

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH  
EXECUTIVE COUNCIL MEETING**

**January 9-10, 2006**

**Miami, Florida**

**Executive Council Present:**

**Cliff Zukin** – President

**Rob Daves** – Vice President/President Elect

**Nancy Belden** – Past President

**Jennifer Rothgeb** - Secretary-Treasurer

**Paul Beatty** – Associate Secretary-Treasurer

**David W. Moore** – Conference Chair

**Patricia Moy** – Associate Conference Chair

**Nancy Mathiowetz** – Standards Chair

**Thomas Guterbock** – Associate Standards Chair

**Brad Edwards** – Membership and Chapter Relations Chair (Tuesday only)

**Kat Draughon** – Associate Membership and Chapter Relations Chair

**Shapard Wolf** – Publications and Information Chair

**Steve Everett** – Associate Publications and Information Chair

**Susan Pinkus** – Councilor-at-Large

**Robert Y. Shapiro** – Councilor-at-Large

**Executive Council Absent:**

**Brad Edwards** – Membership and Chapter Relations Chair (Monday only)

**AAPOR Executive Office Staff:**

**Michael P. Flanagan** – Executive Coordinator

**Guests**

**Nancy Whelchel** – Conference Operations Chair

President Cliff Zukin called the meeting to order at 1:02 p.m. Cliff began the meeting by reviewing the agenda and stating that most of the meeting would be focused around potential Standards cases (many requests) and around discussion of nominations for new Executive Council officers. There will also be a discussion about moving to electronic voting for the Executive Council elections.

Cliff briefly explained *Robert's Rules of Order* for conducting business at an Executive Council meeting. This was in answer to some questions he had been asked previously by members of the Executive Council.

## **President's Report – Cliff Zukin**

### Liaison Representative Activities:

AAPOR has been involved in some activities with the Council of American Survey Research Organizations (CASRO) which is the trade association of survey research organizations, representing over 250 companies and research operations in the United States and abroad. AAPOR is the smallest organization involved with CASRO and the only one that does not have an Executive Director. The message communicated at the recent CASRO meeting is that there probably will be some government cuts, so organizations will be looking at tighter budgets with less basic research, and the need to be more politically aware.

AAPOR is also one of five organizations whose leaders take part in a bi-monthly call. This includes the Council of Market Opinion Research (CMOR), the Marketing Research Association, the Qualitative Research Association, and CASRO. The five leaders have been talking and recognize that they all have similar problems. The other organizations have fewer “standards” issues than AAPOR, but similar problems enforcing research standards. This group recently held a meeting about membership in respective organizations, which Brad Edwards, Chair of the Membership and Chapter Relations Committee attended, along with Cliff Zukin. It was agreed that we need to identify common interests for the industry. Cliff stated that for many reasons, AAPOR needs to get closer with these other associations and that AAPOR needs to make another step forward to make that happen.

Susan Pinkus is AAPOR's liaison to CMOR and is Co-Chair of CMOR's Government Action Committee.

AAPOR has received two invitations recently. One is from the University of Iowa. They want to develop a new Gallup Award for journalists reporting of polls. They will be inviting some AAPOR members to be on their Board

There is also a nonprofit group in New England called TERC that has gotten great reviews for developing a National Geographic Society (NGS) Kid's Network, as well as other programs around the country where TERC collaborates with schools for innovative, creative methods of teaching math and science. TERC is submitting a proposal to NSF's Math Directorate to do work in 50 schools around the country in a survey educational effort. The idea would be to develop a program that helps students understand what surveys are, how to interpret them, and to make them more critical consumers. TERC wanted a letter of support from AAPOR which Cliff Zukin gave. TERC would also like AAPOR to participate in the design of the program, and have some AAPOR members serve as survey mentors. TERC would like 10 people around the country to help.

Other recent activities included Nancy Belden and Cliff Zukin writing letters regarding funding of the Census Bureau in the House version of the budget bill. AAPOR undertook

a project to write letters to members who were on the Appropriations Committee to encourage them to increase funding for the Census Bureau. The final version of the bill did include full funding for the Census Bureau.

AAPOR was invited to file an amicus brief on behalf of a class action suit against Wal-Mart regarding breaches of confidentiality. Wal-Mart employees in the State of Minnesota allege that employees were pressured not to take breaks. There were confidentiality issues, but this is a matter of public record. After a review of the issues, there appeared to be many problems on both sides. This was a one question survey and was not a clear-cut case and the three presidents (Cliff, Nancy, Rob) cannot act unless the issue is clear. Additionally, there was a small window of opportunity in which to file the brief. In the end, AAPOR declined to take a position or to be involved with the filing of a brief.

The Executive Council briefly discussed if there was any interest in an ad hoc group that talks about how polling is used in legal proceedings. David Moore said this might be a good panel session for the upcoming AAPOR conference.

#### **Executive Office Report – Mike Flanagan**

Mike reported that AAPOR now has a new membership booth for displays at conferences. It will be used for the first time at the Telephone Survey Methodology II (TSMII) conference later in the week. Mike would like folks to let him know of any upcoming conferences in which it would be beneficial to take the booth. Brad Edwards and Kat Draughon agreed to identify pertinent conferences and notify Mike.

Three membership renewal notices have been sent out and many renewals are coming in to AMP. The cutoff date for membership renewal will be January 31<sup>st</sup>. Anyone who has not renewed their membership will need to pay nonmember conference registration rates. Persons not renewing their memberships will also not be eligible to vote in the upcoming Council election.

Mike mentioned that the local NYAAPOR chapter changed their fiscal year to coincide with AAPOR's. They would also like to receive checks of persons joining their chapter, through national, more than once a quarter. Mike will talk to the NY Chapter Executive Officer and to Brad about this. Other local AAPOR chapters may also want to change their fiscal year to coincide with AAPOR's.

#### **Secretary-Treasurer's Report – Jennifer Rothgeb:**

Jennifer Rothgeb reviewed the To Do List from the September 2005 Executive Council meeting. The items that were not addressed will be carried forward to the new To Do List.

Some of the items on the To Do list discussed by the Executive Council include:

Nancy Mathiowetz previously circulated a copy of the Internet Surveys of Specially Named Persons via e-mail and requested the Executive Council members to read the document and, if acceptable, vote to have it accepted. This was accomplished on November 11, 2005.

**RESOLVED to accept the document entitled: Internet Surveys of Specially Named Persons.** Motion made by Nancy Mathiowetz and seconded by Nancy Belden. Motion passed unanimously via electronic vote on November 11, 2005.

This is the last year that Geri Mooney is chairing the Education Committee. Darby Miller Steiger is a possible replacement for Geri Mooney as the Chair of the Education Committee. The Council thinks it would be a good idea to include her in the new vision of what the Education Committee should do. The Long Range Planning Committee (LRPC) is looking at the possibility of expanding the Education Committee to do year-round continuing education that includes regional workshops. The goal is to figure out what the members want and need in the areas of education and training. There may be the possibility of expanding the Executive Council to include an Education Chair. Another possibility would be to have an Education Director that would be a staff type position.

Cliff corresponded with Jon Krosnick to obtain his course handouts for the short course Jon conducted at last year's conference. Jon no longer has the file; therefore the short course participants will be unable to receive the materials. Cliff indicated that safeguards will be put in place to ensure that such materials will be available to participants in advance at short courses at future conferences.

Rob Daves said he talked with Warren Mitofsky and Phil Meyer about updating *A Meeting Place*. They said they were not interested. We are also looking to see where the extra copies of the books might be stored. No one seems to know. It was suggested that someone talk to Bernie Roshco. The comment was made that Tom Smith is AAPOR's official historian. It was suggested that perhaps Tom might know where the extra books are stored. Rob will follow up.

Rob Daves reported he has spoken to Janet Streicher regarding the Heritage Committee. Janet has a spreadsheet she is forwarding to Rob with the list of committee members, who were interviewed, and who interviewed them. Rob said that we will probably have to help Janet find a replacement of her co-chair. Rob Daves said that he will get the name of a co-chair for the Heritage Committee.

Nancy Belden commented that the Heritage Committee should make what they are doing truly accessible to the members in a format that can actually get used. It could be as simple as a link to the website. AAPOR does have an agreement with Kaiser Family Foundation to use their facilities. Media individuals should work with Janet Streicher to make it happen. Susan Pinkus mentioned that she and Janet Streicher were talking about where to store the Heritage Committee materials and they thought perhaps the Roper Center would be appropriate. Rob Daves suggested that the Roper Center be asked to put

the interviews on web accessible servers so that we can link to them without having to do anything. The University of Connecticut may be another possibility. Janet Streicher should probably pursue this.

To date there are about 10 or 12 Heritage Interviews completed. Cliff suggested that perhaps the Heritage Committee should attempt to produce a product out of the interviews, centered around specific themes. Susan Pinkus pointed out that we don't have enough interviews for that yet. Shapard Wolf concurred that there is not enough materials there yet for any coherent theme. Tom Guterbock and Susan Pinkus suggested that it might be nice to play about 5 minutes of some edited materials from the interviews at the conference banquet. They will pass that idea along to Janet Streicher.

### **Treasurer's Report – Jennifer Rothgeb:**

Jennifer Rothgeb reviewed the AAPOR Financial Statements dated November 30, 2005. She stated that AAPOR was in a very strong financial position. Membership dues revenues are higher this year at this point in time relative to last year and this is due to earlier notification to renew membership and also the fact that dues were increased, thereby producing higher revenue. Jennifer Rothgeb asked if there were any changes to be made to the Executive Council minutes of September 9-10, 2005. There were none.

Mike Flanagan mentioned that there have been no repercussions from the increase in membership dues. With other associations' increases, AMP sometimes receives Emails objecting to the increase; however, that was not the case with AAPOR's increase in dues.

**RESOLVED to accept the AAPOR Executive Council Minutes dated September 9-10, 2005.** Motion made by Paul Beatty and seconded by Shapard Wolf. Motion passed unanimously.

### **Conference Chair's Report – David W. Moore:**

#### Abstract Submissions

David Moore reported that the abstract submission process and review procedure has been completed. There were 434 submitted proposals and 63 reviewers. Each of the 63 reviewers was asked to review approximately 19 proposals. All proposals were evaluated by three reviewers. David, Patricia Moy and Monica Evans-Lombe will be sorting through the abstracts later in the week to place them into conference sessions.

David commented that Précis, the new abstract company AAPOR recently contracted with, appears to be doing a much better job than the last vendor. David said he received no complaints regarding the abstract submission process; the process was pretty straightforward. Cliff thanked AMP for recommendations to AAPOR to get the new vendor.

#### Conference Panels

David Moore is setting up an Author meets Critic panel on Polling that will include Frank Newport and George Bishop, respectively. There will also be a session on Larry Bobo's recent book, *Prejudice in Politics: Public Opinion, Group Position, and the Wisconsin Treaty Rights Dispute*. David also wants to set up two other panels. One would be an International Values Panel and the other a Science and Religion Panel. David will be contacting folks he has in mind for these panels. (Tom Guterbock has an idea for the Science and Religion Panel about which he will talk to David.) Based on the earlier discussion about Wal-Mart, David might consider organizing a panel on Wal-Mart because it could be newsworthy and deals with important issues that are relevant to polling.

### Plenary Speaker

David announced that Canadian pollster, Michael Adams, author of the book *American Backlash* will be the Plenary Speaker. David Moore said he is still looking for two panelists who may have their own perspectives on the book to present comments at the plenary session. He is thinking perhaps someone from PEW or Morris Fiorina, author of *Culture War? Myth of a Polarized America*.

### Conference Program Cover Art Work

David Moore passed around the art work that he is recommending for the conference program cover. The main theme is value conflicts. David said that he was pleased with Tara Houston-Sawyers' (AMP) work. Council noted that five out of the eight photos within the collage were religious. The Council asked David to work with AMP and Tara Houston-Sawyers to select some different pictures for the globe collage. David stated that the artwork was final and that he did not think it could be changed. (Post meeting note: Artwork was able to be changed to reflect more varied cultural images.)

### **Conference Operations Chair's Report – Nancy Whelchel:**

Linda Dimitropoulos (Associate Conference Operations Chair) joined the meeting via conference call. Nancy Whelchel introduced Linda to the Council members.

The winning t-shirt slogan is "Trust Us. We're 95% confident." Because it is a WAPOR year and because the conference is in Quebec province, the slogan will be printed in both English and French.

## Conference Schedule

Nancy Whelchel reviewed the current conference schedule of events for the annual conference being held in Montreal, Canada from Thursday, May 18 through Sunday, May 21

- The Executive Council meeting will meet on Wednesday, May 17 from 1:30 p.m. to 5:30 p.m. and again on Thursday, May 18<sup>th</sup> from 8:00 a.m. to 1:30 p.m. This will include a lunch afterwards where the incoming Council members will be able to visit with their outgoing counterparts in an effort to have a smooth transition.

- The annual golf outing will be held Thursday morning.

- Starting Thursday afternoon there will be concurrent sessions beginning at 1:30 p.m., which is a bit earlier than in previous years.

Thursday afternoon there will be six breakouts in two different time slots.

Thursday evening, prior to dinner, there will be the All Chapter/New Member Reception. After dinner, the Plenary Session with Michael Adams will take place, followed by a dessert reception.

- Friday there will be 8 concurrent sessions in four timeslots beginning at 8 a.m. The Presidential address will be before lunch on Friday.

From 3:30 – 4:30 p.m., there will be the poster session and the “meet the author” and “meet the book award winner” sessions.

From 4:30 – 5:30 p.m. will be the last breakout session of the day.

Friday night people are on their own for dinner.

- All refreshment breaks will be held in the Exhibit Hall. Each afternoon there will be a dessert break.

- Saturday will begin with the Fun Run (for which we have a sponsor). Missy Johnson is working on a contract for a shuttle bus to transfer the Fun Run participants from their hotels to the Fun Run site.

- Saturday there will be eight concurrent sessions in two timeslots which start at 8:30 a.m. Lunch will be at noon.

There will be one concurrent session in the afternoon from 1:30 – 3:00.

From 3:00 - 4:00 p.m. will be the poster session and “meet the author” session.

The annual business meeting will take place from 4:15 p.m. to 5:30 p.m. followed by the president’s reception from 6:00 p.m. to 7:15 p.m.

The annual banquet will begin at 7:30 p.m. followed by the post-banquet “casino” party which will begin at 10 p.m. Consideration is being given to having fake money on the banquet tables with faces of AAPOR luminaries such as Gallup on a \$100 bill. The “casino” party will have a twenty minute can-can dancing show, a DJ, and a cash bar. There will be four gaming tables (roulette, craps, poker, black jack) with professional croupiers. Some type of snacks (e.g. pretzels) will also be on tables.

The Applied Probability will be separate from the post-banquet casino party.

- Sunday's program will consist of two concurrent sessions from 8:30 a.m. to 11:45 a.m.

### Meeting Space at Hotels

The meeting space for this year's conference will consist primarily of eight rooms at the Hilton Hotel; four large, two medium and two small. Nancy Whelchel said that we are using all the space available at the Hilton Hotel. Lunch will be in the Exhibit Hall (A/B side). All breaks and the receptions will be in the Exhibit Hall. All the short courses (Thursday and Sunday) will be held at the Marriott.

### Sponsorships

Thus far, Karl Feld has brought in \$83,000 worth of sponsorships. We budgeted for \$50,000 in sponsorships revenue, so we exceeded our expected revenues by \$30,000. (It is unclear how much will actually be profit.) All 27 exhibit booths were sold to sponsors. (We could have actually sold more if space was available.) One booth will be used by AAPOR. The hours in which the exhibit space will be open are being extended.

Some sponsorship opportunities which should have been high priority items to sell have not been sponsored, such as the afternoon breaks (\$6,000 each.) Golf and the Saturday night party are only half-sponsored at this point. Another missed sponsorship opportunity is that of wine for the Thursday night dinner. It costs \$7,500 for the wine, but we received a sponsorship of only \$1,000 towards the wine. (It's awkward to acknowledge sponsorship of the wine when such a small proportion of the costs have been donated.) Nancy W. also said that the student meals sponsorship (\$7,500) was not picked up and she doubts that it will be. The Thursday night dessert reception has also not yet been sponsored. However, three of the five educational grants were sponsored.

The question was raised as to whether AAPOR can go back to some of the sponsors and reroute them to some other item. Nancy Whelchel said that most sponsors wanted to sponsor something specific. In addition, the remaining sponsorship opportunities are big ticket items. After discussion, it was decided that Steve Everett, Karl Feld and Monica Evans-Lombe should work to see if they can put information on the website and possibly list those items that are still available for sponsorship. One snag in that is that there are no more booths available in the exhibit hall to give sponsors.

While obtaining sponsorship money has been very successful in recent years, it seems an issues paper needs to be developed which can outline how sponsorships should be prioritized, marketed, and coordinated. The importance of the close collaboration needed between the Conference Operations Chair and the person selling the sponsorship opportunities needs to be strongly emphasized. A strategy needs to be developed so the large ticket sponsorships get covered, even if it's shared among more than one



organization. Sponsorship needs to work more closely with Conference Operations Committee to ensure smooth operations and coordination. Nancy Whelchel will take the lead on developing such an issues paper.

### Book Exhibit

Another Conference Operations items that Nancy Whelchel discussed was the Book Exhibit. To date we only have one exhibitor, but Patricia Moy said that is not a problem and is rather common at this point in time

### Conference Meals

Nancy Whelchel said that typically they have to work hard to keep within the \$200 meal budget. This year they had to work hard to spend the money (in part because of the exchange rate.). However, they do not want to lower the price of the meals this year and then have to raise them again next year. Conference attendees will be getting quite a bit of food this year. At lunch and dinner there will be shared appetizers, salad, two entrée choices at lunch and three at dinner, and dessert at every meal. The meal costs come close to \$175 per person. Steve Everett proposed that some of the additional money from meals could go to offset the cost of student meals.

The cash and carry breakfast was not that popular last year and the hotel this year did not want to do it without a guaranteed minimum. This year the hotel will set up a cash and carry on Friday, and then a decision will be made regarding the feasibility of having a similar event on Saturday and/or Sunday. There are many places to pick up something to eat in the area immediately around the two hotels.

### Conference Volunteers

In April there will be a call for individuals that are attending the conference who might want to volunteer to help out for a couple of hours at the conference. They can assist with the Fun Run, book exhibit, session attendance counter, help with the posters, at the banquet, during the pub crawl, or assist AMP staff at the registration booth or run errands. Nancy Whelchel said that they are planning on having a volunteer's breakfast for all volunteers.

### Docents

Nancy Whelchel said that they are going to try to match people up in terms of veteran members with new members. The veteran members are going to be called docents and will be asked to contact 2-3 new members prior to the conference, arrange to meet at the new members' reception Thursday evening and possibly eat lunch with them one time. After that, there are no further commitments. Nancy Whelchel said they are anticipating setting up a little training program. The whole purpose of this is to get people more involved.

Brad Edwards and Kat Draughon are going to work on a true Mentor Program, matching folks on professional interests and encouraging ongoing professional mentoring relationships.

### Hotel Sleeping Rooms

Nancy Welchel reminded the Council that some sleeping rooms are at the Hilton and some at the Marriott. Nancy Welchel wants Council to be aware that 60 percent of the sleeping rooms will be at the Marriott. The Hilton is where the conference sessions will take place.

### Getting Conference Information to Members

Rob Daves suggested that the Spring AAPOR Newsletter focus on the conference and the items that members need to be aware of. We also need to post that same information on AAPOR's website, and send blast email out on AAPORnet as well. The main message is that we are starting the conference earlier on Thursday than in the past.

### Short Courses

Most short course instructors are AAPOR members, receive a \$900 honorarium and two nights' lodging. The question was asked as to whether AAPOR is willing to forego the conference registration fee for an instructor who is not an AAPOR member. It was concluded that we should provide such complimentary registration for a non-member short course instructor. The rationale is that most short course instructors who are AAPOR members are coming to attend the whole conference, whereas, a non-member instructor most likely would not be attending the conference if not already there as an instructor.

### Site Visit for AAPOR 2008 (New Orleans)

Nancy Welchel, Linda Dimitropoulos and possibly Missy Johnson were invited by the New Orleans Sheraton to visit in February to look at the Sheraton hotel for which we have a contract for AAPOR 2008. The hotel is covering the expenses associated with this trip. In addition to seeing the condition of the hotel itself, the Sheraton wants to give the site selection team a tour so they can see that the disaster area is not near the conference hotel.

Nancy Welchel said that at this point in time she is feeling good about keeping New Orleans as the 2008 AAPOR Annual Conference site. It would be very expensive to cancel the contract. Council members tended to think we should go to New Orleans in 2008 to help support the recovery of the city (assuming Nancy's report from the February visit has no cause for concern.)

## Potential Conference Sites for 2009 Forward

Nancy Whelchel talked about potential sites for the 2009 AAPOR annual conference. She doesn't have any details yet, (is very much at the "any thoughts" stage) but she has a list of some options that Missy Johnson thinks would work. Suggestions included: San Antonio, Denver, St. Louis, and Chicago. Nancy would like Council members to Email Nancy with any ideas for 2009 potential sites.

She would also like Missy to accumulate information on various cities and hotels to develop a list identifying cities and hotels that can accommodate AAPOR in future years. Cliff commented that since we are scheduled to go south in 2008, it would might be difficult to go south for two consecutive years and that should be taken into consideration.

## Miscellaneous

Nancy Whelchel said that AAPOR Council needs to consider how much signage we want and what trinkets go or don't go into the tote bags.

At this year's conference a cyber café will be set up courtesy of ABT. Several laptops will be available to attendees to check emails, internet, etc.

## **Publications and Information Committee Chair's Report – Shapard Wolf:**

Shapard Wolf said that he is starting to work on the Spring AAPOR Newsletter which will be the conference edition. He needs timelines for mailings for the conference from Nancy W. and David Moore. The deadline for the Spring Newsletter can't be dragged out since it's a marketing tool for the conference. When he gets a timeline from Nancy and David, he will work backwards to develop the schedule for the newsletter. Cliff suggested that Shapard let them know the deadline and number of words they need. David would like members to receive the newsletter in early to mid-March. Mike Flanagan had March 15<sup>th</sup> on his schedule. David and Nancy agreed that date is fine.

Shap is going to be contacting selected Executive Council members shortly to get articles for this newsletter. The newsletter mailing and posting on the web site target date is March 15, 2006.

Shap Wolf said that he and Steve have been doing some preliminary investigation of other third party website providers that would provide lower costs and better responsiveness. They will continue their investigation.

Shap Wolf said that he has been giving some thought to moving the AAPORNet Listserv. He has been looking at hiring the company that provides the software and hosting for the current listserv. That organization has its own server and AAPOR would then own the listserv. The cost would be around \$2,000. If we move the listserv, we would no longer go through ASU. With such a move, the interface and archive would be the same, and

messages would forward automatically. The administration would be the same for Mike and Monica at AMP. AAPOR would own it in perpetuity. Shap said he will make a presentation with details and prices at the next Council meeting in March.

Shap informed the Council that he can change the footer that goes out on AAPORNet and he currently rotates several messages. Council members should let Shap know if there are specific messages we want on the footer such as any specific deadlines.

Steve Everett discussed AAPOR's website. He said that apparently there were no problems with Executive Council members accessing the demo and that he had good ideas from several Council members. If there are other Council members who have comments, get them in as quickly as possible as it is easier to make changes now than after the site has been set up.

Steve Everett said that he is ready to go live whenever we are ready. However, if we are going to move the web site, we should wait until after the move. It was recommended that perhaps the demo should be sent out to a broader audience. Tom Guterbock suggested that we have some usability testing outside the Executive Council before we go live. The earliest that Steve could do this would be in February. It will also be February before Steve can make the changes that the group was talking about. After discussion, it was concluded that the best way to do this would be to get a list of members who have just joined so they can view the website and provide comments. Thomas Guterbock will work with Shap and Steve on this project. We also need to involve some commercial members. Rob Daves and Susan Pinkus can send some names. Tom Guterbock will send out a call and work with Steve Everett. The call should be sent out within the next couple of weeks.

Steve Everett provided the Executive Council members with statistics from the AAPOR website. There is more traffic on AAPORnet than a year ago at this time. The hits and visits have moderately increased over the same period last year. Some of the content most commonly downloaded from the site includes Standard Definitions and past conference programs (although interestingly, the 2003 program has been downloaded more than the 2004 or 2005 programs!) The top 35 visitors for the first week in January were google, web-bot, and automated searchers. The increase in hits and visits may be due to these automated searchers. Currently we are not able to track member-only searches.

**Standard Committee Chair's Report: Nancy Mathiowetz:**

Nancy Mathiowetz said that the Executive Council needs to adopt the final draft of AAPOR's Procedures (for dealing with Alleged Violations of Code) in order for them to become effective immediately. The new procedures were already reviewed by Council, posted for review by members and gone through legal review.

**RESOLVED to accept the January 9, 2006, final Draft of AAPOR's Procedures (for dealing with Alleged Violations of the Code), which includes the Schedule of**

**Procedures and Standards Complaint Form, to become effective immediately.** Motion made by Tom Guterbock and seconded by Nancy Mathiowetz. Motion passed unanimously.

The main differences between the new procedures and the former procedures are the following:

- New procedures have a clearer definition of what confidentiality rules are;
- Use of concrete complaint form. (Can no longer just email the Standards' Chair.);
- Use of language – realistic timeframe within which action can take place; and
- Standards Committee will have a rule now whereby if the Standards Committee and Council don't reach the same conclusions regarding a Standard's case, the procedure is much clearer and the final document comes from the Council.

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AAPOR's Executive Council went into Executive Session at 4:10 p.m. to discuss Four Standard Cases

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#### OUT OF EXECUTIVE SESSION

Nancy Mathiowetz advised the Executive Council that we need to think about digitized telephone polls and push polls which try to come across as real polls. Nancy Belden thinks a white paper should be developed. Cliff suggests tasking a Standards Committee member to take a shot at it. Perhaps we could modify our White Paper on Push Polls that is on the website to reflect digitized telephone polls. These polls are reaching a large amount of individuals. Nancy Mathiowetz and Tom Guterbock will find someone to start writing the White Paper on Push Polls and Electronic Polls.

Nancy Mathiowetz said that AAPOR should put the Statement on the Proper Use of the AAPOR Name and Logo on the website. She and Steve will work to get the logo information on the website.

Nancy Mathiowetz motioned to adjourn the meeting. Susan Pinkus seconded it. Motion passed unanimously

There was consensus that the Executive Council would adjourn for the day at 5:40 p.m.

TUESDAY, JANUARY 10, 2006

The meeting was called to order on Tuesday, January 10<sup>th</sup>, by President Cliff Zukin at 8:45 a.m.

Cliff reminded the Council about confidentiality about Council nomination discussions. Cliff also reminded the Council of the rules governing nominations (certain positions restricted to commercial, nonprofit, etc.)

#### Electronic Voting

Motion by Nancy Belden: Moves for AAPOR to adopt electronic voting for its annual election, (allowing for paper option if someone prefers) with the President authorized to negotiate the contract with a vendor. Motion seconded by Nancy Mathiowetz.

Prior to the Executive Council meeting, an ad hoc committee composed of Nancy Belden, Susan Pinkus and Tom Guterbock (and assisted by Monica Evans-Lombs at AMP and Chris Jackson at BRS) investigated possibilities for conducting voting electronically. They reviewed information from four vendors. The prices were very similar among the four vendors. They recommend using Campus-Vote.com, a vendor that AMP also recommends. Nancy Belden provided a handout with sample election materials from Campus-Vote.com.

It was noted that moving to an electronic voting system will likely lead to increased voter participation and will also be more cost efficient. When AMP has transferred other organizations to electronic voting, voting participation has increased.

Concerns were raised about combining the move to electronic voting with the new membership cutoff date of January 31. This is the first year that people will be dropped from AAPOR membership if they do not renew by January 31; thus, they would not receive the ballot or voting materials on February 15 and might not understand the consequences of non-renewal.

It was agreed that in late January, the President (Cliff Zukin) will send a letter through postal mail to full AAPOR membership informing them of the new electronic voting process. Within this letter, information will also be conveyed about the need for members to keep current on their paid membership in order to be eligible to vote in the election and a reminder to pay their dues by January 31<sup>st</sup>. Mike Flanagan suggested that the same letter also be sent through a blast email to membership.

Nancy Belden will send out a second letter (February 15<sup>th</sup>) to full membership that will have a unique ID code for persons to use to access the electronic voting system. Those without email addresses will receive full hard-copy election packets (ballots and bios), as will anyone whose email messages bounce back. Shap Wolf cautioned that dead email addresses might not cause a message to bounce back to the sender. Therefore, in Nancy Belden's letter, members will be informed that if they do NOT receive an email or full hard-copy election packet, they are to call AMP so we can make sure they have the opportunity to vote.

Ballots, biographies, and other election materials will be available online. (After some discussion, it was decided to keep the election biographies as they currently are—no pictures, links, etc will be added.) For the online voting, names of nominees for each position will rotate on the ballots so no one name always appears first. Members will be able to sign on at any point and look at bios, consider their vote and then cast their votes. However once votes have been cast, the votes cannot be changed and the member cannot re-enter the voting system.

On March 1<sup>st</sup> a reminder email will be sent to all members with email addresses who have not voted.

On March 14<sup>th</sup> a final email reminder will be sent to all members with email addresses who have not voted.

March 15<sup>th</sup> is the voting deadline.

(Post meeting note: This timetable was modified after we discovered that some of the timing we had decided on did not conform to specifications in the by-laws.)

Once voting has been completed, the vendor will provide a CD with case-by-case data. Given that we have a low proportion of the membership who participates in the election process, Paul Beatty inquired whether we will have the ability to analyze the voting data to help determine what type of member votes. This type of analysis could help us in future years to target incentive messages to types of members who don't usually vote. (Analysis would in no way identify candidates selected by individual members.)

This year \$9,050.00 was budgeted for election expenses. Electronic voting (and associated postal mailings) is estimated to cost \$4,096. Therefore, there will be an estimated cost savings of \$4,954 by using electronic voting rather than the traditional paper election process. In addition, results will be available much more quickly with much less effort.

Motion passed unanimously.

**RESOLVED to adopt electronic voting for annual AAPOR elections, with the President authorized to negotiate the contract with a vendor.** Motion made by Nancy Belden and seconded by Nancy Mathiowetz. Motion passed unanimously.

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The Executive Council went into Executive Session at 9:25 a.m. to conduct the Nominations process and ended at 12:15 p.m.  
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***Public Opinion Quarterly - Peter Miller joined the meeting via conference call***

Peter Miller noted that POQ has fairly reasonable prices per-issue and for institutional subscriptions relative to comparable journals. In addition, Oxford prices in general tend to be on the low side. Peter Miller suggested that an increase in price would be unlikely to threaten library subscriptions and would bring POQ more into line with what competing journals are charging.

Peter also put forth two proposals regarding number of issues per year and special issues. One option would be to continue publishing four issues per year, adding special issues with Council approval (such as the just-published special issue on 2004 polls). Another option would be to move to five issues per year as a standard.

Cliff Zukin asked Peter Miller to discuss his preference among these options. Peter said there could be advantages to either. There is currently a backlog of accepted papers that could easily fill all issues for 2006, which he partially attributed to the efficiency of Associate Editor, Nancy Mathiowetz. Cliff Zukin asked if we could simply put out larger issues rather than increasing the number of issues; Peter noted that the current budget really covers page numbers—so whether we add pages or an additional issue, the costs are still the same.

The disadvantage of using a fifth issue for overflow is that it precludes “special topics” issues such as the one recently produced. There are a number of pressing topics that could fill special issues (such as nonresponse), and in fact, these issues could serve as an alternative outlet to the expensive conference-based books published by Wiley. Furthermore, papers from conferences could reach a potentially wider audience if disseminated through POQ.

Either way, additional issues of POQ would need to be funded. The recent special issue cost about \$15,000 in Oxford royalties, which included printing and all other costs. This could be done in the future—four issues funded and a fifth paid for as needed by AAPOR, or we could plan a fifth issue per year and change the subscription price accordingly.

On the whole, Peter expressed preference for continuing with four issues per year with special issues on particular topics.

**RESOLVED to adopt the policy of four issues of POQ annually (as outlined in the January 6, 2006, Memorandum from Oxford Journals) with the option of having the Council review the annual budget and allow for a special issue of POQ one year in advance if funding is available with the fifth issue being at no additional cost to the members.** Motion made by Nancy Mathiowetz and seconded by Shapard Wolf. Motion passed unanimously.

Peter will circulate information soon on a special topic for 2006 and will bring a suggested topic for 2007 special issue to the March meeting. Generally, Peter Miller will want to propose these more than a year in advance to allow adequate planning and editing time, although the next proposal may be for a special issue within the 2006 volume of POQ. Mike Flanagan noted that the 2006-07 budget will need to reflect the cost of a special issue of POQ if one is approved by Council.

#### **Membership and Chapter Relations Chair’s Report – Brad Edwards:**

Brad Edwards said that he is working with Kat Draughon, Nancy Belden and Nancy Whelchel on finalizing a Volunteer Survey form. Nancy Belden did a first draft. The survey is looking at members’ interest and skills. (Not on the form is the interest of Mentor/Mentee since Brad and Kat are looking into longer range mentor programs and it’s not ready to be discussed yet.) The thought is to have this be a web-based form



which would allow for periodic updates. Followup will be important in terms of responding to folks' desire to be involved. A challenge is to keep this Volunteer Survey form separate from Nancy Whelchel's call for volunteers to assist with the Annual Conference.

No decision has been made yet as to the frequency of the Volunteer Survey Form. Brad Edwards said that it could be done every other year or just done once and then issued only to new members or included in the new membership packet. Rob Daves expressed that annually might be too frequent. Nancy B. suggested that members could be reminded periodically to go online and update their Volunteer Survey profiles. And she concurred with Brad that the Volunteer Survey Form should always be given to new members as part of the welcome package.

Brad reported the membership count is currently 1982.

Brad Edwards said that some of the chapters are very strong and some are faltering. He has been trying to work with the smaller chapters to see if they can develop a stronger program. Three of the chapters have had conferences and two others are in the planning stages. Rob Daves went to PAPOR and gave the plenary session address.

## **Awards**

### **Innovator's Award:**

Susan Pinkus said that there have been very few replies to the call for potential names to receive this award. Susan wants to send out another reminder to the membership, through a blast Email in an effort to generate more interest. The current deadline to get potential names in is February 1, 2006. Susan has Bob Groves and Bob Shapiro on her committee and is going to ask a few other folks. She will include leftover nominees from prior years. Her committee brings nominations to Council for vote at the March meeting. Susan will forward Cliff a complete list of her committee members.

It was stated that there does not have to be a winner for every award every year.

### **AAPOR Book Award:**

Bob Shapiro said that initially there was some ambiguity as to who was on the Book Award Committee. The committee will remain the same as last year. The individuals on that committee were appointed for three to five years. Patricia Moy is the only one that is no longer on the committee. Bob Shapiro said that he has not gotten any nominations yet for this year, but they have a list of books left from last year that they can work with. The Committee's decision is final once they make it. It does not need to be voted on by the Council. The Conference Operations Committee needs to know the Committee's decision around March 15<sup>th</sup> in order to plan the printed materials for the "Meet the Book Award" winner session.

### **Policy Impact Award :**

Nancy Belden said that she has her committee in place. It includes Mollyann Brodie, Rob Santos, Stanley Presser, Dick Kulka, and Mark Blumenthal. The individual or organization/institution that is given the Policy Impact Award can include anyone who conducted research that made a positive impact on policy. Nancy said that if anyone has suggestions to forward names to her. Nominations are due February 1. Nancy Belden said that this award does not have to be given if there are no good candidates.

### **Life time Achievement Award.**

Cliff Zukin said that he does not have his Committee in place yet. Nancy Belden said she will pass on last year's list of nominees and any suggestions she has for Cliff Zukin.

### **Relations with Sister Organizations:**

Cliff Zukin said that he will come to Council in March with some proposals as to what AAPOR should be doing with some of these organizations.

Susan Pinkus said that CMOR released the lobbyist they were using and are searching for a new one. There are four individuals they are interviewing and the list is now down to two. Donna Gillin is back on the staff at CMOR and is the individual who initiated the search. CMOR is looking for someone with more experience than the last person and someone who is well connected on Capital Hill. CMOR was involved with the letter writing campaign for the Census Bureau's budget issue and in getting a lot of the groups involved.

Rob Daves said that he has seen the Preliminary Program for the Market Research Association (MRA). MRA is similar in size to AAPOR. One of the things that MRA recognizes is that we need to work together. AAPOR has been invited to put together part of MRA's conference. The MRA has four or five sessions at a time, but have the sessions arranged in tracks. AAPOR has been asked to help put together a Public Affairs Track. Rob Daves is working with one of their committee members on this track. Public Affairs include public polling, customer satisfaction, etc. If anyone has any suggestions of speakers in the Washington, D.C. or New York City area interested in serving on a panel, let Rob Daves know.

Rob Daves said that there would be a day-long meeting in Minneapolis on February 27<sup>th</sup> that is co-sponsored by the Center for the Study of Politics & Governance at the Humphrey Institute of Public Affairs, AAPOR and the Society for Professional Journalists. Cliff Zukin and Nancy Belden will be doing a morning session on A Journalist's Guide to Survey Research and Public Opinion Polls. Rob Daves and Larry Jacobs will be conducting a special session in the afternoon on the special issue of POQ they recently contributed to.

### **Long Range Planning Committee – Cliff Zukin:**

Cliff said the Long Range Planning Committee (LRPC) met in Washington, D. C. on November 10<sup>th</sup>. Prior to that, they met in September and June. There are five areas that the LRPC is working on.

- Future of the conference and what it looks like. They are in the process of writing a set of guidelines for the conference that will be approved by Council. Currently it is too open-ended. The Conference Chair has too much discretion and the theme of the conference is too personal of a process. The theme of each conference should probably be the decision of the Council. They want to make the Conference Committee firmer, want to set a portfolio for the Associate Conference Chair, look at different models of what and how we can hold sessions, review what other associations are doing with their conferences and look at ways we might improve the quality of the presented papers. As we grow we need to make sure cross fertilization occurs. On this committee are Rob Daves, Diane Colosanto and Kat Draughon.
- Education – looking at reconceptualizing to a year-round activity that would include all members, chapters and clientele. They have charged the working group (Scott Keeter and Nancy Mathiowetz) to develop a white paper on the topic.
- Enhancing Public Opinion - Cliff Zukin and Nancy Belden talked to AMP to see what services AAPOR could off load to AMP and what services AAPOR needs to buy on the outside or do differently. The group is considering the question of whether we need to hire a person or a firm that has parts of different people.
- New Area - Research about our own profession and circulating it. Currently we don't do that. What issues are we as an industry going to face in the next 3-5 years? There is some interest in exploring if we should do this. The LRPC will review what the state of the art is, best practices, changes in the field, etc. This would involve doing research on how we do research. We might apply for a grant from NSF or some large foundation to form a research board to call for proposals. This would allow us to give mini grants. Cliff emphasized the need to be proactive if we want to be leaders in the field. Cliff and Scott Keeter are on this workgroup.

Tom Guterbock mentioned that we need to do more research on human subjects' issues so that we could speak more authoritatively on IRB requirements. It would be useful to have statistics on our profession and currently we don't have that.

- Membership growth. The group is composed of Brad, Kat and Cliff. There has not been much done on the issue of membership growth. Cliff thinks it is important to understand who doesn't come to the AAPOR conference and what is missing for them. Three potential membership target groups are: the substantive side of public opinion research, marketing people, and political pollsters. We

need to socialize the standards and have closer ties with folks in CASRO and MRA.

At the first meeting the LRPC decided that AAPOR should grow, but now needs to figure out how to grow. There was some discussion among Council regarding how much growth is in AAPOR's best interests. Nancy Belden stated that there was philosophical agreement within the LRPC that wants AAPOR to be the resource for people to come to to find out about research and to represent the field broadly speaking. Cliff thinks the growth has been managed well while maintaining the norms. David Moore stated that we haven't intentionally grown and that unless we take draconian measures to limit growth, then it's good that the LRPC is thinking of how we will grow. Cliff mentioned that unlimited membership is not a goal, but that we need to determine our philosophy and how we are going to get there. Membership needs to be broad, as well as large. AAPOR seems to be managing growth quite well. To do the things that we want to do, we need to grow. However, we are also concerned about not losing the old members. There appears to be a demand for the growth and education of the membership. AAPOR needs to define what we are and then get everyone involved.

Cliff Zukin said that he will try to get some timelines for these things and hopefully present to the Council at the March meeting.

#### **Communications Report – Nancy Belden:**

Nancy Belden said that they are talking to fund raisers and she has staff working on some of the things we had started last year and working with it more. Nancy Belden said they have spoken with AMP to see what it can and cannot do.

#### **Annual Evaluation of AMP**

The Executive Council went into Executive Session to discuss an ad hoc review of AMP.

#### **Next meeting.**

The next meeting of the AAPOR Executive Council will be on Friday, March 17, 2006, in Washington, D. C. David Moore will look into getting meeting space at Gallup offices in Washington. The meeting will start at 8:30 a.m. and go until 5 p.m.

**RESOLVED to adjourn the Executive Council meeting.** Motion made by Susan Pinkus and seconded by Nancy Belden. Motion passed unanimously.

Meeting adjourned at 3:55 p.m.

Respectfully submitted,

Jennifer Rothgeb  
Secretary