

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

November 21, 2003

Radisson Hotel

Chicago, Illinois

Executive Council Present:

Elizabeth (Betsy) Martin – President

Nancy Belden – Vice President/President Elect

Mark A. Schulman – Past President

Allan McCutcheon – Secretary-Treasurer

Sandy 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. Merkle – Associate Publications and Information Chair

Janice M. Ballou – Councilor-at-Large

Robert M. Groves – Councilor-at-Large

AAPOR Executive Office Staff:

Michael P. Flanagan – Executive Coordinator

Executive Council Absent:

None

Guests:

Steve Everett in the afternoon to report on Web statistics. Kat Lind-Draughon, Nancy Whelchel and Brad Edwards joined the Council via conference call to report on their respective portions of the agenda.

President Betsy Martin called the meeting to order at 8:30 a.m.

The proposed agenda was adopted.

President's Report – Betsy Martin:

Betsy thanked Mark Schulman and Nancy Belden for their recent work on the Do Not Call List. She said that as a result of their actions, AAPOR has acted quickly and effectively.

Mark Schulman advised that AAPOR's Attorney, Duane Berlin, notified him about a new law concerning the portability of cell phone numbers that will make it impossible to distinguish between cell and regular phones. Mr. Berlin said that the telephone is under assault.

Mark said that in January 2005 there would be new regulations on faxes and the fact that written approval may be needed to send a broadcast fax.

POQ Contract

Betsy Martin advised that the agreement between Oxford University Press and AAPOR has been signed and will run from January 1, 2004 until December 31, 2008. The subscription rate will drop from the current \$25.00 a year to \$17.50. AAPOR will also receive not less than \$73,710 Royalty per year. Oxford will also make a contribution towards the Editorial Office Costs of \$50,000. These factors may require AAPOR to make some adjustments to the Annual Operating Budget that was passed at the September 2003 Executive Council meeting.

Vince Price and Peter Miller have done a tremendous amount of work getting this publication contract negotiated and acted very quickly. They should be publicly thanked at the Annual Business Meeting. Betsy said that she would send a copy of the signed contract to each member of the AAPOR Executive Council.

AAPOR Award Form:

Betsy advised the Council that the AAPOR Award form had been mailed to each AAPOR member on November 3rd and she encouraged the members of the Executive Council to submit the names of individuals they consider eligible for the Award.

Proposed AAPOR Book Award:

Betsy Martin circulated a draft proposal for an AAPOR Book Award. The Council debated the articles of this proposal. The AAPOR Book Award is designed to honor books that were published in the last ten years, but we also need to be aware of new publications. It was mentioned that books need to be three years old to be considered for the award. We want to recognize books of lasting value and ones that are a worthy piece of work. It was mentioned that we should look at the "List of 50" and say that those books would not be under consideration. This would give us a ten-year window, as the latest publication date on that list is 1992.

The composition of the Book Award Committee should all be AAPOR members and there should be very broad representation. The Chair of the Book Committee would select up to 5 members to sit on the committee. It was suggested that the Book Committee should work with the Awards Committee to avoid potential conflicts. Also, it should be explicit that the Executive Council should not have to approve the award winner. Further, the winner should be given a plaque rather than just a certificate.

RESOLVED to accept the criteria for the proposed AAPOR Book Award. Betsy Martin will incorporate the recommended changes and prepare a letter of instructions to the potential committee chair.

Motion made by Robert Groves and seconded by Claudia Dean. Motion passed unanimously.

Secretary-Treasurer's Report – Allan McCutcheon:

Approval of the Minutes of the September 5-6, 2003, Council Meeting:

There were six recommended additions/deletions to the minutes of September 5-6, 2003, which were made to the document as submitted.

RESOLVED to accept the Minutes of the September 5-6, 2003, Executive Council Meeting as revised.

Motion made by Roger Tourangeau and seconded by Robert Groves. Motion passed unanimously.

To Do List:

It was decided to have each individual reporting advise of the status of items on the To Do List. It was further suggested that the draft To Do List be sent out to all Executive Council members as quickly as possible after a Council meeting so that members would know their assignments. It was also recommended that the minutes be sent out in draft form to all Council members as soon as the Secretary-Treasurer and the Associate Secretary-Treasurer have reviewed them. This would allow the Council members to recommend changes to the minutes prior to the actual meeting.

Financial Statement as of October 31, 2003:

Allan McCutcheon said that AAPOR is currently in a very strong financial posture. However, it is very early in the reporting year (one-third of the year complete), and we have experienced no real revenue or expense activity. As of October 31st, AAPOR is \$45,213 ahead of the same period one year ago.

Betsy Martin reiterated that she thinks AAPOR will need to do a mid-year revision to the budget as a result of the new POQ contract with Oxford University Press. She said that both revenues and expenses could be affected. It was recommended that the Secretary-Treasurer, Associate Treasurer and AMP staff look at the budget for POQ in light of the new contract and make projections for the rest of the budget year. They should also consult with the President, Vice President and the POQ Editor.

Claudia Deane advised the Council that she anticipates going over budget on the AAPOR Newsletter. She will be publishing another issue the first part of 2004 and has already used up more than half of her budget. However, the newsletter has a very professional look and the investment is worth the funding allocations.

Establishment of an AAPOR Endowment Financial Accounting System:

Allan McCutcheon and Mike Flanagan made a recommendation that AAPOR establish a new Endowment Financial Accounting System. This would involve a separate entity under AAPOR and separate the endowment funds from the general operating budget. Including the Endowment funds in the current financial statements does not present us with an accurate financial picture. Mike indicated that he believed there is to be a one-time \$3,777 expense and an annual recurring fee of about \$1,000 for quarterly financials statements. Mike was asked to ascertain the one-time costs versus the recurring costs and advise the Treasurer before plugging them into the minutes. The costs for establishing a separate financial system for the Endowment Fund would be \$1,311.00 for one-time set up costs and \$2,466.00 annual recurring costs.

RESOLVED to begin the process of establishing a separate financial accounting system for the AAPOR Endowment Fund.

Motion made by Roger Tourangeau and seconded by Claudia Deane. Motion passed unanimously.

Allan McCutcheon reported that he and Brad Edwards are going to look at the investment accounts and see if AAPOR needs to develop a policy on the endowment money that is included in investments. Allan will report to Council at the January Council meeting.

Uniform Fee for AAPOR/WAPOR Blue Book:

Mike Flanagan reported that he is working with Dan Merkle on several items involving the Blue Book. One of the items they are considering is the establishment of a set fee for the Blue Book entry versus the two-tiered system we now use. The one fee would include publication in the Blue Book as well as electronic posting and key word search as well as inclusion of their company name in the Conference Program and Directory. There may also be a recommendation to increase the publication entry fee and offer inclusion on the web on a year-round basis. The publication date of the Blue Book will also be moved back so that it is printed and sent out prior to the publication of the

Directory as the Directory includes the updated list of individuals who have subscribed to the Blue Book. Dan Merkle will provide a report to Council in January or March

Past-President's Report – Mark Schulman

Policy Impact Award:

Mark briefly reviewed the criteria for the newly instituted AAPOR Policy Impact Award that will be presented for the first time at AAPOR's Annual Conference in Phoenix. He asked that Council members submit the names of individuals or organizations that they consider worthy of this award.

AAPOR Nominations Form:

Mark advised the Council that the AAPOR Nominations Form had been mailed to each AAPOR member on November 3rd and he encouraged the members of the Executive Council to nominate good candidates for office. The Nominations process will occur at the January 23, 2004, meeting in New York City.

Vice President's Report – Nancy Belden

Nancy reviewed with Council the activities that had occurred since the last Council meeting regarding the Do Not Call List. AAPOR had prepared a Press Release, but was unable to use it. However, AAPOR now has a very complete press list and it is annotated. This could be a very useful tool for AAPOR in the future. Nancy said both she and Mark would have more comments to make regarding the Do Not Call List under New Business.

Executive Report – Mike Flanagan

Mike reviewed some of the activities that the AAPOR Executive Office has been involved with since the last Council meeting. Mike provided Council two items for them to think about as follows:

1. There is a list of 18 Student memberships that appear to be past the normal student years. They run from 1960 through 1998. Typically associations have some established criteria for students to follow in order to qualify for student membership. In some instances, an individual is classified as a student, graduates, starts to work for a company and when the renewal applications are sent out, he/she is listed as a student and that is what they pay. In most instances it could be an oversight, but unless they are advised that they are no longer a student, their classification could remain such as the one since 1960. The Membership Chair is going to take this under advisement and make a recommendation.

2. Mike said that AAPOR charges student members \$25.00 for membership and then provides them with a POQ which also costs \$25.00. When postage, shipping and handling is included, AAPOR loses money on each student membership. Mike asked if AAPOR could at least make this a break-even event; though with the new lower subscription rate for POQ, it could be a moot point.

Conference Chair's Report – Rob Daves

Note: Kat Lind Draughon and Nancy Whelchel joined the Executive Council meeting via conference call for reporting purposes.

Rob Daves reported that the abstract process is well underway and the website is working well. The abstract company, All Academic, has been provided with a back out calendar so that everyone knows what the deadlines are going to be.

Geraldine Mooney is the Education Chair for the Short Courses. Unfortunately, she had to take a short-term medical leave and Rob is incorporating some assistance from other AAPOR members so that the short course schedule can be finalized by the December 15th deadline. Bob Groves asked that reduced short course fees be considered for students, as the purpose of the short courses should also include continuing education, in addition to generating income for the Association.

Rob is in the process of selecting speakers for the plenary sessions. He is still looking at the Chiefs of Staff from each of the last three administrations. Letters of invitation will be sent shortly. Rob is also asking Senator John McCain to see if he is available to speak.

Rob said that there are a variety of sponsorship opportunities available for the conference and that he will handle this portion of the annual conference.

Kat Draughon reported that the hotel registration is currently on-line and that a blast e-mail has been sent out that contains the hot link to the hotel site. As this is an AAPOR/WAPOR year, our peak hotel night could be Thursday night instead of the usual Friday night peak. Kat said that she does not anticipate the same overflow problem that we experienced last year.

The Conference Operations Team is finalizing the Request for Proposal for Audio/Visual equipment for the conference. Also, the T-Shirt slogan winner has been selected. On Thursday evening, the decision has been made to go to the Heard Museum. It will be a formal dinner for around 300.

Kat said that the golf course is on the conference site. The Fun Run will also be on the property and they are planning a guided desert hike. On Saturday they are looking at the All Chapter Party. It may be that this party will take place after the Friday night plenary. Kat said that it was also suggested that there be a casino crawl versus a pub-crawl this year. In the alternative, the pub-crawl could be at the pubs located on the property.

Nancy Welchel said that the decision has been made to go back to Montreal for the annual conference in 2006. However, they are asking for a \$5,000 deposit.

Kat said that the conference schedule for AAPOR is getting very tight. It is becoming harder and harder to select hotel sites unless the committee has a general idea of what the program schedule is going to be like. When we have a joint year with WAPOR, AAPOR needs to look at hotels that are large enough to accommodate both groups. Kat asked the Council to consider a set schedule for future years so that the appropriate hotel sites can be selected. After discussion, the Council decided to defer that decision to the next meeting.

Kat also said that the Council needs to make some decision on what they want to do with the core meal plans. She said that every year it changes and, once again, it is hard to negotiate with a hotel if we are unsure of what meals we want to include. It was mentioned that in the past AAPOR had alternated between set core meals and having the participants take meals by themselves. However, there have always been a minimum core meal plan and AAPOR now appears to have evolved to a core meal plan that it likes. Kat suggested that AAPOR should adopt a plan to keep with the core meals that would include two lunches and two dinners with breakfasts being optional. It was decided that the Conference Planning Committee would use this core meal plan for the 2007 site selection and forward from there. Kat was asked to come up with two or three recommended options for the Council to consider in January. The key is to not have this be part of the Conference Chair's Job Description and the Conference Chair has no authority to change the plan once it has been set.

Kat reported on some of the preliminary planning for the selection of the 2007 Annual Conference. After some discussion, the Council decided that AAPOR should look at San Diego and Los Angeles. If one of those does not qualify, Anaheim would be another alternative.

Membership and Chapter Relations Chair's Report – Patricia Moy

Patricia Moy reported that AAPOR has had a very good membership year. Currently membership stands at 1,914 and there has been approximately a 20-24% increase over 2002.

Membership renewals were sent out in early November for calendar year 2004, and renewals are already coming in. There will be follow up mailings with specific segments targeted for renewals such as students. An AAPOR informational brochure will be sent out to POQ subscribers who are not AAPOR members and individuals whose memberships lapsed since 2002.

Patricia advised that they are also in the midst of contacting "recruitment liaisons" at various institutions and asking them to serve as point-persons for potential new members.

The chapters are being contacted to see what the status of their bylaws is and whether or not they are incorporated. Patricia also said that all the chapters are excited about the prospect of an All Chapter Party.

Patricia pointed out that Students are currently paying \$25 and the costs of POQ are \$25. However, the new contract has POQ costing \$17.50 so this is not the problem it used to be. The problem is that the funds are collected for membership, but not transferred to POQ. AAPOR may want to consider continuing to collect \$25.00 for Student memberships and apply \$17.50 to POQ. This would keep the accounts balanced and reflect more accurate counts.

Betsy Martin recommended that Patricia Moy be placed on the committee to look at the mid-year review of the POQ revenues/expenses in light of the potential impact of the student memberships.

Standards Committee Chair's Report – Roger Tourangeau

The Executive Council went into Executive Session to discuss the current Standards case.

When the Executive Council came out of Executive Session, Roger Tourangeau discussed the current media pollsters' response rate situation.

It was pointed out that we not single out media pollsters and state that AAPOR members endorse the principles. It should include some list of members, including Council members, who endorse the principles. It was recommended that AAPOR convene a meeting in conjunction with the January Executive Council meeting in New York to see why this issue is so controversial. After some discussion, it was decided that Betsy Martin, Mick Couper and Roger Tourangeau would prepare a set of proposals on this issue and present to the Council in January.

The word that is a problem is "immediate." The word "immediate" is not in the current Code. The purpose is to get individuals to report their response rates. We need to document what we are going to put on the web. We need to endorse these disclosure guidelines and follow them in practice and then have a list of names of individuals who also endorse them. It is understand that AAPOR members, by virtue of membership, endorse the Code. It was suggested that we need to do an outreach program to remind members that by being a member of AAPOR that they endorse the Code and explain what that endorsement entails. We also need to operationalize the standards. What we are trying to do is get members to document their response rates and disclose these in accordance with the Code.

Endowment Committee Report - Brad Edwards - via conference call

Brad Edwards presented the Council with draft language for the Burns "Bud" Roper AAPOR Conference Scholarship Fund. This information was designed to be put on AAPOR Home Page. The concept would be to establish a scholarship fund to enable

researchers early in their careers who work for commercial (for profit) sector to attend the annual conference. It would involve a letter from the applicant and a letter from the applicant's employer. It is anticipated that AAPOR could give 5 to 7 awards per year at \$500 each. The applicant's employer must agree to pay \$250.

There was some question as to limiting this to the commercial sector as the academic sector often have more problems getting appropriate funding. Commercial companies view sending employees to conferences as an offshoot of marketing. After some discussion, it was concluded that AAPOR should continue to research the best opportunities to utilize this funding. We should develop a committee of the younger members and let them decide what would benefit them the most.

During the Council discussion, it was suggested that perhaps the Endowment Committee needed to contact those who worked closely with Bud Roper, or even his family members, to see if they might have some idea on what he might like for a Scholarship Fund. If the proposal goes forth, Council should consider the word "Commercial." AAPOR needs to attract those individuals who do not have the commercial support. Additionally, Council may not want to commit AAPOR to just one plan, but to do something now and then re-evaluate the process. The Endowment Committee could propose other options available to AAPOR.

It was concluded that the Endowment Committee should explore some of the suggestions made by Council and come back to the January meeting with some additional options and/or recommendations. The Endowment Committee was urged to look past just the conference registration and also include supporting participation in the short courses.

Standard Definitions Report – Tom W. Smith:

Tom Smith reported that a new edition of *Standard Definitions* is being planned for 2004 and will contain materials on complex sample designs; the pre-screening or cleaning of RDD samples; temporary disposition codes; estimating eligibility rates; and the use of partial completed cases versus break offs.

Tom advised the Council that a report on methods of estimating eligibility rates has been completed. Also, research designs for studying "e" are being considered and the committee may make a proposal to the Council to support research on this topic in January. Additionally, the AAPOR response rate calculator that is on the web site has been revised.

Publications and Information Chair's Report – Claudia Deane and Steve Everett:

Claudia Deane reported that there have been some significant changes to AAPOR's web site. The goal is to get information on the site quickly and timely. There was a conference call with the web site host, ANSI On-Line, and as a result, they have turned over portions of the administrative tasks to Steve Everett. This will save AAPOR money.

Also, the site now has a new VOX Box that will contain the top survey research stories of the week. Steve Everett will handle the administrative tasks of the VOX Box.

Steve Everett presented a report to Council on the various usage patterns of the AAPOR web site. In the week reviewed, there were 1,982 hits to the site.

Claudia advised the Council members that while the website is for the members, AAPOR needs to make a web site that is also useful to journalists. She distributed a draft of some materials that she would like to post on the web and asked the Council members to review these documents and to provide her suggested edits. Recommended edits on the Frequently Asked Questions about Surveys should be directed to Sandy Berry.

The next edition of AAPOR News will be published in mid-February and it will be the conference issue. Also, Dan Merkel is preparing a report on a review of the existing Blue Book process. This report will be presented at a future Council meeting.

Councilor-at-Large Reports – Janice Ballou and Robert Groves:

Janice Ballou reported that the new POQ contract has been signed. Peter Miller has some suggested ideas for the journal and we will be seeing some changes. The manuscripts will be sent to Oxford University Press through the on-line system on e-mail and the web. Janice said that Peter Miller would like to have some time at the conference to talk about the new publication and the agreement with Oxford University Press. The POQ will have a new cover design.

Janice said that the call for nominations for the Innovator's Award has been sent out and the Council should be thinking about potential recipients of this award. She noted that Council should also be thinking about what this award really is or should be.

The AAPOR Bylaws are in the process of being revised. Rob Santos is the Chair of the Bylaws Review Committee. The AAPOR Code is part of the bylaws and, as such, will also be reviewed. The Committee is also looking at the possibility of moving the fiscal year. It is anticipated that the Bylaws revisions will not be completed until at least the annual conference and maybe longer.

Nancy Belden and Sandy Berry are continuing to work on the proposed Organizational Chart. They have a good draft going and will make final edits shortly. It was suggested that they might want to turn this over to the Bylaws Review Committee for incorporation into the Bylaws.

Bob Groves said that AAPOR should be looking at new ways to get young individuals into the organization and to keep them involved.

OTHER BUSINESS:

Do Not Call List Discussion – Mark Schulman and Nancy Belden:

Mark Schulman reported to the Council that an industry alliance was formed to address the Do Not Call List issues that have been going on recently. In addition to AAPOR, the alliance includes CASRO, CMOR, MRA and ARF. The group is monitoring the situation that is on appeal in Denver. AAPOR's attorney advised us that it was appropriate for AAPOR to support the legal actions and, as a result, we joined in the joint filing of a brief to the courts.

Mark stated that AAPOR is at a crossroads. How do we want to work with the alliance? There are also budgetary considerations for AAPOR to think about. If new suits are filed or Congress reacts, then the industry as a whole would be in a place to react and influence Congress. Additionally, Mark said that AAPOR has the best group of members who could be influential in Congress.

RESOLVED to provide up to \$5,000 for the Do Not Call List effort.

Motion made by Tom W. Smith and seconded by Mick Couper. Motion passed unanimously.

The Council continued the discussion and decided that AAPOR would make an offer of an additional \$5,000 in March of 2004 if the need were still there. The matter could die in the appeals court or possibly taken to the United States Supreme Court. The alliance is assembling a list of supporters so we are ready for any action should it become necessary.

It was mentioned that with AAPOR providing some of the funding that we would want to have approval of the process for whatever happens on each step as we move forward. Mark said that this did not appear to be a problem. The unanswered question is just how far is AAPOR willing to move forward and at what point would we want to stop action. AAPOR's attorney is currently writing the document in case we want to move forward. Robert Groves said that the Council of Survey Research Centers is very powerful and could be useful to AAPOR in such an effort as this. They would not have to join the alliance, but could be useful on their own.

Mark said that CASRO is having a meeting the first week in December to get lobby power behind the major effort of the DNCL. It was suggested that someone from AAPOR should probably attend that meeting. Robert Groves said that he was going to be in D. C. for part of that day and would talk with Nancy Belden about his attendance at this meeting.

Value and Representation in other Association Groups:

There was a general discussion about the various groups that AAPOR belongs to by paying annual dues. They are:

CMOR - \$2,100
COPAFS - \$4,423
COSSA - \$1,700

The suggestion was made that perhaps AAPOR would want to join COSSA as a full member. We could do this by contributing \$2.00 per member and it would give us a seat on their Board of Directors. In order for this to happen, AAPOR would need to apply for membership and be accepted by their Executive Committee. Betsy Martin is going to look into getting more information on AAPOR joining COSSA. However, it was pointed out that by virtue of AAPOR current relationship with COSSA that they should be reporting to the AAPOR Council.

Betsy Martin said that she has asked Pat Doyle to represent AAPOR on COPAFS.

Next Meeting:

Mike Flanagan announced that the next meeting of the Executive Council would be Friday, January 23, 2004, at the offices of Schulman, Ronca & Bucuvalas in New York City. Mike suggested that out-of-town Council members might want to contact the Avalon Hotel for reservations.

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

Respectfully submitted,

Allan L. McCutcheon
Secretary-Treasurer