

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
EXECUTIVE COUNCIL MEETING
January 23, 2004
New York, New York**

Executive Council Present:

Elizabeth (Betsy) Martin – President
Nancy Belden – Vice President/President Elect
Mark A. Schulman – Past President
Allan McCutcheon – Secretary-Treasurer
Sandy H. Berry – Associate Secretary-Treasurer
Tom W. Smith – Associate Conference Chair
Roger Tourangeau – Standards Chair
Mick P. Couper – Associate Standards Chair
Patricia Moy – Membership and Chapter Relations Chair
Mollyann Brodie – Associate Membership and Chapter Relations Chair
Claudia Deane – Publications and Information Chair
Janice M. Ballou – Councilor-at-Large
Robert M. Groves – Councilor-at-Large

AAPOR Executive Office Staff:

Michael P. Flanagan – Executive Coordinator

Executive Council Absent:

Robert P. Daves – Conference Chair
Daniel M. Merkle – Associate Publications and Information Chair

President Betsy Martin called the meeting to order at 9:00 a.m.

I. President's Report – Betsy Martin:

Betsy reported that Nancy Belden and she had written a Press Release about the student survey on the Peterson trial. After review by AAPOR's legal counsel, the Press Release was placed on AAPOR's website and was quoted in some media reports. The issue was raised as to whether this survey warranted an inquiry by the Standards Committee and it was the conclusion of Council that it did not, as no complaint had been formally filed. The suggestion was made that perhaps the student survey issue would make a good roundtable discussion at the AAPOR Annual Conference.

Betsy reported that the AAPOR Book Award Committee is now in place and is Chaired by Howard Schuman. The deadline for Book Award nominations is 15 February 2004.

Betsy discussed a draft proposal for interagency standards that are guided by the AAPOR Standards. The draft proposal will require Federal surveys to evaluate non-response bias if the response rate is below 85%.

Betsy advised the Council that there was a Canadian law passed before the 2000 Canadian elections that states that the sponsor of an election survey must provide a written report on the

results of the survey and the disposition rate. The Canadian law requires that if the results are made public, the written report must be disclosed within the election period.

II. Secretary-Treasurer's Report – Allan McCutcheon:

Approval of the Minutes of the November 21, 2003, Executive Council Meeting.

Various Council members recommended changes to the draft minutes of November 21.

RESOLVED to accept the Minutes of the November 21, 2003, Executive Council Meeting as revised.

Motion made by Robert Groves and seconded by Tom Smith. Motion passed unanimously.

The Council noted that they want the minutes to be no more than 5 (five) pages in length. The President will summarize the points of discussion on each issue.

The To Do List will be reviewed as each Chair reports.

Financial Statement as of December 31, 2003.

Allan McCutcheon reported that the AAPOR mid-year finances were on target with the budget. Betsy pointed out that there is great disparity in the POQ revenues and expenses.

RESOLVED to show updated budget figures for 2004 on the January financial statement that will change the revenue and expenses for POQ and update the POQ budget to reflect the revenues and costs in the transition years from the old contract with the University of Chicago Press to the new contract with Oxford University Press.

Motion made by Betsy Martin and seconded by Robert Groves. Motion passed unanimously.

It was requested that Allan do a mid-year review of the financials and budget at the March 29th meeting.

Allan advised Council that AMP is requesting approximately \$2,500 in annual fees to set up a separate Endowment financial accounting system. Allan is going to look into alternative possibilities for placement of the Endowment funds (e.g., using an Asset Manager). He will consult with the Endowment Committee.

Council requested that future budgets have numbered pages to facilitate discussion.

III. Past President's Report – Mark Schulman:

Mark Schulman facilitated the Nomination process for the AAPOR Executive Council members.

Council thanked Mark and the members of the Nominations Committee for the efforts in compiling an exceptional list of potential candidates.

IV. Vice President/President Elect's Report – Nancy Belden:

Nancy Belden reported on the activities of the Committee on Communicating the Value of Public Opinion Research. Nancy stated that we need to find funding for this project. The Do Not Call List issue has added urgency, since recent discussions among lawmakers may adversely impact polls and surveys. Nancy will work with the Committee to develop a proposal and circulate to the Executive Council for comment.

Nancy and Mark Schulman reported on the current activities of the Research Industry Alliance. A request was made to AAPOR members to send names of contacts they have with members of the U. S. Senate and House of Representatives or the Administration to Nancy and the lobbying team gearing up for a possible battle should legislation impacting survey research be introduced. Nancy and Mark recommended, and council agreed, that AAPOR should have its own talking points on the issues.

V. Executive Office Report – Mike Flanagan:

Mike reported to Council the current activities being undertaken by AAPOR's Executive Office, including second renewals notices sent in the last week of January to non-responding members, revised membership counts, and problems with the abstract company.

**VI. Conference Operation Chair's Report: Kat Draughon
Conference Chair's Report – Rob Daves:**

Kat Draughon and Rob Daves joined the AAPOR Executive Council via telephone conference call. Kat reported that activities for the 2004 Annual Conference are proceeding nicely. They are finalizing bids for the audio/visual company and preparing for the All Chapter Party. A Request for Proposals for the 2007 Annual Meeting will be sent out next month to Los Angeles, San Diego and Anaheim.

Kat reviewed the proposed future conference schedule and meal plans with the Council. Thursday will have short courses and concurrent paper sessions in addition to the Executive Council Meeting and an optional off-site dinner. Friday will have concurrent paper sessions and poster sessions plus exhibits and the plenary session in the evening. Saturday will have the same sessions in addition to the Annual Business Meeting and banquet. Sunday the conference will have sessions and one short course in the morning, and will end at noon.

The Executive Council accepted the report of the Conference Operations chair regarding the future conference schedule with the recommendation that meeting rooms be increased to 8: four to seat 140 and four to seat 70 people. We made no commitment to continuing the interactive sessions in the future.

The Core Meal Plan will always include Friday and Saturday lunches and the Saturday night banquet. The Friday night dinner may or may not be included depending on the location. Breakfast meals will be sold individually as will Sunday box lunches.

Conference Operations recommended a reduced cost for the Student's Core Meal Plan. Increasing the Core Meal Plan/Conference Registration for regular members and earmarking the extra funds for the subsidy will pay for the subsidized student meal plan. This would begin with the 2005 Annual Conference

RESOLVED to increase the regular conference registration in 2005 by \$10.00 so that Student's Core Meal Plans can be subsidized by 20%.

Motion made by Roger Tourangeau and seconded by Nancy Belden. Motion passed unanimously. Kat will revise the plan to reflect Council's revisions.

Rob Daves reported that Karl Feld is handling sponsorship and development for this year's conference. The off-site dinner will be held on Thursday evening, but the costs will be higher than last year. The short courses have been set and are in the process of being finalized. The registration form will be placed on-line before the middle of February.

The conference schedule is very similar to last year's except that WAPOR is included this year. Arizona Senator John McCain has been asked to be the plenary speaker. If Senator McCain declines, Rob will leave the evening open with no speaker. John Sununu and Leon Panetta have been invited as speakers for the other plenary; back up plans will be made in case the plenary falls through.

Rob has received about 400 abstracts; he and Tom Smith are going to schedule the papers into sessions the first week in February. Rob advised that he is still experiencing communication problem with All Academic. Rob and AMP will be talking about ways to deal with this process.

Rob would like to market the conference to the Survey Research Methods Section of ASA. Also, economists are another possible marketing target. After the registration materials are on-line, we should post conference information on the American Statistical Association listserv(s).

VII. Standards Committee Report – Roger Tourangeau:

Roger reported that Mary Losch, chair of the IRB Task Force, submitted a report, and several recommendations; copies were distributed to Council. A recommendation that AAPOR work with CMOR on impending legislation on informed consent was tabled.

RESOLVED to accept the IRB Report and post the Frequently Asked Questions and links to related websites to AAPOR's website.

Motion made by Claudia Deans and seconded by Nancy Belden. Motion passed unanimously. Tora Bixen will be asked to review these items before they are posted to the website. Roger will send Mary a letter thanking her for her substantial efforts on this report.

Standard Definitions – Tom Smith:

Tom reported that the Standard Definitions Committee is going to produce a third edition of Standard Definitions.

RESOLVED to accept the recommended changes to the Standard Definitions, post on the website and work with AMP to have the new document printed.

Motion made by Roger Tourangeau and seconded by Claudia Deane. Motion passed unanimously.

A request by the Standard Definitions Committee for funds to conduct some research to better establish the eligibility rate in RDD surveys was tabled until a future Council meeting. Betsy Martin and Roger Tourangeau agreed to write up and distribute for Council approval principles defining the circumstances in which Council would directly fund research.

VIII. Membership and Chapter Relations Committee Chair's Report – Patricia Moy:

Patricia stated that her membership goal for 2004 is 2000 members. She is beginning a membership campaign with POQ subscribers who are not AAPOR members. Patricia and Molly Ann are continuing work on the Mentor Program. She wants to put "How to be a Mentor" on the AAPOR website and on the conference registration form.

IX. Publications and Information Committee Chair's Report – Claudia Deane:

Claudia reported that the next edition of AAPOR News will be March 15. The website is looking good. Claudia will work to get shorter hot link extensions on the web.

X. Other Business:

Response Rate Disclosure Issue:

There should be two documents. One should come out under the President's signature and go to all members and the other should be put on the website. Roger will work on redrafting the statement and Council will vote on it via email.

RESOLVED: Council agreed on revised text in an e-mail vote February 9, 2004, with 11 for, 1 abstention and 2 not voting.

AAPOR joining COSSA:

Betsy Martin outlined the process for AAPOR to join the Consortium of Social Science Associations (COSSA) as a governing member.

RESOLVED that AAPOR apply to join COSSA.

Motion made by Mick Couper and seconded by Roger Tourangeau. Passed Unanimously.

AAPOR Book Award:

Betsy Martin said that in the first year the AAPOR Book Award Committee would like to give awards to up to ten books. After discussion it was the Council's opinion that only one book award be given per year, though this first year the committee could consider giving one award for 2003 and one for 2004.

The Endowment Committee (Chair Brad Edwards) does not yet have a revised plan for the Roper Fund, and probably will not until summer.

The By-Laws Committee (Chair Rob Santos) has begun meeting regularly to review the by-laws. It has formed a subcommittee (O'Neill, Couper, Tourangeau, Keeter) to look at the AAPOR code.

There being no further business, the meeting adjourned at 4:40 p.m.

Respectfully submitted,

Allan L. McCutcheon
Secretary-Treasurer