



**American Association for Public Opinion Research
Executive Council Minutes
Wednesday and Thursday, June 15-16, 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 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
Jeanette Gass	Membership and Development Director
Jackie Weisman	Marketing and Communications Director

Day 1- June 15, 2022

I. Call to Order

Beatty called the meeting to order at 1:07 pm ET.

Executive Council Meeting Minutes: May 10, 2022

Beatty welcomed Council and opened the session by reminding everyone that the meeting will follow Robert's Rules of Order. He reviewed the most relevant components of parliamentary procedure for AAPOR Council meetings and reminded everyone that it is possible to be both critical and respectful of others' perspectives. 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 May 10, 2022, Executive Council meeting. Childs moved; Connelly 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.

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

III. APPOINTMENTS

Ridolfo introduced the appointments related to the Membership and Chapter Relations Committee. Connelly introduced the appointments related to the Standards Committee. García Trejo introduced the appointment for the Communications Committee. Gonzalez-Barrera introduced the appointment for Inclusion & Equity Committee (IEC) as well as a proposal for a new Advisory Subcommittee, which will function as a sounding board for the IEC leadership and advise the committee based on its committee framework and vision. Jarmon noted that the subcommittee would need to be formally created (motioned and voted upon) before any appointments to the subcommittee could be made.

Moy requested more information about the number of committees someone can serve on. Timbrook noted that one person can serve on two standing committees. Ad-hoc committees, task forces, etc. do not count toward this limit. Subcommittees also do not count toward the limit.

Moy noted that with recent discussions about streamlining processes and eliminating duplication of effort, greater efficiencies would be had if the nominee could be appointed to the standing committee. After discussion, Council determined the IEC Advisory Subcommittee would not be needed and that the nominee could be appointed to the IEC standing committee. As a result, no motion is needed regarding the subcommittee since no subcommittee was being formed.

MOTION: to approve the appointments as a block. West moved; Agiesta seconded. The motion passed by unanimous vote.

IV. PRESIDENT'S REPORT

Beatty noted that this is the first meeting of the new Council as well as the first meeting with staff in place. It is important that our membership treats staff as partners and Council can use staff talents to help meet the organization's goals. We need to identify what AAPOR members vs. professional staff can do – i.e., the subject matter experts in each area. This will need to be articulated to the entire membership. While the volunteer culture should not be diminished, it is important to use each individual's expertise in an appropriate way.

Beatty noted AAPOR will need to give careful consideration to member needs in the post-COVID space. This may be different than past member needs. In addition, this is a time to consider who is not yet part of the AAPOR membership that should be and whether there are any new partnerships or organizations that can move AAPOR forward. Beatty noted the need to examine public understanding and perceptions of AAPOR.

Today's discussion is a starting point for this year's goals and for councilors to share committee goals and ideas. While all of this will take time and effort, AAPOR must also remember to have fun.

V. SECRETARY-TREASURER REPORT

Wiencrot reported on the April AAPOR financial report. Financial reports generally run about two months behind, so no conference revenue appears in this report. As of April 30, AAPOR had \$2.4 million in assets. There are about \$200,000 in prepaid expenses. There will be a large change in the next report when conference expenses are realized.

Staudt noted that there is a negative change in net assets which is due to overall changes in the market. Staudt added that the last conference-related bills are coming in and everything should be included in the July report or August at the latest. In addition, some of the contracts that were negotiated by Kellen contain commission that is paid directly to Kellen. Kellen has agreed to send the commission funds to AAPOR, but this may not be received until September though they are not legally obligated to give AAPOR the funds at all. Though budgeted, the commission is currently not part of the conference projections in order to provide a conservative estimate of revenue and expenses.

As a reminder, revenue are not recognized in financial reports until the period they are to be applied to occurs. For example, if a member renews their membership for the 2022 calendar year, but does so in December of 2021, the revenue is not recognized until the start of the 2022 calendar year. Similarly, registration or sponsorship revenue received is not recognized until the conference actually takes place. This accounting applies both to membership and conference-related payments such as sponsorship and exhibit commitments.

VI. EXECUTIVE DIRECTOR REPORT

Staudt reported that the Membership and Chapter Relations committee and AAPOR staff are working with the Chapters to revise the Chapter Affiliation Agreements and the Data Sharing Policy. These documents have not been updated in several years. Gass is also working on the 2023 membership drive plan. The membership drive will begin in October 2022.

The website contract with Ironistic has been executed following the May approval by Executive Council. Communications planning for the 2023 conference is currently underway. There will be a soft launch for the conference theme in August before the abstract submission process begins in September. AAPOR staff is reviewing new abstract systems that will have several new features including a robust online program. The 2023 program with the Philadelphia Marriott Downtown is beginning to take shape, and the 2025 contract for St. Louis, including space for WAPOR, is underway. Data from the conference survey indicate respondents very much prefer having the conference end before the weekend, so the St. Louis conference will run Wednesday through Friday.

The 2021 audit is nearly finished. Some documents had to be obtained from Kellen which has caused some delays.

An offer has been extended to Renata Casiel as the Conferences and Education Senior Manager. She has accepted and will start on July 5th. Casiel will also be the liaison to the IEC, Conference Committee, and Education Committee. AAPOR staff is looking into development opportunities and plans during the slower months this summer.

Delli Carpini asked about communication between the history subcommittee regarding the website redesign. The history subcommittee has been working on ideas for their section. Staudt noted there will be a focus group for the website that will be composed of user experience experts. Delli Carpini noted that it may be useful to have a member of the history subcommittee as part of the focus group.

Beatty asked about the 2023 conference schedule. The contract was set up for the Thursday-Saturday schedule, but we may be able to condense days. It is likely difficult to shift the days completely due to hotel schedule, but staff will explore possibilities.

VII. DEBRIEF FROM 2022 ANNUAL CONFERENCE

West opened the discussion with a recap of the conference and thanked everyone for the successful return to the in-person conference. In terms of overall attendees, the numbers are similar to pre-COVID conferences although the number of registered members was lower. There was an increase in non-member registrations which may be related to exhibitor registrations falling under the non-member category and some pricing issues where it was cheaper to register as a non-member and get the free membership than to sign up for membership and register at the member rate.

This year's conference was a condensed schedule which received generally positive feedback from attendees. Preliminary results from the membership survey indicated that the Wednesday-Friday schedule was preferred over the other options.

The week after the conference, the Membership Survey Subcommittee sent an anonymous one question survey regarding positive COVID tests. Over 700 people responded and approximately 15% stated that they had tested positive for COVID after the conference. These results can be used to help communicate future risk, but it should be noted that positive results cannot be linked specifically to conference sessions as people traveled to the conference and engaged in other activities outside of sessions. In addition, a non-response bias must be considered since people may not have wanted to report they were sick or may not have seen the email if they were ill.

As of the June Council meeting, approximately 33% of presentations were uploaded to the digital library. The abstracts, but not all presentations, are included as many people thought that uploading to the presentation system onsite also uploaded to the digital library. This process will be reassessed for future conferences. West encouraged other councilors to encourage their colleagues to provide materials if they have not already. Staff will send a message encouraging people to upload their presentations.

VIII. 2022-2023 GOALS AND ACTIVITIES

Communications Work Plan

García Trejo discussed the goals and plans for the Communications Committee. The Communications Committee will focus on three projects: the AAPOR website, revising the AAPOR media request process, and providing media training. The Communications Committee will be relying on the expertise of AAPOR members working in user experience research to assist on the website. The media request process will be reviewed and voted on during tomorrow's session. The media training will be important for those who would like to work with the media but are not trained to do so. To provide media training to interested AAPOR members, the Communications Committee will work with members employed by organizations that provide media training or members who have already received media training.

West asked if there will be a general testing/feedback process for the new website. He noted there will be a lot of opinions about this. Staff noted the website redesign process is still in the beginning stages, so the schedule and the volunteer involvement page? form? has not been set yet. The feedback will be limited to the user research group and not be open to the entire membership.

Councilors asked if the media request update process will be in place before the 2022 elections. García Trejo noted that the plan, if approved, can be implemented in five weeks. This timing will help accommodate an expected increase in requests related to the 2022 elections.

Beatty asked for additional details about the volume of media requests. Staff reported that there have been approximately one to two requests a month since the management transition. Many of the requests are related to the media cycle—more requests are received when there are more topics of interest being reported. Councilors noted that major media outlets will have their resources, and AAPOR can best help smaller, local organizations. It may be useful to position AAPOR as a neutral agent to consult and work with to determine differences in responses from different organizations (Pew, Gallup, etc.). García Trejo encouraged councilors with media training experience to connect to be able to provide the training to other AAPOR members.

Membership and Chapter Relations Work Plan

Ridolfo reviewed the MCR goals and work plan which contains three major goals. The first is to clean up the database to remove duplicates and outdated data. The second is to maintain our current membership and increase outreach. The third is to support IEC's efforts. MCR will work with staff to conduct a volunteer drive later this year after the Councilors-at-Large present their review of AAPOR committees.

MCR will continue to work with chapters to update various policies and agreements to be able to share data and will work to further promote the awareness of awards. The membership survey closes on June 20, and the topline data should be available approximately one week later.

The AAPOR Welcoming Committee does most of its work around the conference, but this is going to be expanded this year to include year-round engagement.

Beatty noted that there are a lot of analytic questions to be answered. There are a number of new people coming into AAPOR that seem to then not renew, and it would be interesting to look at membership churn and ties between membership renewal and conference registration.

Schoua-Glusberg asked if there were long-term growth goals. Ridolfo noted that the past goals had been relatively general with a focus on either maintaining or rebuilding membership with no specific number. Staudt noted that it may be valuable to start with expanding membership diversity and not necessarily numbers. It would be helpful to create additional opportunities/benefits for students and early-career members to help them build networks and build history in AAPOR. The Roper Center has indicated an interest to Delli Carpini in partnering to create courses for students

. Beatty noted that growing for the sake of growing is not ideal. While higher numbers may provide more funds and may increase the ability to reach out to the public, this is not the main reason AAPOR exists. It is important to make sure everyone in the field is represented and to work to eliminate gaps in perception that exist about who can join the association. This will help AAPOR to grow naturally.

Additionally, there may be a perceived lack of benefits. Staff noted that many membership surveys ask about other organizations that members belong to and then staff work with the other organizations for journal sharing or booth swaps or other things. Councilors noted it would be helpful to build out the membership page with testimonials and clear membership benefits. Staff will work on making these updates.

Staff recently sent a survey to those who were members in 2021 and did not renew for 2022 to determine the reasons for non-renewal. The survey was still open at the time of the meeting, but preliminary results indicated that employers no longer paying for membership or the cost being too high as the main reasons for non-renewal. The survey results also suggested that people may have renewed if webinars were free for members or there was an additional member benefit. A summary of the survey results will be provided once the survey closes.

Inclusion and Equity Work Plan

Gonzalez-Barrera presented the IEC work plan. The goals for IEC reflect the previously developed vision and framework. The objectives presented align with the IEC subcommittees. IEC plans to collaborate with the Welcoming Committee and the Conference Committee to promote positive and inclusive changes at the conference including encouraging the use of safe spaces. They plan to work with the Communications Committee to increase visibility of diversity efforts through social media and the Diversity Corner in the AAPOR newsletter. IEC also plans to send out its own newsletter about IEC-related initiatives and diverse researchers. The committee plans to develop a document outlining AAPOR core values beyond the code of conduct as the current code of conduct falls short and says only what happens when something goes wrong and not the principles that AAPOR stands for. Gonzalez-Barrera noted that IEC would like to hire a full-time outreach director to assist in developing relationships with minority-serving institutions and finding diversity-focused grants.

The Outreach Subcommittee will work to create partnerships with diverse organizations in the field. Many of the outreach efforts will be focused on organizations in Philadelphia and Atlanta in conjunction with the upcoming conferences. They will work with the Welcoming Committee to expand the One-Day Experience program and with AAPOR staff and MCR to identify diverse members. They hope to have annual conference sessions on IEC issues as well as annual training for councilors and staff on racial equity, inclusive interactions, and other diversity topics.

IEC will also work to support affinity groups, understand their goals, and help them feel that AAPOR is supporting them. Affinity groups can be seen as safe spaces for those that identify with minorities and making

them feel welcome and safe. They are exploring the idea of an HLM affinity group and making sure they are included.

The Nominations and Awards Subcommittee is looking for a chair for the Student-Diversity Pipeline award; a chair who is a faculty member at a minority-serving institution would be able to help promote the award. Moy suggested identifying scholars who work on issues of race as they likely would have networks that can benefit from the award. IEC will also participate in the Nominations Committee to increase representation on the council and will work on the transition of the Inclusive Voices Award from Councilors-at-Large to the IEC.

Councilors noted that this was a long list of tasks and there may be a benefit in prioritizing and narrowing down the goals. Staudt noted that not all funding has to be through grants and that staff can work with sponsors to help with some of these programs. There are a lot of smaller items that can be done to work up to larger goals of having an outreach director or fundraiser which is not within AAPOR's budget at this time. Adding volunteers to the IEC will help reach some of these goals. Councilors also suggested that data science programs, specifically qualitative and computational social science programs, may be areas to look into as the IEC looks into partnerships with new organizations. It may also be useful to have an IEC liaison to the chapters.

Councilors-at-Large Work Plan

Jarmon presented the work plan on behalf of the Councilors-at-Large. The largest task is the review of the committees. The councilors were charged with determining whether the number of committees is appropriate and ensuring that overlaps are minimized.

Each councilor is also assigned to a journal advisory committee. Currently, there is not a lot of information on how the money is used related to journals, both in regards to expenses and revenue. The CALs will work on a plan that clarifies this for those who are interested.

IX. JSSAM Editor-in-Chief (EIC)

Jarmon noted that the JSSAM editor-in-chief terms used to be staggered, but that JSSAM had requested that the editors-in-chief be recruited as a team to ensure consistency in the editorial team. Currently, Kristen Olson's term ends in June 2023. She has volunteered to stay on for one more year to align the terms for the EICs. Aligning the two editors' terms simplifies the search for the new editorial team and facilitates recruitment in a useful way. With both editors-in-chief ending their terms at the same time, the search committee can decide whether to conduct two search processes or to recruit for a team of editors when the time comes. As a result of this, Council needs to vote on the extension of Olson's term as well as the extension of funding for that role.

MOTION: to extend the EIC term of Kristen Olson through 30 June 2024. Jarmon moved; McPhee seconded. The vote passed unanimously.

Since the Council voted to approve the term extension, they needed to vote to extend Olson's funding for the additional year at the current level.

MOTION: to grant the \$10,144 for the fourth year of the term which lasts from July 2023-June 2024. Jarmon moved; Moy seconded. The vote passed unanimously.

X. ADJOURN

MOTION: to adjourn day one of the Executive Council meeting. Connelly moved; Wiencrot seconded. The motion passed by unanimous vote. Day 2—June 16, 2022

I. CALL TO ORDER

Beatty called the meeting to order at 9:05 am ET.

II. 2022-2023 GOALS AND ACTIVITIES

Standards Work Plan

Connelly presented the goals and work of the Standards Committee. The Standards Committee will generally continue with the same scope of work. Two standards complaints are expected to be finished within the next few weeks and the committee has been working on updating the standards section of the website. The updates will be included in the website redesign.

The Transparency Initiative Coordinating Committee (TICC) works to recertify the members every year and then there is a biennial review process to ensure the organizations meet the code. The biennial review process will be more complicated this year as many organizations that would have been reviewed in the past two years had their reviews delayed due to COVID.

The Standards Definitions Subcommittee is working on its report. It will be available in the next few months to designated reviewers and then will be sent to Council for review and approval. The goal is for the new standards definitions to be available to the membership in late 2022. Standards will work with the Education and Communications Committees to publicize the new definitions and to educate users on the updates. This is a significant change to the standards definitions document since it reorganized. Most of the code remains the same, but some things had to change. The goal for standards definitions is to create an online tool that uses data entered to generate the information needed for the response-rate calculator. This could be a great opportunity for student engagement. Once more is known about the website capabilities, this can be revisited.

In addition, McPhee is chairing the Task Force on Online Samples. The task force has received comments from Standards Definitions Committee reviewers, but it is not clear if anyone on Council will review the document as no comments have been received from Council and Council members recently changed. A link to the draft report will be sent to Council following the meeting and Councilors are invited to provide any feedback by the end of June. Once feedback is received, the updated draft can be sent to Council by the end of July for a vote at the August Council meeting. Once the report is complete and approved, the Standards Committee will talk to the Communications and Education committees about publicizing the report.

The Ad-Hoc Committee on CTIA Guidelines is moving along. This committee is reviewing the CTIA guidelines on text messages and their impact on survey research. (CTIA is an association for wireless carriers.) The committee will forward CTIA requests to Council for the August or September meeting after which committee members will meet with CTIA representatives.

Beatty noted there seem to be fewer complaints submitted than in the past which gives Standards more time to think about the aforementioned issues. Moving forward, the Standards Committee may want to consider what standards are not yet in place that should be developed.

Education Work Plan

Wagner presented the goals and work of the Education Committee. The Education Committee is looking at the role of webinars and short courses and making sure these initiatives work together and do not duplicate efforts. General areas of discussion include educating members and generating revenue. The call for proposals for short courses and webinars will be going out in July. Subcommittees for online education (webinars) and short courses are currently looking at the data from session evaluations and making sure there is speaker diversity in the 2023 sessions.

Committee members discussed reviving the SurveyFest concept. This was last held in 2019 and is meant to attract undergraduate students who may be considering a career in survey research. This event was designed to fit into academic calendars and 20-30 students participated in previous iterations. The committee discussed having the next one in Research Triangle Park to try to attract students from multiple universities in the area as it was difficult to obtain interest in previous sessions. Councilors suggested planning this event in the area of the upcoming conference to try to build partnerships with area universities and attract those students to the AAPOR conference. The Education Committee is interested in working with IEC to build these relationships

and partnerships. It will be important to reach out to faculty members as well as career centers and alumni associations. AAPOR may be able to offer a discount on membership or registration to help get faculty buy-in which may then trickle down to students. It may make sense to focus on universities in the Atlanta area ahead of the 2024 conference as it will take time to organize the event and form partnerships.

The Publications Subcommittee is working on the journal governance policy. Currently, it is are meeting with the journal advisory committees and editors-in-chief to determine which revisions to the document will be brought to Council for a vote.

The History Subcommittee is working on a plan for archiving materials. The University of Chicago holds a large AAPOR archive. The last archiving occurred in 2013. They are looking at current arrangements and thinking about future plans. They are also working on how their section of the website will be arranged and how the information could be accessible online.

Some other ideas from the Education Committee include reviving the Send-a-Speaker program where AAPOR can match members with universities that request a speaker about an AAPOR-related topic and having HLMs facilitate practice sessions for students presenting papers.

Conferences Work Plan

West noted that the main goal was to build on the success of the 2022 conference and improve the experience for members and non-members. West is currently working with AAPOR staff on the conference branding and promotional materials and hopes that the theme will open the conference to a broader audience and increase diversity.

Some goals related to conference attendance include increasing the number of members attending the conference, continuing to provide volunteer and participation opportunities for students to expand the pipeline for new AAPOR members, ensuring the registration process is clear and easy, and continuing to follow the scientific evidence related to health and safety requirements.

In preparation for the conference, some goals include increasing the efficiency of conference-related committee work which involved sunseting the Conference Support Committee and allowing staff to take care of a lot of the work of that committee. Staff is working to review the abstract submission and program systems and processes to increase efficiency and ease of use.

The 2023 conference will promote new events as well as build upon the success of the 2022 conference when it comes to A/V, email communications leading up to the conference, signage, and the presentation management system.

As mentioned previously, the work plan of the Conference Committee also includes looking into the possibility of adjusting the scheduling to accommodate membership preference for a weekday conference. This may mean working with the venue to adjust days, but it also may involve increasing the rejection rate or allowing for more posters and fewer concurrent sessions. However, we need to make sure we are cognizant that people may not come if they are not presenting. Also, we need to ensure that rejection doesn't conflict with diversity-related goals.

The Conference Committee will also look into improving the digital library content to ensure a seamless process; it also will discuss the possibility of hybrid engagement to increase accessibility and improve overall access to the material.

In regards to financial support for the conference, the sponsorship and exhibitor efforts will continue to build on the success from 2022. It will be important for volunteers to continue the relationship-building efforts while allowing staff to handle the contracting and other logistical aspects such as the prospectus and supporter fulfillment.

Finance Work Plan

Wiencrot discussed the plan for the Finance Committee. In general, the Finance Committee will continue to monitor expenses and create efficient and realistic budgets for 2023. It is important to think about how to align development and sponsorship and how the volunteer efforts align with staff capabilities. The finance committee will look closely at the Future of AAPOR Finances Committee recommendations and determine which plans they would like to adopt. The committee will continue to work with the Investment Subcommittee to monitor the funds and what is happening with the market.

Efforts from the Development Committee have fallen off in recent years. Development covers donations and grants, and it will be important to determine what staff can do and where volunteers are needed. For sponsorship, it will be important to maintain relationships from 2022 and also think about what opportunities can be added, changed, or improved to continue to gain support.

III. FUTURE OF AAPOR FINANCES

Lydia Saad, Chair of the Future of AAPOR Finances Committee, joined the meeting to present the next version of the report of the committee. This is following the report presented to the Executive Council at the April 2022 meeting. Based on decisions in 2021, short-term finances were no longer a concern and the committee focused more on the mid- to long-term goals. These goals include AAPOR's size, programming, and services.

There are three approaches for the future of finances, and the report crosses the four major areas of expenses (budget, investments, development, and sponsorship). The report looks at the direct costs and revenues and does not really include staff time since it was a bit unclear as to how it should be applied across programs.

Saad asked for feedback from the Council by the end of June which will be incorporated into the final report.

IV. 2023 BUDGET PREPARATION AND REORGANIZATION

Staudt presented the reorganized budget using 2022 numbers. The new model is based on the self-management model that separates membership and administration and removes management fees. The reorganization takes into account the feedback provided from previous Council budget meetings and general association budgeting experience. In addition, various general ledger codes and other accounting administrative aspects have been adjusted and standardized to make more sense. Councilors are asked to think about the funding needed for their work in 2023 with the suggestion that a conservative budget be maintained for the next year.

V. STANDARDS CODE VIOLATIONS

Connelly provided an update on the standards code violations currently under review.

Last month a complaint was received about a survey that alleged respondents had been swayed and that the methodology was inappropriate. Connelly and McPhee reviewed the survey and the complaint and are not recommending an investigation at this time. McPhee added that the complaint appeared to be more about how the data were being used which is out of scope of the complaint process.

MOTION: to accept the findings of Connelly and McPhee about this complaint. West moved; Schoua-Glusberg seconded.

VI. COMMUNICATIONS COMMITTEE UPDATE

AAPOR Logo

Fobia presented a proposal to change the AAPOR logo. She noted that as AAPOR works on the website proposal, it is a good time to consider an update to the logo and style guide. This has been discussed within

AAPOR since 2010. The proposal will cost approximately \$1,200 and will include all of the materials AAPOR would need.

The new logo should be an expression of how AAPOR's goals have changed and should express collaboration and diversity. It can be more about the people rather than the survey itself.

The current proposal includes three designs. AAPOR staff can work with Maven + Smith to determine the possibility of three designs plus a refresh of the current logo. Councilors generally discussed the need for rebranding and current attachment to the current logo. Staudt pointed out that the change doesn't need to be significant but options should be explored to ensure that AAPOR is seen as a modern association.

MOTION: to approve the proposal to hire a designer to develop potential new AAPOR logos for Council's consideration for the price of \$1,200. Wiencrot motioned; McPhee seconded. The motion passed by unanimous vote.

Expert Media List Process

García Trejo presented an updated process for responding to media requests for expert opinions. She explained the current process and the recommended changes. The current process does not meet the time-sensitive needs of journalists and AAPOR may be losing out on relationships with the media.

Councilors noted that there was a previous election rapid response team, and this proposal is more equitable which is more favorable. Staudt noted that members must agree to speak on behalf of themselves and not on behalf of AAPOR.

After further discussion, the agreed-upon process involves AAPOR staff sending to the journalist a list of people who have indicated interest and expertise as well as short bios. The journalist would then decide who to contact. This process would allow AAPOR to be responsive to the journalist, build relationships with the media, and not worry about the logistics involved in facilitating contact the journalist and the AAPOR expert. Sending the list of experts will also help ensure that it is not the same person responding to every request. In sending this list, AAPOR would not be responsible for response times and would put a disclaimer in the email with the list saying that the journalist may or may not receive a response.

In signing up to be part of this list, the members agree that they are seeking such opportunities and agree to be responsive to the requests. This list could be updated on an annual basis with the membership survey which would allow everyone to confirm participation and update their contact information. In its outreach campaign, AAPOR can also keep track of people who want to participate in such requests but do not have media training and can look to provide such training.

MOTION: that the amended process involve Council approving the list of experts, such that when media reaches out to AAPOR, AAPOR staff will send the journalists a list of the SMEs and bios for the journalist to reach out to the SMEs directly. Moy moved; Childs seconded. The motion passed by unanimous vote.

VII. MEMBERSHIP AND CHAPTER RELATIONS COMMITTEE UPDATE

Membership Data Access Requests

Ridolfo explained that MCR has received several requests for data access such as a list for diverse members from IEC, a list of diverse members from outside organizations, and a list of our members' employers. There are concerns about sharing data within AAPOR and MCR wanted to seek guidance about handling these requests.

Discussion ensued related to AAPOR's legal obligation vis-a-vis the privacy policy. The privacy policy is currently applied broadly to AAPOR. Currently, AAPOR is updating this to include staff and MCR. Much of this is also working with data sharing between chapters.

It is important for IEC to have a list of diverse researchers and accountability/metrics to do their work. Metrics can be looked at in the aggregate but giving data at the individual level is where the concern lies. AAPOR could create an opt-in mechanism to be included in the list of diverse researchers that could be part of a general call for experts to be involved in various ways that is sent by staff. This call would clarify between internal and external opportunities.

For some requests, we would need to delineate what is needed and what can be provided while protecting privacy. For example, if AAPOR would send out a list of organizations that have AAPOR members, we might put disclosure avoidance procedures in place such that it would be limited to s organizations with 5 or more AAPOR members.

Based on AAPOR's Privacy Policy, the only people with access to membership data at an individual level are AAPOR staff, Membership & Chapter Relations Committee Members, and Executive Council.

VIII. OLD/NEW BUSINESS

Beatty asked if there was any new business to bring forward at this time. Hearing none, he asked for a motion to adjourn.

IX. ADJOURN

MOTION: to adjourn the open portion of the Executive Council meeting and move to Executive Session at 2:08 pm ET. McPhee moved; Connelly seconded. The motion passed by unanimous vote.