

AAPOR Executive Council Meeting
Tuesday, June 11, 2019
12:30pm - 5:00 pm

Attendees:

Nora Cate Schaeffer
Dan Merkle
Lydia Saad
Mary Losch
Josh DeLaRosa
G. Evans Witt
Allyson Holbrook
Mandy Sha
Tamara Terry
Ipek Bilgen
Gretchen McHenry
Jessica Holzberg
Tim Triplett
Rene Bautista
Kristen Olson
Molly Brodie (guest)
Adam Thocher
Laura Dwulet
Eric Bailey
Yvonne Janvrin

Review of Parliamentary Procedure – Thocher/Losch

Thocher and Losch reviewed parliamentary procedure. Losch reviewed the need for Robert's Rules of order. Thocher reviewed Robert's Rules with a focus on motions.

Call to Order, Announcements, Review and Approval of Minutes – Schaeffer

Schaeffer called the meeting to order and welcomed everyone.

Motion: (Saad, Triplett) To approve the minutes as amended. The motion passed unanimously.

Secretary/Treasurer Report – Saad

Saad reported that the overall AAPOR budget is a balanced budget. This year AAPOR is budgeting \$1.6 million in revenue, \$1.6 million in expenses, and \$1.6 million in investments. Saad reported that revenues are currently at 75% of total budgeted revenues and expenses are currently at 25% of the total budgeted expenses. The Investment Committee met during the May conference and reported that investments have rebounded and that the cash in investments will be used for Stanton fees. This will rebalance the portfolio with a slightly higher weight on equities which the committee decided was appropriate and still well within the council established guidelines for investments. The Sponsorship Committee reported a good year with the conference. Saad reported that the Development Committee would get new focus this year to boost the amount of donations with the opportunity that the 75th Anniversary presents.

Action: Ideas for the Development Committee will be an agenda item for the July Executive Council meeting. Saad encouraged everyone to bring ideas to the meeting to discuss.

CONSENT AGENDA (A/R) – ALL

Motion: (Losch) To approve the Consent Agenda as presented in the Dropbox. The motion passed unanimously.

Appointments (A/R) – ALL

- POQ Advisory Committee – Schaeffer

Schaeffer discussed POQ Advisory committee terms and nominated David Wilson for a three-year term on the Committee. Schaeffer presented the outline for the Advisory Committee work until the year 2022. The Council discussed the use and addition of the

Councilors-at-Large on this committee. The Council decided to table the discussion until a later meeting and that there is a need for clarification of roles of the POQ Advisory Committee.

Motion: (Merkle, Terry) To accept Wilson for a three-year term to the POQ Advisory Committee. The motion passed

- Standards Committee – Bautista

Bautista reviewed the candidates for the Standards Committee. The Council discussed the diversity on the Standards Committee with respect to academics versus industry. The Council recommended that the committee add more academicians to the roster. McHenry reported on the way for members to volunteer for committees.

Action: Terry will send information out to the committee chairs on volunteers.

Motion: (Losch, Merkle) To approve the proposed slate for the Standards Committee as presented by Bautista. The motion passed unanimously.

Bautista reported on the nominees for the Code Review Committee. The Council discussed the Code Review process and the commitment level needed for this committee. The Council recommended that Eckman better diversify the nominees.

Action: The Council tabled the discussion and vote until July.

- Communications Committee – DeLaRosa

DeLaRosa reported on the nominees for the communications committee and has considered the diversity of the committee. DeLaRosa reported he is actively recruiting more seasoned AAPOR members to participate during the 75th Anniversary year.

Motion: (Witt, Sha) To approve the appointments as presented by DeLaRosa. The motion passed.

2019-2020 Framework – Ad-Hoc Committees and Task-Forces – ALL

- 2020 Code Review – Charge, Timeline, Next Steps (Eckman)

Schaeffer reported she is coordinating with Eckman on the volunteers for the Code and the Bylaws review.

- 2020 Bylaws Review – Charge, Timeline, Next Steps (Schaeffer)

Schaeffer reported she is formulating the charge for the Bylaws review and will be ready to start in the late summer.

- Ad-Hoc Committee on AAPOR’s Journals (Brodie – Guest)

Brodie reported that the goal of the ad-hoc committee on AAPOR’s Journals would be to have a large pool of Journal Editors for Council to choose from for the editors’ search. Brodie reported that the committee came up with guidelines for the Council to consider for the call for Editors. Brodie outlined the guidelines for the Council, including providing discretionary funding, providing the amount and type of financial support needed, emphasizing that financial support is available, and providing information to the candidate’s institutions regarding the support they will need. Brodie emphasized the need for the committee to be transparent about financial support. Brodie shared the committee’s view that a broader share of membership needs to have the process of the journals demystified to expand the future prospects of editors.

Olson noted that included in the report is a description of what it is like to be in an academic role. Olson reviewed some of the differences between each of the journals. Olson stated that editors for POQ have traditionally come from academic backgrounds, but JSSAM editors have come from industry. Council discussed the report, the marketing of the journals, and the need to create the next charge for the committee. Olson recommended that Council reconsider the turnaround time be extended for the applicants to longer than one month. Schaeffer proposed that Council determine the range of money to put toward the editor search. Brodie suggested that a decision might need to be made in the future as to whether AAPOR should continue to publish the journals.

Action: Witt will coordinate the call with the ad hoc committee.

2018-2019 Framework – Discussion and Strategic Planning – ALL

- MCR 2019-2020 Workplan (Terry)
 - Membership benefits update
 - Subcommittees terms discussion

Terry reported MCR is looking at additional benefits for Honorary members, and they will be presenting ideas to Council about how to increase the benefits to this group of members. Council discussed ways to reach out and recognize Honorary members for the 75th Anniversary events. Discussion included offering reduced conference registration/free conference registration, engaging them before, during and after the conference, reverse mentorship, inviting their mentees to the conference, and having younger members meet and interact with the honorary members.

Terry reported that as a member of the 75th Anniversary Planning Committee, she is interested in getting each of the chapters involved in the planning of the conference.

Terry recommended that all AAPOR members, staff, and anyone connected with AAPOR attend diversity training. The council discussed the due process for a harassment complaint that comes to Council. Council agreed that this is a discussion for the Code Review Committee to add language to the Code.

Action: As a medium term list item, Kellen will research external sources for ombudsman programs.

- Communication 2019-2020 Workplan (De La Rosa)
 - Stanton communication update and progress

Thocher reported that Stanton Communications has not been engaged yet, but will be starting soon. Dutwin will continue to carry this idea forward and take the lead.

- 2020 election planning

De La Rosa reported the committee would develop a long-term communications strategy. He noted that AAPOR should be positioned as a go-to resource for information regarding the election process. The communications strategy will include creating a rapid response team that will be media trained, developing relationships with journalists, engaging in press conferences, and engaging with Stanton Communications. De La Rosa noted that the committee would create pointed messaging about polling. Council discussed accessing journalists and media organizations.

- Survey Methods Teaching/Learning Subcommittee

DeLaRosa reported on the current structure of education resources within the realm of public opinion research and the pipeline to the industry. He recommended a subcommittee to focus on influencing learning and teaching tools, books, and provide a resource for AAPOR members to teach the foundations of public opinion research. The Council discussed issues of sharing proprietary information, peer review for AAPOR branded tools, and a process to vet resources.

- AAPOR website update and redesign plans

De La Rosa reported that several members did a usability study on the current website. Kellen and Firefly have submitted proposals for the redesign. The Council discussed the differences and concerns between the two proposals. Bailey reported on the three integrated platforms that AAPOR uses. Council discussed other platforms and issues of integrating current systems, and the costs involved with moving to a new database or website platform.

Action: De La Rosa will recirculate the request for proposal and Losch will collect questions from councilors about the database.

- 2020 pre-election polling ad hoc committee

Merkle reported that the Pre-election Polling ad-hoc committee would look at the variation and methodologies used in polling for the 2020 election related to pre-election polling accuracy.

Motion: (Triplett, Witt) To approve the charge as amended on the 2020 Pre-Election Polling Ad Hoc Committee.

The Council discussed changing the name of the committee from “Ad hoc”, to “Task Force” and did decide to make that change. The Council discussed who might chair the committee and what the composition of this committee should be. The motion passed unanimously.

**AAPOR Executive Council Meeting
Wednesday, June 12, 2019
8:30 am – 4:00 pm**

Call to order, breakfast, recap day 1

Schaeffer called the meeting to order at 8:42 am and reviewed the schedule for the day. Schaeffer reported Thocher has been finding archived records for goal reporting for each of the committees and requests that councilors fill in their goals for the year once the spreadsheet is updated.

2018-2019 Framework – Discussion and Strategic Planning – ALL

- Education 2019-2020 Workplan (Holbrook)
 - Surveyfest 2019

Holbrook reported the SurveyFest committee is preparing a budget for the Executive Council to review. Holbrook reported there is some push back in the subcommittee regarding the Stanford choice as the location for the event. The date has been set for the event and the subcommittee is committed to have this event in the bay area. The Council discussed the role of the chapters in SurveyFest, with Council providing the resources. Holbrook noted the committee is considering a nominal fee as a way to boost attendance.

- AAPOR's Got Talent

Holbrook reported that the AGT committee met and debriefed about AAPOR's Got Talent at the conference. Suggestions from the committee included not having the event in a ballroom, more actively soliciting proposals with outside-of-the-box, big ideas, and targeting this event towards new members and students. Holbrook noted that a question about AGT has been added to the survey and the data will be valuable for future planning. Councilors discussed the issues linked to this event, the name, relationship to AAPOR initiatives, and structure of the event and how those tie to the goals of the event.

- Webinars and Online Education

Holbrook reported that online education subcommittee revenues are somewhat behind from last year. The subcommittee is planning to continue selling the bundles of past webinars and is continuing to have the 2020 schedule available with the 20% discount at the higher rate. The Short Course committee met earlier this year and has decided to engage Kellen to help with the 5-page summary. The Short Course committee encountered issues this year with the online store and with registrants getting access to the slides. The Council discussed other feedback from short courses and ideas around short courses.

Holbrook reported that the Journalism subcommittee met recently. The subcommittee will be focused on outreach to journalists at conferences and giving presentations at journalism conferences. Holbrook reported that Council will be asked to fund some of this outreach in the future. Council discussed making webinars available on YouTube.

Action: Holbrook will make a list of the webinars that could be available on YouTube and present to Council.

- Diversity Subcommittee

Holbrook reported that finding a time at conference for the professional development session was difficult this year. The goal for this subcommittee remains to demonstrate the diversity of backgrounds represented at AAPOR. Holbrook noted that the goal of the send a speaker program is to speak at universities and reach out to faculty to find opportunities to guest lecture in classrooms. Council discussed outreach to universities as a way to get the AAPOR name out to classrooms. Terry noted that the Student-Faculty Diversity Pipeline Award has established some connections at some universities that AAPOR could capitalize on.

- Conference 2019-2020 Workplan (Sha)
 - 75th Anniversary

Sha reported on her approach for determining the theme of the conference for Atlanta. Sha noted the conference is a platform to advance AAPOR's strategic goals and the charge of the committee is to engage the members. Sha believes the 75th Anniversary is one of those ways. Sha identified 25 milestones for the Conference and reviewed the milestones with Councilors.

Olson reviewed the student competitions and their performance. Last year, only four student applications were submitted for the Sudman Award, and only five student posters were submitted. The Council discussed the issues related the student awards and the structure of the awards.

Sha reported that the History Committee would present a document with their plans for the 75th Anniversary to Council in July. The Council discussed the ownership of the 75th Anniversary celebration with the History Committee and the Conference Committee.

- 2024 Site Selection

Thocher reported that the 2019-2020 Executive Council is tasked with choosing the location for the 2024 Conference. With 2021 planned for Los Angeles, 2022 planned for Chicago, and 2023 planned for Philadelphia, 2024 would need to be a location on the west coast. Thocher reported on the site visits that had been done in Seattle and Portland. The Council discussed the WAPOR Conference and AAPOR2025 directive to expand globally.

2018-2019 Framework – Discussion and Strategic Planning – ALL

- Councilor-at-Large 2019-2020 Workplan (Witt/Losch)

Witt reviewed the charge document he created for the 2020 Polling working group. The Council discussed the impact of such a working group and the charge created by Witt. The Council discussed the structure of the group and agreed that the working group is the right approach. Witt reported this committee will provide consistent messaging on non-probability polls and the 2020 polling through Stanton Communications.

Motion: (Merkle, Bautista) To accept the charge created by Witt as amended and update the website with the information. The motion passed unanimously.

- Diversity Coordinating Committee

The Council discussed the charge of the Councilors at large on the DCC.

Action: Losch, Thocher, Schaeffer will find the documents on the role of the councilor at large in the DCC and review the history of that relationship in order for Council to draft a proposal for the role.

- Awards Committees: Book Award, Innovators, Inclusive Voices, Public Service

Thocher reported on the Awards, and Schaeffer outlined the responsibilities of the award committee chairs. The Council discussed the structure of the committees and people responsible for the award committees.

- Spam

Witt reported that the FCC has decided that the phone carriers can move aggressively on phone calls and has absolved the phone carriers of liability for the blocking. Witt drafted a statement, based on Dutwin's paper, and other input. Witt recommended that we request a white list of numbers. The Council discussed the logistics of the white list and enlisting the task force on spam calling to address this issue. Witt will take the lead on discussions with members and possible partnerships. Witt will come back with his findings in July.

- Standards 2019-2020 Workplan (Bautista)
 - Reproducibility Proposal

Bautista reported that they received a proposal after the conference from one of the panels. The idea of the proposal is to have an AAPOR stamp of data verification on polls for the election. Triplett presented the pros of the proposal: AAPOR embraces science and transparency, and could help identify problems before they happen. Triplett expressed many cons including that the proposal does not focus on the quality of the poll. Triplett reviewed his potential initial recommendation. Council discussed the transparency initiative, the code review, and this recommendation. Councilors expressed concern about the viability of this proposal. Bautista will draft a response from the Council to present back to this committee.

- Standard Definitions

Bautista reviewed the standard definitions report and the aims created by Ned English. De La Rosa reported on the technology required for these aims and some of the limitations of current technology. Council discussed the impact of these aims, and different languages of applications. Bautista asked Council for guidelines to bring back to this committee to include in a proposal. Council discussed how to build the tool, with respect to what is available currently.

2018-2019 Framework – Discussion and Strategic Planning – ALL

- Finance Committees 2019-2020 Workplan (Saad)

Saad reported there was an increase in membership dues last year, and an increase is scheduled for this year. An increase of 10% is planned for Conference in Atlanta.

Saad reported that the Council would need to discuss revamping the job bank.

Saad reported that Sponsorships are financially lucrative. Saad noted that the Exhibitor and Sponsorship Prospectus will be revamped and made less confusing. Saad encouraged Council to invest some time to rethink the Sponsorships. Council discussed ideas for how to revamp the sponsorships and the history of sponsorships at the conference. The Councilors discussed the differences between the sustaining sponsorships and the year round sponsorships. Saad reported the committee is doing a survey of the sponsors and exhibitors.

- Development

Saad reported that development brought in \$5000 last year, versus \$12,000 brought in the previous year. Council generated ideas for how to link donations to the 75th Anniversary celebration.

2018-2019 Framework – Discussion and Tactical Planning – ALL

- Data Falsification Task Force Report

Olson reported that this task force is the result of a partnership between ASA and AAPOR. Schaeffer reported that this task force should have a councilor assigned as a liaison. Losch has volunteered to be the liaison. Olson spoke about the process the committee took to create the document they were charged to produce. Council discussed whether this report met the charge and could be released, or whether it did not. Schaeffer located the original charge for the task force. The councilors agreed that the report did not match the charge given to the task force.

Action: Losch will do a read through of the document and give the task force notes on where the report aligns with the charge and where it does not. Triplett will conduct the second read through.

- AAPOR Award Committees Timelines and Chairs

Thocher reported that last year Council voted to move unrestricted funds to restricted funds for the Awards in order to fund them for a long time. Council discussed how to encourage people to donate.

- Investments

Saad reported that AAPOR approved moving from 31% to 37% positioning in equities in the past year. The Investment Committee does not feel comfortable increasing that at this time. Saad questioned whether it is time to get more aggressive. The Council suggested for the investment committee to look at the investment policies and update them.

Motion: (Losch, Olson) To adjourn the meeting and move to Executive Session. The motion was approved unanimously.