

**American Association for Public Opinion Research
Executive Council Minutes
January 14-15, 2020**

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	Present
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	Absent
Mary Losch	Councilor-at-Large	Present

Guests:

Stephanie Eckman	Code Review Committee Chair	Present
Mollyann Brodie	POQ Advisory Board Chair	Via Teleconf.
Sunshine Hillygus	POQ Editor Search Committee	Via Teleconf.

Staff

Delia Murphy	Executive Director	Present
John Ferraro	Senior Vice President - Kellen Company	Present
Eric Bailey	Communications Director	Absent
Sam Nysetvold	Administrator	Present
Yvonne Janvrin	Administrator	Present

**AAPOR Executive Council Meeting
Tuesday, January 14, 2020**

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

Schaeffer called the meeting to order at 8:32 AM ET.

The Executive Council made introductions around the table for the benefit of new Executive Director Delia Murphy and John Ferraro.

Executive Council Meeting Minutes: December 2019 (A/R)

McHenry summarized the changes to the December minutes, including additional detail to the discussion of an abstract submission for conference. Losch requested that amendment dates be

added to the minutes. Schaeffer requested that the naming conventions for files should use the date, and not the word "final".

MOTION: Olson moved and Losch seconded to approve the December minutes. The motion passed by unanimous vote.

II. SECRETARY-TREASURER REPORT

November 2019 Financials

Saad reported that 101% of budgeted revenue and 98% of budgeted expenses have been realized as of the end of November. She is anticipating AAPOR will be over on expenses by the end of the year primarily as a result of increased leadership expenses; some of this has been offset by higher-than-expected conference revenue. Saad reported the Executive Committee met to review the new way that Kellen will be charging AAPOR for basic office expenses like printing and telephone. Saad also reported that the Executive Committee agreed to provide POQ the full amount that OUP budgets for POQ editorial expenses, making up the difference between that figure and the original budgeted amounts for 2019 and 2020. The Councilors discussed the need to establish an invoicing process to track both requests from OUP and payments from AAPOR.

ACTION: Ms. Murphy will review the current payment process with POQ and develop an invoicing process with the new editors.

Investments

Saad reported Investments are still on track as of the end of November. The portfolio is up because the market is up, and ended the year with a gain of \$180,000 in the market. Saad reported that AAPOR's investments started the year at \$1.6 million and ended the year at \$1.8 million.

Sponsorships

Saad reported sponsorships are now open to everyone and are still on track to do well. Sponsorship has received \$101,000 to date, which is ahead of last year at this time. The Sponsorship Committee is currently dividing up names of contacts at companies for outreach.

Development

Saad reported that she has a person who has tentatively accepted to be the chair of the Development Subcommittee, but is unable to start until June, and she has spoken with another person to consider being an interim chair. The Councilors discussed ideas for Development fundraising focused on the 75th Anniversary.

III. CONSENT AGENDA

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

[1-20 Ed Consent.docx.pdf](#)

[AAPOR Comms Dashboard 2019.xlsx](#)

[AAPOR Deadlinks 2020 01 12.xlsx](#)

[Communications Consent Agenda 2020 Jan.docx](#)

[Conference Abstract3980-Motioninfo.pdf](#)

[Conference Consent 1-2020.pdf](#)

[Group Report \(AAPOR\) December 1, 2019 – January 12, 2020.pdf](#)
[Journal Performance Dec 1 Jan 12.xlsx](#)
[MCR 2019 2020 January Consent Report Terry.docx](#)
[Standards Consent 2020-01.docx](#)

MOTION: Olson moved and Triplett seconded to accept the consent agenda as presented. The motion passed unanimously.

IV. APPOINTMENTS - ALL

Sirken Award

Schaeffer outlined Courtney Kennedy's qualifications to serve a two-year term as member of the Sirken Award Committee. She noted that AAPOR will be hosting the award this year and next.

MOTION: Schaeffer moved, and Merkle seconded to approve Courtney Kennedy as member of the Sirken Award. The motion passed unanimously.

MCR

Terry outlined the qualifications of Alian Kasabian as Associate Chair of the Diversity Subcommittee, to take over the role of Ana Gonzalez.

MOTION: Terry moved, and McHenry seconded to approve Alian Kasabian as the Associate Chair of the MCR Diversity Subcommittee. The motion passed unanimously.

V. BYLAWS UPDATE – (A/R) Losch

Losch reported that the Bylaws Review Committee decided to tackle the substantive issues before it first, and address smaller issues later in the process. Losch noted that there was an initial proposal from Witt regarding adding a Councilor-at-Large and having all Councilors-at-Large serve 3-year terms instead of 2-year terms. This proposal has not been debated by the Bylaws Committee, but will be brought back with recommendations for the Executive Council to consider.

Losch reported that the Bylaws Review Committee discussed some of the major issues they identified, and are looking for Council's guidance about the direction the Bylaws Review Committee should take. Losch reported there are three primary issues for consideration at this meeting. One is the Commercial/Noncommercial rotation of the President, Conference Chair, and Councilor-at-Large positions. The data the Bylaws Review Committee collected on this issue shows the rotation is a barrier for recruiting and identifying leadership for AAPOR. The Council discussed whether noncommercial organizations have an advantage over commercial organizations in supporting candidates and raised concerns that without the rotation there would be fewer Council members from the commercial sector.

Councilors discussed the alternatives brought forward and agreed on the need for key roles to reflect the diversity of the membership in the nominations to Council and Committees, including by sector. Councilors discussed the differing structures of the sectors and how each of them views and supports participation in an organization like AAPOR. Councilors discussed the proposal by the Bylaws Review Committee to add the stronger diversity language to the Bylaws. After discussion and suggestions for slight revisions, Council voted to support adding new language as an amendment to the Bylaws with one slight revision as follows:

In compiling the list of candidates, both the Committee on Nominations and Executive Council shall make reasonable efforts to ensure that the list reflects the diversity of AAPOR membership in areas such as gender, race, ethnicity, career seniority, and sector (academic, government, commercial, and other).

MOTION: Schaeffer moved, Terry seconded, to support adding the diversity language (just one sentence) from the Bylaws Review Committee proposal to the proposed by-laws. The language proposed by the Bylaws Review Committee and included above was amended to replace “should” with “shall” and “organization” should be added as a dimension of diversity. The motion passed unanimously.

Council then discussed the two rotation proposals from the Bylaws Review Committee. The first proposal would stop the rotation practice entirely. The second would keep a modified version of the rotation that considered rotation over three-year periods and applied it for the President and Conference chair only.

Several members of Council expressed general concern over the words in the document that specify a position “must” come from a particular sector given that the sectors are no longer balanced as they might have been at one time, and that the mandate creates clear impediments to recruiting the best candidates. There was strong commitment to having balance over time, and without the mandate there would need to be mechanisms to track the sectors of the Council positions so that balance over time was ensured. The Councilors discussed how to communicate this issue to the membership to assure them there is a commitment to monitor diversity and inclusion to provide balance even without a mandate.

In the discussion of changes to the rotation mechanism, Sha expressed concern that diversity of sector would no longer be mandated by Council under the new rules. Related to supporting diversity and inclusion more directly, Terry said she believes a member of the DCC needs to sit on the Nominations Committee to ensure that diversity in all aspects is applied, and Terry is working on a specific proposal about this to bring to Council.

McHenry proposed that if the new Bylaws add a third Councilor-at-large, that Councilor could oversee diversity work of the DCC. The Councilors expressed general support for this idea as a good interim step. Terry will bring a proposal about adding a DCC member to Council or having one of the Councilors-at-Large take that role and Council will consider at that time.

Councilors discussed the strengths and weaknesses of the two options for altering the system of rotations put forward by the Bylaws Review Committee and their views on each of those options.

MOTION: Schaeffer moved, and Dutwin seconded, to add the alternative proposal for modifying the rotation rule (changing rotation from two years to three years and removing the Councilor-at-Large from the rotation mandate) to the bylaws. The motion passed with one dissent from Sha.

The proposed amended language would be as follows:

Candidates for Vice-President/President and Associate Conference Chairperson will be chosen to create a balance between non-commercial (e.g., government, university, and/or non-profit) and

commercial organizations. If either of these positions has been filled by members from the commercial sector for two years in a row, the following year's nominees must come from the non-commercial sector. If either position has been filled by members from the non-commercial sector for two years in a row, the following year's nominees must come from the commercial sector. No restrictions of this nature apply to candidates for other offices.

MOTION: Schaeffer moved, and Dutwin seconded adding the word “organization” to the list of types of diversity considered in the diversity statement just voted on. The motion passed unanimously.

In compiling the list of candidates, both the Committee on Nominations and Executive Council shall make reasonable efforts to ensure that the list reflects the diversity of AAPOR membership in areas such as gender, race, ethnicity, career seniority, organization, and sector (academic, government, commercial, and other).

ACTION: The Past President shall propose a format for an annual report on the distribution of offices across sectors. This report will provide details on which organizations, sectors and other relevant characteristics are represented among those holding offices and will complement the new rotation system if it is adopted when bylaws are voted on.

ACTION: MCR and the Nominations Committee will review the sector designations. Schaeffer will consult with Dutwin and Bilgen as needed to write a memo reviewing sector designations.

ACTION: Terry will work with McHenry on wording of the proposal for include addressing diversity as a task for a new Councilor-at-large if that position is added.

VI. 2020 – 2021 AAPOR NOMINATION COMMITTEE REPORT AND ELECTION SLATE (A/R)- Dutwin

Dutwin reported on the work done by the Nominations Committee, which compiled a list of 120 candidates. Dutwin reached out to 60 of these to assess their interest in serving on Council, and to explain the workload involved. About 50% of those called expressed interest in being considered for a Council position. The Nominations Committee discussed the importance of having a diverse set of candidates.

After discussion by Council, a slate was approved, and in accordance with the bylaws was scheduled to be distributed to AAPOR members by February 14, 2020.

VII. BYLAWS UPDATE (I/O) - Losch

Losch noted that the Bylaws changes should be sent to the membership by early spring in order to give members the opportunity to discuss the issues and changes. The Councilors discussed options for delivering this information to the membership, including having a session at Conference and hosting a webinar. Some councilors noted there is already a spot reserved for this topic in the webinar schedule; the webinar could be recorded to be viewable by members at their convenience. A session at Conference would have to be fit into the current schedule of events.

Losch reported on Item 2 regarding the alignment of the committees. The Bylaws Review Committee recommended that the wording change to “Standing and Ad Hoc Committees” – inserting “Standing and” in front of Ad Hoc Committees. The Councilors discussed the various

committee structures in the bylaws. Specific attention was given to Subcommittees. Members of committees are approved by Council when they are appointed. The assignment of committee members to subcommittees does not need additional approval. Council expressed the need to keep track of the members who have served on a subcommittee.

ACTION: Schaeffer will review the documents that propose procedures for creating task forces and ad hoc committees in August, after the Bylaws are voted on by membership.

ACTION: Schaeffer noted that the codes for committee assignments in the database need to be reviewed. AAPOR Staff should work with Council to review the designations of the committees in the database (IMIS) to make sure that the coding system represents the committees and subcommittees completely and accurately.

Losch reviewed the changes made to the document regarding the Councilors-at-Large. Council discussed the impact these changes would have on some of the committees. The Councilors discussed that every committee should be associated with a Standing Committee so that each committee is linked to Council. Committees that need clear links to Council include the History Committee, the DCC, the TICC, Endowment, Finance, and Standard Definitions. The Council discussed whether the DCC should be represented by a standing member on Council, fall under the responsibilities of an existing Council role, or follow some other model. The Councilors agreed that the DCC needed guidance and structure on their charge and their goals.

MOTION: Losch moved, and Merkle seconded to add the suggested language, “ Each committee shall regularly report to a designated member of the Executive Council” to the Bylaws. The motion passed unanimously.

VIII. CODE OF ETHICS UPDATES (I/O) – BAUTISTA, ECKMAN

Eckman reported that she assembled a committee to address the Code Review, assigning half the members to Sections 1-2 and half to Section 3. Eckman specified that Point 3 in Section 2B requires members to uphold their “ethical obligation to protect participant privacy and keep confidential all personally identifiable data, except where participants have permitted disclosure.” The Code Review Committee recommended considering whether the Code should add language about court-ordered PII disclosure. The Council discussed how other associations handle this issue.

Eckman reviewed the changes and the linkage to the Code of Conduct on the website. The Council discussed the potential inclusion of the Conduct Policy, that has not yet been approved by members, in the Code of Ethics. The Council discussed whether the membership needed to vote on the Code of Conduct.

Eckman reported that most changes proposed by the Code Review Committee are to Section 3. The Code Review Committee recommends shortening the text, making it more focused on general principles. The Council questioned the use of the word “Research” in the title “Disclosure Items for Research” and requested information from the Code Review Committee about their thought process behind its changes to Section 3. The Council also asked for a crosswalk between the original and revised code language. Eckman noted the Code Review Committee is still working on Section 3, and that there was disagreement within the Code Review Committee about the AAPOR code requiring survey screenshots to document what

respondents see in web surveys. The Code Review Committee expressed the need for requiring documentation of all aspects of how a survey is conducted.

ACTION: The Code Review Committee will provide the crosswalk document by the February or March Executive Council meeting.

IX. 2020 ANNUAL CONFERENCE (I/O) – SHA

Sha reported on the “Digital People of AAPOR” project, and on behalf of the 75th anniversary planning committee requested that Councilors record a video message of congratulations to AAPOR for the 75th Anniversary for this activity.

Sha reported that the Integrated Professional Development Program includes activities which AAPOR has offered previously but in a way that should increase its visibility to membership. The program will continue to include space for interviews with potential employers.

Sha reviewed the history of the abstract that had been accepted during the regular review process and was also circulated among the Council as described in the December 2019 meeting minutes. The Executive Council concluded that no action on the abstract will be taken by the Council and defers to the Conference Chair and Associate Chair for all decisions about conference papers and panels.

X. SECOND INTERIM REPORT FROM AD HOC COMMITTEE ON THE FUTURE OF AAPOR’S JOURNALS* (I/O) – BRODIE

Brodie joined the Executive Council meeting via teleconference in order to review the report submitted by the Ad Hoc Committee on the Future of AAPOR’s Journals. Brodie reported that the Ad Hoc Committee was given two main charges. The first was to understand the resources available to the journals, and the second was to take a general look at governance and at strategies to improve the content and quality of the AAPOR journals. Brodie reported that the Ad Hoc Committee would like its recommendation about POQ governance to be used by Council, the POQ Advisory Committee and the new Editorial Board. Brodie noted the Ad Hoc Committee on the Future of AAPOR’s Journals may have additional recommendations for Council’s consideration.

Brodie recommended that the POQ Advisory Committee needs to have a more active role in the function of the journal. The POQ Advisory Committee should be the mechanism by which the Executive Council gets information about the journal. The POQ Advisory Committee ensures that the goals of AAPOR are being met. Brodie noted that this suggests more work for the POQ Advisory Committee and more involvement from the Executive Council. Data replication and data storage would be one area that could need approval from the Executive Council.

Schaeffer expressed her gratitude to the Ad Hoc Committee on the Future of AAPOR’s Journals for their hard work and noted that Council can now move to draft a charge for the POQ Advisory Committee. The Councilors discussed the structure of the POQ Advisory Committee, the need for a longer term planning group, and how the quality of a journal will be measured. Brodie urged the Council to share this information with the new POQ editorial team.

MOTION: Olson moved, and Triplett seconded to adjourn the meeting. The meeting was adjourned at 4:20 pm.

**AAPOR Executive Council Meeting
Wednesday, January 15, 2020**

I. CALL TO ORDER

Schaeffer called the meeting to order at 8:32 am. Schaeffer advised the Councilors there would be an adjustment to the agenda. Conference reporting would move to 10:10 am, and the Bylaws discussion will follow. Schaeffer noted the AAPOR 2025 discussion will be tabled to another meeting.

**II. POQ ADVISORY COMMITTEE UPDATE: RECOMMENDATION OF NEW EDITORS-IN-CHIEF*-
LOSCH, HILLYGUS**

Council members with current and proposed affiliations with POQ left the room for this discussion: Holbrook, Bautista, and Bilgen.

Hillygus joined the meeting via teleconference and reported on the POQ Editor search. She reported the POQ Advisory Committee is asking for direction on next steps, and requesting structure and financial support from Council. Hillygus stated that the POQ Advisory Committee supports the selection of Holbrook and Plutzer for the Editors of POQ.

Hillygus provided a summary of the key issues in her report to Council, including the need for a clear governance structure for the editors, POQ Advisory Committee and AAPOR Council. Schaeffer suggested that the POQ Advisory Committee flesh out a governance plan, with clear directions for the POQ Advisory Committee to follow. Schaeffer recommended that Holbrook and Plutzer provide a written addendum to their proposal addressing some of these concerns.

ACTION: Murphy will add a discussion of an updated charge for the POQ Advisory Committee to the February Council meeting agenda.

The Councilors expressed support for a structure where the Editors work out issues with the POQ Advisory Committee and come to an agreement, and the POQ Advisory Committee acts as the intermediary to Council. Council agreed that they will not release funding until they have adequate responses from the POQ Advisory Committee. Schaeffer thanked Hillygus and the committee for all the hard work put into the report.

ACTION: Schaeffer will draft a response to the Editorial team and the Advisory Committee.

MOTION: Losch moved, and Sha seconded to accept the proposal from Allyson Holbrook and Eric Plutzer contingent upon continued discussions and successful further negotiations.

The Council discussed the budget requirements for POQ. Schaeffer noted that the total amount requested is an additional \$40,000. The Councilors agreed that more detailed information is needed about the increased budget before voting on it. Holbrook and Plutzer will be asked to send a written response about the requested budget.

The motion passed unanimously.

Council members with current and proposed affiliations with POQ returned to the room at the end discussion.

III. COMMUNICATIONS COMMITTEE (i/O) – De La Rosa

De La Rosa explained that registering AAPOR with a DOI (Digital Object Identifier) agency will allow AAPOR to track citations for all DOI-tagged documents in journals and other publications. De La Rosa noted there is minimal cost to register a document and he proposed starting to assign DOIs to documents. De La Rosa will report out on the number of citations that are attributed to AAPOR documents.

De La Rosa reported he is getting information from Kellen on the click rates for the newsletter and on all of the general emails that Kellen sends out. The current average open rate is 21.7% versus an industry benchmark of 27.59%. The Council discussed the need to differentiate between information-only emails and action-required emails. Currently, each committee creates their own email schedule. The councilors discussed bundling some of the emails together.

ACTION: De La Rosa requested that Councilors send him their questions and concerns.

Holzberg reported on a document that outlines when and why the Communications Committee needs to approve any social media posts. Holzberg explained that they want to be aware and be able to track the responses on social media, including the hashtags people are using. She stressed that it is important for the Communications Committee to monitor these communications because of the risk of social media posts by others that are not representative of the viewpoint of AAPOR.

IV. AN UPDATE FROM THE ELECTION MESSAGING GROUP/PROPOSAL FOR AAPOR IOWA STATEMENT (I/O) – De La Rosa

De La Rosa reported that Witt's group put together a document that will outline what will happen before and after the Iowa Caucus. Witt has put together some talking points which address four specific questions, and Witt requested he be empowered to get these messages out. The Council discussed the risk and responsibility for being involved in the election in this way. Council expressed support for this approach, but recommended that the responses undergo some editing. De La Rosa will speak with Stanton Communications about the best way to get this information out to the public.

V. BYLAWS (CONTINUED)- LOSCH

Losch reported that the Bylaws Review Committee believes that if AAPOR is serious about the Code of Conduct for its members, it needs to be included in the Bylaws. Losch reminded the Councilors that the membership has not approved the the Code of Conduct. The Council discussed the need to include the Conduct Policy in the bylaws from a legal standpoint. The Councilors talked about how to proceed and the need to get the Conduct Policy out for a vote by membership before the vote on the Bylaws. Council suggested the statement be in two parts; one simple, and one fuller. Losch reiterated the need to refer to this as the Conduct Policy, and not "Code". Bautista offered for the Standards Committee to take on this assignment so that it will be on the same 5-year review timeline.

MOTION: Schaeffer moved, and Holbrook seconded to approve sending the Conduct Policy to the membership for vote.

Bautista recommended that the Standards Committee review of the Policy have a fast turnaround with only two reviews by Council.

ACTION: Standards Committee will audit references to the Conduct Policy on the website, and replace the phrase “Code of Conduct” with “Conduct Policy.”

The motion passed unanimously.

VI. IMPROVING PROCESSES BETWEEN EXECUTIVE COUNCIL AND KELLEN – SCHAEFFER/MURPHY

Schaeffer reported that she and Murphy have discussed various issues and how to resolve them. The focus of their discussions has been on ways to improve communications between Kellen and AAPOR. Murphy reported that Kellen is bringing on an additional staff member, Melanie Goff, who will serve AAPOR at 50% of her time. Murphy is creating an organizational chart of AAPOR to establish a point-person for each of the committees. The Council discussed how best to show the reporting structure of Kellen staff and AAPOR. Murphy encouraged the Councilors to let her know of the subcommittees that each committee has, and the concerns that AAPOR has with Kellen staff.

Specific Requests:

- Staff to acknowledge requests made by AAPOR and improve overall responsiveness and use of copy (cc) to keep Council members informed
- Continue to move archival and current documents to Dropbox
- Provide documentation of staff roles and responsibilities
- Improve responsiveness to member requests
- Address technology issues with online renewal
- Staff to oversee that thank you letters are sent out to outgoing task force and committee members.

ACTION: Murphy will put together a plan for moving forward with increased responsiveness to emails and phone calls.

Murphy reported on the dashboard to keep track of the Action Items that come out of council meetings. Merkle envisioned it would be a way to document the items that are being worked on and track their progress. The Council discussed how to best use this document. Olson suggested the use of a Gantt chart to manage various projects that show the timelines of the projects. The Council will re-visit at a later meeting to determine usage of the Dashboard.

VII. EDUCATION COMMITTEE UPDATES – HOLBROOK

Holbrook reported that the Send-a-Speaker program currently has 12 requests for a speaker. She noted that one member, will be giving a videoconference presentation to Pakistan.

Holbrook reported that SurveyFest will take place on January 25 at Stanford University. The Education Committee is currently doing a big push for outreach.

ACTION: Holbrook requested that any Councilors with contacts at a California-based institution, please reach out to her to share the contact with her.

VIII. MEMBERSHIP AND CHAPTER RELATIONS UPDATE – TERRY

Terry requested funding for a list of items for upgrades to the database. The Council discussed the extra expenses and offered their support for the expense. Terry clarified the additional expense is adding an enhancement to the database, and is not maintenance of the system.

MOTION: Terry moved, and Olson seconded, to approve \$1250 under the guidance of the MCR Committee to make updates to the database. The motion passed unanimously.

Following the meeting, Kellen offered to cover cost of these database enhancements in-kind.

IX. OLD/NEW BUSINESS

Schaeffer requested a motion to approve additional pages for JSSAM to help with the backlog of articles. There is no budgetary impact with increasing pages.

MOTION: Olson moved, and Losch seconded to approve additional pages for JSSAM to help with the backlog of articles. With no budgetary impact. The motion passed unanimously.

X. ADJOURNMENT

MOTION: Holbrook moved, and Terry seconded to adjourn the meeting to Executive session. The meeting was adjourned at 12:06pm.