

**American Association for Public Opinion Research  
Executive Council Minutes  
Tuesday, December 15, 2020**

**Attendance**

**Council:**

Ipek Bilgen	Membership & Chapter Relations Chair
Ginger Blazier	Associate Secretary-Treasurer
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

**Guests:**

Morgan Earp	Chair of the Membership Database Subcommittee
Adam Safir	Associate Chair of the Membership Database Subcommittee

**Staff:**

Daniel Choppa	Program Administrator, Operations and Education
Meagan Comerford	Director of Communications
John Ferraro	Senior Vice President
Melanie Goff	Program Manager, Conference and Awards
Delia Murphy	Executive Director
Sam Nysetvold	Program Manager, Membership and Chapter Relations

**Absent:**

Marco Morales	Associate Communications Chair
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**I. WELCOME, CALL TO ORDER, REVIEW AND APPROVAL OF MINUTES**

Merkle called the meeting to order at 12:02pm ET.

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Losch asked for clarification language to be added to the Standards section of the minutes.

**ACTION: Triplett to send an email with the specifics of the Standards section to AAPOR staff, Merkle, Moy, McHenry, and Blazier for wordsmithing.**

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**ACTION: McHenry to send timing of the Executive Session to Choppa.**

**MOTION: to approve the minutes with the proposed amendments from Losch. Moy moved, Steiger seconded. The motion passed by unanimous vote.**

### II. CONSENT AGENDA

[AAPOR Customer Service Tracking.xlsx](#)

[CONFERENCE Draft 2021 Virtual Schedule V3.xlsx](#)

[Consent 2020-12-Standards.docx](#)

[Consent Comms December2020.docx](#)

[CONSENT\\_Conference\\_December2020.docx](#)

[Education Committee Consent Report December-2020.docx](#)

[Executive Director Update December 2020.docx](#)

[MCR Consent Report December2020.docx](#)

Schaeffer asked that the Executive Director's report include more clarifying language about specific tasks completed by AAPOR staff members.

**MOTION: to approve the consent agenda. Triplett moved, McHenry seconded. The motion passed by unanimous vote.**

### III. APPOINTMENTS

JSSAM Oversight Committee

Patricia Moy

**MOTION: to approve Patricia Moy as Co-Chair of the JSSAM Oversight Committee. Losch moved, Schaeffer seconded. The motion passed by majority vote with two absentions.**

JSSAM Oversight Committee

Gina Walejko

**MOTION: to approve Gina Walejko as a member of the JSSAM Oversight Committee. Holzberg moved, Bilgen seconded. The motion passed by unanimous vote with two abstentions.**

AAPOR Award Committee

Janice Ballou

Courtney Kennedy

Joe Murphy

Mike Traugott

Anna Wiencrot

Education: History Subcommittee

Jeffrey Hackett

Dawn V. Nelson

Hans-Joerg Tiede

Donato Vaccaro

Kathleen Weldon

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**MOTION: to approve the nominations for the AAPOR Award Committee and the Education: History Subcommittee. Losch moved, Jarmon seconded. The motion passed by majority vote with two abstentions.**

### IV. SECRETARY – TREASURER REPORT

#### October 2020 Financials

AAPOR is holding at 57% of year-to-date budgeted revenue, and 51% of year-to-date budgeted expenses. There has been a decrease in investments from October 2019. During the Giving Tuesday campaign, AAPOR brought in donations in tandem with Membership Renewals.

#### AAPOR 2019 Financial Audit

The 2019 financial audit has been completed. No issues were found from the audit.

#### Update to Charge for Development Subcommittee

McHenry presented a document on the history, mission and charge of the Development Subcommittee. The document will be used in the reformation of the Development Subcommittee and to help recruit a new chair. McHenry and Blazier have developed a short list of potential nominees for the chair position of this subcommittee and are reaching out to individuals. McHenry welcomed Councilor edits or comments to the working document.

**ACTION:** Losch to review the Charge for Reformation of the Development Subcommittee and think about possible opportunities for the Development Subcommittee to share with McHenry and Blazier in the next month.

### V. OVERVIEW OF MEMBERSHIP DATABASE ENHANCEMENTS

Morgan Earp and Adam Safir joined the meeting at 12:45pm ET. Earp and Safir presented a report on the AAPOR membership database, including the goals of the MCR Database Subcommittee, current strategies, challenges with the database, and how they have been addressed and future opportunities.

It was noted that a fully functional database could be used to identify subgroups with declining renewal rates over time, identify subgroups with declining conference attendance over time, and assess demographic makeup. The AWS Warehouse, which Council has approved for Phase 1 (Discovery) so far, will provide additional opportunities to tracking trends and developing different reports.

Moving forward the biggest issue is that certain updates and quality control checks don't happen automatically in the database or reports, such as uploading missing information from members. These pieces need to be watched to ensure that there are no new errors.

**ACTION: The Database Subcommittee to enumerate the lynchpins and possible places within the database and ensure checks are in place to monitor and preempt these issues. AAPOR staff to help develop this list and create a standard operating procedure or documentation that includes all elements that have been improved and what was done to fix them.**

Earp noted that it would be hugely beneficial to have a group of volunteers to run additional analysis on a full data export. Council agreed that adding additional members to the Database Subcommittee would be useful to help spearhead this work.

**ACTION: The Database Subcommittee to discuss opportunities for additional analysis and coordinate with AAPOR staff to issue a call for volunteers for this work, including a summary of**

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**the skills needed. Database Subcommittee and staff also to connect with Jerry Timbrook to see if someone from the volunteer database comes to mind.**

### VI. STANDARDS COMMITTEE

#### RICS Subcommittee Report Recommendation

Triplett reminded Councilors that Council has asked the Standards Committee to review the report and provide a recommendation on how to move forward and release the report. Merkle noted that, if approved, AAPOR's standard disclaimer will need to be added to the report. Olson noted that there were no in-text citations in the report, which had been requested.

**ACTION: Triplett to bring to RICS Subcommittee requests for in-text citations. Once revised, the report will be brought back to Council for review before approval for marketing on the website and other AAPOR channels.**

### VII. AAPOR 2025 REMINDER FOR UPDATES

**ACTION: Councilors to review the AAPOR2025 scorecard and to provide updates by Tuesday, January 5 to Merkle and Murphy.**

**MOTION: to adjourn the meeting and move to Executive Session at 1:49pm ET. Losch moved, Triplett seconded. The motion passed by unanimous vote.**

### VIII. EXECUTIVE SESSION

Council approved the establishment of an evaluation committee for a standards complaint.

Executive session adjourned at 2:14 pm ET.

### IX. MEETING WITH KELLEN LEADERSHIP

Councilors, Murphy and Ferraro met until 3:00 pm ET.

### X. ADJOURN