



AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

**American Association for Public Opinion Research  
Executive Council Minutes  
Tuesday, October 18, 2022**

**ATTENDANCE:**

**Council:**

Jennifer Agiesta	Vice President
Paul Beatty	President
Jennifer Hunter Childs	Associate Secretary-Treasurer
Aleia Clark Fobia	Associate Communications Chair
Marjorie Connelly	Standards Chair
Michael Delli Carpini	Associate Education Chair
Yazmín García Trejo	Communications Chair
Ana Gonzalez-Barrera	Inclusion and Equity Chair
Ricki Jarmon	Councilor-at-Large
Liz Hamel	Councilor-at-Large
Allyson Holbrook	Associate Conference Chair
Cameron McPhee	Associate Standards Chair
Patricia Moy	Past President
Heather Ridolfo	Membership and Chapter Relations Chair
Alisú Schoua-Glusberg	Councilor-at-Large
Rodney Terry	Associate Inclusion and Equity Chair
James Wagner	Education Chair
Brady West	Conference Chair
Anna Wiencrot	Secretary-Treasurer

**Staff:**

Tristanne Staudt	Executive Director
Renata Casiel	Conferences and Education Senior Manager
Jackie Weisman	Marketing and Communications Director

## I. CALL TO ORDER

**Beatty called the meeting to order at 2:02 pm EST.**

### **Executive Council Meeting Minutes**

Beatty welcomed Council and opened the session by reminding everyone that the meeting will follow Robert's Rules of Order. He asked Councilors to self-identify before speaking so that meeting minutes can accurately capture motions, seconds, and comments.

Staudt noted that clarification was needed on one part of the minutes from the September Executive Council meeting. The Pipeline Award Committee was voted as a stand-alone *committee* but should have been voted on as a *subcommittee* under IEC. Gonzalez-Barrera agreed that it should be a subcommittee under IEC. This correction will be captured in the October minutes, but not be changed in the September minutes so that the minutes accurately reflect the discussion.

**MOTION: [by Delli Carpini, seconded by McPhee] to approve the minutes from the September 2022, Executive Council meeting. The motion passed by unanimous vote.**

## II. CONSENT AGENDA

Beatty asked if any of the five items from the consent agenda needed to be pulled out for further discussion. Hearing none, he asked for a motion to approve the consent agenda as submitted.

**MOTION: [by Schoua-Glusberg, seconded by West] to approve the consent agenda. The motion passed by unanimous vote.**

## III. APPOINTMENTS

West presented the two nominees for the Conference Abstract Review Subcommittee.

**MOTION: [by Terry, seconded by Ridolfo] to approve the nominees for the Conference Abstract Review Subcommittee. The motion passed by unanimous vote.**

Wagner presented one nominee for the Online Education Subcommittee.

**MOTION: [by Jarmin, seconded by McPhee] to approve the nominee for the Online Education Subcommittee. The motion passed by unanimous vote.**

Staudt presented one nominee for the Sponsorship subcommittee of the Finance Committee.

**MOTION: [by Hamel, seconded by Connelly] to approve the appointment to the Sponsorship subcommittee. The motion passed by unanimous vote.**

Gonzalez-Barrera presented the two nominees for the Inclusion and Equity Committee, one for the Outreach Subcommittee and one for the Metrics and Accountability Subcommittee..

**MOTION: [by Agiesta, seconded by Wagner] to approve the appointments to the IEC subcommittees. The motion passed by unanimous vote.**

Connelly presented five nominees for the Standards Committee who will provide coverage for two Standards Complaint subcommittees.

**MOTION: [by Holbrook, seconded by Schoua-Glusberg] to approve the appointments to the Standards Complaint subcommittees. The motion passed by unanimous vote.**

Moy presented five nominees for the Nominations Committee.

**MOTION: [by McPhee, seconded by Agiesta] to approve the appointments to the Nominations Committee. The motion passed by unanimous vote.**

Schoua-Glusberg inquired about a last-minute nomination for the HR Committee. Moy clarified from the charter that the committee must include five to seven members with at least one past president, one Councilor-at-Large, one member who runs small business, one member of IEC, and one member who is experienced at hiring senior staff. The HR Committee will revisit the nomination with those criteria in mind and bring the nomination in November, if applicable.

It was noted that Schoua-Glusberg intended on being the IEC representative on the HR Committee, but she had not been nominated for the IEC Committee. Thus, there was a spontaneous nomination of Schoua-Glusberg to serve on IEC as the representative for the HR Committee.

**MOTION: [by Agiesta, seconded by Connelly] to approve the appointment to the IEC committee. The motion passed by unanimous vote.**

#### **IV. PRESIDENT'S REPORT**

Beatty lauded the new management culture and how staff and councilors see each other as equal parts of the same team. He hopes this attitude permeates actions with each other and the membership. He thinks collective efforts have been successful so far. The goal of meeting member needs in new and established ways is going well, as evidenced by progress on the conference, moving webinars to a member benefit, revisiting journal contracts, and ensuring that our membership reflects the breadth of our profession.

There are additional things we should be doing to improve our reputation outside the membership. There has been notable movement on all of these external-facing activities, and new initiatives will be heard today. Beatty reported on continuing conversations he has had with people outside of AAPOR, including political pollsters, emphasizing how well-respected the association is even among those who are not actively engaged with it. He is promoting AAPOR as a place to find practical-minded colleagues who can help solve problems. He attended the recent Association for Public Data Users conference, as well as a workshop hosted by the Social Science Data Center at the University of Maryland. At both events, fairness and equity came up a lot and in many different ways, including: access to and inclusion in data; balancing of privacy concerns; the promise of blending data, taking into account the technical, methodological and moral challenges; and data on rare populations and representations. His experience affirmed that AAPOR's engagement on these topics is on target. He has been talking with some councilors this month about plans and is available to talk with anyone at any time about plans or challenges.

#### **V. Secretary/Treasurer Report (I/O)– Childs**

Childs reviewed the September Financial Report. AAPOR's cash balances are at \$262K through the end of September. Cash balances now look safe through the end of 2022. The current net income forecast is showing a net loss projection of \$447K; however, this is mostly due to the investment activity loss of \$333K and management and general expenses are at 94% of total budget through September 2022.

Without the investment loss of \$333K, our loss would have been \$114K.

## **VI. Executive Director Report (I/O)**

Staudt reported that AAPOR has now posted for both the Membership Manager and the Program Manager positions. She will be conducting interviews with six applicants and describing the general interview process. The goal to have the Membership Manager begin in December and the Program Manager in the new year..

The membership drive has begun and so far, there have been no issues with dues increase and minimal problems with the technical platform. The website redesign is on schedule for a December launch. The Communications Committee will be in touch with the UX group by the end of the month for testing. The conference abstract system is open, and the Conference Committee is recruiting abstract reviewers. The Program Committee will be meeting in person in Philadelphia. AAPOR will be announcing conference sponsorship opportunities on November 1. The CPA is working on 990s and will have those ready for next week.

## **VII. Ad-Hoc CTIA Subcommittee (A/R)**

Neha Sahgal and Kevin Collins joined to go over the recommendations for approaching CTIA, a trade group of wireless-service providers. Sahgal chaired the subcommittee and invited Collins and Childs to the meeting to address any technical questions that might arise.

The objective of this subcommittee was to approach CTIA to lobby on behalf of AAPOR members. CTIA has recently started enforcing a policy where text messages can be blocked if sent to users who have not consented to receive messages. This is a problem for survey researchers. Currently CTIA does not differentiate between researchers and other uses. CTIA currently uses a registry.

The subcommittee has a number of “basic asks” of CTIA. The subcommittee wants to request an exemption for using the registry for survey research. The subcommittee agrees with the CTIA goal of cleaning up the SMS platform as a tool by which to conduct research, as it is important to protect the public, but also to be able to reach participants from underrepresented or minority groups via SMS. They will be asking for a new category in the campaign registry under “Research” with some exemptions. They are advocating that a “brand” or organization will apply for a research campaign with specific rules – e.g., the user, may send up to three unsolicited SMS to a number over a 30-day period. This would be regardless of opt-out or bounce rates. They are asking for certain URL domains to be whitelisted. They would like a process by which a researcher could appeal before a campaign is blocked.

The subcommittee also has some “compromise asks.” These include: having organizations register and be exempt at the organization level; reducing the number of SMSs sent in a certain time period; and requiring that there be an option to talk with a

human operator. They are also proposing some additional compromises that AAPOR could fall back on if needed.

The discussion centered around the likelihood of CTIA making these concessions. It was recommended that the subcommittee look at the previous advocacy effort with the Do Not Call Registry and collaborations with Insights Association. Sahgal will reach out on both accounts.

**Action:** Sahgal will touch base with someone from the Insights Association. The Executive Council will read the report and take action at the next Council meeting.

### **VIII. Standards Definition Subcommittee (A/R) – English**

English gave an update on the Standard Definition Subcommittee's three years of work updating the Standards Definitions documents. This is a complete reorganization of the documentation, restructured by frame instead of mode. They added new material on ABS, multi-mode surveys, and SMS surveys. They synchronized and updated disposition codes across frames. The review phase of their work is nearing an end and a report will be sent to the Executive Council by the end of October.

Discussion included recommending that videos be prepared to highlight parts of the standards – perhaps with both introductory and in-depth videos to accommodate the breadth of users. When complete, the document will be available via download from the AAPOR website. The team would like to introduce the new Standards Definitions documents by the annual conference. More discussion is needed around communications, roll-out, and videos.

Looking forward, the subcommittee would like to modernize the response rate calculator to a web-based tool. Potentially overseen by a PhD student, the project would require a budget and direct integration with the AAPOR website, the details of which are to be determined. Ideally, the calculator will be a web application that asks the user questions to direct the inquiry. It would fill out the spreadsheet with the user's responses and provide that to the user. The goal is to help more people use the tool successfully with less stress.

Action: English to provide the Communications Committee with a paragraph on the vision for the communications plan and website roll-out. Further discussion is needed around using the webinar series for distribution and video creation.

### **IX. Online Panels Task Force Update (A/R) – McPhee**

McPhee expressed appreciation to Wagner and West for reviewing the draft report of the Online Panels Task Force. Some revisions are needed before the document is finalized. Questions for Council included how to get the document properly formatted and when voting on the report would take place. Staudt replied that when the Task Force sends the

document to the AAPOR staff, they will format the document and finalize it per the Task Force's vision. The vote can happen when the text is final; it's not necessary to wait on the formatting.

The final Task Force report will be sent by the end of next week for a November vote.

## **X. Inclusion & Equity Update (I/O) – Terry**

Terry thanked the Councilors for completing the Doodle poll regarding the Diversity, Equity, and Inclusion training for the Executive Council. Based on the most popular schedule proposed, Schedule E was modified to comprise six two-hour sessions run between November and February. These modifications accommodated election- and holiday-related disruptions as well as specific scheduling conflicts that Councilors had registered. Terry preempted concerns that this training could be redundant, assuring Council that this training will be focused on DEI efforts vis-a-vis professional association leadership.

Discussion revolved around the amount of additional time required of Councilors beyond their current portfolios for AAPOR, as well as the structure of the sessions (e.g., fewer longer sessions vs. more shorter sessions). Questions were raised about the specific content and a request was made to see the syllabus and the links between sessions. Staudt added the session descriptions to the Dropbox. One councilor expressed a preference for a concentrated and empirically based training as opposed to one that might be less focused. One councilor expressed concern that DEI training has to be done well to be effective. Terry noted that DEI training has to go beyond training and into action; without meaningful action after the training, it cannot be considered effective. In this training model, sessions are long because they are meant to be live and interactive. Most other training in our budget range is not fully interactive. Staudt noted that the team had already eliminated two sessions from this proposed schedule: an initial session that provided a basic overview and a final session that involved creating a strategic plan. The Council was reminded that it had made a commitment to do an in-depth training like this. Some Councilors asked if these sessions would be better in person. In-person training would also be hard to schedule at this point in the year, although one option would be to expand the January Council meeting by a half day. Several Councilors emphasized the importance of this training and lauded the IEC for

In response to a query about how this vendor had been chosen, Terry noted that budget was a priority, as was interactivity and breadth of coverage. The vendor focuses mostly on race, but the committee thought that these trainings would be generalizable to other characteristics. In addition, the vetting process was heavily influenced by budget and so in-person options were not considered.

Long term, we have budgeted for all new councilors to have DEI training.

Although there were some concerns about councilors' ability to attend all sessions, Council agreed that it would defer to the best recommendations of the IEC committee regarding how to proceed.

**Action:** Terry to propose some alternative schedules for a quick-turnaround vote.

## **XI. 2023 ANNUAL CONFERENCE**

The deadline for abstracts has been extended to November 14, to allow time after Election Day.

West discussed details related to collaborative abstracts.. For the ten most highly rated collaborative abstracts, the substantive lead will receive some additional financial support to attend the conference. On October 27 there will be a webinar session on abstract submissions by the Welcoming Committee. This year will have a stricter threshold for abstract acceptance, targeting fewer, better sessions.

West reported they have received commitments from the three plenary speakers and the moderator. More information is available in the consent report.

The deadline for short-course proposals is imminent. The committee has received eight good proposals plus some possible alternatives.

The abstract review meeting will be held at the conference hotel in Philadelphia. The committee is streamlining the in person work by doing pre-work electronically.

It was noted that the website needs to reflect the correct abstract deadline: Monday, November 14 (instead of Friday).

## **XII. Communications Update (I/O) – Garcia Trejo**

Garcia Trejo reported that Staudt had shared the website update, and everything is on schedule. Jackie is preparing to roll out the logo redesign. There will be communication with affinity groups about the new logo as well. There will be videos promoting the new logo, including one by Beatty.

The proposal for AAPOR podcasts is on Dropbox. Garcia Trejo met with Rosemary Pennington from Stats and Stories to learn about her experience producing that podcast. She agreed to have an AAPOR guest on Stats and Stories for an election post-mortem.

Garcia Trejo proposed moving forward with three episodes. The audience will be AAPOR members as well as anyone interested in public opinion, policy, and related areas. Currently, Communications is looking at production expenses/volunteers.



The Councilors discussed that launching the podcast around the annual conference would take advantage of the energy and interest in the membership at that time. Live interviews could be done at the conference, like the ones that used to appear on the Mystery Pollster blog. It will be important to have someone dynamic to host. Possibly an HLM or two, together, could host. There will be a search process.

**Action:** The Executive Committee will review the draft proposal on Dropbox, provide comments, and suggest volunteers for a subcommittee to work on this effort (with a three-episode commitment). The Committee asked that Councilors let them know if they have leads on a studio for the pilot.

### **XIII. Membership & Chapter Relations Update (I/O) – Ridolfo**

The MCR Chairs met with the Chapter Representatives to discuss the All-Chapter Party. In general, they were happy to have SSRS pay for and sponsor the party but acknowledged that this will be different than it was before. Typically, the chapters plan the party and generate sponsorship. The chapters expressed some concerns: They felt strongly that the party should be called “AAPOR All-Chapter Party sponsored by SSRS” instead of the “SSRS All-Chapter Party.” Since this party typically is to promote all chapters and is open to all attendees, any perception of it as an SSRS party might lead people to believe they are unable to attend without an invitation or if they work for a competitor. Also, chapters want to be involved in party planning and have not been thus far. Logistical questions were raised about how RSVPs would be collected and if they would be used in the future, as well as whether AAPOR will ever contribute to the all-chapter party again.

The Council discussed the history of the Chapter Party. It only started a few years ago, initiated by one of the chapters and sponsored by a local organization. The party has gone from very minimal (one drink ticket to the first 100 attendees) to a full open bar. With AAPOR no longer providing funds for this party, an alternative model will need to be proposed. It was noted that the RSVPs could go through AAPOR staff to address the concerns of the chapters.

**Action:** SSRS and MCR will work out the party details. This will no longer be considered an official AAPOR event.

The MCR Database Subcommittee has conducted analyses on renewals. Over time, students and people in the lower-income membership tiers have had declining renewal rates. Upcoming messaging will be targeted accordingly, to feature the benefits of AAPOR that are most relevant to these members. There also will be emails and targeted messages to pollsters with whom Paul has been engaging. In addition, there will be additional outreach to some new lists with different universities and disciplines. There

may be outreach to the industry's largest employers to encourage renewal and announce the inclusion of webinars as a benefit of membership; Staudt can facilitate this if provided with the list of employers.

#### **XIV. New Business**

##### **Roper Fellowship Support (A/R) – Delli Carpini**

As discussed at the September meeting, Delli Carpini was contacted by the Roper Center (on whose board he sits) for a joint AAPOR/Roper Center fellowship that would be awarded to an underrepresented minority. This fellow would use the Roper Center archives to develop a curriculum. Council generally supported the proposal (in Dropbox), and agreed to revisit the decision after two years. The fellowship would cost AAPOR \$2,000 each year and would involve some AAPOR members serving on the committee that reviews applications..

Discussion revolved around the eligibility of applicants, which is currently limited to graduate students, not graduating seniors or post docs, but that could be expanded. A question was raised about where this committee would sit within AAPOR and who would chair the application committee. These administrative issues need to be worked out.

**MOTION: [by Moy, seconded by Garcia Trejo] to approve the Roper Center proposal with the understanding that the logistics be finalized at a later point in time but before the application process begins. The motion passed unanimously.**

#### **XV. ADJOURN**

**MOTION: [by Wiencrot, seconded by Gonzalez Barrero] to adjourn the open portion of the Executive Council meeting and move into executive session. The motion passed by unanimous vote.**

The meeting adjourned at 4:41pm.