



**American Association for Public Opinion Research
Executive Council Minutes
Friday, February 18, 2022**

ATTENDANCE:

Council:

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| Paul Beatty | Vice President |
| Marjorie Connelly | Associate Standards Chair |
| Yazmín García Trejo | Associate Communications Chair |
| Ana Gonzalez-Barrera | Associate Inclusion and Equity Chair |
| Ricki Jarmon | Councilor-at-Large |
| Ashley Kirzinger | Standards Chair |
| Mary Losch | Councilor-at-Large |
| Gretchen McHenry | Secretary-Treasurer |
| Dan Merkle | Past President |
| Marco Morales | Communications Chair |
| Patricia Moy | President |
| Emilia Peytcheva | Education Chair |
| Heather Ridolfo | Associate Membership and Chapter Relations Chair |
| Darby Steiger | Conference Chair |
| Tamara Terry | Inclusion and Equity Chair |
| Angelique Uglow | Membership and Chapter Relations Chair |
| James Wagner | Associate Education Chair |
| Brady West | Associate Conference Chair |
| Anna Wiencrot | Associate Secretary-Treasurer |

Staff:

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| Tristanne Staudt | Executive Director |
| Jeanette Gass | Membership and Development Director |
| Shameka Jennings | Conference and Events Director |
| Jackie Weisman | Marketing and Communications Director |

I. Call to Order

Moy called the meeting to order at 12:01 pm ET.

Executive Council Meeting Minutes: January 10-11, 2022

Moy welcomed Council and opened the session by reminding everyone that the meeting will follow Robert's Rules of Order. She asked Councilors to self-identify before speaking so that meeting minutes can accurately capture motions, seconds, and comments.

MOTION: to accept the minutes from the January 10-11, 2022, Executive Council meeting. Connelly moved, Uglow seconded. The motion passed by unanimous vote.

II. CONSENT AGENDA

Moy asked if there were any items to be removed from the consent agenda for further discussion. Moy asked Kirzinger if she had received draft sections from the Task Force on Measuring and Reporting Data Quality

Metrics for Online Panels as noted in her consent report. Kirzinger confirmed she had and that they would be ready for Council to review in March.

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

III. APPOINTMENTS

Moy noted some appointments would be voted upon now and others would be held until after the Education Committee report. Ridolfo provided background on the appointment of Paul Scanlon as MCR Chapter Relations Liaison Subcommittee chair. Peytcheva and Moy provided background on Gina Walejko. Peytcheva noted that Walejko is listed twice for two different appointments: as the AAPOR co-chair for the JSSAM Advisory Committee, and as a member of the Publications Subcommittee in her role as JSSAM Advisory Committee co-chair.

MOTION: to approve Paul Scanlon and Gina Walejko. Losch moved, Jarmon seconded. The motion passed by unanimous vote.

IV. SECRETARY-TREASURER REPORT

McHenry noted that the December financial report was received from Kellen on February 17th, the day before the council meeting, and did not have some of the commentary normally received. AAPOR's accountant is reviewing these statements. Overall, the outcome for 2021 was good as there was no deficit and AAPOR's investments made money.

V. EXECUTIVE DIRECTOR REPORT

Staudt shared that staff has been in place for eight weeks and has been working to accomplish major tasks such as renewals and conference registration while learning about AAPOR and the various needs of all the committees. Staudt met with the new accountant to review the December financials. The new accountant will complete January financials soon now that December financials were received.

Staudt met with AAPOR's lawyer to clarify aspects of the privacy policy and who has access to the membership data. A draft of the new policy will likely be available for review at the March council meeting.

VI. EDUCATION COMMITTEE

Publications Subcommittee

Peytcheva provided an update for the Publications Subcommittee which met at the end of January. The subcommittee asked for an update on the governance plan based on Council's previous decisions. The updates will be included for information for the March council meeting. The Publications Subcommittee has elected James Wagner for the role of chair for a 3-year term. Following his appointment, the policies need to be updated to determine how Publication Subcommittee chairs are elected. This can be discussed at the March meeting.

Councilors-at-Large are currently assigned to advisory committees. Jarmon sent notes from the JSSAM Advisory Committee to the Education Committee. Other Councilors-at-Large were asked to send their notes on their respective advisory committee meetings.

One of the questions included changing the terms for JSSAM editors-in-chief from three years to four years. This does not include associate editors. Associate editor terms are three years. More clarification is needed surrounding whether terms are renewable, and a plan will be brought to Council in March.

Ad-Hoc Publishing Committee

Moy noted a charge for a new ad-hoc Publishing Committee was available in Dropbox. A team needs to be in place to assist Raym Crow from Chain Bridge Group with the search for a new publisher including information for developing the RFP, reviewing the RFP, and interviewing the short list. This committee will make a recommendation to Council regarding the future of the publisher.

MOTION: to charge the ad-hoc Publishing Committee as specified. Beatty moved, Losch seconded. The motion passed unanimously.

Moy left for the discussion of potential members of the Publishing Committee.

Peytcheva noted Council needed to vote on the members of this subcommittee, which currently does not include all representatives from each of the journals as they need to decide who will serve. The representatives will be voted on at a future date when they are decided.

MOTION: to approve the members of the Publishing Subcommittee. West moved, Jarmon seconded. The motion passed unanimously.

Webinar Pricing for HLMs

The Online Education Subcommittee was approached to make the webinars free for Honorary Life Members (HLMs). HLMs are currently not participating in the webinars due to the price barrier. Without a cost, they would be happy to participate. There are currently around 150 honorary members. Many people are trying to find ways to stay involved after they have retired, and this would be an easy way to do so.

MOTION: to make webinars free for Honorary Life Members. Uglow moved, Steiger seconded. The motion passed unanimously.

The Education Committee received a request from the Census Bureau for lifetime webinar subscriptions. It may be difficult to determine the cost, and it is possible that webinars may not be offered in the future. An alternative may be for a 10-year discounted subscription or something similar. A formal proposal will come in March.

VII. INCLUSION AND EQUITY COMMITTEE (IEC)

Terry noted that there were few applicants for the student travel awards and the diversity pipeline awards. The IEC outreach subcommittee was working to reach students in Chicago. Lisa Lin-Freeman suggested day passes for local students to allow them to attend for free. The day pass could be sessions only or sessions and lunch and AAPOR student memberships could be given to those that participate. Due to the low number of award applicants, there may be some funding from the award budgets.

Steiger noted that all safety precautions would need to be followed. Conference lunch may be too expensive for this purpose, but there are local restaurants nearby that could be used as a lunch option where they would also learn about AAPOR. Ridolfo noted the importance of networking and said having something for lunch would be an important part of their day.

Staudt noted this may be an opportunity for sponsorship and AAPOR could reach out to local universities to have them nominate students. This could be named the "AAPOR Experience."

It will be important to make sure we are reaching out to the right organizations. We may be able to look to alumni of Chicago schools that are AAPOR members to identify appropriate programs. AAPOR may also have a student network that we could contact .

It will be important to make sure students who have paid for registration are not ostracized. This is a specific initiative for local students only and may be replicated at future conferences.

MOTION: to continue to make efforts to include local college and university students as part of the outreach with a cap of 20 students to attend with a day pass and a 1-year student membership. Losch moved, Steiger seconded. The motion passed by unanimous vote.

VIII. CONFERENCE COMMITTEE

Steiger provided an update on the conference submissions. A total of 693 submitters have agreed to present across 127 sessions and 3 poster sessions. There will be a number of tracks and the submissions have varied greatly in terms of topics. The call for moderators will open on March 1 with a new process.

There were 64 registrations as of February 17. This is fewer than in 2019, but registration opened later, the membership renewal process began later, and there are uncertainties about the public health situation. We are asking people to sign up for meals this year and the numbers of meal sign-ups are currently about half of registrants. Outreach to those that did not sign up for meals will begin to determine whether this is intentional or whether the instructions were unclear.

HLM Registration Rate

There was a note from a current HLM that the registration rate was higher than normal. This was a clerical error, and it was meant to be the 2019 rate plus \$10 which would make the registration rate \$360.

Booster Requirement

The current language says there are no exceptions to the booster requirement. AAPOR has received some questions about this policy. The Health & Safety Subcommittee will have discussions about possible exceptions.

Jarmon noted the current policy states no exceptions, and that if AAPOR starts to grant exceptions, there needs to be an update to the rules or another statement.

Losch noted that the science is constantly changing and the language on the website can be updated as the current language notes that it will be updated.

Sponsorship

As of today, \$194,250 has been committed, exceeding the goal of \$165,000. The Sponsorship Subcommittee is expecting some additional sponsors in the next few weeks. There are about 35 booths in the exhibit hall currently, which is less than the 57 booths from 2019.

Overall, interest in presenting at the conference has increased as the number of sessions has increased over past years.

IX. MEMBERSHIP & CHAPTER RELATIONS COMMITTEE

Uglov provided an update on the latest membership numbers. New members may include individuals who were members prior to 2021 but did not renew for 2021 as Rhythm treats such lapsed members as new members. For March, more detail will be provided on the number of new members. There have been some user experience issues with Rhythm that are preventing people from registering.

Merkle noted that AAPOR emails going into spam folders and the new registration process has possibly contributed to the lower renewal numbers. He added that it will be important to get people to renew before the elections open on March 11 as only members with current dues are eligible to vote. Additional communications are scheduled for the coming weeks, and Uglov will post on AAPORnet with the hopes of increasing the renewal rate and encouraging people to contact AAPOR or keep trying if they are having difficulties.

X. NEW BUSINESS

Staudt noted a lot of committees and subcommittees have overlapping tasks and some do not have charges. AAPOR will be looking into ensuring committees and subcommittees are not duplicating efforts and that everyone is speaking to one other. This work should incorporate recent efforts by Nora Cate Schaeffer and involve the Councilors-at-Large.

The March council meeting on March 14 and 15 will be hybrid. There will be space at our conference decorator's office in Alexandria to attend in person. Staudt will email councilors after the meeting to determine participation. Losch asked for ventilation and filtration information which Staudt will confirm with the venue.

XI. ADJOURN

MOTION: to adjourn the open portion of the Executive Council meeting and move to Executive Session at 1:58pm ET. McHenry moved, Kirzinger seconded. The motion passed by unanimous vote.