

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
EXECUTIVE COUNCIL MEETING
June 25, 2005
Montreal, Quebec, Canada**

Executive Council Present:

Cliff Zukin – President

Rob Daves – Vice President/President Elect

Nancy Belden – Past President

Paul Beatty – Associate Secretary-Treasurer

Nancy Mathiowetz – Standards Chair

Thomas Guterbock – Associate Standards Chair

Brad Edwards – Membership and Chapter Relations Chair

Kat Draughon – Associate Membership and Chapter Relations Chair

Shap Wolf – Publications and Information Chair

Steve Everett – Associate Publications and Information Chair

Susan Pinkus – Councilor-at-Large

AAPOR Executive Office Staff:

Michael P. Flanagan – Executive Coordinator

Council Members Absent:

Jennifer Rothgeb – Secretary Treasurer (Joined by conference phone for portions)

David Moore – Conference Chair

Patricia Moy – Associate Conference Chair

Robert Y. Shapiro – Councilor-at-Large

Guests

Nancy Whelchel – Conference Operations

President Cliff Zukin called the meeting to order at 9:05 a.m.

President's Report – Cliff Zukin

Cliff Zukin recapped the Long Range Planning Committee Wrap-up meeting from the previous evening. He said that he was pleased with what transpired so far and indicated that the Committee will continue with its work. He opened the floor to discussion about what the specific next steps might be. Thomas Guterbock recommended that the Long Range Planning Committee conduct a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. This would allow AAPOR to look at the internal and external

parameters and then the goals of the LRPC would be crafted in response to those specific items.

There was a discussion about some concerns regarding the status and tenure of the Long Range Planning Committee. Cliff Zukin said at this point in time, no decisions have been made regarding these issues. Cliff said that he will summarize his notes from the Long Range Planning Meeting and circulate to members of the Council and the LRPC.

Secretary-Treasurer's Report – Jennifer Rothgeb via conference call

After Council discussion, two small corrections were made to the minutes of May 2005.

RESOLVED to accept the Minutes of May 12, 2005. Motion made by Nancy Mathiowetz and seconded by Brad Edwards. Motion passed unanimously. Brad Edwards noted that the new efforts of the Council to circulate and comment upon minutes from the previous meeting worked well and saved a lot of time.

There was discussion about the To-Do List, and Jennifer noted that not much time has passed since our last meeting. However, Steve Everett has made some progress on updating the AAPOR Web Site; Brad Edwards has updated some member statistics. Jennifer noted that a line item will be added to the budget regarding income from ASA royalties. Council members should send updates of their job descriptions to Mike as soon as possible, and he will be sure to circulate the updates.

Jennifer Rothgeb reported that the Finance Committee held a conference call on June 3rd to review the Morgan Keegan investment strategies and statements. These investments followed suggestions from former Secretary-Treasurer Sandy Berry, who pointed out that some of AAPOR's cash reserves were languishing in checking accounts. Dan Nowell from Morgan Keegan walked through the AAPOR account statement as of April 30, 2005. AAPOR has two groups of investments: general cash reserves are invested in government securities, and funds from the Endowment are invested in corporate bonds. The investments are laddered such that they will mature at varying intervals. The first of the government securities mature in 2008, and the first of the corporate bonds mature in 2007. Each March, the Morgan Keegan Representative will meet with the AAPOR Finance Committee to look at what bonds are due to mature and see what actions they may want to take. AAPOR currently has a very conservative portfolio that will probably earn about 5% per year, and the Finance Committee will determine annually if they feel AAPOR should increase its risk. If so, they will make that recommendation to the Council. Jennifer said that the Endowment Fund still has a very large balance and if they anticipate spending less than \$10,000 a year, they may want to consider investing more into one of the Morgan Keegan accounts in order to get a better return.

Jennifer Rothgeb and the Council discussed the composition of the Finance Committee as stated in the November 2004 Council resolution. Cliff Zukin said that the Committee on Committees may review the size and composition of the Finance Committee as well as members' terms of office. The November 2004 resolution is vague on these issues.

Currently one member is for ten years and a second member for five years. Council agreed that this appears to be too long and that three and five year terms might be more appropriate. It also appears that there should be two more individuals assigned to this committee. Currently Dan Merkle is the Chair of the Finance Committee and will lead the meeting discussions. The Secretary-Treasurer, Associate Secretary-Treasurer and the AAPOR Executive Coordinator are all Ex Officio members of this committee. The Secretary-Treasurer is the individual who reports to the Council on the activities of the Finance Committee. Mark Schulman is also a member of the Finance Committee. It was recommended that the Chair have a five year term, Mark Schulman a three year term and then two other individuals should have three year terms. However, the terms should be staggered so that that only one rotates off each year.

Jennifer Rothgeb reviewed the Financial Statements as of May 31, 2005. Jennifer reported that this is the first time in the history of AAPOR that they could show assets in excess of one million dollars. However, we still have to pay the conference hotel bill in June and that will reduce the bottom line by approximately \$250,000. Mike Flanagan noted that Missy Johnson is working on the hotel bill from the 2005 conference and expects that it should be finalized by the end of the month. Even after settling the hotel bill, AAPOR will be in a very healthy financial position. Currently AAPOR has \$366,000 in investments spread out in three separate accounts.

Jennifer Rothgeb said that at the September Council meeting she wants to have the 2005-2006 Annual Budget passed by the Council. Jennifer said that she has reviewed the financials from last year and has noted the items that were under/over budget. Mike Flanagan said that he will be working on the draft budget in July and when completed, he will circulate to Jennifer Rothgeb and Paul Beatty for their input. When that step is complete, the draft budget will be circulated to members of Council so they can make a thorough review and make recommended additions/deletions or ask for clarification questions. The goal is to have a final budget to the Council for vote in September with a minimum of discussion.

It was recommended that David Moore look at the Conference Budget carefully to make sure that he has everything that he needs for the conference. It was suggested that he talk with Tom Smith and Rob Daves about areas that he should pay particular attention to.

Cliff Zukin circulated new AAPOR letterhead with Council members' names and affiliations for review. Nancy Belden commented that large amounts of printed letterhead may not be used, and electronic letterhead may be more useful. Mike Flanagan said that an electronic version of the letterhead would be prepared soon and sent to Council members.

Executive Office Report – Mike Flanagan

Mike Flanagan reported that the Executive office will be working with Brad Edwards and the Membership and Chapter Relations Committee in updating the AAPOR Membership

application. It has not been redone since 2002 and with the change in the Code, the new logo and several other minor edits, it is time to do a complete overhaul.

Mike said that the Executive Office would like to move up the mailing date of the AAPOR Membership renewal process from November 15, January 15 and March 5 with a cut off of June 1 to October 1, November 1 and December 1 with a cut off date of February 1. Mike said that currently we are paying to provide individuals with POQ who have no intentions of renewing. Also, when members receive POQ they may erroneously believe that they have renewed, and they become confused by renewal solicitations. It will also help with conference registrations as they will show up as non-members and non-members get the remainder of the year as a member if they turn in their membership application form. Many members who have not renewed still register for the conference as members. We then have to follow up with them for further payment and adjust their registration accordingly. Having the cutoff earlier and notifying members via email they are, in fact, expired will separate the renewal process from the registration process and deter people from registering as members when they are not. However, Mike cautioned the Council that the non-member conference registration must at least match what the highest membership category would be. Also, if the Council is entertaining a dues increase, it should be reflected on this edit of the membership application.

The possibility was discussed of varying the membership year person to person, based on the date they joined. Under such a system, renewals would be staggered throughout the year. The general consensus of Council was that such a system would be prohibitively complicated.

The consensus of Council was that they had no problems with moving the renewal mailing date up to September 1. There were some concerns that members might find it strange if they joined at the conference and got a renewal notice only four months later. It was agreed that member communications must make it clear that the membership year runs from January to January to avoid confusion.

Council also discussed the possibility of sending electronic reminders before hard copy applications were mailed. It was suggested that the Executive Office consider sending out at least one of the renewals electronically to those who have e-mail addresses and just mail to those who do not.

The possibility of automatic membership renewal was also discussed, such that members could agree to have credit card payments made at a certain date each year. Due to complications with card expirations, changes in membership status, and other issues, this idea was tabled for now.

Mike Flanagan advised the Council that they should be thinking about a dues increase in the near future. To the best of his knowledge, AAPOR has not had a dues increase since around 1999. Typically associations raise their dues every three years. Mike said that the longer you wait, the larger the increase has to be when the decision is made. It is better to go up incrementally a little at a time rather than wait too long and then make a

substantial increase. It then becomes harder for the member to accept. The Council was in agreement that the current dues are very reasonable and could well support an increase. Jennifer and Paul will investigate recent trends in AAPOR dues and inform Council about what they find. Council will make a final determination regarding dues amount for the following year at its next meeting. The first member renewal notification will be sent out as soon as this decision is made.

Mike said that AAPOR should also be looking at the Membership Marketing brochure to see if it needs to be updated in light of the new logo and new programs and services. The Executive Office is to work with Brad Edwards and the Membership Committee on this project. Currently AAPOR Membership is flat and AAPOR should be considering some membership marketing campaign. Mike suggested that AAPOR may want to consider the purchase of a Membership Pop-up Display Booth that we could use at our conference and perhaps at other conference. We could have membership information available to interested parties.

Mike mentioned that he still has concerns over the non-verification process for student memberships. Most organizations ask for some verification of a student's status. This could be a letter signed by one of their Professors or some other transcript verification. This would be done annually upon renewal. The \$25 student membership is minimal and some accountability on the behalf of the student would not be unreasonable. Many associations will only grant student memberships to full time students – no part time students. It was decided that Mike would run a report of current student members and send to Brad and Kat for review and recommendations.

Mike showed the Council a disk that Monica Frihart had prepared. It was a prototype of a CD that the Executive Office proposed to send out to new members in lieu of the large bundle of documents they currently receive. The current new member mailing costs the association approximately \$5.60 per member. However, some Council members suggested that hard-copies of the Membership Directory and Blue Book offered a more tangible membership benefit, with information that would be less likely to be discovered in electronic form. After discussions, it was concluded that the Executive Office should continue sending out the Membership Directory and Blue Book in hard copy (along with their membership card) to new members, with the remaining publications on disc. For subsequent years, members can choose whether they would like to receive these electronically or via hard-copy.

Mike said that the various products for sale at the annual conference were not as successful as they had anticipated. There was some Council sentiment that the products were offered for sale too late in the registration process. Mike said that offering products for sale on the first two days was difficult because of the large influx of members picking up registration packets. There was a suggestion that perhaps the products would be sold at a membership booth in the Exhibit Hall which would be manned by volunteers. Mike said the problem there was that only AMP personnel should handle funds and on the first two days, and AMP personnel are needed at the registration desk. No final decisions on this issue were made.

The AAPOR Executive Office has been working on the reconciliation of the conference expenses and he anticipates that this will be completed by the end of AAPOR's fiscal year which is June 30th. The planning process for the 2006 conference has already begun and the AAPOR Conference Planning Committee will hold their initial meeting in Lenexa just prior to the Council meeting in September. The 2005 Conference Planning Committee will hold their conference wrap-up meeting next week. The conclusions reached during this call will be used to help with the planning of next year's conference.

Mike said that it was AMP's recommendation that AAPOR switch abstract companies. They had researched some firms and found one by the name of Précis to be the best even though the cost was a little higher than All Academic. It was the general concensus of the Council that AAPOR sign a one-year agreement with Précis for the abstract process. President Cliff Zukin signed the contract with Précis.

The AAPOR/WAPOR Blue Book will be printed and mailed in July and the AAPOR Membership Directory in August. We also need to reprint the Certificate of Incorporation and Bylaws booklet as well as the Code of Professional Ethics and Practices and AAPOR's Procedures. However, we have to wait for the conclusion of the procedures before going to press. Mike Flanagan said that there will be some additional publication costs in 2005-2006 because of the reprinting of these two documents.

Mike Flanagan brought up an issues he has been having with individuals requesting to put AAPOR's logo on their websites with or without a hotlink to our website. The problem we don't want to get into is one that looks like AAPOR is endorsing a particular organization/institution. They can say that one of their members is a member of AAPOR or that their organization supports and adheres to AAPOR's Code of Ethics, but not infer that AAPOR endorses them.

Conference Operations – Nancy Whelchel

Nancy Whelchel gave a brief overview of the 2006 Conference Operating Committee. Nancy said that Michael Xenos will be taking over as Book Sales & Meet the Author Coordinator. Patricia Moy will be available to assist as needed. Geri Mooney will do short courses again in 2006. She has some people in mind to be Short Course (Education) Chair for 2007. It was pointed out that as a committee chair, Geri can appoint members and recommend individuals to be her successor, but the final decision of who will serve as Short Course (Education) Chair is up to Council. Steve Everett will continue to do the photographs at the conference, and Karl Feld will continue to solicit endorsements.

The Conference Operations Committee has decided that there is no longer a need for an Audio Visual Coordinator, largely because VAE is doing an excellent job. Carl Ramirez, the current A/V Coordinator, concurs with this recommendation. However, Nancy said that the Conference Operations Committee needs a general "Gofer" person. This individual would be available to help out where ever they were needed. Nancy said she

also needs to fill the Conference Social Activities Chair position and Steve Everett could use some help with taking pictures at the conference. The suggestion was made that perhaps Conference Operations should prepare a questionnaire that allows members to volunteer or sign up to assist at the conference. This would give them a ready pool of volunteers to assist.

Nancy Whelchel gave a brief overview of some of the constraints that AAPOR faces with the 2006 annual conference in Montreal. The problems stem from the fact that the contract was signed with 600 attendees in mind and we just concluded a conference that had 900 in attendance. Although we resolved the shortage of sleeping rooms by reserving a supplemental block at the nearby Marriott, neither hotel has adequate meeting space for us, given the usual combination of meetings and meals, and the numbers of attendees that we anticipate. 2006 is also a WAPOR year.

Nancy Whelchel and the Council discussed various scenarios of the conference operations at both hotels and the possibility of utilizing other hotel properties. The Council then took a tour of the Bonaventure Hotel. At the conclusion of the tour, the Council and the Conference Operations Chair discussed various possibilities to make the conference fit the available space. One possibility was to eliminate lunches. Nancy Whelchel pointed out that our hotel contracts do not include any meal obligations, and the space usually used for meals could be used for breakout sessions. There was discussion regarding whether outside lunches are feasible given time and logistical constraints and whether this would be too significant of a change from usual practice. Another suggestion was that we look at having registrants sign up for Special Interest Group lunches (SIG). These could be spread out between the two hotels and would draw smaller numbers at each. There would also be just one general lunch room for those not interested in a SIG lunch. Other possibilities included splitting meeting space across hotels. These decisions would definitely require longer breaks between sessions and/or meal functions, due to the distance between the hotels and the fact that moving the crowd will slow the process down considerably.

Nancy said that the Conference Operations Committee would review all the options and would have a plan ready for the Council to review at the September meeting. It was decided that Nancy, the Conference Chair and Associate Chair and AAPOR's Meeting Manger should attempt to make a site visit back to Montreal prior to the Conference Planning Meeting in September.

The suggestion was made that AAPOR may want to start the conference on Wednesday instead of Thursday. That is not possible in 2006, as the extension would conflict with WAPOR; however, it is a possibility in subsequent years. Some said that eight concurrent sessions were too many. It was recommended that for 2006, the Conference Chair and committee considers cutting the number of concurrent sessions down to six, and consider keeping the number of papers presented in one session to four.

One problem that surfaced was that there appeared to be authors who presented at multiple sessions. The question was asked what would happen if we limited the number

of times one individual can be a presenter. This is an issue that should be looked at by the Conference Chair and Associate Chair.

Other concepts that were discussed is that we could state in the Call for Papers that preference will be given to full papers versus PowerPoint only presentations. Also, short courses could be held at the same time as sessions and spread out over the entire conference. It was concluded that these conversations needed to wait until the Conference Chair and Associate Chairs were present.

Standards Committee – Nancy Mathiowetz:

Nancy Mathiowetz said that AAPOR has an active standards case that the Evaluation committee is reviewing and the Standards Chair should have a report with the next couple of weeks.

To date there is nothing new to report on the Venezuelan issue. It was recommended that the Standards Committee go back to WAPOR to see what the status is of the matter so that Nancy Belden can do a final report to The Carter Center (which brought this matter to AAPOR's attention and requested our intervention).

Nancy Mathiowetz said the Standards Committee met in conjunction with the Annual Conference and discussed four issues. The first one is that some organizations are using AAPOR's name inappropriately on their websites—for example, claiming that they are “members of AAPOR” rather than indicating that they support the AAPOR Code.

The second issue regards fruggers and what to do about them. Cliff Zukin noted that confronting fruggers is very time consuming and unlikely to be effective at changing their practices. Nancy Belden said we might not be able to stop them completely, but exposing fruggers and their practices can educate the public about survey research and the high research standards that AAPOR promotes. The possibility of circulating a press release regarding frugging was discussed. Nancy Mathiowetz will draft a statement about frugging for a press release and inclusion on our web site. The possibility of sending letters to fruggers regarding AAPOR's stance on their practices.

The third issue involved defining best practices regarding message testing. There are certainly questions about the ethicality of the practice, but it entails more of a gray area than push polling. Many respondents become angry when they experience message testing, and the practice is potentially damaging to the credibility of pollsters. It would be beneficial to have a statement on our web site about message testing. Council discussed having dialogue with other industries such as market researchers, or association such as the American Association of Political Consultants, regarding how to address the problem.

The fourth issue involved educating the public about response rates and related survey issues. Is there anything that we can do to increase appreciation for the public benefits of responding to public opinion surveys? CMOR and others have done this in the past and

Paul Lavrakas has been helpful as a member of the committee. The Council discussed the idea of generating funding to develop a public service announcement. Nancy Mathiowetz and Nancy Belden will discuss funding opportunities for a PSA and message testing. AAPOR could also consider focus groups on how we want to handle this campaign.

Thomas Guterbock gave a report on the proposed revisions to AAPOR's Procedures for Dealing with Alleged Violations of the Code. The current procedures for dealing with alleged code violations are vague and confusing. The time requirements and deadlines as currently established are difficult to meet. Also, the current procedures force the Standards Chair to deal with too many inquiries with too little substance. The Standards Committee also had too little flexibility in terms of available sanctions it could impose. In consideration of these problems, the Standards Committee has redrafted the procedures. A proposed new form shifts some fact finding responsibilities to the complainant; the procedures for inquiry and investigation are clearer; the deadlines for action are more realistic, and the Council has greater flexibility regarding what to do in response to violations.

Thomas Guterbock said that AAPOR needs to have an open process while maintaining confidentiality to protect those charged with violations. AMP will keep confidential files of investigations, which will help to maintain institutional memory; Council and the Standards Committee would have access to these files.

Thomas Guterbock reviewed the draft procedures for dealing with alleged violations of the Code with the Executive Council and detailed the proposed changes to the current procedures. There were a few areas that the Committee will change based upon the discussion with Council. There was a detailed discussion of what happens if Council rejects the recommendation of an Evaluation Committee. As AAPOR's elected leaders, Council reserves the right to make final decisions regarding the outcome of standards cases, taking whichever components of the Evaluation Committee's report or recommendations it sees as appropriate. The Evaluation Committee's responsibility is to send their report and recommendations to the Standards Chair who will report to the Executive Council, along with the appropriate documentation. There was also agreement that subjects of investigations will necessarily have the opportunity to respond to the Council's final report, and also that the complainant as well as the subject should be notified of the outcome of the investigation.

The Standards Committee will make the recommended changes to the draft Procedures for dealing with alleged violations of the code and prepare a final report for the Executive Council's approval at the September 2005 meeting.

RESOLVED to accept the report of the Procedures Task Force, which consists of a revised draft of the procedures and a proposed new complaint form. Following legal review and any necessary revisions, the draft procedures and the form will be posted on the AAPOR website and AAPOR members will be asked to comment. Council will consider the draft procedures and complaint form, and any proposed

amendments to them, for final adoption at its September 2005 meeting. Motion made by Thomas Guterbock and seconded by Brad Edwards. Motion passed unanimously.

Membership and Chapter Relations Committee Report – Brad Edwards:

Brad Edwards said that the goal of the Membership and Chapter Relations Committee is to set an agenda that supports the goals of the Long Range Planning Committee and provides value added initiatives for AAPOR members.

Brad said that the AAPOR membership prior to the conference was 1,663 and currently stands at 1,834. This reflects those individuals who registered at the conference as non-members as they are given the opportunity to have membership in AAPOR for the remainder of the year. The conference registrations are growing, but the membership numbers are flat. Brad said that the current trend would give AAPOR about a 3% growth factor in any given year. At that rate, AAPOR could have 2,500 members in 2013.

Brad Edwards said that there is currently growth in the industry not reflected in growth of AAPOR. This suggests that a membership marketing campaign might be useful. Perhaps we could do some in-kind work with other trade publications to get ads in their publications such as the MRA. We could also put a Membership Booth at selected conference and exhibit shows. We could exchange booth space with other associations.

One membership recruitment technique would be to do quarter page ads for publications. AAPOR could develop an article on why members of other organizations such as MRA or CASRO should also become AAPOR members. One possibility that was raised was that AAPOR could offer trial memberships for perhaps three months.

One of the best membership recruitment tools is AAPOR's Website. We have to maximize its content and attractiveness so that individuals will see clear benefit in joining. We need to encourage chapters to put information regarding their chapter events in the calendar.

There was discussion about getting the greatest benefit from volunteers. We need to determine what skills volunteers have, and what committees they are interested in working on. The recently formed Newer Members Committee might help to get people involved. It was also suggested that AAPOR host a web chat with newer members to find out what they want from the organization. Shap Wolf will look into the costs of hosting such an event.

Brad Edwards said that AAPOR needs to fine-tune its Mentor/Mentee Program. This year it got started too late and Brad intends to work with AMP early on to insure the program keeps on track.

Brad wants to foster communication across chapters. One possibility for this was to develop a monthly electronic newsletter for AAPOR Chapter Presidents. One of the

issues he wants to discuss is how to use short courses at the chapter level. He also wants to determine if there is any potential for creation of new chapters or international chapters.

Brad Edwards concluded by saying the Membership and Chapter Relations Committee has several areas that it wants to continue its efforts in during 2005-2006. Some of these include:

- Continue to support the New/Newer Member Committee and Racial Attitudes Group. This is a good way for people to connect and network.
- Foster new special interest groups for members interested in various topics.

Some groups have already started including those interested in:

1. Language and cross-cultural issues
2. Racial attitudes
3. Small business issues

More formal interest groups could be developed around some other member interests, such as:

1. Mid-career issues
2. Older members
3. Hispanic and Latino
4. Gay and Lesbian issues

Nancy Belden also suggested the value of forming groups for people who work in particular areas, such as news/media oriented members.

Communications Outreach – Nancy Belden:

Nancy Belden briefed the Council on the Communications Outreach Program. She said that this program had been endorsed by Council, and \$25,000 from AAPOR reserves had been put toward it. In addition, \$25,000 in outside funds had been raised to fund the program. One of the main projects this program worked on this past year was the Seminars for Journalists. To date three such seminars have been held. We plan to make this seminar available more widely. MollyAnn Brodie has offered to web host the Journalists Seminar on The Kaiser Family Foundation Website. Rob Daves said that sometime in 2006 AAPOR may want to work with the Minnesota News Conference to promote the seminar as well. Nancy Belden said that it should be promoted on the website, and in general the web site should be geared more toward outreach.

Publications and Information Committee – Shap Wolf and Steve Everett:

Shap Wolf mentioned that Nancy Belden had suggested providing more publicity for AAPOR's various award winners. The winners are mentioned on the AAPOR web site but we will need to come up with a broader plan for how to carry out press releases. One important issue is whether AAPOR should employ some sort of publicist. The Council has talked at various times about adding member value given our available cash—

perhaps this could be one way to do that. We could call the position a Communications Director or Communications/Education/Public Relations Director. It was suggested that perhaps AAPOR would want to give a stipend for this type of work, similar to what AAPOR does with POQ. Tom Guterbock suggested the possibility of a volunteer publicist, or one that might be given an honorarium but not actually being on the payroll.

Steve Everett showed the Executive Council a prototype of the new website design which provides us a more contemporary look. One goal was to reduce the clutter on the home page. Council discussed the usefulness of using AAPOR members and non-members to evaluate the site's usability. The Executive Council commended Steve Everett for his work on the AAPOR website.

Steve Everett noted that website usage is up 33% from a year ago. For the past week, there have been 1,947 unique visits to the AAPOR website versus 1,461 a year ago. Also the length of visits has gotten longer, and page views have doubled—largely due to greater content on the site. Nancy Belden noted that it would be useful to learn how people got to the AAPOR site, i.e., which site they visited just prior to ours.

Shap also said that the deadline for getting copy in for the next AAPOR Newsletter is coming up and he is still missing some key articles. He will remind individuals that he is still expecting copy from them.

Shap also said that Arizona State University has installed a new version of the software that runs AAPORNet and there appear to have been no problems. He is monitoring the situation. Shap also mentioned that the AAPOR membership list is not always in sync with the membership list of AAPORNet. Mike Flanagan said that one possibility would be to sign everyone up to AAPORNet when they join and let them opt out if they do not wish to remain subscribed. It should be considered as a member benefit. Shap will investigate the situation and suggest a solution to Council in September.

Committee on Committees – Cliff Zukin

Cliff Zukin said that there did not appear to be enough time left to have a complete discussion of the report of the Committees on Committees. He proposed to discuss a few issues now and defer the rest to email. The final report of the Committee on Committees needs to be sent to the Long Range Planning Committee, and ultimately the By-Laws will be changed to reflect the final decisions that are made as a consequence of this report

RESOLVED that the Conference Operations Committee consist of the following positions: Conference Operations Chair and Associate Conference Operations Chair, Conference Social Activities Coordinator, Development/Sponsorships & Exhibits Coordinator, Book Sales & Meet the Author Coordinator, Official Photographer, and At-Large Member. The Audio-Visual Coordinator would be removed. The President, President-Elect, Conference Chair, Associate Conference Chair, Education/Short Course Committee Chair, Membership and Chapters

Relations Chair and Executive Coordinator are Ex Officio Members. Motion made by Paul Beatty and seconded by Shap Wolf. Motion passed unanimously.

The Executive Council thanked Carl Ramirez for his many years of service to AAPOR as Audio Visual Coordinator.

Shap Wolf motioned that the Conference Operations Chair should be made an Ex Officio member of the Executive Council. This motion was tabled pending further investigation and reporting of the Committee on Committees.

Long Range Planning Committee Report – Cliff Zukin:

The Executive Council discussed the Long Range Planning Committee and its reporting process. The committee is to report at least annually to the Executive Council. It could very easily be a Standing Committee, but right now it has a term of two years, and could simply end upon the deliverance of its final product. Cliff said that in any year the President may at his/her discretion appoint a Long Range Planning Committee consisting of between six and nine individuals, including two of the three AAPOR Presidents on Council, with a term not to exceed two years.

There was further discussion about AAPOR volunteers—specifically, how do we get them and how to we properly utilize them? Brad Edwards pointed out the importance of determining what skills volunteers have, information that could be solicited via questionnaire.

New Business:

Cliff Zukin confirmed that Geraldine Mooney will Chair the Education/Short Course Committee for the 2006 Annual Conference. Thomas Guterbock suggested that she be commended for her efforts thus far. Council also asked AMP to send out certificates of attendance to 2005 short course attendees.

The question was raised as to whether the Blue Book Subscription forms were as large as in previous year. It had been noted that the Blue Book seemed to be smaller in size. Mike Flanagan said he did not have the numbers for this year, but he knew that the numbers were lower last year than in previous year. This could be because of the other sponsorship opportunities that AAPOR provides to vendors. The suggestion was made that we give each new sponsor a first year free subscription listing in the Blue Book and then invoice them in year two.

There was follow-up discussion about the proper use of the AAPOR logo (e.g., whether members could use it on their own websites, and what manner of usage would be considered acceptable). Nancy Mathiowetz will draft standards for how the logo can be used, to be discussed at a subsequent meeting. Mike Flanagan will investigate the costs and benefits involved in getting our logo trademarked.

Cliff Zukin said that AAPOR should consider purchasing a Membership Booth at the TSM-II conference in Miami in January.

There was discussion that Council needs to revisit several conference-related issues in the near future: whether members can present multiple times, and whether whole sessions can be dedicated to certain organizations (as discussed in the May Business Meeting.)

Mike Flanagan said that he had a conflict with the AAPOR Executive Council meeting date of March 24th. After discussions, it was decided that the March Executive Council meeting would be held in Washington, D. C. on Friday, March 17th and Saturday, March 18th.

RESOLVED to adjourn the Executive Council Meeting. Motion made by Nancy Belden and seconded by Kat Draughon. Motion passed unanimously.

Meeting adjourned at 3:54 p.m.

Respectfully submitted,

Paul Beatty
Associate Secretary-Treasurer