

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

**September 18-19, 2004**

**Washington, D. C.**

**Executive Council Present:**

**Nancy Belden** – President

**Cliff Zukin** – Vice President/President Elect

**Elizabeth (Betsy) Martin** – Past President

**Sandra H. Berry** – Secretary-Treasurer

**Jennifer Rothgeb** – Associate Secretary-Treasurer

**David Moore** – Associate Conference Chair

**Mick P. Couper** – Standards Chair

**Mollyann Brodie** – Membership and Chapter Relations Chair

**Brad Edwards** – Associate Membership and Chapter Relations Chair

**Daniel M. Merkle** – Publications and Information Chair

**Robert M. Groves** – Sr. Councillor-at-Large

**Susan Pinkus** – Jr. Councillor-at-Large

**AAPOR Executive Office Staff:**

**Michael P. Flanagan** – Executive Coordinator

**Absent:**

**Tom W. Smith** – Conference Chair

(Joined by Telephone Conference Call on Sunday for Conference  
Committee and Standards Committee Reports)

**Nancy Mathiowetz** - Associate Standards Chair

(Joined by Telephone Conference Call on Saturday for the  
Standards Committee Report)

**Shapard Wolf** – Associate Publications and Information Chair

**Guests:**

**Nancy Whelchel** – Associate Conference Operations Chair

**Steve Everett** - Took Council pictures on Saturday and discussed the web site.

President Nancy Belden called the meeting to order at 9:02 a.m.

The agenda was adopted.

**Approval of the Minutes – Sandy Berry**

**RESOLVED that the minutes of May 13, 2004, Executive Council meeting be accepted and filed as amended.** Motion made by MollyAnn Brodie and seconded by Susan Pinkus. Motion passed unanimously.

**RESOLVED that the minutes of the May 15, 2004, Annual Business Meeting be accepted and filed.** Motion made by Cliff Zukin and seconded by MollyAnn Brodie. Motion passed unanimously.

#### **Executive Office Report – Michael Flanagan**

Mike Flanagan reviewed the To Do List from the May 13 Council meeting. He also discussed the current functions that the Executive Office has been involved in since May. The main activities involved the Conference Planning Committee and working with All Academic on service issues. Mike reviewed the Time Analysis Reports from AMP and provided a brief overview of the contract between AMP and AAPOR. The current contract will expire on August 31, 2005. Nancy Belden said she would like to begin contract negotiations soon and suggested a Task Force be formed with herself, Sandy Berry, Jennifer Rothgeb and Rob Daves. They may want to include Mark Schulman or Don Dillman on the Task Force. Nancy would like to have an approved contract by the March Executive Council Meeting.

#### **Budget and Finance – Sandy Berry**

Sandy Berry reviewed the Financial Statements as of June 30, 2004 (year-end) and the current statements (as of August 31<sup>st</sup>) with the Executive Council. Sandy said that AAPOR needs to get the Endowment funds invested and has asked the Executive Office to get the appropriate paperwork from Morgan Keegan. The endowments funds can be looked upon as an asset.

Sandy Berry reviewed the proposed 2004-2005 budget with the members of the Executive Council but said she did not want a vote on it now as there may be other items that we need to put into the budget as a result this Council Meeting. Sandy cautioned that we have to watch our legal fees line item, but Council members noted that legal fees may remain the same as last year.

After discussion, it was concluded that AAPOR needs to seek proposals from the POQ Advisory Committee as to how we might use some of the excess POQ revenue to enhance the POQ. There may also be other areas where we might want to use this excess revenue. Bob Groves and Susan Pinkus will contact the POQ Advisory Committee and task them to come back to Council with a report on enhancements that they would recommend for the POQ.

The Executive Office has secured bids for an independent third party audit of AAPOR's Financial Statements for fiscal year 2003-2004. Sandy Berry and Jennifer Rothgeb will review the bids and advise the Executive Coordinator which vendor has been selected. It

was also concluded that AAPOR should have an independent audit of their books every three years. The next audit will be on the books for fiscal year 2006-07.

**RESOLVED that the financial records of AAPOR should be audited by an independent accounting firm every three years.** Motion made by Bob Groves and seconded by Cliff Zukin. Motion passed unanimously.

#### **Endowment Committee Report – Brad Edwards**

Brad Edwards reviewed some of the initial recommendations that were generated from a meeting of the Endowment Committee held in Phoenix, AZ. One recommendation was for scholarships to be given to the Annual Conference. The Council discussed the possibility of utilizing matching funds. Brad Edwards stated that the Council needs to resolve what they are going to do with the Roper funds as this could be the basis for other potential donations to the Endowment Fund. Brad will revise the Endowment Fund proposal so that it incorporates the discussion of the Council at this meeting for Council vote in November.

Brad Edwards said that he will use the next meeting of the Endowment Committee to move some of the ideas generated at today's meeting so that AAPOR can reach out to new people in the profession. The Committee will also work on fund raising activities and corporate contributions. Brad made the recommendation that the Endowment Committee be expanded.

**RESOLVED that the Endowment Committee membership be expanded from six to nine members and that the members would be appointed by the Endowment Committee Chair.** Motion made by Betsy Martin and seconded by Bob Groves. Motion passed unanimously.

The AAPOR Executive Council commended Brad Edwards for the outstanding work that he has been doing with the Endowment Committee.

#### **Publications and Information Committee Report – Dan Merkle**

Dan Merkle reported that the AAPOR/WAPOR Blue Book, Directory and Newsletter had been mailed out to the AAPOR membership in August. The three publications were placed in one envelope to conserve postage. A disclaimer has been placed in the Blue Book and on the website that AAPOR does not endorse any of the organizations in the publication. Dan Merkle advised the Council that Steve Everett does a tremendous amount of work on the website and has saved AAPOR a considerable amount of money. The AAPOR Council commended Steve Evertt for his hard work and dedication to AAPOR and the website and Council Members gave him a round of applause.

Dan Merkle passed around the top five logo designs that were selected by the Council. He had sent out an RFP for their design and the bids vary significantly. He said AAPOR may not want to spend a lot of money on a final design in case they decide in the near

future to change it again. The logo redesign does not involve a redesign of the AAPOR website. Also, it should be cited as a graphic identity and not just a logo.

**RESOLVED that AMP develop the preferred graphic identity design into a logo that can go on letterhead.** Motion made by Sandy Berry and seconded by Cliff Zukin. Motion passed unanimously.

Dan Merkle will head a task force consisting of Nancy Belden, Betsy Martin and Cliff Zukin to make final deliberations of the logo selection and implementation.

Dan Merkle advised the Council that a message needs to be put on the AAPORNet List Serv that reminds them to respect quoting other individuals from the list. Dan will work with Shap Wolf to see that this happens. Dan and Shap will also see that there is a Council alias.

### **Membership and Chapter Committee Report – MollyAnn Brodie**

Mollyann Brodie stated that her goals for the year were to focus on structural and institutional goals and value added initiatives. AAPOR currently has 1,887 numbers and she is happy with those numbers and has no wish to increase. MollyAnn stated that AAPOR needs to find homes for good member ideas. Brad Edwards has been working with the Executive Office on the membership database. Only 30% of the membership is involved with a chapter. MollyAnn would like to have an annual exchange between the chapters and National as to membership statistics.

MollyAnn talked about the Newer Member Subcommittee that was formed in Phoenix. Maria Krysan and Devon Johnson are also interested in racial attitudes and membership and would like to have their initiative considered for the annual conference. This should be a subcommittee of membership. Nancy Belden said that the plan is well drawn and a model that AAPOR will support and encourage others to do the same thing. AAPOR will provide the structure and communication this year and assess the situation for future years. We will have to work with the Conference Chair and Conference Operations Chair if we follow this initiative.

The Council addressed a request from New York AAPOR who is seeing their membership decline and concluded that AAPOR National will do an analysis of who is and is not a member of that chapter and see if we can lend some assistance. This may be a model we will want to follow with other chapters.

### **Standards Committee Report – Mick Couper**

Mick Couper discussed with the Council the current revisions to the AAPOR Code of Ethics. There was much discussion as to some of the wording. Mick will work on a final draft and place it on CouncilNet for discussion. It was concluded that the Council approved Code of Ethics would be sent out with the Ballot in March and voted on by the full membership for approval.

Mick Couper said that the current Standards Committee is too big and has no structure. No one knows how the individuals got on the Committee and there are no term limits. Mick will set up a Standards Committee with a three year rotation plan.

Mick Couper said that AAPOR needs to establish a group to look at the procedures for Code violations. If we are going to revise the Code, we need to look at how violation of that Code will be handled. The Council may want to establish this as a goal for this year. Nancy Mathiowetz will review the past minutes to see what has been done previously in this area.

The Executive Council went into Executive Session to discuss some standard violations at 1:45 p.m. and came out at 3:45 p.m.

Mick Couper advised the Council that the IRB Task Force's work has been completed and that the committee could disband with thanks for their excellent work on this important topic.

### **Conference Operations – Nancy Whelchel**

Nancy Whelchel presented the Executive Council with a general overview of the Conference Operations for the 2005 Annual Conference. Nancy, Kat Lind Draughon and Cheri Jones will make a site visit to Miami October 5-7.

If the logo gets finalized, we may create some T-shirts for sale along with the one for the slogan contest. If successful, AAPOR may want to consider expanding its products for sale.

Nancy said that they plan to get the conference information up on the website early this year and update continually. The dance after the banquet will be dropped this year because of lack of interest and expense and because Miami offers so many other activities. They are looking into the baseball schedule and will work at marketing the conference and at post conference day trips.

Karl Feld will handle the Development/Sponsorship/Exhibits. AAPOR will offer lower sponsorship amounts this year. Roper will sponsor the bags again. Coffee breaks will be in the exhibit hall. The AAPOR Book Award winner should not be kept confidential, but he/she should be one of the Meet the Authors in the Exhibit Hall. AAPOR has signed a three year contract with VAE. Carl Ramirez will continue to Chair the Audio Visual Committee for the Conference Operations Committee.

Nancy Belden would like to enhance the banquet at the Annual Conference and would like to have some visual shows for the various awards. A dialogue has been established with Steve Everett to see if he would help us in this area. The Winners should know ahead of time that they are being presented with an award. We should send out a Press Release prior to the banquet announcing who the winners are with the possible exception

of the AAPOR Award. Nancy also would like to have a nice Annual Banquet program prepared and set at each dinner place.

Nancy Whelchel told the Council that they are looking at Boston, Philadelphia and New Orleans for the 2008 Annual Conference. Nancy thinks that New Orleans currently offers the best prices and options. Nancy also said that AAPOR should consider looking at multi-year contracts with Hilton as AAPOR seems to have a tendency to select their sites and a multi-year contract would provide the association cost savings.

Nancy Whelchel will prepare a summary sheet of the proposed changes to the annual banquet and present to council.

Meeting adjourned at 5:05 p.m.

Meeting reconvened on Sunday, September 19, 2004, at 9:00 a.m. when President, Nancy Belden called the meeting to order.

### **TSM II – the Second International Conference – Nancy Belden**

AAPOR has already given the TSM \$5,000. Clyde Tucker is on the TSM II Committee. Jennifer Rothgeb will be the liaison and will contact additional individuals to see if they will serve on this committee. The Executive Council feels that this conference will be successful and made the decision to provide additional funding.

**RESOLVED will give an additional \$10,000 to the TSM II project for a total of \$15,000 if the return on the investment is proportional among a small number of contributors.** Motion made by Bob Groves and seconded by Mick Couper. Motion passed unanimously.

### **CMOR – Susan Pinkus**

Susan Pinkus provided the Council with an update of the conference call she had with the CMOR group. They discussed the span filter problems and the FTC resolution.

### **CASRO – Nancy Belden**

Nancy Belden said that there is currently a public comment period regarding the CAN SPAM issue and CASRO has requested our support on a joint statement. AAPOR is not ready to take a position on this currently, but Betsy Martin will forward materials to Peter Miller to see what his thoughts are to AAPOR taking a position on NIH open access.

### **Communications Campaign Proposal – Nancy Belden and Cliff Zukin**

Nancy Belden stated that the above concept is that AAPOR needs an aggressive approach to telling the public about what opinion research is and what the societal value is. AAPOR needs to start to build the foundation of what we want to be saying regarding

opinion research and a strategic communications plan. We should start with an out reach to journalists.

Cliff Zukin added that AAPOR needs to do something in the next three to five years which would result in up to a half million in funding. AAPOR needs to find a journalism organization to sponsor this. AAPOR has two messages to convey: The first is the value of opinion polls in a functional democracy and the second one is how to tell a good poll from a bad one. We need to get on the programs of organizations or give workshops or short courses. Cliff Zukin anticipates that AAPOR will need up to \$65,000 for the first year. Cliff has a commitment for \$30,000 already from various organizations. We then need to set up a grant proposal program and make the other fund raising happen. AAPOR will need to identify the individuals who will be receptive to providing additional funding and contacts. We need to become a more proactive association and educate the membership and defend the association. The vision is that this project would be foundation supported and then we would secure a two year grant and eventually the program would be self-supporting.

A general discussion of this concept was held with the Council. The comment was made that AAPOR may want to subcontract with a public policy watchdog who will be in a position to watch for when it is appropriate for us to make a statement. We should create a set of coalitions and partners and see what other organizations are doing and if there is a strategic partnership available. We could do this with the assistance of a graduate student. It was concluded that AAPOR needs to develop a plan before we start the work. Cliff anticipates that AAPOR's financial involvement for the first year would be \$20,000 and this would be used to lay out the broad theme. However, we still need a vision of what we are trying to accomplish and how we plan to get there – a strategic direction.

#### **Conference Operations Chair's Report – Tom W. Smith via telephone conference call.**

Tom Smith reviewed the results of the survey from the 2004 Phoenix Annual Conference. There is not a strong opinion from the membership to change things. The basic plan for the 2005 Annual Conference will be to follow the format from the last conference.

Tom said that his theme for the 2005 annual conference will be: Improving Survey Quality. Currently Tom has Bob Groves as the plenary speaker. However, if there are some yet to be determined hot topics that are generated from the upcoming elections, then we may want to change the format of the plenary or add a second one.

Tom Smith discussed the All Academic contract. Tom said that after discussions with All Academic that it was concluded that there is no expectation that they will be less effective than they have been in the past and AAPOR has been given assurances that they have improved their software and fixed the problems that were outlined in Nancy Belden's letter to them this summer.

The Council is concerned about the abilities of All Academic and the Conference Committee team is to come up with a back up plan. Sandy Berry said that if the beta test does not work perfectly that AAPOR should cancel the contract for this, the final year, of the contract and look for a new vendor. Mike Flanagan said that AMP is in the process of looking for other abstract vendors and that they have identified one that appears to be very good. However, the costs will be approximately \$8,000 a year versus the current \$2,000. The abstracts are scheduled to be on the website October 15<sup>th</sup> and the deadline is December 1, 2004. The acceptances will be made known between January 15 and 30, 2005.

#### **ANSI and ISO – Tom W. Smith and Bob Groves**

The International Standards Organization is based in Europe and currently has no U.S. representative. CASRO has paid the seed money for representation on this group and Diane Bowers is coordinating this effort. Tom Smith represents WAPOR. The Council expressed some concern that this is moving too quickly. There is a meeting in Berlin next summer where the final document on ISO standards for survey and market research will be accepted. WAPOR has voted for the circulation of the current draft. There are no current steps for this project and no budget items necessary.

#### **Standards Committee continued discussion:**

**The Council went back into Executive Session at 11:30 a.m. with Tom W. Smith to continue the discussion of standard cases. They concluded the executive session at 11:45 a.m.**

There was considerable discussion regarding the revisions to the AAPOR Code of Ethics and particularly Sentence D – the Respondent, with several recommended changes and amendments.

**RESOLVED to change sentence D. 2 to read: In making reasonable attempts to obtain cooperation, we will avoid subjecting people we contact to harassment.** Motion made by David Moore and seconded by Dan Merkle. Six in favor and two against, two abstain. Motion passes.

After discussion, the following resolution was made:

**RESOLVED to rescind the language in sentence D.2 which reads: In making reasonable attempts to obtain cooperation, we will avoid subjecting people we contact to harassment.** Motion made by Betsy Martin and seconded by Sandy Berry. Nine for and one against. Motion passes.

**RESOLVED to endorse the AAPOR Code of Ethics as amended and send to the AAPOR membership if the Executive Council agrees to the wording on sentence D.2 which will be held on the AAPOR CouncilNet.** Motion made by MollyAnn Brodie and seconded by Betsy Martin. Six for, one against, and one abstention.



### **Annual Banquet – Continued discussion**

After discussion, it was decided to establish an Awards Committee Chair and this person would be on the Conference Operations Committee.

On the Innovators Award, we should change the criteria to “recent”.

**RESOLVED that the Executive Council agrees in principal that the Innovators Award should be “recent” and that Bob Groves will draft appropriate language.** Motion made by Bob Groves and seconded by MollyAnn Brodie. Motion passed unanimously.

### **Communications Project discussion continued:**

After further discussion, it was concluded that a Phase I proposal would be sent to the Executive Council via e-mail for comment and would include a recommended amount to be budgeted.

### **Other Discussion.**

AAPOR should put something on the website on how web polling is constructed and if weighting is involved and to also explain to reporters what weighting involves. We need to explain what the scientific response should be.

The meeting was adjourned by 1:40 p.m.

Respectfully submitted,

Sandra H. Berry  
Secretary-Treasurer