

**American Association for Public Opinion Research  
Executive Council Minutes  
September 17-18, 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	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
Janice Ballou	Guest	Teleconference

**Staff**

Adam Thocher	Executive Director	Present
Eric Bailey	Communications Director	Present
Sam Nysetvold	Administrator	Present
Yvonne Janvrin	Administrator	Present

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

President Nora Cate Schaeffer called the meeting to order at 8:54 a.m. CT and a quorum was established.

**Kristen Olson moved, seconded by Lydia Saad to approve the minutes of the August 20, 2019 Council meeting. The motion to approve the minutes were approved unanimously.**

**Lydia Saad moved, seconded by Kristen Olson to approve the minutes of the July 30, 2019 Council meeting.**

Losch noted that the July minutes still show corrections that need to be integrated.

**The motion to approve the minutes were approved as amended with Schaeffer abstaining.**

**II. SECRETARY-TREASURER REPORT**

**September 2019 Financials**

Secretary-Treasurer Lydia Saad reported that all major bills have been paid for the conference, including the hotel, a/v, and decorator bills. The net revenue for the conference was higher than

expected at \$70,000 over budget. With the strong conference numbers, the budget will come in at a surplus of \$35,000.

### **Unrestricted investments**

Investments are on track. Unrestricted investments are at 1.37 million, temporary restricted funds are at a quarter of a million dollars. Investments are at a total of \$1.64 million.

### **III. CONSENT AGENDA**

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

Communications Committee

Conference Committee

Education Committee

Membership and Chapter Relations Committee

Standards Committee

- **Communications:**

De La Rosa reported on the topics for the Social Media Q&A's that are being planned by the Social Media subcommittee. Stanton has engaged AAPOR to have a Q&A using Reddit, with the general topic of public opinion research. Two other topics suggested by the Social Media sub-committee are election forecasting and the most highly cited articles in social media and POQ. The Councilors discussed the issues of election forecasting as a topic, and the strong public statements against election forecasting made by AAPOR in the 2016 Election Report.

De La Rosa noted that public opinion research on climate change/global warming is another viable Q&A topic. The Councilors tabled the discussion until the October Executive Council meeting. De La Rosa will go back and rework the statement to reflect what is more in line with the 2016 evaluation.

**Action: De La Rosa will rework the social media Q&A topics to align better with the findings of the 2016 Evaluation and Council input.**

### **IIII. APPOINTMENTS - ALL**

- Survey Practice Subcommittee to evaluate Survey Practice Editor Nominations (Chair Allyson Holbrook): John Stevenson, University of Wisconsin Survey Center Operations Director; Jenny Hunter-Childs, Government/Census; Jennifer Benz, NORC (Non-profit government contractor); Jenny Marlar, Gallup.
- Standards Committee (Chair Rene Bautista): Dr. Benjamin Phillips (added to Standards Definitions committee)

**Kristen Olson moved, seconded by David Dutwin, to approve the committee appointments as presented. The motion carried unanimously.**

## ANNUAL CONFERENCE

- Sha presented a Conference plan document to the Council, and provided a quick overview of the Conference, including an increase in sessions, the kick-off for the 75<sup>th</sup> Anniversary celebrations, and the abstract review process. Sha invited Council to discuss and add suggestions.

### New Business – 75<sup>th</sup> Anniversary Conference

#### New Panel Idea - Bautista

- Bautista reported he is organizing a couple of panels specifically around Tom Smith's retirement. Bautista asked about the possibility of offering one-day complimentary or discounted guest passes for panelists to fly in for the conference. Thocher confirmed that a one-day pass for the conference is already offered, and councilors agreed panelists can use this to register for the conference.

#### Digital Timeline – Janice Ballou

- Ballou reported on the Digital Timeline for the conference sponsored by NORC and the aggressive schedule for getting this completed by conference. After discussion of the challenges, the Councilors felt that it would be feasible to gather information that already exists to be immediately included in this project, and that this project has value. Sha recommended that the History Committee proceed with this project on the proposed schedule.

#### Poster Competition - Olson

- Olson reported on the Conference Committee's proposal for the All-AAPOR poster competition, open to all conference attendees. The [award](#) is intended to increase the number and quality of poster submissions. The winners of the All AAPOR poster competition would be awarded a \$100 gift card, which would require an increase in the budget of \$500. The Council recommended that membership be given judging criteria for the "People's Choice Award." Council agreed the committee should move forward with the proposal.
- Olson described the committee's plan to expand the criteria for student participation in the Student Poster competition. She noted that students would have to be one of the authors, and the student would need to present the poster.

#### AAPORnet Discussion – Schaeffer

- Schaeffer confirmed with Sha what the guidelines for panel submissions for the conference are, and the differences between submitting a panel for a session and submitting a paper for presentation within a session. Schaeffer summarized the Councilors' discussion by stating that the current abstract and panel submission guidelines will control whether or not the panel would be accepted. All submissions would be reviewed under the same guidelines. Sha plans to communicate the abstract review process in an upcoming newsletter. Olson requested detailed, written guidelines on the abstract review process.

#### Conference Fees – 2020 (A/R)

#### Special Conference Fees - Terry

- Terry presented a proposal for offering a special conference rate for Honorary Lifetime Members. The proposal would be either a \$75 or \$175 registration fee for these members

for the 75th Anniversary Conference only. Terry reviewed the financial impact of this offer on the budget for 2020. Terry requested that funds be added to the budget for a recognition plaque to be sent to HLM members prior to the conference, along with a letter inviting them to come back to the conference the next year.

- Olson reported that the MCR Committee is trying to attract lapsed attendees by offering a “Come Back to AAPOR” award. This award would be intended for those who do not have the resources to attend the conference, or for those working in under-resourced organizations. Terry expressed satisfaction with these incentives for getting members to the conference. Merkle recommended getting the information out to the members and former conference attendees about the Come Back Award by working with the Communications Committee as soon as possible.

**Motion: Terry made a motion to decrease the registration fees for Honorary and lifetime members to \$175 for the 75<sup>th</sup> Anniversary Conference in Atlanta in 2020 only. Merkle seconded the motion. The motion passed unanimously.**

**Motion: Olson made a motion to introduce a trial program called Come Back to AAPOR for the 75<sup>th</sup> Anniversary where applicants who last attended conference more than two years ago could be eligible for a discounted conference registration fee of \$275.00. Specific eligibility is laid out in the Come by to AAPOR document as amended through the Council’s discussion. Terry seconded the motion.**

The Councilors discussed that this would be implemented using a discount code for registration, and this would provide a way to measure the success of the program.

**The motion passed unanimously.**

#### **IIII. 2020 Membership Dues (I/O) - Saad**

- Saad reported that last year, the Executive Council voted in favor of increasing conference registration by 10% for 2020. Saad noted that Short Course registrations currently do not have a higher fee for non-members and recommended consideration of a Short Course-only registration option for the Atlanta Conference.

**Motion: Saad made a motion to accept the table of conference increases in the presented tables\* with some rounding. Dutwin seconded the motion. The motion passed unanimously.**

**\*2020 Membership Dues  
Company Paid (EMP) \$210  
Ind A (INDA) \$189  
Ind B (INDB) \$173  
Ind C (INDC) \$162  
Ind D (INDD) \$135  
Ind E (INDE) \$97  
Ind F (INDF) \$54  
Student (STUD) \$26  
Joint (JOINT) \$79**

**Motion: Saad made a motion to add 2.5% to the membership fees over the membership dues from 2019. Losch seconded the motion.**

- Thocher reviewed the history of the membership dues with the Executive Council. The Council discussed notifying the membership regarding the increase in membership dues, the difference in the annual AAPOR budget year (January – December) versus the Council year (May 31- June 1), and the AAPOR membership year (October – December the following year), and implementing small increases every year.

**The motion passed unanimously.**

#### **IVII. AAPOR 2025 (I/O) - Schaeffer**

- Schaeffer reported that AAPOR 2025 requires that Council reports back to the membership at the annual business meeting regarding progress on the goals. Schaeffer requested that all Councilors update the organization chart of the committees and their job descriptions, and reminded the Councilors that some have responsibilities for award committees.
- Thocher reviewed the current spreadsheet for AAPOR 2025, and explained that this tool will be used to understand how the objectives are being met. Thocher requested that the Councilors update the spreadsheet with changes, additions, and deletions to committee activities and actions by the October meeting. The document was created in 2016 and was used as a reminder for what the mission and vision is for AAPOR 2025, and the activities and actions that support the mission and vision. Schaeffer requested that Councilors review the document for obsolete activities and edit as appropriate, and add in the actions and activities that are currently in place, and their relationship to the mission and vision.
- Schaeffer noted further discussion regarding the 2025 Strategic Scorecard will be added to the October agenda.

#### **VII. POQ Call for Editor (A/R) – Losch**

- Losch reported that the draft and edits have been completed on the call for the Editor for POQ. Losch requested that Councilors review and amend the document in terms of the substance and detail of the document. The Council discussed the direction of the journals and the role of the Advisory Committee, the Editors, and the Council with respect to the journals. Schaeffer requested that Councilor suggestions be sent to Losch, as the Councilor liaison to the Committee.

#### **VIII. POQ Advisory Committee Role (I/O) – Schaeffer**

- Schaeffer reported on the draft charge for the POQ Advisory Committee, and recommended that it be finalized before the next editor is in place. Olson reported on the progress made by the Future of the Journals Ad-hoc Committee. The ad-hoc committee is currently collecting data related to governance -- first for POQ, and then for the other Journals. Olson is hoping a report will be completed by the early part of November, or for the December Council meeting.

- The Councilors discussed editorial policy, and the boundaries of the contract negotiations, journal support, revenue disbursement, and policies that cross journals. They discussed the difficulties in determining which organization is responsible for which parts in a respectful way.

**VIII. TASK FORCE REPORT: Transitions from Telephone to Mixed-Mode (I/O)**

- Schaeffer reported that a Councilor will be assigned to this Task Force, and that all Councilors need to read the document and evaluate the content. A high-level version will be submitted to one of the journals.

**VIII. TASK FORCE REPORT: Falsification (I/O) – Losch/Triplett**

- Losch reported that both she and Triplett went through the Task Force report on Data Falsification. Losch and Triplett discussed changes and clarifications that are necessary before the document could be accepted by Council. The Councilors discussed the history of the charge for the task force, the turnover in the committee, and options to move forward. Losch and Triplett will update their comments on the report and summarize the key changes that need to be made. Schaeffer will then take that feedback to the authors, giving them the option to rewrite the document with a one or two-month deadline.

**IX. AAPOR'S GOT TALENT (A/R) - Holbrook**

- Holbrook reported that the first prize for AGT in its first year was \$5000, and last year the award was \$3000 for the winner and \$500 for the runner-up. Holbrook requested approval from Council to move forward at the same funding level as last year.

**Motion: Losch made a motion to keep the AGT award for the winner at \$3000, and the runner-up at \$500. Terry seconded the motion.**

- The Council discussed making the AGT award more focused on generating and encouraging big ideas. The Councilors discussed the timing of the event at the conference, and writing a proposal for a committee to implement the winning idea. Schaeffer requested the committee evaluate the financial needs of the proposal. The Council amended the motion to include that the winners would have the opportunity to pitch their ideas to AAPOR Council at a future Council meeting and that AAPOR develop a mechanism for determining how much we learned. The Councilors noted they will work out the details to have a new abstract type for the 2020 Call for Abstracts, which will help to streamline AGT and Conference abstract submissions.

**Losch accepted the amendment that the winner will pitch their idea to Council at a future Council meeting. Terry seconded the amendment to the motion.**

**The motion passed unanimously.**

**XII. WEBSITE REDESIGN (I/O) – De La Rosa**

- De La Rosa reported that the original completion date of May 2020 of the website redesign would have to be moved back due to a delay in choosing a vendor. De La Rosa will have more extensive conversations with Kellen on options and recommendations for a storefront update only. De La Rosa noted that he will present a timeline to Council with the update, and an update to any budget implications.

**XIII. 2020 ELECTION UPDATE AND POYNTER EVENT (A/R) – De La Rosa**

- De La Rosa reported on the Stanton Update and reviewed the strategy outlined by Stanton Communications, which is to establish AAPOR as a credible source for polling information for the 2020 election and beyond. De La Rosa reviewed Stanton’s actions to date, which included interviews with past presidents and a few other members, a draft strategic plan that applies to all things that AAPOR does, strategic media outreach, a November Journalist Event, Talking Points and Media Training for Committee Chairs and other AAPOR members, and a Reddit Event. De La Rosa noted that Poynter reached out to us about a gathering they are having in October that will feature standard editors and polling editors. Poynter has asked AAPOR to be present at the event. Dutwin will represent AAPOR at the event. Merkle requested detail on the Stanton Communications invoices. Thocher will find the detail on the invoicing and include in the Stanton folder. The Councilors discussed the impact of the Election on the Chapters and how to leverage the membership in the local chapters.

**XIII. NEW BUSINESS - Bautista**

- Bautista reported on a proposal for a new subcommittee for helping Council to understand new sources of data from an ethics perspective. He has created a draft charge and timeline for the committee. Bautista envisioned the subcommittee would submit a memorandum to Council by Spring of 2020 for discussion. The subcommittee would submit their final memorandum to Council at the 2020 Conference in Atlanta. The Councilors discussed the guiding questions included in the document, and other items that could be included in this work. The Councilors agreed that the charge needed additional clarification. Schaeffer suggested that Bautista revise the proposal to be more specific, and bring it back for the October meeting.

**XIII. WELCOME, CALL TO ORDER September 18, 2019 – Schaeffer**

- Schaeffer called the meeting to order at 8:59am.

**XVII. 2020 AAPOR DEVELOPMENT/FUNDRAISING CAMPAIGN (I/O) – Saad**

- Saad reported that there has not been much focus on Development in the last two years, and that the Nancy Mathiowetz is waiting to hear about a charge or initiative for Development. Saad discussed a possible charge for 2019-2020 as well as the need to coordinate this with the Public Opinion Committee. Dutwin shared that the Public Opinion Committee has met and is discussing three areas of focus, which would be aspirational areas to donate funds.

**XVII. POQ EDITOR STIPEND (A/R) – Saad**

- Schaeffer reported that there is currently not an amount fleshed out for the POQ editor stipend. Thocher referred Council to a document from Patricia Moy regarding POQ editorial office expenses. Schaeffer noted that POQ is generating revenue. The Councilors discussed the editor’s request for travel money in her budget, the editor’s role, and the opportunity for attracting an editor to the position. Saad reported that currently there is not a line item in the budget for the POQ Editor Stipend, and a number will be needed by the November meeting.

**XVIII. 2020 PROPOSED BUDGET OVERVIEW (I/O) –Saad, Thocher.**

- Saad gave an overview of the budget. The 2020 budget is projecting \$1.77 in revenues, and \$1.82 in expenses. Saad is assuming \$133,000 in expenses for Stanton in 2020. Saad reported that the big-ticket items for revenues include membership, journals, distance education, and the conference. Saad noted that the expectations for the conference revenues from Atlanta are lower than last year. Saad reviewed the line items in the budget. Thocher reviewed the Leadership, Committees, and Affiliates line items.

#### MCR

- Terry reviewed the request from MCR for subsidizing the All Chapter Event on Friday Night at the Conference. Included in the budget is the \$15,000 estimate for childcare at the conference.

#### Kellen

- Saad reported that the executive committee will meet to evaluate the Kellen fees proposed for 2020.

#### Live Streaming

- De La Rosa recommended that we leave off livestreaming for the Atlanta conference because it did not achieve the goals that were set for the 2019 conference. He suggested that the money go for other uses. Sha expressed support for De La Rosa's conclusion about live streaming and confirmed that the 2020 conference budget includes non-live recordings for the same number of sessions as in 2019.

#### Childcare for Conference

- Olson reviewed the childcare expenses for the conference. Childcare is estimated to cost \$15,000, but can be offset by a nominal charge by participants, or by finding a sponsor for the event. Olson mentioned that the details of the childcare proposal are still being finalized.

**Motion: Merkle made a motion to offer childcare at conference at \$8.00/hour, and to include a budget item for the conference of \$15,000 for childcare. The motion was seconded by Terry. The motion passed unanimously.**

### **XVIII. Other Business – Old/New – ALL**

- Call for Editors

**Motion: Schaeffer made a motion to authorize the call for Editors as drafted by the POQ Advisory Committee. Triplett seconded the motion.**

**The motion passed unanimously.**

#### Membership Data

- Schaeffer reported that Morgan Earp and Adam Safir have been working on the history of AAPOR. They have approached AAPOR on spearheading an effort to update the membership database with more complete demographic information. Schaeffer will be getting it off the ground and will present to Council at a future Council meeting.

#### Volunteering at AAPOR

- The Councilors discussed a proposed video on how to volunteer for AAPOR.

Volunteer Recognition

- Schaeffer would like to recognize volunteers at the conference. Sha will take this idea back to the committee and come up with ideas for recognizing volunteers.

Champagne Toast at Conference

- Schaeffer asked the Councilors if there was a sponsor for wine at the 75<sup>th</sup> Conference banquet. The Councilors discussed a champagne toast as a sponsorship idea for the conference.

**XVIII. ADJOURN**

**Motion to move to executive session.**

Executive Session began at 12:05pm.