

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
EXECUTIVE COUNCIL MEETING
May 13, 2004
Phoenix, Arizona**

Executive Council Present:

Elizabeth (Betsy) Martin – President
Nancy Belden – Vice President/President Elect
Mark A. Schulman – Past President
Allan McCutcheon – Secretary-Treasurer
Sandra H. Berry – Associate Secretary-Treasurer
Robert P. Daves – Conference Chair
Tom W. Smith – Associate 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. Merkel – Associate Publications and Information Chair
Janice M. Ballou – Councillor-at-Large
Robert M. Groves – Councillor-at-Large

AAPOR Executive Office Staff:

Michael P. Flanagan – Executive Coordinator

In-Coming Executive Council Members:

Cliff Zukin
Jennifer M. Rothgeb
David W. Moore
Brad Edwards
Susan H. Pinkus
Shap Wolf

In-Coming Executive Council Members absent:

Nancy Mathiowetz

Guests Present

Mary Losch
Kat Lind Draughon
Nancy Wheelchel
Steve Everett
Mike Traugott
Kathy Frankovic
Esteban Lopez-Escobar
Graham Huber

The meeting was called to order by President Betsy Martin at 12:25 p.m.

The Agenda was adopted.

President's Report – Betsy Martin

Betsy Martin introduced the new Executive Council Members and welcomed them to the meeting. She also introduced and welcomed Mary Losch to the meeting. Mary Losch was recognized for her work on the IRB Task Force.

Mary Losch reported that the IRB Task Force has completed the original goals established for this group and they stand ready to take on any other projects that the AAPOR Executive Council deems necessary.

Betsy Martin said that AAPOR has not yet appointed a representative to the governing body of COSSA. Betsy did attend the May 5th meeting of COSSA's Executive Committee. AAPOR will also need to appoint a second representative to this organization. COSSA has been discussing human subjects' protection. The country is close to having laws being passed on this subject. Betsy Martin said that it is very important that AAPOR stay a step ahead on this matter, but we don't want to get into the legislative arena.

Betsy Martin said that Bob Groves is the COSSA representative on the AHARP Board of Directors. This is an era when organizations can not go it alone and there is a need for synergy among various groups.

Betsy Martin thanked all the outgoing Executive Council members for their hard work and diligent effort during their tenure on the Council.

RESOLVED that the outgoing Executive Council members be recognized and thanked for their diligent efforts during their terms of office.

Motion made by Mark Schulman and seconded by Nancy Belden. Motion passed unanimously.

WAPOR President's Report – Kathy Frankovic

Kathy Frankovic introduced Dr. Esteban Lopez-Escobar from Pamplona, Spain, who is the incoming President of WAPOR.

Kathy Frankovic thanked AAPOR for scheduling the 2006 joint WAPOR/AAPOR conference in Montreal, Canada. Patricia Moy is Chair of the WAPOR Conference Committee and Matt Stone will be WAPOR's Conference Chair for Montreal.

Kathy Frankovic said that for the next joint meeting WAPOR would like to have their general information put in the front matter of the final program similar to what AAPOR does. WAPOR would also like to pursue the idea of soliciting for advertising for the final program. On the name badges, they would like to have it read WAPOR/AAPOR Annual Conference and WAPOR does not put the year joined on their badges.

Kathy Frankovic advised that Tom W. Smith is WAPOR's representative with ANSI's ISO which will hold their next meeting in Argentina in June. WAPOR is a type A representative in the ISO. As a result, there could be some future collaboration between WAPOR and AAPOR involving the setting of international standards.

Secretary-Treasurer's Report – Allan McCutcheon

RESOLVED that the minutes of the March 29, 2004 Executive Council meeting be accepted and filed. Motion made by Roger Tourangeau and Seconded by Janice Ballou. Motion passed unanimously.

Allan McCutcheon reviewed the Financial Statements as of April 30, 2004.

RESOLVED to accept the Financial Statement of April 30, 2004. Motion made by Roger Tourangeau and seconded by Robert Groves. Motion passed unanimously.

Allan McCutcheon discussed AAPOR having an Investment Policy Statement. Before a decision is made, Allan McCutcheon would like to wait until the Endowment Committee holds their meeting on Sunday so that Committee can give their approval. AAPOR should have an 8% to 8.5% return on their investments and might want to consider a three-year rolling average for its investment policy. AAPOR will set aside 5% for the Endowment Committee; 1.5% for Morgan Keegan and 2.5% for operations.

Allan McCutcheon advised the Executive Council that there was no real support for AAPOR to change their fiscal year. As a result, the issue will be dropped.

Past President's Report – Mark Schulman

Mark Schulman said that the AAPOR candidates were very strong and everyone running for an office should be considered a winner. The hardest office to fill is that of Conference Chair and the recruitment process to fill this position should start well before the January elections meeting.

Mark Schulman commented that there were ten nominations for the Policy Impact Award.

Executive Office Report – Mike Flanagan

Mike Flanagan said that the AAPOR Executive Office staff has been busy putting together the Annual Conference. When the conference has concluded, the staff will focus on putting out the next issue of the *Blue Book* and the AAPOR Directory.

Conference Chair's Report – Rob Daves

Rob Daves said that this year's conference should pass the 800 registration mark for the first time. If AAPOR had a bigger hotel, they would probably have attracted even more registrants. Rob Daves said that there were a record number of golfers and the improved signage and maps help professionalize the conference. Karl Feld was responsible for generating in excess of \$20,000 in sponsorships. There were 60 paper sessions, 18 round tables, 9 short courses and 57 posters.

Rob Daves said that he was not successful in recruiting a Public Information individual and he had wanted to focus more on media and press relations than he had time to. He advised future Conference Chairs to recruit more Chairs and Discussants than they actually need because they tend to drop out. Rob Daves also advised that he was not satisfied with the performance of All Academic and intends to begin the process of breaking the contract that AAPOR has with them. AAPOR should start the process to identify a new vendor for 2005. Short courses were down by about one-third. AAPOR needs to continue to look for strong presenters and do more marketing of the short courses.

Conference Operations Chair's Report – Kat Lind Draughon

Kat Lind Draughon advised the Executive Council that AAPOR has purchased nine new lap tops to be used at this and future Annual Conference. It costs AAPOR about \$200 a day to rent lap tops.

Dianne Rucinski will step down as Book and Technology Exhibits Co-Chair. Kat Lind Draughon is in the process of updating the Conference Operations Manual.

Kat Lind Draughon and Cheri Jones did a future conference site visit to California and recommend that AAPOR hold its 2007 Annual Conference in Los Angeles, Orange County, California.

RESOLVED that AAPOR being negotiating a contract with the Hyatt Regency in Orange County, California, for the Annual Conference in 2007. Motion made by Roger Tourangeau and seconded by Tom W. Smith. Motion passed unanimously.

Kat Lind Draughon asked the Executive Council for suggestions for the 2008 AAPOR Annual Conference. After discussions, it was concluded that the site selection committee would look at Philadelphia, New Orleans and Boston.

Kat Lind Draughon said AAPOR needs to think about collecting data on who the conference attendees are. One possibility would be to match the membership list with the conference attendees list. AAPOR may want to do a membership study in general. Brad Edwards will work with Mike Flanagan to see what the possibilities are for gathering demographics on each AAPOR member.

Nancy Whelchel reported on the various social activities association with the Annual Conference. Attendance at the Thursday night social was down which was attributed to the cost of the event.

Publications and Information Committee Chair's Report – Claudia Deane

Claudia Deane reported that the Committee continues to work on AAPOR's web site to insure that it is kept up-to-date. Dan Merkle has revised the *Blue Book* subscription form and worked with ANSI On-Line to make sure that all the links work properly. The Committee had asked for members to submit designs for a new logo and 31 were received. After discussion, it was decided that each Council member and newly elected Council members would rate their personal top five choices and then council will look into enlisting a graphic design firm to design a logo using the winning entries as a jumping off point. Council would review and approve the logo.

Steve Everett, AAPOR's Web Site Coordinator, provided the Executive Council some statistics regarding the site usage. Claudia Deane thanked Steve Everett for his work on the website during the past year.

Claudia Deane held a discussion regarding an AAPORNet privacy statement. Shap Wolf said that there are ways to control the list such as an annual renewal process whereby they would have to accept a privacy statement before they would be allowed to join. He did not recommend this course of action. AAPORNet is a private list, not public, and it is just good manners to ask someone if they could be quoted before you do so. AAPOR will put a general message to that affect on AAPORNet.

Standard Committee Chair's Report – Roger Tourangeau

The Executive Council went into Executive Session to discuss a recent standard case.

Roger Tourangeau said that a subcommittee of the Standards Committee has been working on updating the AAPOR Code of Ethics.

Membership and Chapter Relations Report – Patricia Moy

Patricia Moy said that in September 2003 AAPOR membership was at 1,871. The AAPOR membership as of May 2003 was 1,662. There currently are 446 members from 2003 year who have not renewed for 2004.

The Membership Committee conducted membership drives targeted at journalist-based organizations and journalism schools; academic professional associations; lapsed members; POQ subscribers who are not AAPOR members; and lapsed members from 2002. They also established a Program for Institutionalization of Recruitment and Mentoring Strategies. Seventy members have expressed interest in serving as an AAPOR Mentor. Ninety-nine individuals noted that they would like an AAPOR mentor.

Committee to Review Pre-Election Poll Methodology – Mike Traugott:

Mike Traugott reported that there are various ways to report the data. There could be an edited volume from the various conference papers; there could be panels or a special issue of POQ. Currently there is a letter undergoing one final review within the committee regarding the data collected on the 2000 pre-election poll estimates. The Committee would also like to conduct a press analysis and are looking at different ways of documenting the rise in the number of polls.

Mike Traugott said that the media polling side have concerns about the Committee to Review Pre-Election Poll Methodology. There was a proposal to collaborate with NCPP about assessing polls, but it was suggested that the Committee work independently from NCPP.

AAPOR should proactively foster research that addresses methodology issues that may or may not be issues in the current structure. AAPOR should also try to explain more about pre-election polls and their methods. This could be done on the AAPOR web site in very basic terms so that people would readily know what is being done. Mike Traugott has also written an article for *AAPOR News*.

Mike Traugott reported to Council about the NCPP meeting. According to Traugott, they feel that AAPOR is encroaching on their territory and there will not be a collaborative effort. NCPP does not want AAPOR involved and if it happens, NCPP are going to do it themselves and not want AAPOR involved. They are worried about standards. Mike Traugott said that there will be a meeting on Friday, May 14th, to help clarify the issues. AAPOR has to be prepared to address what are the changes in the polling industry and what these trends are presenting.

Telephone Conference Call with Diane Bowers from CASRO:

Diane Bowers from CASRO spoke via conference call regarding AAPOR's involvement regarding an ISO research specific standard based on European research standards. There is increasing pressure from clients to have ISO 2000 standards. CASRO has joined ANSI from the United States. ANSI will only allow one representative from the United States to join. The annual fee is \$7,000. WAPOR has also joined as a Type A major national association.

Diane Bowers and Mark Schulman said that AAPOR should get involved in ISO. The globalization of our work is obvious and there are different cultures in surveys and the United States should be involved. Involvement would also improve the quality of surveys; however, AAPOR may need a different set of performance standards. If AAPOR is going to be involved, they should discuss who they would like to have involved on the Technical Advisory Group. AAPOR should review the terms and definitions of the ISO documents. CASRO is doing the same thing and ASA may follow suit. The first step would be to start planning meetings to review the ISO documents and then report back to the Executive Council for approval.

Diane Bowers said that if AAPOR is able to send a representative to Argentina, they should. The Technical Advisory Group is waiting for the United States to become involved. They cannot complete the task without our representation. The joining organizations should be prepared to contribute to the joint effort. The three association committee, CASRO, AAPOR and ASA, should begin to hold conference calls so that there is a united front from the United States representatives. The \$7,000 joining costs would be split three ways. Tom W. Smith is WAPOR's representative to the Argentina meeting.

RESOLVED to move forward with the plan to join CASRO and ASA as a member of ISO and to split the joining costs with AAPOR's share being \$2,333.33, and to appoint AAPOR's representative to the Technical Advisory Committee. Motion made by Roger Tourangeau and seconded by Janice Ballou. Motion passed unanimously.

RESOLVED to adjourn the outgoing AAPOR Executive Council. Motion made by Robert Groves and seconded by Sandy Berry. Motion passed unanimously and the Council was adjourned at 4:00 p.m.

Betsy Martin passed out Certificates of Appreciation to the outgoing Executive Council members.

The new Executive Council was called to order by President Nancy Belden at 4:10 p.m.

Nancy Belden thanked Mark Schulman and Betsy Martin for their hard work and leadership over the past three years.

After discussion, the following dates were selected for the 2004-2005 AAPOR Executive Council meetings:

September 19-20, 2004 – Washington, D. C.

November 19, 2004 – Chicago, Illinois in conjunction with the MAPOR Annual Conference.

January 7-8, 2005 – Los Angeles, California

March 4, 2005 – New York City

Nancy Belden introduced Graham Huber as AAPOR's new Public Relations Committee Chair. This committee is in the formation stage and will be holding a meeting here at the Annual Conference. They will be in a position to react when something happens and also will be able to market the association.

Nancy Belden said that she has two goals for her term of office. The first would be community building among ourselves. We should know who our committee chairs and members are and what the terms of office are. This will be included on the Organizational Chart. There are many leadership opportunities within AAPOR and we should reach beyond the Executive Council.

The second goal is the image of AAPOR. We need to communicate more proactively to improve our public image. This year's conference has some good sessions around the image of AAPOR. Nancy Belden would like this to be AAPOR's strategic plan for the coming year. There could be possible funding sources to promote a positive image about what survey research does to the public image of AAPOR.

Nancy Belden concluded by saying that there is a lot of work to do and everyone should anticipate being involved. There will be a session at this conference on what AAPOR can do to support our younger members.

There being no further business, the meeting was adjourned at 4:45 p.m.

RESOLVED to adjourn the Executive Council meeting. Motion made by Betsy Martin and seconded by Sandy Berry. Motion passed unanimously.

Respectfully submitted,

Sandra H. Berry
Secretary-Treasurer