

**American Association for Public Opinion Research  
Executive Council Minutes  
December 19, 2019**

Nora Cate Schaeffer	President	Present
Dan Merkle	Vice President	Present
David Dutwin	Past President	Present
Lydia Saad	Secretary-Treasurer	Present
Gretchen McHenry	Associate Secretary-Treasurer	Present
Josh De La Rosa	Communications Chair	Present
Jessica Holzberg	Associate Communications Chair	Present
Mandy Sha	Conference Chair	Present
Kristen Olson	Associate Conference Chair	Present
Allyson Holbrook	Education Committee Chair	Present
Rachel Caspar	Associate Education Committee Chair	Present
Tamara Terry	Membership & Chapter Relations Chair	Absent
Ipek Bilgen	Associate Membership & Chapter Relations Chair	Present
Rene Bautista	Standards Chair	Present
Tim Triplett	Associate Standards Chair	Present
G. Evans Witt	Councilor-at-Large	Present
Mary Losch	Councilor-at-Large	Present

**Staff**

Delia Murphy	Executive Director	Present
Eric Bailey	Communications Director	Present
Sam Nysetvold	Administrator	Absent
Yvonne Janvrin	Administrator	Absent

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

Schaeffer called the meeting to order at 12:04pm CT/ 1:04 ET

Executive Council Meeting Minutes: November 19, 2019 (A/R)

**MOTION: Mary Losch moved, seconded by Tim Triplett, to approve the November minutes as amended. The motion carried unanimously.**

**II. SECRETARY-TREASURER REPORT**

**October 2019 Financials**

Saad reported that as of the end of October, AAPOR was at 101% of budgeted revenue and 92% of budgeted expenses. Most of the remaining expenses are Kellen management fees. Saad anticipated that the year will end at about 1% over budget.

**Sponsorship and Development**

Saad reported that through November, the Sponsorship campaign has rolled out the Sustaining, Gold and the Bronze Sponsorships. By the end of the month, sponsorship will be open to all, including Exhibitors only. Sponsorships have brought in \$101,000 to date, out of the \$221,000 budgeted goal. This is ahead of pace with last year.

### **Development**

Saad reported on the membership fundraising campaign focused on the 75<sup>th</sup> anniversary. Eric Bailey has helped to activate this campaign by including it on the AAPOR Annual Conference registration landing page. Members can make a donation as part of their conference registration and are encouraged to donate in increments of 75, ranging from \$7.50 to \$750. The goal is to encourage 100% participation from anyone attending the conference in recognition of the 75<sup>th</sup> Anniversary. Saad noted that she believes a critical role for the development chair will be to develop a way to recognize the higher level donors at the conference, such as a photo opportunity. The Council discussed the need to facilitate donations from members who are Employer Paid and don't renew directly. The Councilors discussed the registration page for the Conference and how the donations will appear.

Schaeffer noted that a request for new funds from the POQ Advisory Committee can be expected for the new editors, and also on the agenda is a request for a small additional expenditure for JSSAM. Saad reported that a call has been scheduled to discuss these items, including some efficiencies being made in the budgeting and coding of overhead items, like conference lines, printing, and copying. Schaeffer and Merkle will also participate in this discussion.

### **III. CONSENT AGENDA**

Nora Cate Schaeffer noted that the following consent reports were presented for information:

[12-19 Ed Consent.docx.pdf](#)

[2019 AAPOR Membership Survey Notable Findings FINAL.docx](#)

[2019 AAPOR Membership Survey Topline FINAL.docx](#)

[2019 AAPOR Membership Survey Trend FINAL.docx](#)

[Comms Consent Agenda.docx](#)

[Consent 2019-12-Standards.docx](#)

[Consent-2019-12-Conference.pdf](#)

[Journal Performance – nov-dec 2019.csv](#)

[MCR 2019 2020 November Consent Report.docx](#)

[Update from 2020 Election Messaging Group 2019 1215.docx](#)

- For the Conference report, Sha summarized the Conference Consent report about the abstract integration meeting that took place December 2-3 in Chicago. Sha also confirmed Councilors' inquiry that she will be circulating an abstract.
- The Code Review document was pulled out of the Consent agenda and the AAPOR Scenarios document submitted by Evans Witt was pulled out of the Consent agenda for discussion under New Business.

**MOTION: Mary Losch moved, and Evans Witt seconded to approve the Consent Agenda. The motion was approved unanimously.**

### **IV. APPOINTMENTS - ALL**

[Appointments AAPOR Award Committee.xlsx](#)

[Appointments Memo-AAPOR Award Committee.docx](#)

**MOTION: Schaeffer motioned and Merkle seconded to approve the appointments for the AAPOR Award Committee. The motion was approved unanimously.**

Nancy Bates

Jaki Stanley

Dana Garbarski

Jamie Druckman

[Appointments Proposed Members of the 2020 Inclusive Voices Committee 1216.xlsx](#)

[Copy of Appointments Proposed Members of the 2020 Inclusive Voices Committee 1216.xlsx](#)

**MOTION: Schaeffer motioned and Triplett seconded to approve the appointments for the AAPOR Inclusive Voices Award Committee. The motion was approved unanimously.**

Mark Hugo Lopez

Dianne Rucinski

Patricia Goerman

Alisu Schoua-Glusberg

Tamara Terry

[Appointments Proposed Members of the 2020 Innovators Committee FINAL.xlsx](#)

**MOTION: Schaeffer motioned and McHenry seconded to approve the appointments for the AAPOR Innovators Award Committee. The motion was approved unanimously.**

Chintan Turakhia

Jennifer Benz

Leah Christian

Cary Funk

Tania Gutsche

Patrick Habecker

[Appointments Sirken Award.xlsx](#)

**MOTION: Losch motioned and Merkle seconded to approve the appointments for the AAPOR Sirken Award Committee. The motion was approved unanimously.**

Aaron Maitland

[MCR Nominations.docx](#)

**MOTION: Schaeffer motioned and Losch seconded to approve the appointments for the MCR Subcommittee Chairs. The motion was approved unanimously.**

Angelique Uglow

Kyley McGeeney

## **V. COMMUNICATIONS COMMITTEE - DeLaRosa**

CrossRef

DeLaRosa reported that he will be recommending to the Council in January that AAPOR join CrossRef so that AAPOR reports receive a Digital Object Identifier Number (DOI number) and can be tracked. DOI numbers can be assigned to reports even though they are not published in peer-reviewed journals. AAPOR will be able to assign DOIs to the Presidential Speeches, Committee reports, the 2016 Election Report, and other important documents. DeLaRosa noted that AAPOR qualifies with CrossRef because AAPOR produces scholarly material. The Councilors expressed support for the initiative and look forward to seeing the proposal in January. DeLaRosa noted that AAPOR will have to maintain metadata according to CrossRef standards, and will need to formalize how reports are disseminated.

**Action: The Councilors requested that DeLaRosa add more information about the required metadata and documentation to the proposal for January.**

Social Media Accounts:

DeLaRosa reported that Kellen manages all AAPOR's official social media accounts, but additional accounts have popped up over the years that are operated within the Committees. DeLaRosa would like to propose that all future social media accounts are first approved by the Communications Committee before being created. DeLaRosa would like to bring all of the social media accounts under the Communications Committee to be able to have access to all of the accounts that exist. The Councilors requested that DeLaRosa write up a procedure to be followed. This would be useful information for a digital Councilor's Handbook.

**Action: DeLaRosa will develop proposals on CrossRef and Social Media Procedures for the Council.**

#### **VI. UPDATE ON STANTON ACTIVITIES (I/O) – Dutwin**

Dutwin reported another AMA Reddit Speaker Series is being developed by Stanton, likely on the 2020 election and polling. Scenarios of the election have been put together by Witt and his team to anticipate questions that might come up about polling and the election. Dutwin reported that Stanton will be conducting spokesperson training, but AAPOR is waiting on Stanton for dates to hold the training. The people on the list of experts will receive a second training.

#### **VII. JPSM CITATION AGREEMENT – (I/O) - Holbrook**

Holbrook reported that the JPSM Citation Agreement is moving forward, and AAPOR has agreed to a 3-year trial of co-sponsoring a citation program with UMD JPSM. They will be using some of AAPOR's webinars and short courses as part of this certification process. The program will be re-evaluated in a few years to track progress and measure success. The Councilors discussed the promotion of this program and whether AAPOR will be responsible for that aspect. Holbrook noted that JPSM is promoting the program, and AAPOR is not obligated to promote. Schaeffer requested that this program be tied to Council by a subcommittee. Holbrook reported that the Education subcommittees currently have full workloads, and she is hesitant to add an additional subcommittee.

**ACTION: Holbrook will create a proposal for Council to review at a later date.**

#### **VIII. JSSAM REQUESTS (A/R) – Schaeffer**

Schaeffer reported she has three motions for the Council's consideration. JSSAM has requested adding a 5<sup>th</sup> issue to its publication schedule starting in 2020. Schaeffer noted she believes that Oxford University Press (OUP) is supportive of the Journal. The Councilors discussed creating one motion from the three separate motions due to the overlap.

**MOTION: Schaeffer made a motion to authorize a 5<sup>th</sup> issue of JSSAM that would be freely available but not open access, with AAPOR providing \$10,000 per year to support this as a print publication through 2021 and \$2000 per year thereafter as an online only publication. Merkle seconded the motion. The Councilors discussed the meaning of the phrase "freely available for viewing." The Council discussed the need to have a plan for dissemination, but that decision is separate from this financial decision from Council. The motion passed unanimously.**

#### **IX. DEVELOPMENT COMMITTEE CHAIR – (I/O) Saad**

Saad reported she has been looking at past presidents for nomination of a new Development Committee Chair. She has identified someone that is very interested in filling the position, and would be able to do this after the conference in May. Saad requested input from the Councilors on whether to ask someone else as an interim chair until May, and accept this person as the

Development Chair starting in May, or put the other person on hold and find someone immediately. The Councilors discussed the strategies of an interim, and the benefits of co-chairs.

**X. DISCUSSION OF JANUARY MEETING - Schaeffer**

Schaeffer reported there is a new version of the AAPOR 2025 document. Schaeffer and Murphy will review again before sharing. Schaeffer asked each Committee to work on it one at a time to maintain the order. Schaeffer will send it out to everyone soon so it can be updated by the January meeting.

Schaeffer reported she will get a report from Mollyann Brodie on the Future of the Journals for an update on governance.

Dutwin reported that Nominations will be on the agenda for the January meeting. Losch reported that the Bylaws Committee has a substantive issue that the Council will need to discuss in January. Losch will put a packet together and include a copy of the current bylaws.

Bautista reported that Stephanie Eckman will provide an update to the Code Review and is anticipating only minor revisions to sections 1 and 2 from the Code. She will be recommending more changes to section 3, and the committee will need Council input on one specific area. Bautista noted that Eckman volunteered to attend the January meeting to share more if needed.

**XI. NEW BUSINESS**

Schaeffer requested that the Councilors look at the “scenarios” document submitted by Witt and provide comments for discussion in January.

**XII. ADJOURNMENT – Schaeffer**

**MOTION: Losch motioned, and McHenry seconded, to adjourn the regular session of the meeting and move to Executive Session. The motion passed unanimously.**

The Council moved to Executive Session at 2:56 pm and adjourned the call at 3:06 pm.