

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH  
EXECUTIVE COUNCIL MEETING  
March 29, 2004  
Washington, D. C.**

**Executive Council Present:**

Elizabeth (Betsy) Martin – President  
Nancy Belden – Vice President/President Elect  
Mark A. Schulman – Past President  
Allan McCutcheon – Secretary-Treasurer  
Robert P. Daves – Conference Chair  
Roger Tourangeau – Standards Chair  
Mick P. Couper – Associate Standards Chair  
Patricia Moy – Membership and Chapter Relations Chair  
Mollyann Brodie – Associate Membership and Chapter Relations Chair  
Claudia Deane – Publications and Information Chair  
Daniel M. Merkle – Associate Publications and Information Chair  
Janice M. Ballou – Councilor-at-Large

**AAPOR Executive Office Staff:**

Michael P. Flanagan – Executive Coordinator

**Guests Present**

Rob Santos – Bylaws Committee Chair  
Peter Miller – POQ Editor  
Brian Dautch – Director of Government Affairs - CMOR  
Jim Clifton - CEO – The Gallup Organization

**Executive Council Absent:**

Sandra H. Berry – Associate Secretary-Treasurer  
Tom W. Smith – Associate Conference Chair  
Robert M. Groves – Councilor-at-Large

The meeting was called to order by President Betsy Martin at 9:35 a.m.

The Agenda was adopted.

**President's Report - Betsy Martin**

The Book Award Committee has selected a winner to receive this Award in 2004. The Committee also provided a short list of titles that should be considered in the future. Howard Schuman proposed to rotate out of the position of Chair of the Book Award Committee but to remain a member of the committee. Based on his recommendations, Tom W. Smith was asked to Chair the Committee for the next year and Tom has accepted.

AAPOR has been accepted as a governing member of COSSA. AAPOR needs to appoint two representatives to the Board of COSSA. The representatives should be from the academic social sciences, and both should have strong links to the AAPOR Executive Council.

Betsy Martin reported that she had spoken to Dr. Schoenthaler recently to get his perspective on the accusations published in the Modesto *Bee* about a student survey he sponsored and that AAPOR issued a

press release on. He remarked that he appreciated the position that AAPOR had taken, especially in refraining from judging the facts of the case. However, he was still concerned about the negative press coverage of this incident.

#### **Secretary-Treasurer's Report – Allan McCutcheon**

**RESOLVED that the minutes of January 23, 2004, be accepted and filed** Motion made by Janice Ballou and seconded by Nancy Belden. Motion passed unanimously.

Allan McCutcheon reviewed the AAPOR Financial Statements as of February 29, 2004. Betsy Martin remarked that the Editor's stipend should be \$25,000 and not the \$12,500 that is listed. That amount will be changed on the March 31, 2004, Financial Statements.

Allan McCutcheon discussed some unbudgeted items that AAPOR has experienced this fiscal year including the \$10,000 for the Do Not Call List Lobbying effort and dues to join COSSA of \$1,900. We may also be looking at the possibility of some other unbudgeted expenses if we make a contribution to the International Conference on Telephone Methodology and dues to join ANSI. Allan recommended that in the future AAPOR should have a separate line item under General Administration for Outreach/Public Relations and individuals should come to the Council, make their case and the items put into the budgeting process.

**RESOLVED to accept the report of the Secretary-Treasurer.** Motion made by Claudia Deane and seconded by Roger Tourangeau. Motion passed unanimously.

#### **Bylaw Review – Rob Santos**

Rob Santos has chaired the Ad Hoc Committee for Bylaws Review. A subcommittee separately reviewed the AAPOR Code. Rob Santos stated that his committee has completed its work and all the changes have been reviewed and approved by AAPOR's Legal Counsel.

The Council reviewed and discussed the recommended Bylaw changes. The Executive Council is to e-mail Mollyann Brodie with their changes and suggestions. Mollyann will develop a document that will include these items and circulate to the Council for their review.

**RESOLVED to accept the recommended Bylaw changes, subject to modification by Council, and to thank the Ad Hoc Committee on Bylaw Changes for their work.** Motion made by Roger Tourangeau and seconded by Mick Couper. Motion passed unanimously.

#### **POQ/Oxford University Press Update – Peter Miller**

Peter Miller discussed the recent move of the POQ to Oxford University Press. He also distributed a copy of the POQ Budget for August 2003 through July 2004. Peter stated that if AAPOR moves its fiscal year to the calendar year that the POQ Budget should do the same. He will submit a budget as of January 1, 2005.

Council discussed possible ways to invest the extra POQ revenue that will be generated by the decline in subscription costs under the new contract. Possibilities include an extra issue a year or "scholarships" for conference attendance by junior researchers.

**RESOLVED to approve the budget for the POQ as submitted by the POQ Editor, Peter Miller.** Motion made by Roger Tourangeau and seconded by Janice Ballou. Motion passed unanimously.

The transition has been very smooth. There is no on-line subscription service right now, but will be forthcoming. The spring issue will be delayed because Peter had to hire a new Managing Editor. Manuscript volume has been very heavy. Eventually there may be a special issue of POQ dedicated to a special topic. Peter stated that the new contract will give AAPOR some additional funds to fund future projects.

### **Vice President/President Elects Report – Nancy Belden**

Nancy Belden reported on the Committee on the Image of Public Opinion and Survey Research and stated that there would be a panel at the conference on this topic.

Nancy said that the Research Industry Alliance is proceeding and they are also working with CASRO. There continues to be a number of threats and there is some Legislation pending or in place in several states already.

### **Past President's Report – Mark Schulman**

Mark Schulman reported that the election process is underway. Also, the Policy Impact Award had eight substantive submissions. The committee is in the process of selecting a winner.

### **Executive Office Report – Michael Flanagan**

Mike Flanagan reviewed a magazine that AMP provides to its governing bodies called *Leadership Management*. The Executive office has been spending most of its time on the election process and the preparation of the Preliminary and Final Program for the Annual Conference in addition to the normal conference preparations.

Mike Flanagan reviewed the Time Analysis Report for the first six months of the year. Currently the AAPOR Executive Staff is at 54% of its contracted hours versus 111% a year ago; we should see a big decline in hours after the May conference. At Mark Schulman's suggestion, the Executive Staff has been advised to be aware of the terms of the contract and to notify parties when something is out of the scope of this contract. This will ultimately save AAPOR money for additional staff time.

### **Standards Committee Chair's Report – Roger Tourangeau**

Roger Tourangeau reported that there were no present standard activities to report to the Executive Council. He recommended that the members appointed to the Standards Committee should have fixed terms. He also praised Mary Losch's contribution to the committee's work.

Tom Smith has completed the Third Revised Edition of Standard Definitions, and that each member of AAPOR will be mailed a new copy and it will be put on the AAPOR website. Mick Couper noted that the Standards Committee has also been working with Harry O'Neill on a revision of AAPOR's Code which should be completed by the end of March, and thanked Harry for his work.

### **Membership and Chapter Relations Committee Report – Patricia Moy**

Patricia Moy reported to the Executive Council that the latest membership figure was based on those individuals who had renewed or joined for 2004 only. This number differs from the "rolling figure," which includes individuals who are current members as well as those who had joined for a given year plus everyone who has ever joined (but may not currently be a member). The current rolling figure stands at over 2,000.

The Membership Committee is also working on the Mentor Program and secured over seven dozen individuals who have agreed to serve as institutional liaisons.

### **Conference Chair Report – Rob Daves**

#### **Conference Operations Chair Kat Lind Draughon joined via conference call**

Rob Daves stated that the theme for the 2004 Annual Conference is *Image of Public Opinion Research*. The Plenary Speaker will be Norm Ornstein whom Rob will introduce and Nancy Belden will offer concluding remarks similar to last year's structure.

Karl Feld, as Development Director, has gotten several good sponsors for AAPOR this year.

There was general discussion on the issue of whether AAPOR should rent, purchase or attempt to get sponsorship for laptop computers to be used during the Annual Conference. Rental of computer is about \$200 per day. If we borrow computers, liability becomes an issue.

There will be no interactive papers sessions this year and Rob wants to have meal times as unscheduled so attendees can interact. There is also interest in setting aside some tables as “topics tables.”

Kat Lind Draughon advised the Council that she is working on Job Descriptions for members of the Conference Operations Committee, and will update the Conference Operations Manual. The new Conference Operations Manual will allow everyone to see what the other members of the committee should be doing. Kat said that the room block was filling up, but rooms are still available. Kat and Cheri Jones are going to do a site selection visit for the 2007 Annual Conference sometime in April.

Rob Daves advised the Council that AAPOR is still having considerable problems with the All Academic abstract company. Rob recommends that AAPOR break its contract with All Academic and will work with AMP to list the problems AAPOR has encountered and start preparing a letter to All Academic. The letter and the contract will be sent to AAPOR’s attorney for review prior to being sent to All Academic. Rob Daves will work with Tom Smith and AMP to identify a new abstract company. The RFP should also include the possibility of doing on-line registrations.

#### **Publications and Information Chair’s Report – Claudia Deane**

Claudia Deane advised that the spring newsletter would be mailed by the end of March and is the Annual Conference edition.

Claudia advised that AAPOR should begin looking for another Website Coordinator. Stephen Everett will do it for one more year. AAPOR spends approximately \$400 a month on website updates. A recent upgrade now allows AAPOR members the opportunity to change their password.

Dan Merkle gave a report on AAPOR’s *Blue Book*. There is a printed version and an on-line version, though the on-line site lacks visibility. He recommends that AAPOR put direct links to Blue Book sponsor companies. Dan is revising the Blue Book entry order form to make it generic and will work with AMP to develop a partial year cost. Another possibility is soliciting for advertising for the Blue Book.

It was noted that AAPOR does not currently have an official logo, and that this would be helpful for the organization. Publications Chair, Claudia Deane, was authorized to organize and conduct a logo contest among the membership, with the winner to be determined jointly by the Council and the membership.

#### **Councilor -at-Large Report – Janice Ballou**

Janice Ballou has been working with a committee to select a winner for the 2004 Innovators Award. Janice said there is some question as to what the Innovator’s Award really is. It was suggested that in a few years the past chairs of awards committees should get together and review the entire AAPOR awards program, and that, perhaps, AAPOR needs a standing awards committee.

A press release on the award winners is to go up on the website as quickly as possible after the conference.

#### **Other Business:**

##### **AAPOR participation in ANSI**

Mark Schulman noted that to participate in the development of international standards for market and opinion research, it is necessary to belong to ANSI. CASRO is joining ANSI and AAPOR might be able to

participate through their involvement. Tom Smith will also be involved with ANSI through WAPOR. Bob Groves said that he would be willing to be the AAPOR contact, and that Tom Smith might be another possible AAPOR representative. This discussion should continue in May when, Diane Bowers from CASRO will come to the Council meeting to brief Council in this activity.

#### **Criteria for Council-Sponsored Research**

**RESOLVED that AAPOR's Council may, from time to time, fund research projects when the project meets the following criteria:**

- 1. The research is proposed and overseen by an AAPOR committee;**
- 2. The purpose of the research is to support Council's on-going activities or those of its various committees and the results are likely to be of general benefit to AAPOR members;**
- 3. The work is unlikely to be funded elsewhere or conducted by the research community without AAPOR support;**
- 4. The proposed research project received at least two anonymous reviews to help Council evaluate its scientific merits and cost efficiency;**
- 5. It is expected that the cost of each project will not exceed \$5,000; and**
- 6. Results and/or data will be made available to the AAPOR membership.**

Motion made by Roger Tourangeau and seconded by Janice Ballou. Motion passed unanimously.

#### **Citing AAPORNet in news stories:**

There was general discussion about whether it is acceptable for messages sent out on AAPORNet to be quoted in e.g., a news story or whether information on AAPORNet is not to be cited as it is a closed list. As AAPOR has no policy in this matter, it was decided that information should be placed at the bottom of each posting page for AAPORNet.

**RESOLVED that Claudia Deane formulate some language to be placed on the bottom of the informational sheet for AAPORNet stating AAPOR's citation policy.**

Motion made by Roger Tourangeau and seconded by Mick Couper. Motion passed unanimously.

#### **Endowment Fund Investment Policy:**

Allan McCutcheon recommended that the AAPOR Endowment Fund not be a separate set of financial statements, but rather a separate schedule on the existing financial statements as is currently being done. We need to establish the percentage that the Endowment Committee is given to spend. He also recommended that AAPOR utilize Morgan Keegan to have them manage the endowment fund account for two years, and then evaluate the situation. We need to give them specific guidelines and would want about an 8-9% return on our investment.

**RESOLVED that AAPOR's Secretary-Treasurer begin negotiating with Morgan Keegan on the investment of funds in the Endowment Funds. The initial period of investment would be for a period of two years. The Secretary-Treasurer will develop an Investment Policy Statement for AAPOR also.**

Motion made by Roger Tourangeau and seconded by Mark Schulman. Motion passed unanimously.

#### **Fiscal Year Change.**

The Council discussed changing the AAPOR fiscal year to the calendar year. This will be further discussed at the May Council meeting.

**Job Descriptions**

Departing Council members need to update the “job descriptions” for their positions to pass along to the incoming Council.

There being no further business, the meeting adjourned at 4:40 p.m.

Respectfully submitted,

Allan McCutcheon  
Secretary-Treasurer