

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
EXECUTIVE COUNCIL MEETING
May 12, 2005
Miami Beach, FL**

Executive Council Present:

Nancy Belden – President
Cliff Zukin – Vice President/President Elect
Betsy Martin – Past President
Sandra H. Berry – Secretary-Treasurer
Jennifer Rothgeb – Associate Secretary-Treasurer
Tom W. Smith – Conference Chair
David Moore – Associate Conference Chair
Mick Couper – Standards Chair
Nancy Mathiowetz – Associate Standards Chair
Mollyann Brodie – Membership and Chapter Relations Chair
Brad Edwards – Associate Membership and Chapter Relations Chair
Daniel M. Merkle – Publications and Information Chair
Shap Wolf – Associate Publications and Information Chair
Robert M. Groves – Councilor-at-Large

Council Members Absent:

Susan Pinkus - Councilor-at-Large

AAPOR Executive Office Staff:

Michael P. Flanagan – Executive Coordinator

Incoming Council Members:

Robert P. Daves
Paul C. Beatty
Patricia Moy
Thomas Guterbock
Kat Draughon
Steve Everett

Incoming Council Members Absent:

Robert Y. Shapiro

Guests:

Peter Miller- POQ Editor

Esteban Lopez-Escobar – WAPOR President

Trish Thomas – Oxford University Press

President Nancy Belden called the meeting to order at 12:25 p.m.

Adoption of the Agenda:

The topic of Revision of the Procedures was added to the agenda under the Standards Committee section.

Nancy Belden introduced the newly elected members of AAPOR's Executive Council. Nancy welcomed the new members and offered them her congratulations.

Executive Office Report – Mike Flanagan:

Mike Flanagan said that the AAPOR Executive Office staff has been working closely with the Conference and Conference Operations Chairs on preparations for the 2005 Annual Conference. Mike said that it looked that AAPOR 2005 might break all records for attendance. Mike introduced Missy Johnson, AAPOR's new Meeting Manager, to the Executive Council.

Mike said that AMP was pleased that the two organizations had successfully negotiated and signed a new five year contract for management services and he and the rest of the AAPOR and AMP staffs looked forward to working with AAPOR members in the coming years. Mike commented that AAPOR has taken on a very professional appearance and he was proud to be associated with such a vibrant organization.

Budget and Finance – Sandra Berry:

Sandy Berry asked if there were any changes to the minutes of the AAPOR Executive Council meeting minutes of March 4, 2005. Various members of the Executive Council offered changes to these minutes. It was concluded that if there were substantive changes, that they should be given to Sandy Berry for inclusion into the final minutes.

RESOLVED to accept the Executive Council Minutes of March 4, 2005, after Sandy Berry includes any substantive changes that are forwarded to her by members of the Executive Council. Motion made by Betsy Martin and seconded by Bob Groves. Motion passed unanimously.

Sandy Berry reviewed the To Do List from the March 4, 2005, meeting with members of the Executive Council.

The topic of AAPOR and public relations was discussed. Nancy Belden said that public relations should be a subpart of long range planning. When issues of interest come up, we need to move quickly. Nancy Belden said that Allison Kopecki will be doing a press release on all the AAPOR award winners. Cliff Zukin said that as we move forward, AAPOR needs someone who does public relations and it should be specifically tied to conference planning even though they only intersect. Cliff said that public relations are twelve months and the conference is only four days. The suggestion was made that perhaps public relations should be made part of the Publications and Information Committee.

Mike Flanagan said that the Executive Office is working to put all information that needs to be provided to new Executive Council members on a disk. Nancy Belden said that each outgoing Committee Chair should look at their individual job descriptions, update them accordingly and return to the Executive Office for incorporation into the original document.

Nancy Mathiowetz said that she had followed up with the ASA regarding royalties that were owed to AAPOR and found out that they were not aware that they needed to pay. They had not paid the other organizations either. The AAPOR Executive Office now has this item listed on the Master Annual calendar as well as a line item on the annual operating budget. This should insure that the matter is not forgotten. AAPOR should receive approximately \$1,000 annually from these royalties.

Sandy Berry reviewed the AAPOR Financial Statements as of March 31, 2005. Sandy said that she had undertaken a review of AAPOR's finances during the past year. Sandy felt that AAPOR had considerable reserves that were not invested as well as they could be. As a result, AAPOR moved \$100,000 from the Endowment Fund and \$100,000 from another money market account and invested those funds in laddered bond investment accounts. Also, AAPOR has moved its operating funds from a sweep account to several higher interest-bearing accounts.

Sandy said that AAPOR is in a strong financial position and she believes that funds should be used to create member benefits and services. Sandy suggested that perhaps this is a topic that the Long Range Planning Committee could discuss.

Long Range Planning Committee – Cliff Zukin:

Cliff Zukin said that the first meeting of the newly reconstituted Long Range Planning Committee would be held June 24 in Montreal, Canada, in conjunction with the Executive Council Meeting. The goal of this first meeting would be to

look at the big picture. AAPOR needs to look at the future of the conference and what we want to look like in fifteen years. The Committee needs to develop a general mission statement, a plan and budget for the upcoming year and how it wants to inter-act with Council. Cliff read a draft mission statement.

Cliff Zukin said he had been giving some thought to the structure of the Long Range Planning Committee. He thinks it should be between six and nine members and should include the three Presidents. The current composition of this committee includes Cliff Zukin, Nancy Belden, Rob Daves, Kat Draughon, Nancy Mathiowetz, Brad Edwards, Scott Keeter, Diane Colasanto, Clyde Tucker, David Moore and Mike Flanagan. The group will choose its chair. The Conference Committee Chair and AAPOR Executive Coordinator will be Ex Officio members of the committee. Cliff said that the committee would have no decision power as a group. Also, he believes the committee will need specialists and may need to expand depending on the need. It was suggested that the committee may want to issue an annual report or perhaps conduct a session at next year's annual conference to get input from the membership.

Cliff proposes the group to be a permanent group without an end date and for the group to report to the Executive Council each year. With the growth of AAPOR, there will be lots of issues to address on a recurring basis.

Cliff Zukin said that the Committee will be given the task of writing a strategic plan. However, goals need to be established first as you cannot have a strategic plan without having goals first. The committee will then decide how to put the strategic plan into action.

Cliff is in the process of developing an agenda for the June Long Range Planning Committee. He would like to include on the agenda the question of whether AAPOR needs a structural change. Do we need additional professional staff? This may require AAPOR looking at comparable organizations and seeing how they are staffed and how we would fund additional staff members.

The Committee needs to look at the dues structure. We have not raised membership dues for several years and a recent study shows that AAPOR loses \$4.00 on each member it services.

We need to review our past growth. We need to see where our new members are coming from and why members leave AAPOR. AAPOR needs to track membership on a consistent basis such as monthly or annually.

Other topics that the Long Range Planning Committee may consider are the future of the conference and what we want to accomplish; going electronic with AAPOR's voting process; member education and distance learning to deliver courses.

Cliff said that the goal of the first Long Range Planning Committee is to begin the process of articulating the vision that grows the planning process.

A discussion ensued about the Long Range Planning Committee. Some Council members are concerned that the Long Range Planning Committee will remove elected Executive Council from being active with planning and decision making. However, it was emphasized that the Long Range Planning Committee will only be acting in an advisory capacity and ideas on which action is desired will be presented to the Council and voted on by Council Members. It was emphasized that at the June meeting, all Council Members will be brainstorming with the Long Range Planning Committee. The meeting on June 24th will not be an official Executive Council meeting. No minutes will be taken.

Two issues surfaced during the discussion. First was the issue of a vision for AAPOR. The other relates to current and future potential problems. Cliff thinks strategic planning is a long range vision thing and short range planning is a problem solving thing. It was also mentioned that missing from the discussion is why we think we should do this now. What are the problems we are confronting? Cliff stated that the goal of the first meeting (June 24) will be to articulate a vision from which a strategy is developed.

WAPOR

Nancy Belden introduced Esteban Lopez-Escobar who is the President of WAPOR who briefed the AAPOR Council on the current activities of WAPOR. He briefly discussed the issues surrounding exit polling during the recent Venezuelan referendum and said that WAPOR does not currently have a resolution for the problem. The WAPOR annual conference in 2005 is in Cannes, France and Montreal in 2006 which is the next joint WAPOR/AAPOR conference.

Committee on Committees – Cliff Zukin:

Cliff Zukin, Jennifer Rothgeb and Brad Edwards took on the task of looking at all of AAPOR's Committees. Currently there are 22 committees in areas of functionality. The conclusion was that some are doing fine, but others need discussion and change. Some are even at variance with the Bylaws. Because of time constraints, it was decided to postpone this discussion until the June meeting.

Endowment Committee – Brad Edwards:

Brad Edwards reported that this year the Endowment Committee concentrated on programs that benefited the membership and could be funded through the Endowment. The Roper Award Program was instituted. From eleven applicants, five scholarship awards were presented to individuals that would otherwise have

had difficulty attending the annual conference. A total of \$3,700 was spent on the awards. The Endowment Committee wants to reach out more. It will look back again at suggestions which came out of the 2004 conference session which Sandy Berry moderated with folks at the beginning of their careers. The Endowment Committee currently has approximately \$165,000.

Communications Campaign – Nancy Belden and Cliff Zukin:

Nancy Belden and Cliff Zukin reported part of the Communications Campaign was to develop a seminar for journalists. The first seminar was recently given and was very successful and another seminar will be given at the annual conference. Cliff thanked Mollyann Brodie and The Kaiser Family Foundation Media Center for their assistance in the seminar for Journalists and Health Reporters which will be conducted in 2 weeks. It was suggested that the slides from the seminar should be put on the website so others can access the information, but Cliff Zukin said they are not at that point yet. Cliff said that the Journalists' part of the website will be worked on this year and assigned Steve Everett to that task.

Standards Committee – Mick Couper:

A report was presented by Bob Groves and Tom Guterbock on the progress on Interviewer Falsification Protocols. In 2002, ORI made it known that it would consider interviewer falsification to be a form of research misconduct. This could subject survey research organizations in academic institutions to serious consequences. Bob Groves has convened several workshop meetings to address the issues this raises. The second 'falsification summit' held in Ann Arbor last April developed a proposed new protocol for handling cases of interviewer falsification. Tom reported that under the protocol, for survey research organizations that are certified as following the best practices, interviewer falsification that fell below a minimum threshold would not be investigated by the Office of Research Integrity (ORI), but handled within the institution housing the survey research organization. Tom said that when a survey research organization applied for certification to its local Research Integrity Officer (RIO), a review of the application by peer survey researchers would be conducted. This small committee would be adjunct to the Standards Committee

Once you are in compliance, then if an Interviewer falsifies less than 50 interviews and less than 2% of the data set, it would be handled on campus. Tom Guterbock said that he is in favor of the provisions in the best practices document, but it is just a document. AAPOR's name would not be associated with the certification. The question was raised as to how AAPOR was going to pay for this. Tom said that the Standards Committee will work by referring their requests to qualified AAPOR members. AAPOR thus positions itself to be the experts to go to when you have problems. This is part of our educational mission

and the best practices of AAPOR. The Standards Chair would keep a list of Peer Reviewers that can be used as a group of individuals who would look at these problems.

RESOLVED that the Standards Chair maintain a list of volunteers to assist in the peer review process of certification of survey research organizations that apply for certification of practices regarding interviewer falsification and that this task is added to the job responsibilities of the Standards Committee. Motion made by Bob Groves and seconded by Mick Couper. Motion passed unanimously.

Mick Couper reported that the Revised Code of Ethics has been approved by the AAPOR membership and will be replaced in current locations. The initiative is now to review the procedures for alleged violations of the code. Tom Guterbock circulated a red-lined draft of AAPOR's Procedures that his Task Force is currently working on. The old procedures were very time consuming and did not allow for any flexibility and this caused additional work for the Standards Chair. Additionally, the Standards Committee should be brought in on the preliminary problem. We need to have more than just one individual looking at a complaint. Guterbock will circulate a final draft proposal from the task force prior to the June Council meeting.

Mick Couper said that the Standards Committee is now on a rotational basis. He also reported that a group is working on the response rate on internet surveys. When completed, this will be a new chapter that discusses the topic of internet surveys and will become part of the Standard Definitions.

POQ Update – Peter Miller:

Peter Miller introduced Trish Thomas from Oxford University Press to the members of the Executive Council.

Peter said that as of July 1, 2005, he will have served for four years as Editor of the POQ. Vince Price, Chair of the POQ Advisory Committee, has asked Peter if he would be willing to continue. Peter recommended that POQ take on an Associate Editor to handle manuscript submissions. Nancy Mathiowetz will become the POQ Associate Editor. Peter said that the electronic manuscript submission system is now up and fully running.

Peter Miller asked if the Executive Council would consider him staying on as POQ Editor for another four more years. An editor may serve up to two four year terms. Peter said that he is willing to stay on with Nancy Mathiowetz's help. Cliff Zukin said that no POQ Advisory Action is necessary on this matter and accepted Peter Miller's offer to serve a second four year term as Editor of POQ with the Executive Council's warm appreciation and concurrence.

The POQ is published four times a year and in 2005 there will be an additional issue. There was a request that the Journal consider the exit poll issue, so the special 2005 issue of POQ will focus on the 2004 election. Peter will target people to send manuscripts in for this special issue.

Trish Thomas said that Oxford University Press (OUP) has now been publishing *Public Opinion Quarterly* for one full year. She advised Council that the price of the journal will increase next year per the terms of the contract. The Executive Council is to consult with Oxford University Press so they can agree on a price. Trish said that OUP is proposing a 5.3% increase in institutional subscriptions going from \$133 to \$139 annually. Trish said that the institutional subscription price for POQ is very low. It costs \$33 per issue. Trish provided a spreadsheet listing similar professional journals and their subscription rates. From these data, she pointed out that POQ is under priced and that institutional markets are very resilient to price increases. The review of her data showed that some institutional subscriptions are as high as \$135 per issue. Currently there are 1,600 institutional subscribers to POQ worldwide.

Personal subscriptions are going from \$31 to \$34 and it will cost \$21 for a Student subscription. Currently an AAPOR member POQ subscription is \$17.50 and it is proposed that it be increased to \$19.00 for 2006 members.

The question was raised as to whether OUP has a long-term plan for subscription prices. It could be a regular incremental increase that AAPOR would be happy with. We may also want to look at the page counts. Trish said that the last time OUP increased prices was in 2005 when there was a 3.2% increase. Other increases have been between 6% and 10%.

RESOLVED to increase the POQ publication rate proposal for institutions by 5.4% to \$140 annually. Motion made by Betsy Martin and seconded by Tom Smith. Nine for, 2 opposed, 1 abstention. Motion passed.

Oxford University Press should come back next year with escalators for increases in future years. The POQ Advisory Committee should make this decision and then come to Council with a recommended increase.

RESOLVED to increase the POQ publication rate proposal for individual subscriptions from \$31 to \$34. Motion made by Tom Smith and seconded by David Moore. Eleven for, 1 opposed. Motion passed.

Currently there are 350 individual non-AAPOR members who subscribe to POQ independently and 5 student memberships.

RESOLVED to increase the POQ publication rate proposal for student subscriptions from \$21 to \$23. Nine for, 2 opposed, 1 abstention.

There was a discussion about increasing the AAPOR member subscription price. If we do this, AAPOR will lose money rather than make money. Trish Thomas said that the need for the increase was due to the cost of doing business and the weak dollar. She said that production costs have not gone up that much and in some instances, the costs are going down. The request was made that the Council would like to see data on the number of subscriptions of the various professional journals Trish Thomas had on her handout, along with their total subscriptions.

The POQ Advisory Committee is to meet on Friday, May 13th. They should send to the Executive Council in June or September a proposal for increasing the AAPOR member POQ subscription base rate so we can be more competitive with the rest of similar organizations.

The POQ Advisory Committee also has to make the recommendation to retain Peter Miller as POQ Editor for an additional four years.

Conference Operations – Kat Draughon:

Kat Draughon reported that approximately 200 conference attendees are staying at non-conference hotels this year. There are more than 200 new members attending the conference this year. There are more than 90 attendees in Jon Krosnick's short course. She also reported that over \$60,000 was raised this year in sponsorships.

Kat Draughon reported that AAPOR has signed a contract to hold the AAPOR Annual Conference in New Orleans in 2008. Kat said that the Conference Operations Chair is going to need some guidance on where the Annual Conference should be held in 2009. Because of the size of AAPOR and the fact that they have separate meals and breakouts, they are somewhat limited as to where they can go. Kat said that there is some concern that Montreal, Canada, in 2006 may be too small for the conference. Half of AAPOR's Annual conferences used to be in the Northeast. The suggestion was made that AAPOR may want to consider looking at Puerto Rico as a conference site. The Conference Operations Committee will develop a list of proposed conference sites for the AAPOR Council to consider.

Conference Operations – Tom W. Smith:

Tom Smith reported that everything seemed to be in place for the 2005 Annual Conference. Jon Krosnick had airline mechanical difficulties which caused the start of his short course to be delay by three hours. The majority of registrants for the short course stayed, but several were offered the option of canceling and getting a refund and they accepted.

Tom said that AAPOR has taken the graphic identity design (logo) and, with the assistance of Susan Pinkus, has come up with a line of products-for-sale which include men's polo shirts and women's T-shirts as well as mouse pads and coffee mugs. These will be offered for sale at the registration desk and ultimately offered for sale to all members.

There is the usual problem with getting Chairs and Discussants for all the sessions, but Tom said this is normal. All the sessions currently have a Chair.

Tom said that the Awards Banquet was all in place and that there would be a dress rehearsal on Friday afternoon. Steve Everett and Carl Ramirez have been working to get everything in place for the AV portion of the banquet.

There will be a short course session on what AAPOR might do for mid-career members and the Exit Poll Panel has been switched to a plenary session.

Membership and Chapter Relations – Mollyann Brodie:

Mollyann Brodie said that most chapters have had good solid events. There is a slight concern about the New Jersey Chapter again. It is always a challenge to get members active.

AAPOR reinstated the Mentor/Mentee program. Mollyann said that there were some logistical problems, but she feels that the program should continue.

Mario Callegaro is chairing the New/Newer Member Subcommittee. This committee will be active at the New/Newer Member reception this afternoon where they will have a designated table. This reception also is for the chapters and some of them will have separate tables. Each chapter member was provided a Chapter ribbon to identify them.

Mollyann Brodie also said that the Membership Committee worked to promote the racial attitudes seminar here at the conference. Also, the regional student paper winners received good recognition. Most of them are presenting at this conference. It was mentioned that we should encourage this practice to continue at future conferences.

Currently membership has remained stable at 1,900 AAPOR members. Mollyann said that there is a challenge in the chart that is used to track the membership statistics in that the numbers are not always consistent. Mollyann recommended that Brad Edwards and Kat Draughon work on coming up with a standardized Membership measurement instrument. Mollyann said that AAPOR typically receives approximately 200 membership renewals or new members at the annual conference.

Publications and Information – Dan Merkle:

Dan Merkle reported that AAPOR had adopted a new graphic identity during the past year. Dan thanked Steve Everett for his work on keeping the AAPOR website up-to-date. Also, Leo Simonetta was thanked for his contributions this year to AAPOR's VOX Box on the website.

Currently, the AAPOR standards are not clearly displayed on the AAPOR website. One has to navigate through the Research Methods section to get to them. Tom Guterbock would like us to re-think this navigation.

It was reported that when approved, AAPOR will have its Standards Complaint Form available on the website.

Push Poll Legislation – Betsy Martin

Betsy Martin reported that the Committee on Push Poll Legislation decided that they were opposed to legislation. They do not want further legislation that would regulate election surveys. This was communicated to Congressman Petri's staff who was disappointed in the decision. The staff said they would keep AAPOR informed of any further developments.

OTHER

President Nancy Belden presented Gold Star paperweights to the Associate members of her Council and recognition plaques to the outgoing Council members.

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

RESOLVED to adjourn the meeting. Motion made by Betsy Martin and seconded by Brad Edwards. Motion passed unanimously.

President Cliff Zukin called the meeting of the new Council to order at 4:45 p.m. Cliff began the meeting by announcing the meeting dates for the 2005-2006 AAPOR Executive Council as follows:

June 23-24 in Montreal, Canada
September 9-10 in Lenexa, Kansas
January 10-11 in Miami, Florida
March 24-25 in Washington, D. C.

Cliff Zukin said that the June meeting will concentrate on setting goals for the year. He asked that all committee chairs be thinking about what they would like to accomplish during the upcoming year. Montreal is also the site of the Annual Conference for 2006 and this will give everyone a good opportunity to review the facilities.

Cliff said that he wants to increase AAPOR's name recognition. He wants to start issuing Press Releases and will start by sending one out on the results of AAPOR's recent elections. There was some discussion about the use of a wire service or other news service. Cliff said that perhaps the Publications and Information Committee could handle press releases and public relations.

There being no further new business, the meeting was adjourned at 5:10 p.m.

RESOLVED to adjourn the meeting. Motion made by Nancy Belden and seconded by Rob Daves. Motion passed unanimously.

Respectfully submitted,

Jennifer M. Rothgeb
Secretary-Treasurer