

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH  
EXECUTIVE COUNCIL MEETING**

**May 15, 2003**

**Nashville, TN**

**Executive Council Present:**

Mark A. Schulman – President  
Elizabeth (Betsy) Martin – Vice President/President Elect  
Don A. Dillman – Past President  
Diane P. O'Rourke – Secretary-Treasurer  
Allan McCutcheon – Associate Secretary-Treasurer  
Jon A. Krosnick – Conference Chair  
Robert P. Daves – Associate Conference Chair  
E. Deborah Jay – Standards Chair  
Roger Tourangeau – Associate Standards Chair  
Janet L. Streicher – Membership and Chapter Relations Chair  
Patricia Moy – Associate Membership and Chapter Relations Chair  
Paul C. Beatty – Publications and Information Chair  
Claudia Deane – Associate Publications and Information Chair  
Janice M. Ballou – Councillor-at-Large

**Executive Council Absent:**

Stanley Presser – Councilor-at-Large

**Newly Elected Council Members:**

Nancy Belden – Incoming Vice President/President-Elect  
Sandra H. Berry – Incoming Associate Secretary-Treasurer  
Tom W. Smith – Incoming Associate Conference Chair  
Mick P. Couper – Incoming Associate Standards Chair  
Mollyann Brodie – Incoming Associate Membership and Chapter Relations Chair  
Daniel M. Merkle – Incoming Associate Publications and Information Chair  
Robert M. Groves – Incoming Councilor-at-Large

**Guests:**

Peter Miller – POQ Editor  
Vince Price – Advisory Committee

President Mark Schulman called the meeting to order at 12:30 p.m.

Mark Schulman thanked Jon Krosnick, Shap Wolf, Rob Daves, Mike Flanagan and Cheri Jones for their work in planning the AAPOR Annual Conference. The attendance may be the best that AAPOR has had in a non-WAPOR year.

Mark Schulman said that AAPOR needs continuity as we move forward and he recommended that the Committee Chairs and the incoming Associate Chairs make an effort to get together and discuss projects that have been taking place within their committees or other actions that they would like to see continued.

The past year has been a transition year and it is almost over. AAPOR has renewed and overhauled many of its operations and Mark Schulman felt that the association is on very solid footing. Total membership is at an all time record and exceeds what we had last year at this time and that was a record. The Annual Budget should be in balance by the end of the fiscal year and we are in a very healthy condition. We have good surpluses and the Endowment Fund is increasing.

During the past year AAPOR has redesigned the web site and it now has a member's only section and many of our standard forms can be completed on-line, which makes it easier to renew memberships. We had a smooth transition of AAPORnet to Arizona State University and the tone of the dialogue on the list serv has been very professional.

Additionally, the POQ Advisory Committee has worked hard to review our relationship with our publisher. We have an IRB Committee and a Pre-Polling Review Committee. The Seymour Sudman Student Award Fund is now fully endowed thanks to a \$25,000 contribution to that fund by Ed Blair. Mark Schulman encouraged others to continue to make contributions to the Sudman Fund. The Heritage Interview Committee is proceeding with the interview series. AAPOR is working to archive the completed interviews. The Heritage Committee had interviewed Bud Roper shortly before he passed away.

Mark Schulman said that in future years AAPOR would be going to larger venues for its Annual Conference. This year AAPOR was somewhat limited in some of our activities by the small size of the hotel.

AAPOR supports COSSA and CMOR. AAPOR is no longer a small association. We want to do media relations in the future. These individuals are the gatekeepers and we need to encourage them to let our members take a look at things before they get published and to make them aware of some of the services that AAPOR provides.

Mark Schulman concluded his remarks by thanking all the members of the AAPOR Executive Council and offered his best wishes to each of them.

### **POQ Advisory Committee Report – Vince Price.**

Vince Price discussed the activities of the POQ Advisory Committee during the past several months. They have been in the process of looking at various potential publishers

for POQ. There are two that are strongest: Oxford and Cambridge. They held a series of meetings with the two contenders.

Vince Price stated that the selected publisher needs to provide some of the services we currently have such as the JSTOR service that is somewhat unusual. Server space was an issue. AAPOR solicited final bids with requests for clarification from the two lead contenders. The POQ Advisory Committee is comfortable predicting that we go with Oxford University Press. We still need to draft a contract.

Oxford University Press will give AAPOR a 35% royalty on all non-member subscriptions, which is substantially larger than what we currently receive. The cost per member subscription will be \$17.50. There will be no charges for online service space and no charge for JSTOR and Oxford University Press will pay fees. Additionally, there will be no charge for a web-based review system. Oxford has very attractive terms and will support the editorial office. The POQ Advisory Committee is comfortable with the staff at Oxford.

### **Peter Miller**

We should notify University of Chicago Press by June 30, 2003 that we would no longer be using them for POQ at the conclusion of our contract. When the contract was initially drawn up, there was no vision of on-line publishing when we signed. We thought AAPOR owned the on-line materials. We need to secure the on-line publications and need to work through how this will happen.

We will go through a transition period. We need to notify the University of Chicago Press by June 30<sup>th</sup>, but POQ will be published by University of Chicago Press through December 31, 2003. However the contract with UChicago Press will run until June 30, 2004. Oxford will publish the spring and summer, 2004 editions.

Peter Miller said that a market analysis shows that the POQ is under-priced and it is his recommendation to increase the subscription price for institutions to \$120.

**RESOLVED that contingent upon the concurrence of the POQ Advisory Committee, AAPOR will enter into negotiations with Oxford University Press for publication of the POQ and inform University of Chicago Press that we do not intend to renew the existing contract. This letter is to be sent by June 30, 2003.**

Motion made by Don Dillman and seconded by Diane O'Rourke. Motion passed unanimously.

Betsy Martin requested that the AAPOR Executive Council be provided with the costs that are being put into place for the new contract with Oxford. Oxford will draft a contract fairly soon. We should have our attorney take a look at the contract when it is drawn up.

Mark thanked the POQ Advisory Committee for all their hard work on the contract.

[Mick P. Couper and Robert Groves left the meeting as they had to teach short courses.]

### **Secretary-Treasurer's Report – Diane O'Rourke**

Diane O'Rourke said that she discovered a duplicate resolution on page 3 of the March 21, 2003, minutes. She said that if we deleted the first motion, it would be correct.

### **RESOLVED to accept the Minutes of March 21, 2003, as corrected.**

Motion made by Roger Tourangeau and seconded by Paul Beatty. Motion passed unanimously.

Diane O'Rourke said that assets are higher than they typically are because we currently have received large revenues for the conference but have not paid the expenses yet.

Investment reserves are at \$262,000 in Government Securities. Allan McCutcheon and Mike Flanagan are going to look at AAPOR's investment policy to see if we should reallocate some of the funds.

Membership is up and, therefore, the dues are up over what we had at this time in 2002. This year we also had some surprise revenues: We received funds from a couple of past conferences AAPOR participated in: ASA Portland 1999 and Inter-CASIC 1996.

Currently AAPOR has about a year's worth of reserve but we should be careful how we spend. A lot has happened over the past year in the expenses category. Council meetings are over budget, but we went to Kansas City and that caused a larger expense because the entire Council had to travel. Start-up costs are more than we would normally spend in a regular fiscal year and we also had Web site costs.

Diane said that AAPOR should think about setting up a separate accounting system for the Endowment. Mike Flanagan and Allan McCutcheon will talk about this and make a decision next fiscal year.

POQ has separate line items and is a separate account. It's customary to have a separate account for POQ. We utilize some of these funds for cash flow purposes toward the end of the calendar year. We should look at the POQ accounts and have the Advisory Committee look at the funds. We may want to increase the per page price per issue. We want to give some flexibility in the spending funds for the publication of POQ.

Diane O'Rourke said that AAPOR needs to do better job with the annual and conference budgets. This coming summer the conference committee should work with the Secretary-Treasurer and come up with a potential budget for 2003-2004. We rely upon the short courses to produce revenue for the association.

The conference is an important profit center. It underwrites many of the activities through the year. However, Diane O'Rourke said that AAPOR's fiscal year is out of line with the membership year. The fiscal year runs from July 1 to June 30 and the membership is on a calendar basis. About one-third of the profit generated from the Annual Conference is from Short Courses. AAPOR needs to formalize the short course process and procedures.

Diane O'Rourke said that AAPOR needs to do some marketing for the Annual Conference. Betsy Martin and Rob Daves should work together with Allan McCutcheon to develop a budget.

Mark Schulman said that Diane O'Rourke has done a great job on the budget and making suggestions on how it can be improved. Diane O'Rourke said that Linda Collins from AMP has been a great help to her during the past year.

Diane O'Rourke mentioned that she had received some information on the AAPOR archives at the University of Chicago. Daniel Meyer is the individual responsible for AAPOR's files. He said he received a shipment from Ann Arbor last September and, therefore, we appear to be up-to-date.

#### **Endowment Committee Report - Brad Edwards:**

Brad Edwards said that the Endowment Committee has been discussing various fundraising plans. The Seymour Sudman Student Award Fund is fully endowed and the committee does not plan to actively solicit funds for this particular portion of the Endowment Fund.

On the Heritage Interview Series, the Committee would like to do a personal appeal to institutions from which members have been interviewed. The Committee also wants to sharpen the appeal and maybe improve the brochure. They would also like to make contacts with more senior people so that AAPOR can make sure that its history is captured.

Brad Edwards stated that the Endowment Committee would like to fund more interviews and increase the Endowment for the Heritage Interview series. This would come from organizations from which interviews have been conducted with members as well as from organizations that we have not tapped into yet. The Committee wants to target an appeal to repeat contributors and it is their goal to double the Heritage contributions.

The mission of the General Endowment Fund is to invest the principal and use the interest for desired purposes in the future.

**RESOLVED that the Secretary-Treasurer review the minutes from around 1998 and send the existing Executive Council the rationale for establishing the Endowment Committee.**

Motion made by Diane O'Rourke and seconded by Roger Tourangeau. Motion passed unanimously.

Nancy Belden said that we are recording on videotape the history of AAPOR. The Endowment Committee should look at a list of all past presidents and all AAPOR award winners. The Heritage Interview Committee is trying to interview the more senior members of AAPOR. Nancy Belden said that there have been five interviews in the past year and experience has taught us that it takes about \$1,000 per interview to produce the tapes. It entails a lot of work and the interviewer needs to do a lot of work. Nancy Belden requested that AAPOR should put in a budget line item for the next year – 2003-2004.

### **Past President's Report – Don Dillman**

Don Dillman talked about the nomination process and said that this was the strongest slate of candidates AAPOR has ever had. Don introduced the newly elected members to the Executive Council.

### **Executive Office Report – Mike Flanagan**

Mike Flanagan said that it has been a very busy and interesting year. The AAPOR team has been working hard to make sure that the AAPOR membership needs are met. He thanked the Executive Council for their training and patience. Mike concluded that now that AMP has almost one full year completed, staff has identified several areas where improvements could be made. He and the AAPOR Team look forward to working with the new Executive Council and their continued work with the membership.

### **Conference Operations Report – Jon Krosnick**

Jon Krosnick said that Conference Operations spent a good part of the year working with a new abstract company. AAPOR has contracted with All Academic. They were supposed to produce a program book, but this did not happen. Jon and his assistant had to fix things and ended up producing the program from Ohio State. Rob Daves said that he is going to talk to All Academic and give some additional direction and demand some guidelines. Jon Krosnick said that the abstracts are a very labor-intensive process. This year the number of abstracts climbed by 30%. Jon said that it was a tough year to do the abstracts and that Rob Daves should have a system in place to make sure the process runs more smoothly.

Jon Krosnick said that there were communication problems. A lot of the paper presenters are not AAPOR members and, as a result, did not get the instructions because they were not in any database. There was a level to the abstract process that was not in place. Rob Daves said that next year we would resolve the problems and clean up the issues that we had this year.

It was concluded to defer the Sudman Student Award Process to the September Council Meeting. Because of the press of business from the conference, neither Jon Krosnick nor Patricia Moy had time to work on the process.

### **Conference Operations –Shap Wolf**

Shap Wolf said that presently AAPOR has between 520 and 540 rooms and are in three different hotels. This year AAPOR put the core meals in with registration. As a result, AAPOR has 750 for lunches and dinners. Therefore, we needed to find more space for meals and we are eating in the tent that you see outside. The good news is that we have larger meeting rooms. Shap Wolf says that it's hard to track history because AAPOR has never done the meal plan the same for two years in a row.

Shap reported that there are 57 poster sessions scheduled for Friday.

AAPOR is in Phoenix next year and has 540 rooms. After that we are in Miami in 2005 and have over 1,000 rooms.

Shap Wolf reported that Nancy Whelchel is the new Associate Conference Operations Chair.

Shap Wolf said that the Conference Operations Committee is beginning the 2006 site search. AAPOR needs to get further ahead of the curve. There are some sites in Philadelphia and Ottawa has some attractive prices. Boston and New York are expensive, but Canada is always a possibility again. Shap commented that AAPOR tends to skip Chicago and Dallas.

Shap Wolf said that AAPOR has 390 short course registrations and are under budget on a lot of items.

Mark Schulman thanked Shap Wolf for his many years of service to AAPOR. Not only has he worked in Conference Operations, but he also does a lot of work for AAPORNet.

### **Standards Committee Report – Deborah Jay**

#### **RESOLVED to go into Executive Session.**

Motion made by Roger Tourangeau and seconded by Janet Streicher. Motion passed unanimously.

#### **RESOLVED to come out of Executive Session.**

Motion made by Roger Tourangeau and seconded by Janet Streicher. Motion passed unanimously.

Deborah Jay said that the Standards Committee accomplished a lot during the past year. They worked on a new Push Poll Statement and there is a new Rate Calculator on the website - Version 2.1 – compliments of Rob Daves.

Deborah Jay talked briefly about the response rate sessions. Deborah said that the Council should consider disposition codes and interviewer falsification.

### **Membership and Chapter Relations – Janet Streicher.**

Janet Streicher thanked Patricia Moy and AMP for a relatively smooth transition. Janet Streicher said that we had an opportunity to enhance some of the previous membership marketing documents that we have and most of the documents we have are new.

Janet said that membership is up. We currently have 1778, which does not count those who will become members through the conference. Several of them are new members - 313. Also, 192 have used the non-member application to become members through the conference.

Janet Streicher said that new members are the most vulnerable and AAPOR must continue to work to keep those members interested and involved. Because some people do not rejoin, particularly after their first year, AAPOR needs to replace them with new members to keep membership numbers constant. The Membership Marketing Committee did a recent market blitz. One of the targeted mailings was to POQ subscribers who are not AAPOR members. We also mailed membership materials to AAPOR chapter only members (those who belong to an AAPOR chapter, but not to AAPOR National) and we purchased a mailing list so that we could send membership materials to individuals within the industry.

Janet Streicher said that AAPOR has not been able to work with the chapters as much as we would like. There is a lot of new activity right now. The Committee would also like to do some web casting in the future. We could have some individuals do tutorials as a web cast. If AAPOR is looking at membership value initiative, an important issue would be web casting.

Janet Streicher said that AMP should provide the lists of members who have volunteered for committees to the Committee Chairs.

### **Publications and Information – Paul Beatty**

Paul Beatty said that his Committee has been updating the look of the AAPOR Web page with a little more color and more font variety. There is one prototype that is available on-line right now. The development of the website was a major undertaking. As of now we have an on-line member directory, more photos, and more links are available. We also have put on electronic Membership Renewals and on-line registration and Change of Address forms.

Paul Beatty said that there is a need to keep things fresh. As a result, AAPOR is going to add a new person to the P&I Committee with the title of Web Site Coordinator. Paul Beatty passed around a Job Description for the Web site Coordinator position. Steve Everett has been selected as the AAPOR Web Site Coordinator. In the future, Steve Everett will do major changes. AMP can still do the minor changes.

Richard Rockwell has approached AAPOR about the possibility of their supporting an effort by AAPOR to some of the substance of *Public Perspective* on the AAPOR web site.

Paul Beatty also said there was the need for an AAPORNet Oversight Committee. This Committee would establish the policies that need to be used such as plain text versus HTML for example and keeping an eye on technical problems. The AAPORNet Oversight Committee will consist of the Publications and Information Committee Chair and Associate Chair, the AAPOR President, and Shap Wolf. This will be a subcommittee of the Publications and Information Committee. It was concluded that we don't need a motion because it is within the structure of a committee.

Paul Beatty discussed the Publications and Information Chair job description. Paul has revised this description so that it reflects how he sees the job.

The AAPOR News is now two issues a year. AAPOR News should be a solid document. There should be more of an emphasis on information and less on publications. The Publications and Information Committee also should be assisting with requests for information.

Shap Wolf stated that there have been 882 messages on AAPORNet since it was turned on last fall at ASU.

**RESOLVED to adjourn the old Council.**

Motion made by Diane O'Rourke and seconded by Paul Beatty. Motion passed unanimously.

President Betsy Martin called new Council to order at 4:00 p.m.

Betsy Martin said that a lot of infrastructure change has taken place recently. There is now more of a rationale and supported operation. Betsy said that there is a lot to look forward to. Betsy told the new Council that they might want to think about next year and what it is that we might want to accomplish. She told them that they should think about ideas and then exchange e-mails with each other and develop a plan. The ideas could be for AAPOR as a whole or independent idea.

Betsy would like to take a look at pre-election polls. AAPOR plays more of a role in reviewing the polls after an election. Mike Traugott will head up a committee on Pre-Election Polls. The committee will meet on Sunday to develop a plan.

Betsy Martin is interested in the feedback from the Council and what the Council members would like to accomplish during the next year.

Nancy Belden will form an Ad Hoc Committee to look at the public image of AAPOR as well as public opinion and research in general and how we can improve those images. Rob Daves said that he would like to get a better handle on the official structure of the way we work or the organizational structure. AAPOR's influence is growing. Over the years we have done things on an ad hoc basis. Rob Daves said that there are probably not more than one or two individuals who understand how everything works and who reports to whom. Rob said that we need someone to take a stab at an organizational chart and show the reporting relationships of people. Then we might be able to streamline the process. There are some committees out there that have no relationship to Council. The President and Conference Chairs have the heaviest responsibilities.

Nancy Belden said that this might allow us to see where there are holes in the structure. Rob said that AAPOR should also decide how we want to do marketing. We don't do a good job of marketing our conference to other organizations such as the American Marketing Association.

We want the Membership Marketing committee to grow not only membership, but to grow our influence. We need to sell the good news of public opinion research. We need to do image advertising. AAPOR needs to work with other organizations to promote the good news of AAPOR. CMOR does some of this, but this is all very expensive. AAPOR has to be attentive to what happens to CMOR and see where they land and then align themselves with the new group. AAPOR should consider working with WAPOR on this initiative. There is a big information gap and people don't really understand what survey results are used for. It's an education process.

Betsy Martin worked with the Executive Council to establish the meeting schedule for 2003-2004 as follows:

September 5-6, 2003 – Washington, D. C.

November 21, 2003 – Chicago, Illinois – in conjunction with the MAPOR Conference

January 23, 2004 – New York, NY - Meet in Mark Schulman's offices

March 29, 2004 – Washington, D. C. – Gallup offices.

Allan McCutcheon said that he needs to find a Chair for the Education Committee.

**Motion to adjourn.**

Motion made by Roger Tourangeau and seconded by Patricia Moy. Passed unanimously.

The meeting adjourned at 5:00 p.m.

Respectfully submitted

Allan McCutcheon  
Secretary-Treasurer