

**AAPOR Executive Council Meeting
Tuesday and Wednesday, January 8-9, 2019**

Minutes

**Tuesday, January 8
12:30-5:00 pm**

Attendance:

Jennifer Agiesta
Rene Bautista
Josh DeLaRosa (via conference call)
Dave Dutwin
Stephanie Eckman
Emily Geisen
Allyson Holbrook
Tim Johnson
Courtney Kennedy
Kyley McGeeney
Jordon Peugh
Lydia Saad
Nora Cate Schaeffer
Mandy Sha
Tamara Terry
David Wilson
G. Evans Witt
Adam Thocher
Eric Bailey
Laura Dwulet
Sam Nysetvold
Yvonne Janvrin

Call to Order, Review and Approval of Minutes – Dutwin
Dutwin called meeting to order.

MOTION (Eckman / Witt): To approve the December minutes with corrections. The motion passed unanimously.

Secretary/Treasurer Report – Peugh

- November 2018 Financials (I/O) – Peugh reported AAPOR is at 1.533 million in revenue, or 103% of realized revenues. Expenses are at 92% of realized expenses. AAPOR is down in investment income (by \$20,000) due to fluctuations in the market. Sponsorship for the conference is currently at 52% of sponsorship budget. The sponsorship committee just opened the sponsorships up for exhibitors only. The Sponsorship and Exhibits Committee is now doing personal outreach to companies for additional sponsorships.

CONSENT AGENDA (A/R) – ALL

The following written reports and materials have been posted to Dropbox for information:

- CONSENT Conference_Report_January2019 – Kennedy reported that the abstract approval notifications were sent to the authors of the accepted papers, and that several of the joint sessions with WAPOR have been planned for Sunday. The Council discussed vendor options for the post banquet karaoke. The Council discussed the impact of the government shutdown on the attendance at the conference.
- CONSENT_AAPOR Education Committee January 2019 – McGeeney reported that the short courses for the conference have been scheduled, and webinars have been finalized. The Council discussed the statement of copyright from the attorney and the need for clarification of what it means for AAPOR.

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- **CONSENT_MCR_Update_2019_01** –Geisen reported that the chapter liaisons are planning a chapter party at the conference. The committee is reviewing member survey results from last year, and requested that Council review those questions and provide input on the questions for this year’s survey. Geisen reported that the last membership email went out and the “Why Not” survey email will go out at the end of January. Geisen reported that decisions on deferrals of dues because of the government shutdown will be made on an ad hoc basis. Geisen reported that the Volunteer Coordination Committee is up and running, and the Diversity Subcommittee is working on the Student Travel Awards.

Communication report: Agiesta reported that social media messaging was sent to members to update their demographic data in their accounts. AAPOR will send targeted messaging to those members who have not updated their profiles. Agiesta reported that Council will be discussing making papers available on the website, and that a website redesign proposal will be forthcoming. Agiesta reported that the Communications Committee is looking at live streaming as a possibility for some portion of the conference.

Standards report: Eckman reported that the RICS Committee is being seated, and the Council discussed candidates for that committee. Eckman reported that the Sugging and Frugging Committee is being recommissioned. Eckman reported that the Code Review Committee is being organized in order to meet the timing of the proposed new by-laws in May of 2020. There will be a session at the 2020 Conference dedicated to discussing by-laws changes to be voted on by the membership. The Council discussed the process by which the by-laws and Code will be reviewed and voted on.

Appointments (A/R) – ALL

No appointments.

2019 – 2020 AAPOR Nominations Committee Report and Election Slate - Johnson

Johnson reported that the Nominations Committee considered 65 candidates; 35 of the candidates have expressed interest in serving on the Council. The Council discussed the rotation of commercial versus non-commercial leadership during election years.

Johnson reviewed the candidates for Vice President and gave the bios of each.

Johnson reviewed the candidates for Associate Conference Chair and gave brief bios for each.

Johnson reviewed the Councilor-at-large candidates. The Council discussed the importance of seniority and experience level of candidates.

Johnson reviewed the candidate bios for Associate Membership & Chapter Relations chair, Associate Standards Chair, and Associate Communications Chair.

MOTION (Eckman / McGeeney): To approve the nominations for the Council as presented by the Nominations Committee. he motion passed unanimously.

AAPOR Newsletter – Agiesta

Agiesta reported that there has been a request to make the newsletter public facing. Agiesta recommended that Council do this. The Council discussed the intent and history of the newsletter.

MOTION (Geisen / Witt): To make the newsletter public. The motion passed unanimously.

AAPOR and JPSM – McGeeney

McGeeney reported that Education Committee is looking to collaborate with the Joint Program in Survey Methodology (JPSM) to offer courses and webinars. JPSM is proposing a citation program with an AAPOR elective, and AAPOR members would receive a discount on JPSM courses. McGeeney reported that AAPOR would be giving our name, and receiving accreditation of some of AAPOR’s offerings. McGeeney reported that this would not be exclusive to JPSM, and it is the committee’s intent to reach out to other organizations to offer same opportunity. Thocher reported on the history of this proposal. The Council discussed the details of this proposal, and the approval process for a certificate program at a university.

MOTION (Witt / Agiesta): To approve moving forward with this plan with JPSM with an evaluation period of 3 years. The motion passed, with abstentions from Kennedy, Schaeffer, and Bautista.

Wrap up Day 1

Dutwin expressed an interest in adding one or two additional attorneys as a backup for the current legal counsel, who is recently less responsive.

ACTION: Thocher will talk to current attorney about issues of responsiveness.

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Adjourn Day 1

MOTION (McGeeney / Holbrook): To adjourn the meeting. The motion passed unanimously.

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AAPOR Executive Council Meeting Wednesday, January 9, 2019 8:30 am – 4:00 pm

Call to Order

Dutwin called the meeting to order. Dutwin reported that the day would be dedicated to several broad topics, including AAPOR's direction, and hiring a PR firm. Dutwin recommended that AAPOR have more professional advocacy and defend the industry. Dutwin suggested that creating an institute for public opinion could be one way to address some of these issues.

The Institute for Public Opinion – Dutwin

The Council discussed the viability of an institute, including goals, the structure of such an organization, and tracking its success. The Council discussed the possibility of bringing in additional people to give input. Dutwin reported that some of the current committees are chipping away at these issues. The Council generated ideas and possible solutions to addressing this issue through extensive discussion. The Council agreed that there is a lack of trust in the industry, and that the solution needs to build up trust. Dutwin recommended that AAPOR build a brand identity.

AAPOR RFP for Communication and Public Affairs – Dutwin

Dutwin reported that five responses for the public relations RFP were received; the Council narrowed these down quickly to only two. Thocher reported that both proposals are very high level. The Council discussed the two PR firms, their experience and their reputations. Dutwin suggested that the two PR firms be invited to make half-hour presentations at the March in-person Executive Council meeting that will be held in Washington, DC. The Council discussed some of the details in each of the proposals. The Council agreed that AAPOR could help gather research to add to this campaign. The Council agreed to firm up the vision for an institute.

MOTION (Dutwin / Sha):

1. To create a small (\$40,000 – \$100,000) tactical strategic communication agreement that goes back to the two PR firms that they would respond to in March:
 - a. Spokesperson development
 - b. Strategic communication and outreach (include how to provide reactive communication to attacks on polling and similar attacks)
 - c. 75th anniversary promotion
2. And, to make an ad-hoc committee to develop goals and actions to create 2-4 areas of focus (e.g., Journalist education, Civics, TI, seal of approval, branding, poll on polls, events on role of statistics/polling and democracy). This entity will:
 - a. Make a plan for each focus
 - b. Determine how to pitch the plan to funders
 - c. Get foundational funding
 - d. Implement (potentially as a separate entity)

The motion passed unanimously.

Live Streaming for Toronto Conference - Agiesta

Agiesta reviewed with the committee the three proposals to live stream an event at Conference.

- Option 1: Live-stream the Presidential address. Agiesta reported that this would be easy with minimal set up. Estimated cost:\$5,600 - \$8,000.
- Option 2: Live stream the presidential address and one single concurrent session. AAPOR would have full ownership of the video. Agiesta reported there would be some additional costs involved in this option. Estimated cost:\$5,600 - \$11,000.
- Option 3: Live stream the presidential address and a full day of concurrent sessions from one room. AAPOR would have full ownership of the video. Estimated cost:\$5,600 (if all on one day) - \$20,875.

The Council discussed the cost estimates and the scope of the proposals, and the pros and cons of doing the live streaming in house versus a professional live-streaming service. The Council discussed the possibility of finding a sponsor for the live streaming.

Agiesta reported low viewership numbers for previous live stream stats, noting that live streaming could reach a broader audience and increase membership. The Council discussed charging a nominal fee for the live stream and offering a discount on membership for those people who chose to participate, as a way to generate interest in membership.

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MOTION (Agiesta / McGeeney): To move forward with live streaming one full day of Conference. The motion passed with one abstention (Wilson).

Ad-Hoc Committee on Journals – Schaeffer

Schaeffer reported that the ad hoc committee has concerns about the search for the editor of POQ. Although all the searches have been successful, University support for this endeavor has declined severely over the last couple of years. Schaeffer also reported that the advisory boards have no documentation about their role. Schaeffer reported that OUP provides some support for POQ in the form of a University of Washington position, and a small honorarium for associate editors. Schaeffer recommended that AAPOR support POQ financially and that the Council approve the ad hoc committee slate as outlined in Schaeffer's proposal. Schaeffer reported that the committee would be tasked with making a recommendation for the role of the Council on POQ and JSSM.

MOTION (Schaeffer / Holbrook): To approve the Committee as outlined in Schaeffer's proposal. The motion passed unanimously.

Other Old/New Business

Proposed New Award

Wilson reported that most of the AAPOR awards are intended for established members of AAPOR. He reported that there is no current recognition for underserved populations to recognize the importance of data sets, research and survey methods that study complex social phenomena, as well as the scholars/researchers who have produced those studies. Wilson reported on the criteria he has laid out for qualifying for this award. He proposed that the DCC select the committee membership, and review the nominees. Wilson proposed an Inclusive Voice Award for specialized populations to support the study of underserved populations. The Council discussed the pros and cons, and the barriers to implementing this award. The Council discussed the timing of the award, the name of the award, etc.

MOTION (Wilson / Terry): To create this Inclusive Voice award and to charge the DCC with nominations and evaluations of the nominees. The committee would choose the award recipient for this year. The Council requested that the committee come back to council with a more specific charge for this award. The motion passed unanimously.

Dutwin reported that there are no plans to award the Public Service Award. The Council discussed extending the nominations period for this award. Dutwin will appoint a chapter president to chair this committee, and a committee of five people will be formed.

Peugh reported an update on the cost savings of the paper versus the online version of the Journal. Peugh reported that the publisher would charge \$13.65/ mailing per journal. This would be a savings of \$12.00/issue (POQ and JSSM). The Council discussed options for reducing the costs of the Journals.

ACTION: Thocher to do an analysis of the cost savings of online vs. paper journals, and share the results with Peugh.

ACTION: Thocher / AAPOR staff to send out an announcement regarding the opt-in and opt-out of receipt of print copy of journals.

Thocher reported that the bylaws limit AAPOR's ability to expel a member for conduct issues. Sexual harassment policy is outlined in the by-laws, and will be revised under new revisions of the code.

Adjourn

MOTION (Witt / Johnson): To adjourn the meeting. The motion passed unanimously.