**AAPOR Executive Council Meeting**

**Tuesday, June 5, 2018**

**12:30 pm – 5:30 pm**

**Attendees:**

Rene Bautista

Josh DeLa Rosa

Dave Dutwin

Stephanie Eckman

Emily Geisen

Courtney Kennedy

Kylee McGeeney

Jordan Peugh

Lydia Saad

Nora Cate Schaeffer

Mandy Sha

Tamara Terry

G. Evans Witt

Adam Thocher

Yvonne Janvrin

Absent: Jennifer Agiesta

On Phone: Tim Johnson

**Call to Order, Review, and Approval of Minutes**

Dave called the meeting to order and reviewed the May 15th, 2018 Meeting Minutes.

***MOTION: Peugh moved, Geisen seconded to approve the minutes from the May 15, 2018 EC meeting. The motion passed unanimously.***

**Secretary/Treasurer Report**

Peugh reported that there is currently a $100,000 shortfall in the 2018 budget. Assets are at $2.4 million. The association is currently at 76% of budget goals, however, not all revenue and expense from the annual meeting has been realized. Employer paid dues and publication revenues are currently down. We are looking to increase sponsorships and working with Kellen on marketing efforts. The EC discussed options to increase revenues including general sponsorships and sponsorships for webinars.

**CONSENT AGENDA**

*1. Conference Committee*

*2. Ad hoc Committee on Attacks on Surveys*

*3. AAPOR Goals*

*4. MCR*

*5. Education*

*6. Standards Definition*

 The Council discussed the need to communicate to the membership regarding the need for passports to travel to Toronto in 2019 and receiving information earlier regarding the abstract submission process. The Education committee is moving forward with Survey Fest and modifications to the September STATfest event. Discussion also included reducing the amount of the award for AAPOR’s Got Talent. Recommendation was made to repeat one of the last sessions of the Conference at next year’s conference; need to schedule earlier in the conference and tag it for early career.

***Motion: Witt moved, Geisen seconded, to approve the consent reports and materials as presented. Motion passed unanimously.***

**Appointments**

The Council discussed renewing volunteers with respect to diversity and the need for new people vs changing the diversity of a committee.

***MOTION: Kennedy moved, Geisen seconded to approve all nominations to the Committees. Motion passed unanimously.***

**2018-2019 Framework – Discussion and Strategic Planning – ALL**

* **AAPOR and the Big Tent – MCR, Conference, Communications**
* **Public Affairs, PR, Communication Abilities – Communication**
* **Launch the Survey Science/Public Opinion in Democracy Initiative**

**AAPOR Mission and Big Tent Discussion:**

Dutwin invited discussion on perceptions for how well AAPOR is fulfilling its mission. The group discussed ways to measure AAPOR’s successes, including reinstating the scorecard system. Additional discussions ensued regarding non-probability and its validity as a methodology and AAPOR’s outreach efforts to pollsters and other interest groups.

Dutwin asked for input regarding hiring a professional PR firm to help with developing a plan to defend survey research. Discussion ensued including a game plan for the 2018 election, the future of the journals, increasing the credibility of AAPOR, and the message that AAPOR is trying to send.

Dutwin asked for input on identifying executable action items and suggested that AAPOR develop an RFP for improving the survey climate with the use of a professional PR firm.

The council considered how to make AAPOR more visible to the public, how to reach journalists, and having a press rate for journalists to increase their participation in the AAPOR Conference. Discussion also included hosting a live event on public polling in Democracy, and gathering information about other conferences that overlap with AAPOR.

***MOTION: Geisen moved, Terry seconded to draft an RFP to address the issues discussed with a 5-person committee comprised of a subset of the executive council. The motion passed.***

**Discussions on New/Continuing Standards Issues**

The Council discussed any new or existing issues that have come to the Standards Committee, including PayPal refusing to pay paid respondents, local presence dialing, data fabrication, and spam and blocking.

Discussions continued regarding updating the standards definitions and creating a timeline for creating a committee for code review, including updating standard definitions on the website.

Dutwin shared that the ad hoc committee on sexual harassment has completed its mandate. There will need to be a review of standard codes and bylaws, and nomination committee bylaws for egregious and non-egregious penalties.

* **2018-2019 Framework – Discussion and Strategic Planning – ALL**
* **Diversity – DCC and Education, MCR, Communication Subcommittees**
* **Strategic Financial Planning – Secretary/Treasurer**
* **Review AAPOR 2025**

**Standards Committee**

Eckman reported that AAPOR has been asked to get involved with a case regarding promising confidentiality to survey respondents. The AAPOR code does not promise confidentiality. The Council discussed the merits and detriments to getting involved in this case.

Discussions regarding the legalities of spam phone calls ensued. Ideas generated included an AAPOR/Government/other interested party’s schedule a meeting with Google to discuss, or lobby the telephone companies to fix the issue.

Eckman stated that she would talk to Ned English about Standards Definitions.

**AAPOR Code Review:**

The council discussed creating a committee to review the Code, which will come up for a vote in 2020. Discussions included creating an official AAPOR credible interval and/or variance estimates for mixed mode, revisions to TI language, and consideration of RICS issues of ethics. Additional discussion included the formation of a sub-committee to review the code.

**Finance Committee Report:**

Peugh reported that the Finance committee is reviewing membership and sponsorship dues. The group discussed projections for the next 5 years, helping the Development Committee to focus on number of donors, and developing a marketing plan for sponsorship. Peugh will prepare a report of recommendations for the September Council Meeting in Chicago.

**Conference Committee**

Kennedy reported that the Conference Committee plans to incorporate recommendations in the next conference. The Conference Committee consent report included some of the new additions to the conference in Toronto. Ideas included reintroducing a Sunday Plenary, or breakfast round table with International presence, improvements to the App, and concrete learning take-away.

Discussion ensued regarding papers and ways to market those papers in order to promote AAPOR, making proceedings available to others outside of AAPOR, and video recordings or webinars from the conference in real time.

**Education Committee**

McGeeney reported that the Education committee is focusing on Survey Fest, renewals of the committee’s volunteers, making modifications to improve to AAPOR’s Got Talent, and conducting journalism outreach.

**Membership and Chapter Relations (MCR)**

Geisen reported that the survey results on harassment showed a 2% reporting of harassment. The committee’s goals include improving the volunteer process by increasing the breadth of volunteerism, and providing guidelines for volunteers and finding new volunteers. Additional goals include coordination with other committees and reaching out to specific groups including, Students and Early Career, Market Researchers, AAPOR Ambassadors, and Future of Researchers.

**Document Management**

Dutwin asked the Council members for input regarding document management and the need to share and have access to documents. Included in the discussions were using Sharepoint versus the Dropbox, new member orientation and legal pieces to be covered in the orientation, and software available to enable members, committees, and council to have access to documents. Thocher will send out the most current new member orientation. Discussion occurred regarding software to enable members, committees and council to have access to documents. Staff will provide a document that outlines options for a document sharing system and other project management software.

**Database Systems**

Dutwin asked the Council for input regarding new options for a membership database. Discussions followed regarding the need to access their own membership data, privacy issues, and legal angles of accessing the database.

**Locations of Conferences for 2021, 2022, and 2023**

The council discussed the viability of different cities. Options to consider were outlined as follows:

2021 – Salt Lake, Seattle, Portland, Phoenix

2022 – Miami, Boston, Chicago, Philadelphia,

2023 – Philadelphia, Minneapolis, Houston, Pittsburgh

***MOTION: Schaeffer motioned, Eckman seconded, to ask Kellen to solicit bids from the proposed host cities for 2021, 2022, and 2023. The motion passed unanimously.***

The regular meeting adjourned and the council moved to executive session.