



**American Association For Public Opinion Research
Executive Council Teleconference
October 16, 2009
Minutes**

ROLL CALL/CALL TO ORDER.

Peter Miller	Chair	Present
Frank Newport	Vice Chair	Absent
Richard Kulka	Past President	Present
John Boyle	Secretary-Treasurer	Present
Barbara O'Hare	Associate Secretary-Treasurer	Present
Stephen Blumberg	Standards Chair	Present
Reg Baker	Associate Standards Chair	Present
Michael Link	Conference Chair	Present
Rob Santos	Associate Conference Chair	Absent
Nancy Whelchel	Membership & Chapter Relations Chair	Present
Kelly Foster	Associate Membership & Chapter Relations Chair	Present
Michael Mokrzycki	Communications Chair	Present
Jon Cohen	Associate Communications Chair	Present
Paul Lavrakas	Councilor-at-Large	Present
Roger Tourangeau	Councilor-at-Large	Present
Melissa Herrmann	Education Committee Chair	Present
John Waxman	Interim Executive Director	Present
Barbara Gunderson	Staff	Present

The meeting was called to order at 12:05 p.m. EDT.

Minutes of the September 18, 2009 Executive Council meeting were reviewed. Several edits were recommended. The minutes as revised were unanimously approved.

Presidents Report

Announcements:

1. AAPOR was mentioned at The National Association of Business Economists meeting as an example of the work being done to bring transparency to the industry. Peter Miller will work collaboratively with the NABE on this area of mutual interest to both organizations.
2. The President has recommended that the EC revisit the AAPOR Strategic Plan. All EC members are asked to review the Strategic Plan prior to the November meeting so that it may be discussed at the November meeting in Chicago.
3. Committee members should have all their budget materials to John Waxman by close of business today. A 2010 draft budget will be prepared by the Sherwood Group for review by the Executive Council at the November meeting. The budget needs to be passed during the December EC teleconference.

4. Plans for the January meeting are pending. This meeting usually requires more than a day because the slate for the elections needs to be discussed and approved by the EC. Since the Market Research Association and the American Statistical Association have expressed an interest in meeting with the Executive Council at this meeting, it may be best to hold the meeting in Washington D.C. Dates being considered are January 13, 14, 15 for a day and a half meeting. Barb Gunderson will send a notice to all members asking for their availability of these dates.
5. Barbara Bickart has agreed to continue on as the AAPOR representative to the Journal of Consumer Research Board.
 - a. **Motion:** "The AAPOR Executive Council reappoints Professor Bickart as the AAPOR representative to the Journal of Consumer Research Board". Moved by Paul Lavrakas, seconded by Dick Kulka. The motion was passed unanimously.
6. Peter Miller asked the council's advice on proceeding with the Transparency Initiative. Some comments from EC members included:
 - a. A need to address the issue of educating the public on what to do with the information that is disclosed.
 - b. A discussion is needed on specifically what to disclose. Feedback from the membership should be encouraged.
 - c. Council members can make further recommendations to Peter Miller directly.

Treasurer Report

The last AAPOR financial statement available is for August, 2009. Sherwood will have the September financial statement available at the end of October. The September financial statement will be available for review at the November meeting. The Sherwood Group estimates that financial statements will normally be available at the end of the month after the reporting month so that it will not be available in time for the next AAPOR meeting or teleconference which normally occurs in the middle of the month. In critical months, Sherwood will strive to deliver the statement earlier when necessary.

As a result of AAPOR being now headquartered in Illinois, the current practice of performing an audit every other year does not meet Illinois state reporting requirements for non-profit organizations. An annual audit will be required rather than the previous AAPOR practice of an audit every two years. Although an audit was conducted as part of the transition between management organizations, AAPOR will need an audit for the full year of 2009.

At the suggestion of the EC, John Waxman obtained a proposal for the audit from Mann Weitz and Associates with whom the Sherwood Group has worked with in the past, and who have extensive experience and are priced in the mid range of CPA firms in the Chicago area. Although Sherwood could recommend them, they offered to seek additional bids if directed by the EC.

Motion: "AAPOR will direct The Sherwood Group to accept the proposal from Mann Weitz and Associates to conduct the AAPOR 2009 audit." Moved by John Boyle, seconded by Dick Kulka; passed unanimously.

2010 Conference Report

1. Michael Link reported the Save the Date postcard has been sent out to all contacts. The abstract submission process is now open. No problems have been encountered. The call for reviewers will go out at the end of October and the Student call for papers has also been sent this week.
2. Barbara O'Hare reported she has reviewed the draft of the Exhibitor and Sponsor Prospectus. In late October it will be sent to the master list of potential sponsors. The committee will focus on

retaining sponsors and exhibitors from the 2009 conference, and reengaging sponsors from all annual conferences, as well as getting new sponsors for 2010.

A copy of the current master list will be sent to all EC members by Barbara O'Hare. John Waxman suggested that council members review the listing to identify current, appropriate contacts in all of these organizations. In an effort to reach the right person in each company, the prospectus will be sent to as many contacts as possible. However, a strategy needs to be developed for making follow up calls to key contacts in these companies by EC members as well as staff. Contacting those with whom members already have relationships will improve our marketing efforts for the conference. John Boyle suggested targeting large public opinion research organizations that did not sponsor previously in an effort to broaden the level of sponsorship among industry leaders

Education Report

Melissa Herrmann will work with the American Statistical Association (ASA) to collaborate on educational Webinars. ASA is currently offering a series of Webinars. AAPOR has suggested working with them to offer webinars of mutual interest to all members. AAPOR would work with ASA on programming; help defray the cost, offer topic suggestions and recruit speakers. In return AAPOR members would benefit from the reduced member cost to attend and AAPOR would share in the profits.

Motion: "AAPOR will work with ASA to develop a collaborative educational and financial approach to provide Webinars." Moved by Roger Tourangeau and seconded by Mike Mokrzycki.

Discussion: What would the financial arrangements be? Will this be a budget item for the education committee? Will ASA continue to conduct the Webinars? This motion authorizes the discussion to take place; no commitment is being made at this time.

Vote: All were in favor of moving forward to discuss terms. Motion passed unanimously.

Communication Committee Report

1. The Blue Book has been printed and is currently at the mail house. It will be mailed to all members.
2. The AAPOR Newsletter is nearing completion. When the article on the Transparency Initiative is complete the newsletter will be ready to publish.
3. AAPORnet is currently hosted at ASU. This is not necessarily a permanent arrangement. A task force could be formed to investigate alternative arrangements.

Standards Report

1. Standards Definitions
 - a. **Motion:** "The AAPOR Executive Council accepts the revised Standards Definitions." Moved by Stephen Blumberg, seconded by Paul Lavrakas. Passed unanimously.
 - b. **Motion:** "The AAPOR Executive Council accepts the revised Methods of Calculating Eligibility Rates". Stephen Blumberg moved and Barbara O'Hare seconded; passed unanimously.
 - i. **Discussion:** As the review process of the standard definitions is conducted annually, there is no need to specify the frequency of review in the motion. The contact information in the report needs to be updated to the new headquarters.

2. Standards Retention Policy

A Document Retention Policy for Standards Committee is being considered separately from the existing AAPOR Document Retention Policy because of the potential sensitivity of information related to standards cases. The council had several questions regarding the draft policy statement as presented. A discussion on the policy included the following:

- Is there a time frame for document destruction? Should documents be retained after the end of the investigation?
- To what extent has long range archiving been considered? What documents are currently sent to the long range storage at the University of Chicago?
- Is there a schedule for documents to be sent to long range storage?
- What documents are AAPOR committed to destroying?
- How should emails related to an investigation be handled?

Mike Mokrzycki will send information on long range storage to Stephen Blumberg. Stephen will revise the draft policy and consult with the AAPOR attorney on it.

Membership & Chapter Relations Report

1. Membership numbers are holding steady. Renewal notices have been sent out and the process is going smoothly. Nancy Whelchel represented AAPOR at the SAPOR meeting. Several people expressed interest in joining the national organization.
2. PAPOR has asked the advice of the Executive Council on the issue of accepting \$3,000 in sponsorship from Western Wats for the Student Paper awards, in light of its recent fine for violating child labor laws and paying wages below the minimum wage. Council members urged caution in being quick to judge unsubstantiated actions, while expressing concern at accepting sponsorship from a company accused of unethical practices.
 - a. It was the consensus of the Council that AAPOR will not solicit funds from Western Wats this year under the circumstances and would advise PAPOR of its intent.
 - b. **Motion:** "AAPOR will replace the Student Paper sponsorship funding of up to \$3,000 to PAPOR if they elect to return the funding to Western Wats and cannot otherwise afford to offer the award." Moved by Roger Tourangeau, seconded by Paul Lavrakas, passed unanimously.

Councilor-at-Large Report

The organizers of the international conference on Hard to Reach Respondents have asked AAPOR to sponsor the event at the \$10,000 level. AAPOR has sponsored the event at this level in the past. Historically AAPOR has received a small profit from the event.

Motion: "The AAPOR Executive Council authorizes the sponsorship of the Conference on Hard to Reach Respondents at the level of \$10,000." Moved by Paul Lavrakas, seconded by Peter Miller, passed unanimously.

Discussion: In the planning for the conference, alternative publication venues for the papers should be developed and considered. The Wiley-published volumes produced in connection with previous conferences are very expensive and do not provide good exposure for the research. Publishing papers not selected for conference presentation in the Journal of Official Statistics is also less than desirable. Roger Tourangeau invited suggestions on alternative publishers.

New Business

Paul Lavrakas suggested the term of office for standards committee members be extended to three years to better serve the organization. John Waxman suggested the strategic planning process may guide such a decision and action on the motion should be postponed until the planning process is complete.

Next Meeting

The next meeting of the Executive Council will be Thursday, November 19 from 10 a.m. – 4 p.m. at the Sherwood offices in Deerfield, IL.

There being no further business to discuss, the meeting was adjourned at 1:58 p.m. EDT.

Respectfully submitted,

Barbara Gunderson
Administrative Director