

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
EXECUTIVE COUNCIL MEETING
September 5-6, 2003
Washington, D.C.**

Executive Council Present:

Elizabeth (Betsy) Martin – President
Nancy Belden – Vice President/President Elect
Mark A. Schulman – Past President
Allan L. McCutcheon – Secretary-Treasurer
Sandy H. Berry – Associate Secretary-Treasurer **(Saturday only)**
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 – Councillor-at-Large
Robert M. Groves – Councillor-at-Large **(Saturday only)**

AAPOR Executive Office Staff:

Michael P. Flanagan – Executive Coordinator

Executive Council Absent:

None

Guests:

Steve Everett **(Saturday morning)**

President Betsy Martin called the meeting to order at 1:04 p.m.

The Agenda was modified to include a report by Tom W. Smith on Response Rate Definitions and was adopted.

President's Report – Betsy Martin:

Betsy addressed the Executive Council and stated that the focus of her year as President would involve activities in two areas:

1. Raising the quality of debate about public opinion including:
 - a. Disclosure of reporting of response rates
 - b. Review of pre-election polls
 - c. The public face of AAPOR and public understanding of polls.
2. Improving our own operations within which we do business. We have already taken steps to accomplish this by:
 - Contracting with AMP, and
 - Undertaking efforts to rewrite the *Public Opinion Quarterly* contract.

Secretary Treasurer's Report – Allan McCutcheon:

Allan McCutcheon and the Executive Council members reviewed the minutes of the May 15, 2003 meeting and noted some changes to be made to the minutes.

Motion to accept the May 15, 2003, Executive Council Meeting Minutes, with corrections.

Motion made by Janice Ballou and seconded by Roger Tourangeau. Motion passed unanimously.

The Executive Council reviewed the minutes of the Annual Business Meeting of May 17, 2003. There were a few changes to be made, but it was noted that the Editor of *Public Opinion Quarterly* made these changes prior to their being published in the spring issue.

Mike Flanagan pointed out that the Minutes of the Annual Business Meeting need to be approved by the Executive Council in order to make them official. However, due to the timing, they will always be published in the POQ prior to their being formally approved by Council. The AMP Executive Office will always make sure that the Council has a preview copy of the Business Meeting minutes prior to their being published.

Motion to approve the Annual Business minutes as they were published.

Motion made by Patricia Moy and seconded by Janice Ballou. Motion passed unanimously.

It was decided that the Review of the To Do List would be included with each Chair's Report.

Review of the Financial Statement as of June 30, 2003:

The Executive Council began the financial review with a discussion of AAPOR's fiscal year. Mike Flanagan pointed out that AAPOR should have a budget in place by July 1, the start of its fiscal year. In order to do this, the budget would have to be presented and approved at the May meeting. Currently the major revenue and expense items are, respectively, membership renewals, which occur in the fourth quarter of each year, and the annual conference, which is the second quarter of the year. A committee should be formed to investigate the options for moving the fiscal year to some other time period. This examination should include the transition costs and the POQ effect.

Motion to form an Ad Hoc Committee to be chaired by Allan McCutcheon and include Sandy Berry and Roger Tourangeau, to investigate the options of moving AAPOR's fiscal year to a timeframe other than July 1 to June 30.

Motion made by Rob Daves and seconded by Nancy Belden. Motion passed unanimously.

Allan reviewed the Year End Financial Statements as of June 30, 2003. AAPOR had some extraordinary expenses during the year, but the year-end totals were still very positive. These totals were a direct result of increased marketing efforts and cost containment measures. AAPOR also had non-recurring expenses.

AAPOR has not developed a policy on the endowment funds that are included in the investments. The Endowment Committee is planning to look at the money in the investment accounts and may want to develop an Endowment Investment Policy.

Allan said that AAPOR is going to look at its current investments and report back to the Executive Council in January. Currently AAPOR's fund balances are fairly full and we may want to transfer some of this money to our investment accounts.

Past President Report – Mark Schulman:

Mark is pleased with the transition and that we finished the fiscal year in the black. There have been good gains in membership and the membership is getting good benefits from their dues investment. The past President's position has two main tasks: overseeing the nominating process and managing the review of the 2002-2003 year with AMP.

Mark asked that Executive Council members provide him with suggestions of who would be good candidates for Council. We will be sending out a formal mailing around the middle of November.

Mark has sent out a survey form to current and past Executive Council members regarding a review of the 2002-2003 year with AMP. He plans to discuss the

results of this survey with the Council members later in the meeting under New Business.

Executive Office Report – Mike Flanagan

Mike commented that the AAPOR Executive Office Team has been busy finishing up the final tasks associated with the 2003 Annual Conference. They have also met with the Conference Planning Committee to formulate the planning process for the 2004 Annual Conference in Phoenix. This was a very productive meeting.

Mike said that the AAPOR Membership Directory had been mailed out in late August. He recommended that AAPOR consider going to an 8.5 x 11” format. The current smaller size causes mailing labor charges that would not be associated with the larger size. Additionally, the larger size would allow more names per page and thus cut down on the pages required to be printed. This would result in fewer pages for the directory and cut down on costs. It was recommended to Mike that he obtain the costs for printing the two different-sized directories. The Executive Council also stated that it wants the AAPOR Executive Office to always obtain three bids on all printing projects.

The AAPOR *Blue Book* is in the final typesetting stages and will be printed and mailed out by AMP some time around the end of September. We currently have increased the number of entries in the *Blue Book* to generate an additional \$8,000 in revenue. There was a discussion regarding this publication. Currently AAPOR sells no advertising space in this publication. We should take a look at SMR’s Book and the American Marketing Association’s Green Book.

Conference Chair’s Report – Rob Daves

Rob Daves presented a detailed PowerPoint presentation on the results of the membership survey that was circulated following this year’s Annual Conference. This year we have data from the non-attendees as well, which gives us a better idea of why members were not at the conference.

Forty-one percent of the attendees bought additional meals. If they did not purchase additional meals, it was because it either didn’t fit into their schedules or were too expensive.

Sixty-eight percent stated that they would take a short course, as would 69% of the non-attendees. The survey also showed that AAPOR should keep four (4) papers per session and focus on non-response rates and methodology. Also, AAPOR should not increase the number of short courses and not put short courses on non-Thursdays. Geraldine Mooney is the Education/Short Course Chair for 2004. The short courses should be identified by December 1st and

everything should be in place by February 1st. Rob would like to have a short course for journalists.

Some other survey highlights include the fact that AAPOR should continue with the invited papers and keep the off-site meal option. AAPOR also needs to do a better job of displaying and organizing the interactive paper presenters. We should also continue alternating between downtown and resort sites.

Rob commented that he wants to: (1) continue to select a program that will stimulate attendees intellectually; (2) keep the topics as timely as possible with a submission cutoff date of December 1st; and (3) smooth out the abstract submission process. Rob will work with All Academic on the problems and concerns we had with them last year. He has already had a conference call with them to iron out some of the problems such as PIN identification. All Academic now has a schedule to follow.

AAPOR also needs to do a much better job of using signage. We also need to market the books exhibits more. One possibility would be putting a bright-colored flyer in each registration packet listing the particulars of the book exhibit and sale.

Rob and AMP are also going to put together some standards for posters and ensure that the conference program book has a map of the hotel included.

Rob also wants AAPOR to engage in outreach efforts to market our conference to other organizations. These would include political science and mass communication organizations as well as organizations that have publications that we can send our conference information. We also need to do a better job with our press relations.

Rob has his first draft of the call for papers and hopes to have this go out on-line within the next few weeks. He also has set up his conference committee that consists of approximately 45 individuals from the academic, non-academic, government and business sectors.

Rob still needs to find a Student Paper Chair. He has also talked to the WAPOR Conference Chair and they agreed on most items. AAPOR and WAPOR will have joint sessions on Thursday. AAPOR will handle WAPOR registration and WAPOR's General Secretary will be in the AAPOR Executive Offices in October to finalize the details.

Social events are still being planned, and may include a desert hike/walk. Rob would like AAPOR to resurrect the All-Chapter Party this year. By making it a Chapter party and allowing each chapter to set up a table, each will be able to recruit members. The chapters may want to sponsor some part of this party.

Each chapter member would be issued a ribbon with the chapter name printed on it.

Key conference dates include:

October 15 – Abstract submission material goes on the AAPOR website

December 1 – Abstract submission deadline

January 4-5 – Reviews completed

January 11-15 – Chair and Associate Chair review abstracts to accept/reject

January 30 – First draft of the Preliminary Program completed

April 12 – Final Program to the printer

Some ideas about the plenary session have been offered. Robert Eisinger of Lewis and Clark expressed interest in getting some White House former Chiefs of Staff to talk about how the White House uses polls. He would also like to ask Senator John McCain of Arizona to speak. There could also be a joint session with WAPOR on pollsters working in countries with repressive governments. Rob plans to keep Invited Speakers on the program because it brings in more individuals from the private sector.

Rob says that he doesn't really have a theme and doesn't feel he really needs one. However a theme does give some purpose. One possibility would be that AAPOR's image is suffering and we could build on Jon's trust-building theme from last year. One variation of the theme could deal with reporting what we know about the image of public opinion or what people know about us as pollsters.

Rob Daves and Patricia Moy will continue to work on developing a process for the student paper award and present to Council. Some initial work on this process includes the appointment of a Chair and five readers. Award recipients must present papers, not PowerPoint presentations. The student winner will be notified in time to make their travel arrangements to the conference.

The Executive Council debated the eligibility criteria of papers submitted for the conference. Any student may present a paper, but it must only be original work, not something that has been published previously. It was concluded that students can submit a manuscript presented at other conferences, but the current submission must be significantly revised for consideration for the AAPOR student paper competition. Also, if the submission is multiple authored, all authors must be students also. We need to modify the submission process so that student papers can be accepted through the website.

Rob said that the Council needed to act on the following items:

- All presenters, including those with invited papers, must register for the conference. **Council approved.**

- AAPOR should charge daily registration fees to those who want to register for less than the full length of the conference. The fee will include the core meals. The daily fees will be structured to protect full conference registration; i.e., it will be more attractive to register for the full conference than for the individual days. **Council did not approve this idea because they felt it would be too hard to police the doors to the individual sessions and would require Session Monitors.**
- There should be a discount for online registration probably \$10. **Council did not approve this because AAPOR is charged a bank fee to cover the processing of credit cards and we need to recoup these charges.**
- There should be a \$50 non-refundable administrative fee for those who cancel their registrations within 30 days of the start of the conference. **Council approved.**
- There should be complimentary conference registration fee, not to include meals, for working journalists, honorary members, and first-time students. **Council approved.**
- We should coordinate on-line and paper conference and short-course registration with WAPOR. AMP and the WAPOR Secretariat will work out the details. **Council approved.**
- Publishers should pay a \$100 fee to send books. **Council approved.**
- AAPOR should raise exhibitors' fees from \$500 to \$600. **Council approved.**
- The conference chair will make the decision on artwork appropriate to the conference. **Council approved.**
- Short-course instructors will be responsible for arranging with publishers to ship any textbooks that they might need to the conference hotel. AAPOR will pay for the shipping costs. **Council did not approve this because we do not want to have the instructors responsible for arranging and shipping textbooks. AMP should handle this responsibility.**
- The Conference Chair or his designee will work with AMP to develop presentation guidelines for poster presentations. **Council approved.**

Rob Daves next presented the Annual Conference Budget for 2004. We need to beef up the sponsorship area and Rob stated that we need someone designated to head up this effort.

Rob stated that AAPOR might want to rethink its policy for the AAPOR Award. He believes that they should get everything paid for. He also recommends the establishment of an Ad Hoc Committee to look at the Visual Presentation Award criteria.

Kat Lind should look at the history of the conference costs in prior years.

Claudia Deane commented that she would like to see a list of Frequently Asked Questions put on the website.

The Meeting adjourned for the day at 5:00 p.m, and reconvened on Saturday, September 6th at 8:30 a.m.

Membership and Chapter Relations Chair's Report – Patricia Moy

Patricia reported that Mollyann Brodie and she have three goals for the 2003-2004 year. The first is to identify populations to target for members in both AAPOR and regional chapters. Specifically she wants to look at AAPOR members in specific geographic areas for chapter membership drives; students and faculty in social science and methodology programs; and journalists and other consumers of poll-based data. The second goal is to encourage institutionalization of chapters, including the updating of chapter bylaws and, where necessary, incorporation. The final goal is to resuscitate the Mentor Program in a form that sustains the relationship between Mentor and Mentored.

The current AAPOR membership stands at 1,871. This reflects almost 300 new members within the last year. There were almost 100 new members from the AAPOR Annual Conference. The membership from government and non-profit sectors has increased while the academic and commercial membership numbers have remained stable since 2002.

The Membership Committee oversaw welcome letters and packets being sent to both regular conference attendees who became AAPOR members in Nashville as well as student attendees who became members. For the 2003-2004 membership year, the committee is targeting journalist-based organizations and journalism schools.

On the Chapter Relations side, there is an effort to standardize and update the various chapter bylaws. They are also looking at the possibility of hosting chapter websites instead of having them linked to aapor.org. This would have to be at the chapter's expense.

Patricia asked the Council to what extent should AAPOR advertise in related publications. It was suggested that AAPOR should target a couple of organizations that we share memberships with. We could trade mailing labels with these organizations. AAPOR needs to establish branding.

Patricia raised the question as to why AAPOR does not allow joint memberships to persons residing outside the United States. It was thought that it was initially because of associated mailing charges. It was agreed that this restrictions should be removed effective immediately.

RESOLVED to remove the geographical limitation on joint memberships effective immediately.

Motion made by Roger Tourangeau and seconded by Nancy Belden. Motion passed unanimously.

The Membership report also discussed the status of webcasts and web-hosting of chapter sites at the chapter's expense. There is some experimental web casting possibilities. Some suggestions included an interactive web cast versus just a one-day video taped meeting. We could put up a half-hour short course that could possibly go along with the response rate calculator. Other options included putting up brief excerpts from the Heritage Interview sessions or a clip on the Do No Call issue.

Report of the Vice President/President Elect – Nancy Belden:

Nancy commented that AAPOR needs to be more in the public's eye. We need to develop a message that discusses the value of understanding public opinion and we need to have a communication strategy. We can use the media, schools/colleges, the entertainment industry, etc. In order to do this, AAPOR must commit funds for marketing. We will need to develop a budget for this. This could become an industry-wide effort. AAPOR does not have to work in isolation and we need to be aggressive in our approach.

The advantage of AAPOR is that we are an organization of individuals, not organizations. We have the government and academic sides as well as the commercial side. We are more of a professional organization opposed to a trade association.

AAPOR could look to the areas of grants. If we do this, we will need a good analysis of the problem at hand. We should try to form an alliance of Government/Academic/Commercial groups. Perhaps we could sponsor something at our conference and invite the heads of some Federal agencies to attend. The Council suggested that Nancy develop a concrete plan and bring it back to Council so that a formal committee can be formed to address the issue of promoting the value of AAPOR's work.

It was suggested that we should see if AAPOR's members can get access to CMOR's Members Only section. We need to clarify what our status with CMOR really is.

RESOLVED that Nancy Belden and her committee develop a plan for working with CMOR and other similar associations and report back to Council.

Motion made by Janice Ballou and seconded by Roger Tourangeau. Motion passed unanimously.

Members of the Committee will include Nancy Belden as Chair, Mark Schulman, Janice Ballou, Claudia Deane and Robert Groves.

Nancy distributed a draft organizational chart and reviewed it with the Council. She asked that Council members get back to her with changes. All committees should be linked to someone on Council or should be eliminated, particularly if they are a non-functioning group. Sandy Berry will work with Nancy on developing the table and organizational chart.

Publications and Information Chair Report – Claudia Deane

Steve Everett, AAPOR's Website Coordinator, assisted Claudia Deane in this report.

Claudia reported that the summer newsletter publication went smoothly. The timeframe within which to prepare a newsletter is approximately two months and the cost per issue is around \$3,000. The next issue will be out sometime in February 2004.

The Website has been under construction for the past year. Claudia and Steve recently overhauled it to better reflect the conference. A good vehicle to get members to preview the website is to send out blast e-mails announcing information that has been placed on the website.

Steve Everett provided the Council with an overview of the web statistics software package that AAPOR uses. Steve stated that we need to track information systematically and look for spikes in activities.

There was a discussion regarding having a "Frequently Asked Questions" section on the website. Part of this is in Best Practices, but we may have more hits if we develop a separate section. We have a niche and should continue to explore it. Sandy Berry said that she would work on a Frequently Asked Questions section to go on the web.

Other suggestions for the website included a possible list of headline links that would be put on the website on a weekly basis. It should give a single line and then a link to the story. We would need to link to the three sections of our membership (government, academic, and commercial) and be balanced among these three groups.

Mark Schulman will follow up with Richard Rockwell to see if he wants to put some of the *Public Perspective* materials on the AAPOR website.

The Website Committee is concerned about the costs of the website. They would like the opportunity to do some of their own edits, but do not have permission to edit the site. The Committee discussed the option of looking at

other web companies, but decided not to pursue it. Steve said that there are web-publishing tools that could be held at AMP. Steve and Mike will also talk with ANSI On-Line about them giving us more access to website so that we can make our own changes and not incur expenses.

Standards Committee Report – Roger Tourangeau

The AAPOR Executive Council went into Executive Session to discuss the on-going Standards Case.

Standard Definitions Committee Report – Tom W. Smith

Tom stated that the committee is working on a third edition of the Standard Definitions that will incorporate discussion of assigning final codes from temporary codes and update various points. This third edition should come out sometime in 2004. He has also prepared a paper reviewing the literature in calculating “e” and a proposed study is being developed to conduct further research on calculating “e”.

Proposed Standard for Media Surveys – Roger Tourangeau

Roger reported on the results of a meeting that he had recently with Betsy Martin and Mick Couper to discuss a recommended standard for the documentation of “media” polls. This documentation would include: who sponsored the survey; the exact wording of the questions used; a definition of the population under study; the sample selection procedure; the sample size; a discussion of the precision of the findings; which results are based on parts of the sample rather than total samples; and method, location and dates of data collection.

The Subcommittee is to work on getting endorsements of these standards. Then AAPOR can put on its website that these particular entities endorse these standards. When these standards go public, we will need a good sample document.

Interviewer Falsification Document – Robert Groves

Bob Groves stated that comments have been received. He would now like to finalize and leave the document on the AAPOR website stating that it has been officially endorsed by AAPOR.

RESOLVED that AAPOR endorses the Interviewer Falsification Document in principle. AAPOR intends to incorporate a version of this document in its Best Practices.

Motion made by Janice Ballou and seconded by Roger Tourangeau. Motion passed unanimously.

Robert Groves and Roger Tourangeau will circulate the final document as approved. It is hoped that this will be a stand-alone document.

Do Not Call List – Mick Couper

Mick Couper circulated a draft Statement entitled “AAPOR Supports the National Do Not Call Registry. It is recommended that AAPOR adopt this statement. Betsy Martin suggested that Council members review the draft statement and provide comments, additions, and deletions to Mick so that he can incorporate them into a final document.

RESOLVED that Mick Couper be empowered to revise the draft statement “AAPOR Supports the National Do Not Call Registry” and make an extract document that can be placed on the AAPOR website.

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

Nancy Belden discussed her proposed communications campaign for the NDCL. She asked whether AAPOR wanted to pursue this program aggressively. Council concurred that AAPOR should. Nancy will work on a press release. She said that the biggest job would be to develop a list of key journalists. She said that what we need to give to AAPOR members is the two lines they should use when they get calls from pollsters. AAPOR needs to commit some funds to properly advance a marketing campaign.

RESOLVED that AAPOR allocate up to \$3,000 for a public relations campaign for the National Do Not Call Registry.

Motion made by Sandy Berry and seconded by Rob Daves. Motion passed unanimously.

The three presidents will be responsible for locating the appropriate public relations firm and related campaign strategies.

Councilor-at-Large Report – Janice Ballou

Janice Ballou reported that the negotiations with Oxford Press for the publication of the POQ are nearing conclusion. It should be completed by mid-September to mid-October.

AAPOR Operating Budget – Allan McCutcheon

There was a line-by-line discussion of the proposed Operating Budget for the AAPOR fiscal year which runs from July 1 through June 30th.

RESOLVED to approve the draft budget, as amended during the deliberations.

Motion made by Janice Ballou and seconded by Nancy Belden. Motion passed unanimously.

Bylaws Review – Betsy Martin

Rob Santos is doing a review of the AAPOR Bylaws. Betsy Martin is going to ask him to give a report to the Council in November.

Policy Impact Award – Mark Schulman

This would be a new award to recognize the ways in which our research guides policy. The concept of the award would be to go to individual research organizations. Nominations would provide an outline of issues under study and an assessment of how the research formed conclusions. The award could go to a person or to an organization. The question was asked if the recipient would have to be an AAPOR member and the Council concluded that the recipient would not have to be a member.

RESOLVED that a new award be initiated in concept and be entitled the Policy Impact Award.

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

Mark Schulman will constitute a committee to develop the guidelines of this award and will circulate to Council for their review. It is hoped that the award can be announced shortly and awarded by the annual conference in 2004.

AAPOR Book Award – Betsy Martin

There was a discussion of developing another new award that would look at reviewing books that dealt with methodology, studies of public opinion, public policy and social science done through surveys. The discussion also talked about the timeframe that should be involved. The book award was tabled until the November Council meeting at which time Betsy will develop guidelines.

Committee to Review Pre-Election Poll Methodology – Betsy Martin

Betsy Martin circulated to Council the proposed charge to the Committee to Review Pre-Election Poll Methodology and asked that it review this document and provide her with any proposed changes.

AMP Annual Evaluation – Mark Schulman

Mark Schulman had circulated a survey instrument to the present and past Executive Council members asking them to evaluate AMP's performance during the past year. Mark has the results, but they are not fully tabulated at this point in time. He will finish the report and furnish to Executive Council members (past and present) and to AMP.

Mark said that AAPOR and AMP have had a good first year. There were a lot of learning curves on both sides. The association has a good handle on its finances and accounting and they had a tremendous conference. Mark cautioned that AMP needs to be more careful with typographical errors and do a better job of proofreading documents or making sure that a member of the Executive Council reviews anything that is going to be sent out.

There being no further business, the meeting adjourned at 2:55 P.M.

Allan L. McCutcheon
Secretary-Treasurer