



**American Association for Public Opinion Research  
Executive Council Minutes  
Monday and Tuesday, March 14 and 15, 2022**

**ATTENDANCE:**

**Council:**

Paul Beatty	Vice President
Marjorie Connelly	Associate Standards Chair
Yazmín García Trejo	Associate Communications Chair
Liz Hamel	Councilor-at-Large
Ricki Jarmon	Councilor-at-Large
Ashley Kirzinger	Standards Chair
Mary Losch	Councilor-at-Large
Gretchen McHenry	Secretary-Treasurer
Dan Merkle	Past President
Marco Morales	Communications Chair
Patricia Moy	President
Emilia Peytcheva	Education Chair
Heather Ridolfo	Associate Membership and Chapter Relations Chair
Darby Steiger	Conference Chair
Tamara Terry	Inclusion and Equity Chair
Angelique Uglow	Membership and Chapter Relations Chair
James Wagner	Associate Education Chair
Brady West	Associate Conference Chair
Anna Wiencrot	Associate Secretary-Treasurer

**Staff:**

Tristanne Staudt	Executive Director
Jeanette Gass	Membership and Development Director
Shameka Jennings	Conference and Events Director
Jackie Weisman	Marketing and Communications Director

**Guest:**

Cameron McPhee	Chair, AAPOR Task Force on Measuring Online Panels
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**Day 1- March 14, 2022**

**I. Call to Order**

Moy called the meeting to order at 10:02 am ET.

**Executive Council Meeting Minutes: February 18, 2022**

Moy welcomed Council and opened the session by reminding everyone that the meeting will follow Robert's Rules of Order. She 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 February 18, 2022, Executive Council meeting. Connolly moved, Hamel seconded. The motion passed by unanimous vote.**

## II. CONSENT AGENDA

Moy asked if there were any items to be removed from the consent agenda for further discussion.

Uglove noted the race data had been added that morning. Steiger asked for clarification on the membership numbers. There are 2,358 members including those that are still in the grace period, which ends March 2022. Of this larger number, 1,225 have renewed. Steiger noted there will be a lot of activity in the next week or so related to the early-bird deadline. Uglove noted a billing address error with Rhythm, that has now been resolved, may also help with membership. Staudt added that transactions had been increasing in the last few days.

**MOTION: to approve the consent agenda. Losch moved, Terry seconded. The motion passed by unanimous vote.**

## III. APPOINTMENTS

Peytcheva nominated two members to the Ad-hoc Publishing Committee. Terry stated that they are building the Inclusion and Equity Committee (IEC) and the list of people for approval for the IEC have already been working on committee tasks. Some people are listed more than once for approval on multiple subcommittees.

Moy asked if there was a limit to the number of committees one person could serve on. Councilors noted that the limit was two committees, including subcommittees.

Terry noted the need for more volunteers. Steiger added that with the conference theme this year, more people may show interest in the committees.

**MOTION: to approve the appointments as a block. Kirzinger moved, West seconded. The motion passed by unanimous vote.**

**MOTION: to allow exceptions to the rule for existing members and those put forward today for the IEC. Losch moved, Uglove seconded. The motion passed by unanimous vote.**

## IV. SECRETARY-TREASURER REPORT

McHenry reported that only January financials were available due to delays in getting December reports from Kellen. AAPOR's accountant is working on getting everything updated. The statement is in a new format as a result of changing accountants. McHenry and Staudt are working to reorganize the AAPOR budget and to provide the financial statements in alignment with the reorganization.

McHenry noted that all the 2022 membership dues collected in 2021 are realized in January 2022. That information is included in the financial report. Larger amounts of money in sponsorship and publications were recorded in January which contributed to the majority of revenue.

Expenses in January included editorial fees, renewals of subscriptions, and other payments to affiliated organizations. In addition, payments to chapters are coming up which is listed as a liability in the balance sheet. As a result, there is around \$375,000 in the operating account and about \$1.5 million in investment accounts that is not in a restricted fund. There is approximately \$288,000 in restricted funds.

If anyone has any ideas of things that are or would be particularly helpful to see in the budget, please let McHenry, Wiencrot, and Staudt know so that it can be worked into the reorganization.

Sponsorships are ahead of the budgeted amount. There are two new sponsors, and the rest are returning.

## V. EXECUTIVE DIRECTOR REPORT

Staudt noted that membership is back on track and great increases have been seen in the last month despite the number of issues with Kellen, Rhythm, and the website. Most of these have been resolved, which has resulted in

increased membership joins and renewals. Staff responsiveness to member inquiries has improved which has helped. More renewals are expected with the imminent membership deadline and early-bird deadline.

Staudt added that Weisman has created new graphics, a new conference newsletter, and other new communications. These have led to more cohesion across AAPOR's programming and more engagement on social media and through email.

Conference planning is in full swing. All vendors for the event have been secured, but response rates have been slow as vendors continue to restaff with the return to in-person meetings.

In regard to financials, things are beginning to get back on track. Several payments had not been made in 2021 by Kellen. Chapter payments from 2021 are now complete and 2022 payments to chapters will be made on a quarterly basis. One change to the chapter payments in 2022 is that payments made to chapters will reflect the amount of revenue received by AAPOR, not just open invoices for membership. If someone renews but does not make payment, the payment to the chapter will not be made until payment has been received by AAPOR.

Staudt noted that there was approximately \$44,000 in accounts receivable in the financial report. One of those was a \$21,000 payment which has been recouped from an incorrect payment to OUP in 2015. The remaining money is being worked on and the entire \$44,000 should be recouped shortly.

Committee rosters have been collected by AAPOR staff and everything is being updated in Rhythm. Staudt is working on one document that has all of the members on all committees and includes some questions and points for the councilors-at-large to consider in the full review of the committees and committee structures.

In addition, there have been several issues with updates to the website. Staff has been working with Kentico, Kellen, and AAPOR's new website host to address these. Staff discovered some of the site files were not correctly transferred from Kellen. This was fixed this past Saturday and AAPOR staff will be looking at the website to determine if this worked.

Eight vendors received RFPs for the new website. One is not a good fit, but the others are expected to submit proposals by March 25.

## **VI. COMMUNICATIONS COMMITTEE REPORT**

Morales noted that Weisman is doing an excellent job and has instituted thoughtful and efficient processes. The Communications Committee is working with AAPOR staff to look at engagement trends to determine overall successes.

The website subcommittee met to discuss and finalize the RFP for redesigning the website. Eight vendors will submit proposals. AAPOR staff met with one vendor and no other questions have been received. Vendors will receive a reminder next week that the deadline is March 25.

Council discussed who should post to AAPORnet on behalf of AAPOR. The consensus was that any member who is signed up for AAPORnet can post; in addition, Councilors can post messages in their capacity on the Executive Council.

Some people are experiencing issues with receiving AAPOR/ AAPORnet emails which are going straight to spam filters instead. AAPOR staff created a how-to on the website to try to help with the spam issue including instructions for having organizations whitelist the AAPOR domains.

There is an etiquette email in the works to explain to people how to use AAPORnet. This will help people understand how AAPORnet works and how to subscribe/unsubscribe. This will be sent after the membership drive concludes in order to reach the most people possible.

Our site host is currently working to add the DKIM certificate to our server to ensure that emails sent from AAPOR are trusted and will be sent to inboxes rather than spam folders. Weisman is also using a website that helps detect whether an email is likely to be sent to spam, which will hopefully avoid messages not reaching members.

## VII. CONFERENCES COMMITTEE REPORT

### Presentations, Registration, and Communications

Steiger noted there are 704 presentations for the conference and that there were only 43 declines which is on par with previous conferences. Registration numbers are still lagging, but this seems likely to increase as we get closer to the conference and speakers register.

The early-bird deadline is March 23, 2022. Registration is likely to increase around this time. There are currently 45 short course registrations and the room block is 45% full. All of this will increase as we get closer to the conference. Sponsorship is at 133% of the goal with over \$220,000 committed.

Conference Connection emails are being sent every two weeks. The Call for Moderators went out last week and 89 of the 95 slots are filled. Jennings created a process using signup.com that allows people to sign up for the session they are most interested in. People are very happy about this process, and it is working very well.

### Health and Safety

The Health and Safety Subcommittee met on Friday, March 11, 2022. Originally, there were no exceptions allowed for the booster requirement. This has been removed and a process has been put in place for those who are looking to waive the requirement. All of the other requirements are still in place. There will be a two-step arrival process. The first step will be to check vaccination status and secure proof of a negative Covid test. If this is passed, then attendees get a lanyard and can proceed to the badging station.

For meals, the lunches are likely to be boxed to allow people to take their lunches with them if they are not comfortable eating at a table in the room. Any programs will begin approximately 20 minutes after the lunch time begins to be mindful of those who may want to hear the session programming but not be around unmasked attendees during a meal. The banquet will be a plated meal.

### Program and Awards

The Sudman Award winner and honorable mention have been notified of their awards. The remainder of the award winners will be informed in April. Mobile-app development is beginning, and printed programs will be available for those who have paid the \$15 fee during registration. A PDF program will still be available, with the first draft being developed in the next couple of weeks.

West is taking the lead on developing the conference library with PARC Enterprises. There are still some details to be worked out in terms of access to the library as well as uploading presentations to the library.

The T-shirt contest winner is Chase Harrison for the slogan “Unmasking Public Opinion since 1947.” Swag will be available online in the coming weeks.

### Schedule

Steiger distributed the schedule-at-a-glance for feedback from the Council with a note that no times can be changed.

There is a new-councilor orientation on Tuesday, May 10, 2022. Lunch on the 10<sup>th</sup> is not currently in the plans for budgetary reasons. AAPOR staff will look into reserving a table for those that are interested in a self-paid lunch and an AAPOR-sponsored happy hour after the Council meeting.

NORC at the University of Chicago will be hosting a party in the evening of Wednesday, May 11<sup>th</sup>, in celebration of 50 years of GSS. That will be within walking distance of the hotel.

Thursday and Friday are full days of programming and lunch with the closing banquet happening on Friday the 13<sup>th</sup>. Saturday morning, May 14<sup>th</sup>, will be the first AAPOR Gives Back event. This will be limited to 30 people as there is a cost to participating for groups under 30. Others will be invited to donate.

The AAPOR Award winner will be announced during the banquet and there will be a video by Steve Everett. Because the winner will not be known prior to the banquet, the closing plenary, originally scheduled for Saturday afternoon, has been eliminated. Given this removal, the business meeting will be moved earlier to allow for a break before the awards banquet. The post-banquet party is an 80s-theme party.

## VIII. AWARD COMMITTEES

### Award Deadlines

Losch noted that there has been a call to leave nominations open all year long with a closing date for consideration. Terry noted this supports our organization better. Moy noted that it can be extended but should be delimited. The mid-January deadline would stay. Moy expressed concern over something open 365 days a year as it may cause confusion.

**MOTION: awards nomination process be broadened to June 1- January 15. Moy moved, Beatty seconded. The motion passed by unanimous vote.**

### AAPOR Award Honorarium

The current honorarium is \$150 and lifetime conference registration. The small amount seems strange and inconsequential.

**MOTION: to eliminate the \$150 honorarium for AAPOR Award and Mitofsky Award. For AAPOR Award, provide three complimentary registrations, lifetime conference registration, and two hotel nights. Steiger moved, West seconded. The vote passed unanimously.**

Losch noted that all non-student awards should get the same thing. If an award is given to a team/department, the prize should be given to the person coming to accept the award.

**MOTION: for hotel nights, AAPOR Award gets two nights, Sudman gets three nights, and the following get 1 night: Book, Mitsofsky, Innovators, Policy, Inclusive, Public Service. Steiger moved, Hamel seconded. The vote passed unanimously.**

Staff will inform the winners of their benefits and work with them to coordinate.

### Harkness Award

This is a joint award with WAPOR. There are currently six committee members—three from AAPOR and three from WAPOR. AAPOR needs to submit a replacement for one of the members that is expiring in May 2022. As Council liaison to the Harkness Award, Hamel will review and make a recommendation for the replacement.

## IX. EDUCATION COMMITTEE REPORT

Peytcheva noted there are two items to be voted on: changes in the governance document and terms for journal editors.

**MOTION: to accept the changes proposed in the governance document. Losch moved, Jarmon seconded. The motion passed by unanimous vote.**

Moy noted that proposed changes to JSSAM editor terms were good ideas. The two editors are staggered, and a four-year term would allow them to overlap more. It was noted that associate editors' terms end when the editors-

in-chief steps down. It is unclear when terms began, and it may be difficult to determine when someone rotates off and how terms are staggered.

**MOTION: to have JSSAM EICs serve 4-year terms in principle with implementation to begin after discussion with current chairs. Terry moved, Kirzinger seconded. Motion carried unanimously.**

**ACTION: AE terms and staggering will be considered at a future date before May 9.**

## **X. NOMINATIONS COMMITTEE REPORT**

Merkle reported that the Council election opened on March 11, 2022, and everything has gone smoothly so far. Approximately 14% of current AAPOR members have voted. There are several reminders scheduled to go out before voting closes on April 3. Members must have paid their 2022 dues to be eligible to vote.

## **XI. ADVANCE PLANNING FOR 2022-2023 EXECUTIVE COUNCIL**

Moy explained that this section would discuss general aspirational areas and ideas to move AAPOR forward with the change in management. Beatty noted that all associations have internal and external focuses. Generally, AAPOR has been focused internally, doing things for the benefit of the members and there could be a chance to shift this focus externally if needed. Another thing to discuss may be frequency of Council meetings.

Beatty added that this may be a time to discuss membership goals. AAPOR has generally decided not to grow for the sake of growing and that COVID-19 caused AAPOR to focus on keeping current members. Going forward, Council should discuss whether membership reflects all parties who may be relevant to and interested in our field. He asked Council to consider aspirations, and the potential role of AAPOR in guiding our profession.

Hamel noted that committee chairs and committees should be able to determine priorities and strategic questions and offload other responsibilities to professional AAPOR staff to allow the committees to be strategic.

Losch thinks the Executive Council should pivot back to what the Executive Council has traditionally done which is not to manage the management and instead to think about what AAPOR should be. She noted the value of in-person meetings and being able to have substantive discussions in real time. People join AAPOR to learn, grow, and meet others.

### In-Person Meetings

It is important to have in-person meetings about large issues such as the June kickoff of the new council, budget review, budget final, nominations, conference for a total of 5 in-person meetings. Zoom is better than a phone call for virtual meetings. It may be possible to combine the nominations and conference discussions into one in-person meeting in February. It may also be possible to cut the budget meeting to one instead of two which would decrease the number of in-person meetings. Another suggestion included having meeting locations rotate to distribute councilor travel burdens, although this might mean having more councilors travel. Organizations could host meetings in their offices and meetings could be tied to chapter events. Others noted that having in-person meetings may limit the types of councilors who are able to attend.

### Development

AAPOR could be more intentional about development efforts and have an ongoing campaign. Potential beneficiaries include students and IEC initiatives.

### Membership

Terry noted the importance of growing membership rather than just retaining it. The IEC outreach committee is planning to target organizations and universities that are doing similar work in order to form additional partnerships. It will also be important to engage students year-round, not just at a conference, and identify people early in their careers to ensure relevancy. It is also important to ensure engagement among all members, including honorary life members (HLMs), to showcase all of the great things AAPOR members have done.

## **XII. INCLUSION AND EQUITY COMMITTEE**

### Grant Funding

Moy noted that many colleagues bring initiatives/ ideas to AAPOR. American Statistical Association has a National Science Foundation (NSF) grant that helps undergraduate students from Historically Black Colleges and Universities (HBCUs) and other minority-serving institutions have internships in data science which would help increase awareness about data science and can also match with AAPOR's diversity pipeline.

The NSF program Research Experiences for Undergraduates has an August deadline for grant applications. Terry will contact ASA to determine what is needed. Council and staff will discuss who would be the grant administrator if AAPOR were to get this grant.

### AAPOR Conference Day Passes

Students in this program would abide by health and safety guidelines and the program would be capped at 20 to create an intimate experience that isn't overwhelming to those not familiar with AAPOR. Conference registration and the student membership fee will be free. Some sponsorship opportunities will cover lunch at the Presidential Address. The IEC is looking into partnering with the AAPOR Welcoming Committee on existing activities that may be able to incorporate these students.

AAPOR will create a sign-up form and email to people at academic institutions in the Chicago area. Wiencrot requested to be included on this email as well.

## **XIII. STANDARDS COMMITTEE REPORT**

Kirzinger noted Cameron McPhee is joining the meeting as the chair of the AAPOR Task Force on Measuring Online Panels. The task force was approved in July 2021, but McPhee and Kirzinger are submitting a revised proposal for consideration today which includes changes in scope and timeline. The scope was broadened to be able to complete the task well and correctly.

The timeline also needs to be revised because of the increase in scope. The task force is working and a draft report was shared. The deadlines for the first and second report are in March and April, respectively. Councilors are invited to send their feedback on the March report to Kirzinger and this feedback will be incorporated into the April report draft. This feedback is voluntary.

West noted that it would be important to look at the tools that can be used to implement the metrics and not just an evaluation of the metrics. McPhee noted that there has been a lot of discussion regarding the amount of technicality in the report. West clarified that the report should contain resources discussing operationalization.

**MOTION: to accept the amended timeline and scope of work revision with feedback provided by those who are intellectual stakeholders. Moy moved; Connolly seconded. The vote passed unanimously.**

## **XIV. MEMBERSHIP & CHAPTER RELATIONS COMMITTEE**

### Survey Monkey

AAPOR currently has access to two Survey Monkey accounts, one that is free and one that is paid. West also created a Survey Monkey account for the short course surveys that AAPOR paid for. West will transfer surveys from his account to the paid AAPOR account created by Staudt and then can cancel his Survey Monkey account. Ridolfo will request a renewal of the free account to complete the 2022 membership survey.

### Renewal Campaign

Some challenges with Rhythm have prevented renewals. AAPOR staff will look at the non-renewed members from organizations that councilors represent to see who has or has not renewed. After the early-bird deadline, Uglow may make phone calls to help people renew and/or address any questions.

Chapters

Paul Scanlon is in place as the chapter liaison. Uglow will work with Scanlon and AAPOR staff to help cross-promote chapter events.

**XV. ADJOURN**

**MOTION: to adjourn the open portion of the Executive Council meeting and move to Executive Session at 3:08pm ET. Weincrot moved, Terry seconded. The motion passed by unanimous vote.**

**I. Call to order– Moy**

Moy called the meeting to order at 9:36am.

**II. Privacy Policy Updates**

Staudt noted that the privacy policy language is being updated to note that raw data will only be available to Membership and Chapter Relations Committee members, AAPOR staff, and Executive Council. Other committees will receive aggregate data. Because of additional access to data, AAPOR is looking into cyber liability insurance.

AAPOR staff is also working with chapter representatives to update chapter data sharing and privacy policies.

**III. AAPOR 2025**

Moy showed a slide from the 2021 business meeting that identifies progress toward goals using green, yellow, and red. She is looking for input from councilors on how this will come across at the business meeting and added that the average AAPOR member will not really understand the management change. She asked councilors to think about how they have advanced each of the goals.

Moy stated that on Goal Eight (Collaborate Globally), she has been working to collaborate more closely with World Association for Public Opinion Research (WAPOR). WAPOR used to meet with AAPOR in even years, European Society for Opinion and Marketing Research (ESOMAR) in odd years and somewhere else in a third year. WAPOR is due to meet with AAPOR in 2025.

Moy asked councilors to think about their presentations at the May business meeting.

**IV. Breakout Sessions**

Councilors broke out into groups by committee to discuss overall goals, governance, etc. to determine what the future structure might be.

**V. Reports from Breakout Sessions**

Conference and Finance

The group identified areas to consolidate and shift responsibilities to staff. The abstract review committee needs to remain but could use staff support in resolving conflicts. Identifying different software will help automate this process.

The Health & Safety Subcommittee will likely not exist in the future but can be reconstituted if necessary.

Having both the Conference Support Subcommittee and the Local Events Subcommittee is not needed. The Conference Support Subcommittee's responsibilities (fun run, golf outing, etc.) can be carried out by staff and the Local Events Subcommittee can focus on events within the conference location community.

The Conference Committee is important to maintain for the purpose of updating each other on the various parts of the conference, but the committee itself isn't necessarily doing anything. This committee could start meeting later in the cycle, meet less frequently, and have fewer members.

Regarding the Sponsorship Subcommittee, more responsibilities can be shifted to staff including drafting communications to potential sponsors that could then be sent by volunteers to maintain relationships. Staff can also write the prospectus and volunteers could review it.

For the Welcoming Committee, staff could focus on logistics which would allow committee members to focus on relationship building.

Staff can manage short course logistics while the committee manages content.

For the organizational budget, staff should create this budget and present it for council review. It is important to look at whether the Investment Subcommittee is being used correctly and whether a development committee is needed and how it should be constructed. Overall, the staff is responsible for most of the Finance Committee's work.

### Education and Communications

The Education Committee has eight subcommittees that may be reduced. The Journalist Education Subcommittee can be revamped and report to the Communications Committee while Diversity and Survey Subcommittees can be absorbed into the IEC initiatives.

Communications includes Social Media, Website, and Newsletter subcommittees. Staff is already collaborating on social media. The Newsletter Subcommittee has typically reviewed the content and staff has designed it, which works well.

The Website Subcommittee has been evaluating website content. Many of its tasks will no longer be necessary once the new website launches. The subcommittee could help determine the website governance process.

Currently, the Communications Committee is engaging with journalists. A new outward-looking committee to handle media requests, comments, etc. would be helpful.

### Membership, IEC, and Standards

The work of the Standards Committee needs to be completed by volunteers since staff do not have the appropriate knowledge, but the Standards Definitions Subcommittee is likely to be absorbed into the main standards committee after the definitions are updated. The Transparency Initiative Coordinating Committee (TICC) will have administrative staff support in terms of biennial reviews.

Six IEC subcommittees will need staff support. For the Metrics & Accountability Subcommittee, members will provide a list to staff of what data are needed. For the Outreach Subcommittee, staff will need to update AAPOR materials to continue to grow and expand the membership. There are also different organizations and conferences that AAPOR can connect with to grow membership and build relationships. For Learning & Professional Development, more IEC presence is needed in educational programs. Bringing back SurveyFest to introduce the profession to students is one possibility. IEC should own the Inclusive Voices award and could take over affinity groups. IEC can also create a list of diverse members within AAPOR as well as diverse research overall that can be used when forming committees, looking for speakers, etc.

Membership and Chapter Relations (MCR) has eight subcommittees, and it is possible to merge or dissolve some of them. The Diversity Subcommittee can be absorbed into IEC. The Database Subcommittee can be dissolved with the Rhythm transition and staff can provide membership reports. The Welcoming Committee can mostly be transitioned to the conference committee or be revamped to welcome new members throughout the year. Committee member rosters and reporting will become staff responsibilities along with email communications which would eliminate the need for the Membership Drive Subcommittee. The All-Chapter Party at the conference used to be managed by the regional chapter in the area of the conference. As this has grown, it makes more sense for AAPOR staff to manage.

### Executive

It is important for the Executive Committee to continue to partner with staff to help committee chairs understand how staff can help them. The Executive Committee can also discuss higher-level organizational goals and think about revisiting and revising the strategic plan which may also include having a shorter strategic plan cycle such as five years instead of ten years. The Executive Committee can also identify aspirations, goals, and other initiatives that AAPOR should be part of. It can focus on outreach to journalists

and policy makers and changing the narrative of what AAPOR is to the public—it is about more than survey methodology. AAPOR could also think about the idea of interest groups. It will be important to look at all topics individually and free up space to think about new opportunities.

**VI. New Business**

RFP for a Publisher

The Ad-Hoc Publishing Committee is meeting this week. Tradeoffs between royalties and editorial office stipends were discussed. Oxford University Press (OUP) also provides virtual editorial office support. To what extent does AAPOR want to have increased royalties vs. increased editorial support?

Councilors asked if market research is available on what other groups do, but these data would be difficult to analyze since publishers work with all different types of associations. Councilors agreed that royalties may give more flexibility in how the money is used and flexibility is a priority. Councilors suggested that the search consultant make a recommendation based on his experience.

**VII. ADJOURN**

**MOTION: to adjourn the open portion of the Executive Council meeting and move to Executive Session at 11:57am ET. Connolly moved, Terry seconded. The motion passed by unanimous vote.**