

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
EXECUTIVE COUNCIL MEETING
July 7, 2006
Minneapolis, Minnesota**

Executive Council Present:

Robert P. Daves – President
Nancy Mathiowetz – Vice President/President Elect
Cliff Zukin – Past President
Paul C. Beatty - Secretary-Treasurer
Patricia Moy – Conference Chair
Frank M. Newport – Associate Conference Chair
Thomas Guterbock – Standards Chair
Charlotte G. Steeh – Associate Standards Chair
Katherine (Kat) Draughon – Membership and Chapter Relations Chair
Carl Ramirez – Associate Membership and Chapter Relations Chair
Steve Everett – Publications and Information Chair
Mark M. Blumenthal – Associate Publications and Information Chair
Robert Y. Shapiro – Councilor-at-Large

Executive Council Absent:

Dawn V. Nelson – Associate Secretary/Treasurer
Mark A. Schulman – Councilor-at-Large

AAPOR Executive Office Staff:

Michael P. Flanagan – Executive Coordinator

Guests:

Nancy L. Whelchel—Conference Operations Committee Chair

Just prior to the meeting, Rob Daves introduced Anders Gyllenhaal, Editor of the Star Tribune. Mr. Gyllenhaal welcomed the Council and commented on the importance of polling to society. He also expressed appreciation for the role that Rob will be playing in the Association this year and wished the Council a productive meeting.

The meeting was called to order at 8:51 a.m. by President Rob Daves

Adoption of the Agenda

The agenda for the meeting was adopted with two additions: time was reserved for a discussion about AMP, and an item was added to the Standards Committee report. Rob reminded the Council that meetings would follow parliamentary procedures.

President's Report – Rob Daves

President Rob Daves formally welcomed the Council to Minneapolis. Rob said that AAPOR is continuing efforts fostered by Cliff Zukin and Nancy Belden to forge closer relationships with AAPOR's sister organizations such as the Marketing Research Association (MRA) and Council of American Survey Research Organizations (CASRO). Rob reported that leaders of the various organizations met for a half-day at the most recent AAPOR conference and continue to talk about once a month. One result of these interactions is that the organizations have agreed to facilitate communications with each others' members (e.g., members of other organizations will receive notice of AAPOR meetings, and AAPOR members will receive notices from other organizations). Various promotional activities are also being pursued—for example, MRA will exhibit at AAPOR's 2007 conference in Anaheim, and MRA provided space for AAPOR's Membership Booth at its recent conference in Washington, D. C. The booth was staffed by members of the DC-AAPOR Chapter, and chapter president John Boyle submitted a report on what went well and what areas need to be improved. Rob Daves attended the MRA conference and served as keynote speaker; Steve Everett also attended. Both provided the Executive Council with their impressions regarding how the conference differed from AAPOR's annual meeting. There was some overlap—for example, Scott Keeter gave a presentation on cell phones that was well received—but we may provide a great deal of new and relevant material of value to their membership.

Rob Daves said that the market and opinion research leaders have noted that all of their organizations have codes of conduct. All agreed that it would be worthwhile to compare them and study their commonalities. Mark Schulman will represent AAPOR in this endeavor.

Rob also mentioned that AAPOR will contribute a letter of support regarding an NSF grant proposal prepared by the Kids Survey Network.

Rob Daves asked the Executive Council members if anyone has conducted media interviews. A few Council members indicated that they have done so.

Finally, Rob asked Executive Council members for input regarding issues that he should address in President's Column of AAPOR News.

Secretary/Treasurer's Report.

Paul Beatty asked if there were any edits to the May 17-18, 2006 Executive Council Minutes. Cliff Zukin said that he had a few minor corrections that he will send to Paul.

RESOLVED to accept the May 17-18, 2006 Executive Council minutes as edited. Motion made by Patricia Moy and seconded by Cliff Zukin. Motion passed unanimously.

Paul Beatty reviewed the Executive Council's To Do list, and then summarized AAPOR's Financial Statement as of May 30, 2006. Paul said that as of May 30, AAPOR is up \$330,403, with total assets of \$1,003,334, but most conference bills have not yet been paid. On the whole AAPOR's finances are about as expected for this point in the year.

Paul distributed a summary sheet of last year's budget, showing that AAPOR's projected year-end surplus is \$6,150. If the Endowment Fund is excluded, the projected surplus is only \$191. Paul explained that AAPOR's basic operations are partially subsidized by POQ and conference revenue, meaning that AAPOR spends more on member services than it takes from dues alone.

Paul noted that the Executive Council has approved new initiatives that will add about \$140,000 to our projected expenses for the year. AAPOR has raised their membership dues for the previous fiscal year and will probably want to do that again relatively soon, although probably not this year. Paul noted that we decided against raising conference registration fees last year, but will probably want to do so this year to help offset new expenses. It may also be necessary to tap into our cash reserves to fund all of our planned activities. Although we may see revenue from increased membership, we will also need to exercise restraint on a number of expenditures.

Soon we will begin the budget planning process. AMP will provide the first cut of the budget and Paul Beatty, Rob Daves and Dawn Nelson will review that budget and make edits. The goal is to submit a budget for approval prior to the next Executive Council meeting. Rob Daves said he will be talking to individuals that have budget line items. Rob said that those who have committees under their responsibility will need to start thinking about their plans for the next 18 months and how much should be budgeted for each line. Such estimates should be given to Paul.

Cliff Zukin commented that some expenses will be lower this year—for example; the Long Range Planning Committee has completed its work and will not incur new expenses. Rob Daves noted that Executive Council travel will be lower, with most meetings held in Washington, DC where many members live. Rob also said that there was support for raising the conference fees last year and the Executive Council might want to consider formalizing that conference fee increase. Paul Beatty said last year we gathered data on recent conference fees. Rob Daves asked that this data be circulated to the Executive Council for review. Rob Daves said that the Executive Council should be prepared to make a decision in September on whether or not to raise the conference registration fees.

Paul Beatty mentioned that the Endowment Committee would like to have the option of collecting donations on line. In order to accomplish this, we will need to make modifications to the iMIS Membership database which should not cost more than \$525. Of course, on-line donations will result in some expenses from credit card fees. The Endowment Committee also discussed putting \$68,600 of its reserves into higher-yield

investments. The Endowment Committee asked Dan Merkle, current chair of the Investments and Finance Committee, for recommendations on where to put these funds. These will not be high-risk investments—most likely the funds will be put into government securities or corporate bonds similar to those in which other Endowment funds have been invested.

Paul Beatty also proposed that AAPOR should move its fiscal year to match the calendar year, as opposed to the current fiscal year, which runs from July 1 to June 30. The previous Executive Council had discussed this possibility and there are a number of reasons for considering it—for example, the timing of the annual conference at the end of the fiscal year creates some accounting difficulties. There are also some tax and accounting issues that make it preferable to shift the fiscal year.

RESOLVED to change the AAPOR fiscal year from July 1 to June 30 (current method) to January 1 to December 31 (calendar year) and to implement this change in the most expeditious and effective way possible with a start date of January 1, 2007. Motion made by Paul Beatty and seconded by Cliff Zukin. Motion passed unanimously.

Mike Flanagan said that the budget process for AAPOR will begin in July. There will be probably be two budgets; July 1, 2006 to December 31, 2006 and January 1, 2007 to December 31, 2007.

Education Committee report:

Nancy Mathiowetz reported that Mollyann Brodie had prepared an Education Committee Plan for 2006-2007. The Education Committee's goal is to have a broad range of activities, and to have short, medium, and long-term plans. One element of the plan is to work with the AAPOR chapters for the delivery of the short courses that were available at the national conference. Currently SAPOR is looking at offering a short course.

Frank Newport asked if the committee was looking at how medical specialty associations approach member education, suggesting that these might serve as a model. Nancy replied that the Committee is looking at other organizations for ideas, but generally those that do work and have educational requirements more closely aligned with ours. Nancy invited further comments on the Education Committee Plan.

Executive Office Report:

Mike Flanagan said that the Executive Office has been paying invoices and wrapping up the accounting related to the annual conference. The Executive Office has also started the process for the 2006-07 edition of the AAPOR/WAPOR Blue Book. He hopes the Blue Book will go to press on August 1 and be mailed in September. Mike Flanagan said that the number of entries has decreased over the past few years despite numerous

solicitations to both the members and past subscribers. There was discussion that it would be useful to learn more about how organizations decide whether or not to advertise in the Blue Book and what they perceive its value to be. Steve Everett and Mark Blumenthal will investigate these matters and report back to Council in January.

There was also discussion about the possibility of offering a Blue Book entry combined with advertisements on the AAPOR website, although Steve Everett pointed out that that should be preceded by discussion about whether we wanted any advertisements on the AAPOR website at all. There was also discussion of sharing the Blue Book with our new contacts at MRA and soliciting additional advertisers from their membership.

Mike Flanagan said that the AAPOR Membership Directory is in the process of being reprinted for 2006-07. Mike will look into the possibility of adding search features to the on-line version of the Membership Directory. He also pointed out that AAPOR could save money by dropping the hard copy of the Membership Directory.

Mike Flanagan reported that several member booklets have been typeset, and the Executive Council needs to decide whether or not to print them.

Standard Definitions: This booklet is provided to news members when they join and will be put on-line. The new edition would be sent to all current AAPOR members and an extra supply run for new members. The Standard Definitions are also offered for sale at \$2.50 per booklet, but very few copies have been sold.

The Code Booklet: This booklet has been updated and includes new procedures for filing a Standards complaint. The content is also posted on the website. The printed booklet would be sent to all existing AAPOR members as well as new AAPOR members.

Constitution and Bylaws: This booklet is currently out of stock. Mike Flanagan said that the Bylaws should be looked at by another Task Force to make sure that they reflect the recently changes made by the Strategic Planning Committee.

Rob Daves noted that AAPOR used to furnish a *Best Practices* booklet to members. Mike Flanagan said that he was aware of the document, but had never seen a hard copy booklet. Rob Daves supplied a sample copy. Mike said that the booklet will be made available electronically.

It was suggested that perhaps all four booklets could be incorporated into one document or placed on a CD. Mike Flanagan said that other organizations have done this. The possibility of mailing hard copies of individual booklets, a combined booklet, or a CD were discussed, as well as the options of making these publications available online or through email.

It was concluded that a booklet combining the Code and Best Practices should be printed and mailed as soon as possible, and also posted on the AAPOR website. It was also concluded that Steve Everett and Mark Blumenthal will gather more cost information

regarding the other booklets. They will also survey the members as to their use of these materials and preferences for receiving them. Steve and Mark will report back to the Executive Council in September. Rob Daves will update Tom Smith on the Executive Council's final decisions regarding Standard Definitions publication.

Past President's Report:

Cliff Zukin passed out a Job Description that was prepared by Nancy Belden for the full-time Communications Director and invited all Council members to provide comments. One suggestion was made to remove the task of "maintains website" from the document, as that function is performed by the Publications and Information Committee.

Cliff noted that we are probably looking for an individual to fill this role as opposed to a group or segment of an organization—this would be someone who is focused on AAPOR every day. It would probably be a midlevel person, although other options could certainly be explored.

Mike Flanagan mentioned that AMP has the name of a potential candidate that was forwarded to them through another contact. The Vice President of Management Services and Mike had an initial telephone conversation with this individual. Based on that conversation, they recommend that that Cliff Zukin and/or Nancy Belden consider interviewing her for the position. This individual could be hired through AMP, meaning that they could handle all recordkeeping and that it would not be necessary for AAPOR to have an actual employee.

Conference Operations Report:

Nancy Whelchel recently circulated a report to the Executive Council regarding how the conference planning and implementation went this year from a Conference Operations perspective. She and Missy Johnson have been soliciting written feedback from various people involved in the conference. A conference call will be held with relevant parties afterwards to discuss the results.

Nancy Whelchel said that the Volunteer and Docent programs seemed to work well and that Kat Draughon will remain in her role as Coordinator.

Nancy Whelchel also said that AAPOR should formalize policies for handling unofficial conference events. She mentioned a NY-AAPOR event that was scheduled during a formal conference event in spite of instructions to the contrary. Rob Daves asked that a memorandum be sent to chapters, asking them to coordinate any desired events with the Conference Operations Committee. This should help to streamline the planning and avoid program conflicts.

Nancy Welchel informed the Council that she plans to appoint David DesRoches as Social Activities Coordinator. She also indicated that the Social Activities Coordinator is too busy to handle the Golf Outing. Nancy Welchel will appoint Craig Hill to be the Golfing Coordinator for the 2007 annual conference. Nancy Welchel also indicated that volunteers will help to run the Pub Crawl next year, as the Social Activities Coordinator cannot reasonably handle that and the Fun Run the following morning.

Nancy Welchel and Linda Dimitropoulos visited with Karl Feld while they were in Montreal and thanked him for his efforts as Exhibits and Sponsorship Chair. They said that the conversation was fruitful and his input will help plan the future of AAPOR conference sponsorships.

Nancy Welchel also discussed the growth of exhibits at the conference. Space is limited in Anaheim—in fact, we will probably not have any more space there than we did in Montreal. In addition to having adequate overall space, its positioning is important such that there is a good flow of attendees through the exhibit area. There may be more room for exhibitors if posters were put up in a separate area. There was also some discussion about increasing the fees for exhibiting at the conference.

Conference Operations also needs to find a new Exhibits Coordinator. There is a candidate in mind, although this individual is a vendor—this could represent a conflict of interest, or at least the appearance of a conflict of interest. Mike Flanagan said that the biggest objection may come from other conference exhibitors. Conference Operations should have these issues resolved in their report to the Executive Council in September.

Nancy Welchel said that for the 2007 annual conference they have revised the contract to accommodate the conference beginning on Thursday morning. They have also increased the room block accordingly.

A conference planning meeting will be held in July. Rather than holding this in Lenexa, as has been done in the past, the meeting will be held in conjunction with a site visit to Anaheim.

Nancy Welchel and Linda Dimitropoulos will soon visit properties in Philadelphia and Fort Lauderdale as prospective sites for the 2009 conference. They expect to have recommendations for the Council in September. Rob Daves asked Nancy Welchel to evaluate the properties critically given the issues she raised in her post-conference report.

Nancy Welchel said that she still has not gotten the list of potential AAPOR conference sites from Missy Johnson, but she has talked with Mike Flanagan about the need for a higher number of RFP's. Nancy has some questions regarding steps involved and costs for the site selection process. Mike Flanagan said that he will discuss these issues with Cathy Berra at AMP. It was recommended that a conference call be arranged with Cathy Berra, Mike Flanagan, Nancy Welchel, Patricia Moy and Frank Newport to discuss AAPOR's needs regarding the site selection process; the call might also include Paul

Beatty and Dawn Nelson. Before that call happens, Nancy Whelchel will send Mike Flanagan a memo on the issues and concerns.

Conference Chair's Report:

Patricia Moy reported that the post conference survey is currently in the field. GMI recently sent out reminder notices to non-respondents. Some Executive council members said that they keep getting reminders to complete the survey even though they already completed it, and at least one Council member was incorrectly sent to the survey for non-attendees. The conference survey will be closed to new respondents on July 15th.

Patricia Moy said that initial responses suggest favorable impressions of the Speaker Ready Room. Most felt that the number of simultaneous sessions was just about right. Respondents also tended to think that papers were of higher quality than posters, even though there was a deliberate effort to dispel the idea that posters are second-tier contributions. Some open-ended responses expressed negative views about the quality of papers. Frank Newport asked whether trend data were available on these perceptions. Patricia indicated that some might reside with previous conference chairs. Frank will follow up with these chairs assemble trend data. Mike Flanagan will see if he has data from conference since 2002 in an electronic format and send to Frank Newport.

Patricia Moy said that the new attendees appear to be happy with the docent experience. Most who declined to serve as docents this year cited too many time constraints. Cost and room availability led some attendees to stay in non-AAPOR hotels. Respondents expressed high likelihood of attending the 2007 conference, although open-ended comments suggest less enthusiasm for the venue. Respondents expressed a preference for short courses to be held prior to the conference. In 2007 we will have the short courses on Wednesday afternoon and two on Thursday morning. The cost of the conference was cited as a key factor for non-attendees. Patricia is in the process of drafting a full post-conference report.

Patricia Moy has had conference calls with Paul Lavrakas regarding his proposed telephone survey track at the annual conference. Paul Lavrakas is putting together a short course on cell phones for Wednesday just prior to the conference. More generally, a subcommittee has been formed to review potential short course offerings.

Patricia Moy mentioned that she wants to choose a plenary topic in line with the conference theme. She has several ideas for potential plenary speakers, including Arnold Schwarzenegger and Bill Maher. There was some discussion about Joe Klein or Hillary Clinton, and about the potential value of getting a sitting politician to talk about the use of polls. The possibility of getting political pollsters (i.e., those who work directly for a particular politician or campaign) was also discussed.

Patricia also mentioned that she is open to ideas regarding artwork for next year's conference program.

Patricia then discussed the CD of conference presentations that is currently being prepared. When individuals submitted an abstract for the 2006 conference, they agreed to make their paper available on the CD for distribution. We need to decide what policies to put in place for future CD's, if any, especially given some institutional clearance issues that recently emerged. For example, Paul Beatty mentioned that he needs additional clearance before conference presentations can be circulated. He also suggested that some authors might use a presentation to solicit preliminary feedback, but might not want that version of their work reified for a larger audience. The possibility of having an "opt-in" system was discussed, in which authors would need to actively provide consent for inclusion; their papers would not be included unless they gave permission for this. Patricia Moy said that she would present a proposal for future CD policies for the September Council meeting. There was also discussion about making presentations available on the AAPOR web site, rather than producing a CD. One advantage of on-line submissions is that there would be no absolute production date and deadlines could be more flexible.

The Executive Council next went into Executive Session to discuss issues related to AMP.

The Council then broke for lunch at 12:45 p.m.

Councilor-at-Large Report

Bob Shapiro is reforming the Innovator Award Committee. The committee has deviated from its designated structure during the last two years—it will now be down to six members as intended. Members will include the two Councilors-at-Large, Nancy Mathiowetz, Peter Miller, and two others to be decided. As no Innovator Award was given in 2006, Bob indicated that it would be important to make an award next year.

Bob also reported that Mark Schulman is representing AAPOR on the committee to look at ethics and standards across market and opinion research associations.

Membership and Chapter Relations Report:

Kat Draughon said that Chapter leaders had a productive meeting at this year's conference. She also reported that monthly conference calls are being held with them, which will hopefully foster a sense of greater connection to the national organization. Kat has requested that the Chapters send their most recent information on officers, By-Laws, finances and events to her. Mike Flanagan requested that this information also be sent to the AAPOR Executive Offices.

Kat Draughon or Carl Ramirez will try to attend as many of the chapter conferences as possible. Kat said that we are considering sending posters from the past conference to the

chapter conferences. We will also send member forms and some of our standard booklets, and will consider other means of fostering a sense that the national organization is present at chapter conferences. Kat is also working with SAPOR to set up a short course.

Currently AAPOR's membership stands at 1,915 as of June 30th versus 1,846 a year ago. This is a bigger jump than we experienced in the prior year.

AAPOR will be running a membership ad in every issue POQ. This ad will be broad enough that it might be run in other journals as well.

Kat Draughon said that the docent program went well at this year's conference, and will be repeated next year with some minor modifications. The volunteer program also went well, and got a number of younger members more involved in the conference.

Carl Ramirez reported that decisions need to be made about several chapter-related issues, including incorporation, tax, and insurance. None of the chapters are currently incorporated, and their legal relationship with the national organization is ambiguous. AAPOR's responsibilities to the chapters with regard to incorporation, taxes and insurance are not clear. These are particularly important issues for the NY-AAPOR chapter. NY-AAPOR has asked whether they can use AAPOR's Tax ID for filing purposes, whether they should incorporate, and whether national will pay for this.

Carl said that in terms of clarifying legal status, chapters appear to have two options: affiliation and chartering. Chartering would require a common set of bylaws and would tie the chapters more closely to national. There was some discussion regarding chapter preferences. Carl said that apparently most chapters want support from national AAPOR but also want to retain some autonomy. Mike Flanagan said that current relationships are looser than usual; typically in the association world, members cannot belong to chapters unless they join the national organization first. There was also discussion as to whether all chapters needed to have the same relationship with national AAPOR.

Mike Flanagan will ask the AMP Accounting Department if they can we file taxes for NY-AAPOR alone, as they are a unique entity among the chapters. The answer may partially depend upon the legal status of the chapters, and Mike Flanagan recommended that AAPOR might want to get advice from an attorney specializing in such matters.

Another question is whether chapters should share Director and Officers (D&O) insurance policies with the national organization, or whether they should have independent policies. NY-AAPOR currently has an independent policy. If chapters share national's D&O insurance, it would be under a shared liability policy. In other words, national AAPOR holds a one million dollar policy; if the chapters share this policy, the same coverage will apply to national and the chapters combined. Mike Flanagan will look into costs of D&O insurance for all the chapters and determine how much this would cost per chapter if they were added. If the chapters wish to obtain additional liability insurance, they should obtain business liability policies on their own

through local insurance agencies. Chapters can also incorporate on their own, if they choose to do so.

The comment was made that that this is an opportunity to build relationships and closer ties with the chapters. Mike Flanagan said that it would be helpful to know how many members of each chapter are also national members and how many are chapter-only members.

The Membership and Chapter Relations Committee should report on the status of these issues at the next Council meeting.

Publications & Information Report:

Steve Everett proposed that a new provider should host the AAPOR Website based on various cost and responsiveness issues. AMP has recommended a firm called Knowledge Folks. While twice as expensive in terms of hosting fees, they also provide up to two free hours of on-line service per month. Altogether, Knowledge Folks might be less expensive, and the move would certainly require less of Steve's time. Knowledge Folks also offer services such as audio streaming that are not currently available through ANSI Online. They could also host our list serv at no additional charge.

RESOLVED to move the current website hosting from ANSI On-Line to Knowledge Folks effective immediately. Motion made by Cliff Zukin and seconded by Tom Guterbock. Motion passed unanimously.

Mark Blumenthal mentioned that Westat will be conducting a usability test of our redesigned web site. They are performing this work on a pro bono basis. All involved favor keeping the test simple, and Westat is primarily relying upon AAPOR members who work there as volunteers. The initial test plan involves only the redesigned front page. The rest of the site is not yet functional—the rationale being that we do not want to invest in setting up the full site if we decide that we don't like the new design. Setting up a more complete site for a broader test would cost an additional \$500-\$1,000.

There was discussion that a zero-based redesign might be the best approach. However, there was also discussion that the redesign basically involves tweaking and reorganizing what we already have—the site is not “broken” and probably does not need to be overhauled. Given that, it might be worthwhile to test a fully functional prototype of Steve Everett's redesign; this would not preclude a more significant redesign down the road. In any case, the website will be tested before going live to the membership.

Regarding AAPORNet, Steve Everett said that we will probably need to move the listserv from ASU. Changes of leadership and culture are probably pointing to the end of free hosting. One option is to accept Knowledge Folks' offer to host the listserv, but format compatibility is a key issue—our archives might not be accessible in a new format. Steve Everett is investigating whether Knowledge Folks can get L-soft or take other steps to

ensure compatibility of our archives. Other options include paying another provider to host the listserv, or hosting the list on AMP's server and interfacing with the iMIS membership database. Another university setting is also a possibility, although that could be temporary and require another move within the next few years.

Steve Everett said that he recommends that we get some additional information before making a final decision.

Steve Everett said that is soliciting articles for the next AAPOR News. David Moore will contribute an article on the past conference. Nancy Welchel and Linda Dimitropoulos will do an article on operations and social activities. Cliff Zukin will write on award winners. Rob will write his presidential column. Nancy Mathiowetz asked if we could ask the membership about their newsletter preferences (i.e., whether hard copy is preferred or whether on-line only would be OK) when gathering information about other publications.

E-Zine:

Cliff Zukin reported that issues regarding the governance of the e-Zine are still being worked out. AAPOR is sponsoring it as an "AAPOR Publication" but there will also be an editorial board responsible for overseeing content. Another issue involves who will have access. Steve Everett, Mark Blumenthal, Mark Schulman, Cliff Zukin and Frank Newport will meet and take up these questions, and make recommendations for Council to consider at its September meeting.

In the meantime, John Kennedy is soliciting articles and working to generate content for the first issues.

Standards & Ethics Report:

Tom Guterbock reported that he has received some comments regarding the Margin of Sampling Error Statement. The question was asked if the individuals who do Internet panels have looked at this statement. Nancy Mathiowetz will ask Darby Steiger to review with that in mind. Tom Guterbock said that he will circulate the statement again and ask the Council to vote on approval via e-mail.

Tom Guterbock reported that the White Paper on Robo-Surveys has not been completed. Robo-surveys are important because they are on the boundary between push polls and legitimate polls. Theoretically, they could be done to collect legitimate data from a very large sample. The issues involved are complex, which might be one reason for the delay, but the Council asked Tom Guterbock to find out if the author chosen for the task plans to complete the paper. Unless he plans to tackle this soon, we should ask someone else to do it, preferably before this fall's elections so the paper can be available as a resource for journalists.

More generally, Tom Guterbock said that he has an active Standards Committee and they had a productive meeting in May.

Charlotte Steeh said that she has been notified of several groups misusing the AAPOR logo. AAPOR sends emails to such groups when they are identified. In one recent case, the director of an organization was advised about proper use of the logo, and it was removed from their website.

Tom Guterbock said that ISO Standards have been passed and are now accepted as an international standard. Copies are available for \$100, and he will obtain three. Tom would like to get AAPOR represented at an upcoming October ISO standards meeting. He is going to call Diane Bowers at CMOR to discuss the issue.

The Executive Council went into Executive Session to discuss standards cases at 2:45 p.m.

RESOLVED to adjourn the Executive Council Meeting. Motion made by Paul Beatty and seconded by Patricia Moy. Motion passed unanimously.

The meeting was adjourned at 4:10 p.m.

Respectfully submitted,

Paul Beatty, Secretary-Treasurer