed.

Triplett noted that there is a need for a reCAPTCHA program attached to the Standards Complaints process to avoid the form being filled out by bots online.

ACTION: Triplett and Murphy to connect on a more secure manner for receiving standards complaints.

Olson discussed her thoughts on the diversity pipeline, and would like Jerry Timbrook to look into membership outreach to current members, especially new members, about getting more involved in AAPOR.

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This is a good time to promote the volunteer form as it is currently being updated to include additional fields and information.

ACTION: Bilgen to connect with Jerry Timbrook about promoting volunteer opportunities to the membership. Bilgen also to reach out to the MCR Welcoming Committee about promoting volunteers options as part of Annual Conference and other opportunities. Bilgen and Choppa to work together to gather some information for next Council meeting.

XV. ADJOURN DAY TWO

MOTION: to adjourn the meeting at 2:28pm ET. Kirzinger moved, Triplett seconded. The motion passed by unanimous vote.