



**American Association for Public Opinion Research  
Executive Council Minutes  
Friday, July 15, 2022**

**ATTENDANCE:**

**Council:**

Jennifer Agiesta	Vice President
Paul Beatty	President
Aleia Clark Fobia	Associate Communications Chair
Marjorie Connelly	Standards Chair
Michael Delli Carpini	Associate Education Chair
Yazmín García Trejo	Communications Chair
Ana Gonzalez-Barrera	Inclusion and Equity Chair
Allyson Holbrook	Associate Conference Chair
Jennifer Hunter Childs	Associate Secretary-Treasurer
Ricki Jarmon	Councilor-at-Large
Cameron McPhee	Associate Standards Chair
Patricia Moy	Past President
Heather Ridolfo	Membership and Chapter Relations Chair
Alisu Schoua-Glusberg	Councilor-at-Large
Rodney Terry	Associate Inclusion and Equity Chair
Jerry Timbrook	Associate Membership and Chapter Relations Chair
James Wagner	Education Chair
Brady West	Conference Chair
Anna Wiencrot	Secretary-Treasurer

**Staff:**

Tristanne Staudt	Executive Director
Renata Casiel	Conferences and Education Senior Manager
Jeanette Gass	Membership and Development Director
Jackie Weisman	Marketing and Communications Director

**I. Call to Order**

Beatty called the meeting to order at 1:01 pm ET.

Executive Council Meeting Minutes: June 15-16, 2022

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

**MOTION: to accept the minutes from the June 15, 2022, Executive Council meeting. Childs moved; Agiesta seconded. The motion passed by unanimous vote.**

**II. CONSENT AGENDA**

Beatty asked if there were any items to be pulled out from the consent agenda for further discussion.

Childs asked about the membership numbers from December 2021. Gass explained that the numbers in December 2021 actually counted the renewals that had already been processed for 2022 in addition to all of the 2021 members. Technically, this number is correct, but because AAPOR's membership year starts in October, the end of year 2021 number should actually be the number of members in the October column. Beginning in October 2022, when the new membership year starts, the chart will be redone to reflect the AAPOR membership year and not the calendar year.

Childs asked if items in the Communications Committee consent report would be brought to Council for discussion. García Trejo noted they would be discussed later.

**MOTION: to approve the consent agenda. West moved; Wiencrot seconded. The motion passed by unanimous vote.**

### III. APPOINTMENTS

Ridolfo introduced the nominees for the subcommittees of the Membership and Chapter Relations Committee.

**MOTION: to approve the nominees for the Membership and Chapter Relations Committee. Gonzalez-Barrera moved. McPhee seconded. The motion passed by unanimous vote.**

Holbrook introduced the nominees for the Sudman Student Paper Award Committee. She noted that these appointments are for a one-year term, and that the Associate Conference Chair would form a new committee next year.

West introduced the nominees for the Conference Committee. He noted that both nominees approached him at the conference to assist with the planning. Moy noted that while the committee should reflect a breadth of voices, it will be important to ensure that decisions consider all factors, not necessarily only the way things have traditionally been done. West assured this would be the case.

West introduced the nominees for the Abstract Review Committee. He noted that some others have been asked and are not available. There are still some outstanding invitations and others will be asked to ensure a full committee.

**MOTION: to approve the appointments for the Conference subcommittees with the exception of Local Events. Schoua-Glusberg moved; Connolly seconded. The motion passed by unanimous vote.**

West noted that the Local Events Subcommittee was important in Chicago, and that it is important to have representatives from Philadelphia on the committee. Jarmon is from Philadelphia, Best will represent SSRS which is based outside of Philadelphia, and Hayati reached out to West independently. West noted that all of the nominees are men, and he noted that there have been no suggestions for women at this time. Councilors suggested contacting PANJAAPOR leaders for recommendations and McPhee noted she would work with others at SSRS for additional suggestions. West will draft a message, and Gass will reach out to PANJAAPOR for suggestions.

**MOTION: to approve the nominees for the Local Events Subcommittee. Gonzalez-Barrera moved; McPhee seconded. The motion passed by unanimous vote.**

Wagner presented the nominees for the History Subcommittee. Both nominees have experience in attending AAPOR conferences and volunteering for the subcommittee.

**MOTION: to approve the nominees for the History Subcommittee of the Education Committee. Wiencrot moved; Connolly seconded. The motion passed by unanimous vote.**

Wiencrot introduced Darby Steiger as the nominee for the Sponsorship Subcommittee Chair as mentioned at the June 2022 Council Meeting. She noted that the roles of volunteers and staff on this committee are still being determined to best use everyone's experience and expertise.

**MOTION: to approve Steiger as the Sponsorship Subcommittee Chair. Moy moved; Holbrook seconded. The motion passed by unanimous vote.**

Terry introduced the nominees for the Inclusion and Equity Committee. He met with most of these people at the conference. Terry noted that he had reached out to Sosa, who is currently not a member, and asked him to become an AAPOR member. Councilors decided to defer the nomination of Sosa until he becomes a member.

**MOTION: to approve the members of the Inclusion and Equity Committee Subcommittees. Jarmon moved; García Trejo seconded. The motion passed unanimously.**

García Trejo introduced the nominees for the User Experience Task Force. She noted that this group is focused on the user experience aspect of the website project. Holbrook asked if there was a charge for the Task Force. García Trejo said it would be shared at the next meeting. Since this group does not yet exist, Council must move to create the group before populating it with members.

**MOTION: to create the User Experience Task Force. McPhee moved; Timbrook seconded. The motion passed unanimously.**

**MOTION: to approve the nominees for the User Experience Task Force. Connolly moved; Agiesta seconded. The motion passed unanimously.**

#### **IV. PRESIDENT’S REPORT**

Beatty reported that he participated in a meeting with ten other data-centric associations and the Chief Statistician of the US and noted that the discussion about their members and their use of data was very informative. Many of the groups have similar issues, and Beatty will follow up with other participants and report back to Council. The discussions may have implications for AAPOR’s membership and communications strategies. It will be important to create a “why AAPOR” statement that can be used in membership and other marketing efforts. There may be some low-cost, low-effort advertisement and outreach activities that can generate growth.

#### **V. SECRETARY-TREASURER REPORT**

Wiencrot reported on the May AAPOR financial report. Financial reports generally run about two months behind, so this month’s report covers conference revenue and spending. She noted that this month has a new format thanks to AAPOR’s accountant. AAPOR is currently at 91% of its budgeted revenue now that the conference revenue has been realized. Since conference and membership revenue are realized in the first half of the year, the amount of revenue coming in during the second half of 2022 will be small.

Current expenses are about \$700,000 which is about 48% of expenses. The outstanding conference expense is the hotel bill which is approximately \$300,000 and will be seen next month as the bill is being finalized. The 2022 conference was more profitable than expected based on decreased expenses. As it stands now, cash flow is scheduled to be fine throughout the rest of the year, but Council will be updated if anything changes.

#### **VI. EXECUTIVE DIRECTOR REPORT**

Staudt reported that Casiel joined the team and will be working on the 2023 conference. Staudt noted that Gass is working on timelines for membership activities and data cleanup in the association management system. Staff will have a kickoff meeting in the next few months with Ironistic for the new website. Maven + Smith is scheduled to deliver new logo possibilities next month. The soft launch for the 2023 conference will be in mid-August. Staff has also signed a contract with a new abstract system that will be easier, more useful, and more robust and will generally help improve the conference experience. Submissions will open in mid-September. The Philadelphia Marriott Downtown is open to shifting the days to the Wednesday-Friday pattern and is looking into available space. A site visit will be scheduled in August. The 2025 contract has been fully executed for May 14-16, 2025.

In addition, the auditor's report for 2021 is almost finalized. Per their charge of reviewing all AAPOR committees, the Councilors-at-Large have received a full overview of all committees from staff. They will be in touch with all chairs and associate chairs to discuss the goals of all committees and subcommittees.

Recently, an email was received regarding concern about conference locations in areas with abortion laws and for AAPOR to consider local laws before scheduling conferences. Historically, AAPOR has been non-partisan and has based conference decisions on best interests of the association rather than political considerations. Staudt will respond to the member and will note that their concern is being considered. Future conferences (2023-2026) are already contracted, so there is not a lot that can be done. Breaking any contracts at this point would incur significant financial penalties. These types of requests are not new in the social science association space. There are various issues that come with every conference location, and it is inconsistent with AAPOR's historical approach to these issues to make decisions based on state laws.

## **VII. FUTURE OF AAPOR FINANCES FINAL REPORT**

Saad reported that as AAPOR's situation changes, the report continues to evolve. She noted that an overview of the report was presented at the June meeting, and that today she would review key highlights in advance of the budget discussions for 2023.

Saad's main point was that AAPOR is doing well overall in that it got through the pandemic without major disruptions. Part of this is due to the investment account and the decisions made by AAPOR Council in 2020 that were successful in keeping people engaged even if finances were at breakeven. As a result, investment accounts are lower due to changes in the market and the need to take money from reserves. Based on the report, the priority is to focus on growing membership. While the year-to-year decreases are not high, when added together, they do make a difference in the financial status. Membership decreases have largely been in the employer-paid category, so there may be ways to encourage employers to pay for membership again.

In terms of other revenue areas, journals are less of a revenue source than they have been in the past, and distance education revenue has been relatively flat. There are areas of opportunity to grow in online education and development efforts. With the change to self-management there has not yet been an entire year to analyze, and it should not be assumed that the expenses would be the same. The final conclusion of the report is still be developed. The statement in the current draft about a razor-thin margin budget is not necessarily a criticism, but it is important for AAPOR to grow and have more budgetary flexibility. Overall, this report actually ties into questions about the future of AAPOR itself. The final version of the report will be available in the next week or so. Beatty thanked the committee for its work and noted how helpful it has been in guiding several Council discussions. Agiesta noted having the goals outlined were really important and that this process should be continued.

## **VIII. 2023 ANNUAL CONFERENCE**

West noted that the 2022 digital library was launched at the end June and as of this meeting, there were six subscribers to the platform. PARC is willing to continue sharing the usage data with AAPOR. West noted he had hoped for higher uptake at this time. There was a previous issue with some of the file uploads; this issue has been resolved. The new abstract system should avoid a lot of the issues with the library since everything will be in one place. This will avoid having multiple logins and multiple places to upload files. In addition, the theme and graphics are ready to go for the 2023 conference. The soft launch will be in mid-August. With the sunseting of the Conference Support Subcommittee and a full staff in place, an assessment of what tasks are conducted by staff and where volunteers are needed is currently being conducted.

## **IX. SURVEY PRACTICE EDITOR SEARCH**

Fobia noted that Emily Geisen is rotating off as editor of *Survey Practice*. The application presented here is the same application as before but updated with current information. Fobia asked for councilors to approve Geisen staying on for an additional 6 months to allow for a 1-year search period for a new editor and for the application to be approved. McPhee asked if Geisen would be able to fulfill the duties given that she had wanted to rotate off

as editor. Fobia noted that Geisen had agreed to the extension. Moy noted that with the *JSSAM* editor moving to 4 years, *Survey Practice* would be the only one with 3-year terms. Wagner noted that the journal governance policy is still being revised and the editor terms could be changed there if it is warranted. Since searches take a long time, it may make sense to change to four-year terms. Beatty noted that it is worth going ahead with the search, and the term length could be adjusted in the future.

**MOTION: to extend the term of Emily Geisen as *Survey Practice* editor for 6 months; McPhee moved; West seconded. The motion passed unanimously.**

**MOTION: to issue the call for search for a new editor for *Survey Practice*. Moy moved; Ridolfo seconded. The motion passed unanimously.**

## **X. ESTABLISHMENT SURVEY RESEARCHERS AFFINITY GROUP**

Gonzalez-Barrera noted that an application has been received for a new affinity group by Melissa Cidade. She submitted all of the required information and has the backing of at least ten AAPOR members. As a result, it is recommended that this group be approved.

**MOTION: to approve the creation of the Establishment Survey Researchers Affinity Group. Agiesta moved; Connolly seconded. The motion passed unanimously.**

## **XI. 2022-2023 COMMITTEE AND SUBCOMMITTEE GOALS**

Beatty noted that there was a great discussion about committee workplans at the last Council meeting. In follow-up discussions, it has become important that obtainable, concrete, and manageable goals be established. Beatty asked the committee chairs to establish 3-5 goals that can be achieved by the end of the year by August 12. Each committee is also asked to produce a formal charge (a few sentences) for each subcommittee. By the end of August, each subcommittee is asked to develop 3-5 goals to be reached by the end of the council year. This charge should exclude the award committees since their goals are clear as their only task is to review applications. Beatty will email councilors with the requests.

## **XII. NEW/OLD BUSINESS**

Moy noted that award committee chairs have been burdened with continually finding volunteers. It may make sense to have staggered terms for award committees for continuity. This could help increase efficiency. At the end of this year, it may be possible to change some of the terms. When the councilors at large are working through their charge of reviewing the committees, they can also consider these questions.

García Trejo asked for advice on the website subcommittee. The website subcommittee had been tasked with changing the AAPOR website. Since this is a staff project now, it is difficult to determine the tasks of the committee. Schoua-Glusberg noted that if there are no particular tasks, it seems the work of the subcommittee is fulfilled. The User Experience Task Force will work with staff and Ironistic during the redesign process. Beatty noted that this may be a natural point for sunseting the subcommittee if no charge exists and one cannot be determined. Council would support this decision and could determine other roles for the volunteers.

Garcia Trejo noted that the current chair of the newsletter subcommittee would like to rotate off which only leaves one committee member. Since AAPOR staff has assumed these tasks, this subcommittee has also likely reached a natural sunseting point. Emily Alvarez, the remaining volunteer, would like to continue volunteering, and another role may be able to be determined for her. Overall, the roles of both subcommittees have been transitioned to staff.

**MOTION: to sunset website and newsletter subcommittees. Childs moved; Schoua-Glusberg seconded. The motion passed unanimously.**

**XIII. ADJOURN**

**MOTION: to adjourn the open portion of the Executive Council meeting and move into Executive Session. Connolly moved; McPhee seconded. The motion passed by unanimous vote. Meeting adjourned at 3:25pm.**