

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH  
EXECUTIVE COUNCIL MEETING  
September 9-10, 2005  
AAPOR Executive Offices  
Lenexa, Kansas**

**Executive Council Present:**

**Cliff Zukin** – President  
**Rob Daves** – Vice President/President Elect  
**Nancy Belden** – Past President  
**Jennifer Rothgeb** - Secretary-Treasurer  
**Paul Beatty** – Associate Secretary-Treasurer  
**David W. Moore** – Conference Chair  
**Patricia Moy** – Associate Conference Chair  
**Nancy Mathiowetz** – Standards Chair  
**Thomas Guterbock** – Associate Standards Chair  
**Brad Edwards** – Membership and Chapter Relations Chair  
**Kat Draughon** – Associate Membership and Chapter Relations Chair  
**Shapard Wolf** – Publications and Information Chair  
**Steve Everett** – Associate Publications and Information Chair  
**Susan Pinkus** – Councilor-at-Large  
**Robert Y. Shapiro** – Councilor-at-Large

**AAPOR Executive Office Staff:**

**Michael P. Flanagan** – Executive Coordinator  
**Monica Evans-Lombe** – Association Assistant

**Guests**

**Nancy Whelchel** – Conference Operations Chair  
**Robert Groves**

President Cliff Zukin called the meeting to order at 12:55 p.m.

**President's Report – Cliff Zukin**

Cliff said that the meeting structure would consist of two areas of business. One would involve the budget and the need to think about raising the AAPOR dues and conference fees. He said that some of the issues regarding items that were discussed by the Long

Range Planning and Conference Planning Committees had implications on the budget that would be presented later in the meeting.

The second item for discussion is the annual conference. David Moore and Nancy Whelchel will discuss the conference theme and the structure of the conference in Montreal.

Other areas that will be covered in the Council meeting are discussions of several standards issues and cases. Nancy Belden will report on the current activities of the Long Range Planning Committee and Bob Groves will discuss a concept that he was asked to develop by the Council.

Cliff said that he was glad that the Executive Council was meeting in the AAPOR Executive Offices in Lenexa, Kansas. He believes that the council should visit the Executive Office every couple of years so the Council members can get a better feel of how we can partner better with AMP and to get a look of the physical layout.

#### **Executive Office Report – Mike Flanagan**

Mike Flanagan said that the AAPOR staff has been busy with the final reconciliation of the 2005 conference finances. The hotel bill was quite complicated because it involved three different entities (due to sale of hotel during conference). The bill has now been finalized, approved and paid.

The AAPOR staff has also been working on the Blue Book and the AAPOR Directory. Both of these publications should be out to the membership sometime in early October.

The members of the AAPOR Executive Council were then given a tour of the Executive Office which was followed by a demonstration of the iMIS Membership data system. Following the iMIS demonstration, it was decided that the Membership and Chapter Relations Committee and the Publications and Information Committee Chairs and Associate Chairs should get together and decide what they would like to have included in the AAPOR Membership database. They should develop a list of questions that they would like to have included on the membership form and renewal form that is sent to new members and renewing members. Patricia Moy would also like to work with this group.

The Executive Council was provided with a demonstration of the new Précis Abstract Management system which replaces the All Academic System. Sometimes there is a question whether an abstract submission is intended to be an individual paper or a panel. If it is intended to be a panel, then a separate correspondence is to be sent to AMP. Relevant information such as this will be provided in a set of on-line instructions for persons submitting abstracts. (During this discussion, it was reiterated that AAPOR will not accept corporate panels.)

The issue of whether the Mentor/Mentee information should be captured in the Précis system was discussed. It was concluded that it was better to keep the Mentor/Mentee

selection in the iMIS database rather than in Précis, as it would cost us if placed there. To the extent possible we do want to limit the number of places in which conference participants need to sign up for various aspects of participation. We need to make the solicitation a Call for Participation which will include Papers, Posters, Chairs and Discussants.

October 1<sup>st</sup> will be the first day of abstract submission.

### **Secretary Treasurer Report – Jennifer Rothgeb**

Jennifer Rothgeb said that she was not at the June Executive Council meeting. The minutes were prepared by Paul Beatty and Mike Flanagan. Mike sent out the minutes to solicit comments. There were two small revisions on page 6 which Mike will change.

**RESOLVED to accept the Minutes of the June 25, 2005, AAPOR Executive Council Meeting.** Motion made by Susan Pinkus and seconded by Tom Guterbock. Motion passed unanimously.

Jennifer Rothgeb reviewed the AAPOR Financial Statement as of June 30<sup>th</sup> which is the year-end statement. Jennifer said that AAPOR had a net gain of \$82,381. One of the main financial changes in the past year was the investment strategies where AAPOR switched to laddered bonds instead of having the money sit in low interest money market funds. Jennifer said that currently AAPOR is in good shape financially.

Jennifer said that when we review the recommended budget for 2005-2006, there are two items that we are going to take from our reserve funds. The items are the Communications Campaign Project and the Special Edition of POQ. These two items were commitments made during the previous fiscal year.

Cliff said that presently AAPOR's revenues are quite flat and expenses continue to rise. There is very little cushion in AAPOR's annual budget. The annual conference, the endowment fund, and POQ are self-sustaining. But general administration costs and other activities have increased as membership services have increased. AAPOR is also looking at some future projects that are in discussion with the Long Range Planning Committee. These projects will cut into the budget and make it tighter than we want it to be. Cliff stated that AAPOR has not raised dues since 1998 or 1999.

Jennifer Rothgeb distributed a table with proposed dues increases, as well as recommended increases in conference registration fees. Issues which surfaced during discussion of the dues increases included whether a new membership category (>\$90,000 income) should be developed, how student membership fees should be structured and whether the joint membership category should be retained

There was also discussion that we might want to review dues on a periodic basis from now on, perhaps every three years or so.

Cliff requested Jennifer Rothgeb and Paul Beatty to develop an alternative membership fee and registration fee proposal based on the Council's discussion and present the alternative to the Council the next day for further discussion and consideration.

During the discussion on the proposed dues and conference registration fee increases, it was suggested that we may want to attract persons to the conference who do not necessarily want to join AAPOR or subscribe to the AAPOR code, but who are interested in attending the conference.

Related to registration fees, Nancy Whelchel informed the Council that food costs (included as part of the registration fee) have been at about \$200 per person for the past few years. At the 2006 conference, it will be difficult to keep the food costs to \$200. The Council will need to look at increasing that amount in the next few years. Currently the food costs include four meals (two lunches and two dinners). It was noted that a lot of members may have difficulty getting conference registration fee paid by their employers if the meal costs are separated out from the registration fee. Cliff stated that we need to continue to be cognizant of what our expenses are for the conference and ensure that the conference continues to be self-sustaining financially. (He also stated that we need to make sure that our budget revenue is sufficient to cover Council initiatives.)

It was noted that we do not want to discourage newer/younger members from coming to the conference because of the associated costs. We should think about using some of our revenues to subsidize the cost of students' rooms. We do have \$4,000 available to students through the Roper Scholarships.

### **Bob Groves Presentation:**

Bob Groves presented a request for an exploratory committee to be constituted to develop a proposal for an AAPOR E-zine communication vehicle (focused on the practice and profession of survey and opinion research). Bobs' presentation was developed along with Sandy Berry and John Kennedy, in response to a request by the 2004-2005 Council in Spring 2005.

Bob requested the following action from the current Council:

1. Amendment and approval of the goals of a new communication vehicle.
2. Authorization to form an organizing committee
3. The Council charge to the committee for
  - a. Describing 3 alternative communication vehicles as candidates.
  - b. Sketching out a business plan for the preferred option
  - c. Presenting to the council with updates on progress in meetings over the coming year.
  - d. Presenting the council a final proposal and implementation plan at its March 2006 meeting.
4. Financial support to permit necessary face-to-face meetings of the organizing committee.

Bob explained that the new communication vehicle for AAPOR will be:

1. A communication vehicle serving the “practice” or “profession” side of the organization.
2. Probably a web-based E-zine.
3. Refereed, but quick turnaround.

Possible content of the E-zine might include:

1. New research methods that appear to be useful
2. Debates about key issues.
3. Developments in various sections of the profession
4. Discourses on the survey profession.
5. News about external developments affecting the field.
5. “Ask the expert” columns.

Bob explained that the organizing committee needs to accomplish the following:

1. Construct alternative feasible models, which vary on costs and product.
2. Answer basic questions regarding editorial scope, practices, oversight, etc.
3. Attain confidence regarding feasibility of flow and appropriate quality of contributions.
4. Present business case to AAPOR.

Council reaction to the presentation was positive. Rob Daves said he likes the idea and that we need to look at competition out there such as *Public Opinion Pros* (whose business plan is a paid subscription.) Nancy Belden wanted to know if this is going to be for members only or everyone on the web.

Bob Groves said he is worried about the “practice” side of the association. Bob thinks this could be related to membership services; perhaps AAPOR should cater to a new group of individuals who might become AAPOR members.

During discussion of this proposal a suggestion was made that AAPOR might want to think about creating a blog as another means of communication.

**RESOLVED that Robert Groves, Sandra Berry and John Kennedy be authorized to form an organizing committee and charged with accomplishing the following:**

- a. Describe 3 alternative communication vehicles as candidates.
- b. Sketch out a business plan for the preferred option
- c. Present to Council updates on progress of meetings over the coming year.
- d. Present to Council a final proposal and implementation plan at Council’s March 2006 meeting.

**It is further resolved that the Organizing Committee be provided funds up to \$5,000 to conduct face-to-face meetings.** Motion made by David Moore and seconded by Tom Guterbock. Motion passed unanimously.

### **Conference Committee Report – David W. Moore:**

David Moore said that the theme he has chosen for the 2006 Annual Conference is: **Examining Core Social Values.** He plans to use various symbols of values for the different conference publications. David also wants to integrate “culture” into the theme. He was cautioned to display more than just “religious” symbols on the various conference publications.

David stated that he wants to get pollster Michael Adams, author of *Fire and Ice: The United States, Canada and the Myth of Converging Values*, as his Plenary speaker. David thinks the author would speak for free and is a dynamic speaker who could talk about values. David would also like to have a track of panels devoted to the conference theme. The primary track would be core social values.

The call for conference papers goes out October 1<sup>st</sup>. David would like to get presenters to provide copies of their papers prior to the conference (by April 30<sup>th</sup>). The conference organizing committee would upload the papers on AAPOR’s website. Once uploaded, the discussant would have a password to view the relevant papers. The abstract presenters would get a notice that it is their professional obligation to make their papers available to be put on-line by April 30<sup>th</sup>.

David said that this year they want to have all papers burned onto a CD and available at the time of the conference. Everyone that attends the conference would get a CD included in their registration packet.

For the banquet, David is proposing to have a comedian from New Hampshire who talks about what’s its like to be from New Hampshire.

David Moore and Cliff Zukin will work with Geri Mooney on the short courses. The issue was raised that all short course presenters should have their handouts available at the conference. All short course instructors will be notified that AMP needs to have the original of the handout fifteen (15) days prior to the conference so that they can reproduce the handouts and ship them to the conference site. Agreement to this policy will be required of all instructors.

All sessions at the conference will be one hour and thirty minutes long and include a chair and discussant. This year AAPOR will do a speaker/presenter letter that states the requirements for being a speaker/presenter and other pertinent information.

2006 will be a WAPOR year and David would like to have some sessions on international comparative work or maybe even a short course on such a topic.

In January, David Moore and Patricia Moy are in Miami for the Executive Council meeting. They will meet on Wednesday, January 11<sup>th</sup> to work on organizing the papers

into specific sessions for the conference program. They will work with AMP to determine if Monica Evans-Lombe can travel to Florida to assist them for the day. This work needs to be done expeditiously to facilitate meeting the Preliminary Program printing and mailout deadlines. The Preliminary Program is scheduled to be mailed out to AAPOR members on February 1, 2006.

Meeting adjourned at 4:45 p.m.

### **Saturday, September 10, 2005**

President Cliff Zukin called the meeting to order at 9:10 a.m.

#### **Membership and Chapter Relations Committee Chair Report – Brad Edwards**

Brad Edwards stated there is a need to increase the level of communication between AAPOR National and the local chapters. Brad has been using e-mail communication with the chapters, but has not had a particularly good response. He did get a good response from the chapters about submitting articles for the AAPOR Newsletter. Brad has been encouraging the chapters to provide information for the AAPOR website. Brad is willing to do the updates himself to keep the site current.

Brad informed the Council that three chapters have annual conferences coming up. Brad is going to speak at the SAPOR Chapter in early October. The New Jersey and New England Chapters need some attention to get them back on track. Brad will continue to work with these chapters.

Brad indicated that AMP's newly developed membership database tracks various categories of membership and this has been very helpful. As of August 31<sup>st</sup>, AAPOR had 1,874 members.

AMP supplied Brad with a list of the 105 members who checked "Other" under affiliation. Brad is currently reviewing this list. He did find that 26 individuals on the list belonged to large organizations. These people did not feel that the affiliations listed on the membership form accurately reflected their occupation affiliation and thought the affiliation categories were vague. Also, about half of the persons who selected "Other" are retired or Honorary Life Members and do not have an appropriate category to reflect that status.

Brad is working with AMP on revising the membership application form as well as the renewal application. He is also working with Kat Draughon on a volunteer questionnaire similar to that Nancy Belden drafted. Brad is making some final revisions and will be sending out an electronic version of the questionnaire.

Brad also noted that there is a larger group of the membership that does not attend the conference. He expressed interest in exploring the characteristics of these people, and whether the non-attendees are stable over time or change annually.

Brad discussed the student membership category. Based on data recently supplied by AMP, there are 145 student members, some of who have retained their student status for the past 25 or 30 years. Beginning with the membership renewals this year, AAPOR is going to require some proof of the student membership. This can be a copy of a Student

ID (which has the year printed on it) or a letter from a Student Advisor. Student status will need to be verified annually in order for students to retain that class of membership.

Brad and AMP are working on getting the mentor/mentee program firmed up for the 2006 conference. In an effort to maximize the effectiveness of the program, Brad wants to get mentors and mentees connected prior to the conference. The annual meeting survey showed that members liked this program. Brad mentioned that the mentor/mentee program should continue beyond the conference.

Brad commented that the chapters liked having the chapter events (with their own tables) at the conference reception. This is particularly beneficial for new/newer members. This will continue for the 2006 conference.

The comment was made that maybe all members do not have to be “engaged” - - that perhaps memberships should also be marketed from the point of view that some members benefit from their affiliation with AAPOR, even if they are not particularly active members.

### **Publications and Information Committee Chair’s Report: Shapard Wolf**

Shapard Wolf mentioned that there is new Listserv software at ASU that enhances the management capabilities of lists such as AAPORNet. Shapard said that he has been looking into the issue of synchronizing the current AAPOR membership list with the list of current members of AAPORNet. Right now it is hard to identify individuals who are still on AAPORNet yet their membership dues are not current. AAPORNet is a member benefit and we need to be careful not to be giving it to those who are not entitled to receive it. Shapard said that this process will be easier to do now that we have switched AAPORnet to ASU. Shapard will work with AMP to see if they can come up with a consistent plan to weed out non-AAPOR members from the listserv. Mike Flanagan said currently all new AAPOR members are subscribed to AAPORNet and then they can opt out if they do not want to receive the messages. Prior to that, only those members who requested to be added to AAPORNet were subscribed. Shapard said that currently there are 1,584 AAPOR members subscribed to AAPORNet.

Steve Everett said that he has forwarded Mike Flanagan the necessary information for registering AAPOR’s trademark. Mike will work to get the registration completed and submitted.

Steve has also been working on AAPOR’s revised website design. He sent out the revised site for testing and he is ready to have the revised site go live. The URL was provided to all Council members at the June Council meeting, but Steve will e-mail it out again. If there are no negative comments, Steve plans to go live on October 1<sup>st</sup>.

Steve provided the Council with some current statistics on AAPOR’s website usage. There has been an increase in unique visits, but the visits have been down since June, probably reflecting an annual cycle of usage.



There was also discussion of how people navigate to the AAPOR web page. Steve mentioned that some apparently go directly to AAPOR, but others come from search engines such as Google, university sites such as unl.edu, other association sites such as Amstat and POQ.

**Senior Councilor-at-Large Report – Susan Pinkus:**

Susan Pinkus said that she received a notice from POQ regarding the issue of reanalysis of data from authors. Peter Miller and Vince Price decided to go with the American Psychological Association's policy which calls for raw data to be maintained for at least 5 years. There will now be a short description in POQ on this matter.

Susan has been involved with the CMOR telephone conference calls. Susan said that CMOR is a good advocate for AAPOR and has worked to change legislation on public policy research.

Bob Shapiro talked about POQ authors who want to post their articles apart from POQ because of funding requirements. Authors who are applying for NIH grants have to show what they have previously published is open for public view. Peter Miller and Oxford University Press are looking into this matter.

**Long Range Planning Committee – Nancy Belden:**

Nancy Belden reported that as a first step, the Long Range Planning Committee (LRPC) has articulated the vision for AAPOR as being the organization that is well known as the organization to access for information about our field, and that to do so, AAPOR must be truly representative of the entire field. This means we must expand our membership in segments that are currently under represented, such as market research and political polling as well as in the substantive side of academics.

The LRPC organized AAPOR activity in three areas of concentration:

1. education – conferences, short courses and other programs such as e-zine
2. public face – helping interpret our craft to the rest of the world via such programs as the Communications Campaign and the website
3. standards – a cross-over between members and the public outreach: our role in educating the profession about survey standards as well as handling violation cases.

The LRPC is considering how best to expand our capacity to deliver programs in these areas, including weighing whether AAPOR will need more professional paid staff, in addition to AMP, and if so the nature of such staffing.

The Committee also is discussing how the annual conference can serve our goals, including tracks for specific interests, lengthening it, or other solutions. Nancy said the LRPC may look to other associations to learn how they design their conferences and what might work for us; and look at our short courses in terms of what materials we cover and how they should be delivered (at the annual national conference, at chapter conferences, or elsewhere).

With regard to our public face, Cliff Zukin said we need to respond more quickly to public criticisms of polls and surveys, and the LRPC will be exploring ways in which we can do this.

With regard to the question of potential staffing, Nancy Belden passed around draft job descriptions for potential positions for a Communications Director and for an Education Director. The LRPC is also going to look at some other associations similar in scope and size to see how their staffing is designed.

The LRPC will meet again in November and will report back to Council in January.

Tom Guterbock said that education and short courses are orphans. AAPOR needs an Educational Chair on Council. If we change the structure, we need to change the bylaws and we only want to do that once.

### **Conference Planning – Nancy Whelchel:**

Nancy Whelchel gave a report on the Conference Operations Committee. Nancy said that the Conference Operations Committee will no longer have an Audio/Visual Coordinator since we now contract for AV Services and technical support. Nancy Whelchel said that she had three additions to the Conference Operations Committee that she needed the Executive Council to approve as follows:

**RESOLVED to appoint Ken Steve as Social Activities Coordinator on the Conference Operations Committee.** Motion made by Nancy Belden and seconded by Rob Daves. Motion passed unanimously.

**RESOLVED to appoint Michael Xenos as the Book Sales & Meet the Author Coordinator.** Motion made by Nancy Belden and seconded by Susan Pinkus. Motion passed unanimously.

**RESOLVED to appoint Kat Draughon as the Conference Operations Assistant.** Motion made by Nancy Mathiowetz and seconded by Steve Everett. Fourteen in favor, one abstention. Motion passed.

Nancy said that she, Linda Dimitropoulos, David Moore, Patricia Moy and Missy Johnson made a site visit to Montreal and they resolved many of the logistical issues they had. Small meetings will need to be at the Marriott due to space constraints. Receptions will be held in the promenade in front of the ballroom. The four core meals will include dinner on Thursday, lunch on Friday and lunch and dinner on Saturday. Nancy said that the two hotels (Marriott and Hilton) are working together so that they will both serve similar meals if some functions need to be held in both properties.

Nancy requested that the Executive Council consider meeting on Thursday morning from 9:00 a.m. to 1:00 p.m. May 18<sup>th</sup> at the Marriott Hotel rather than in the afternoon. They will be served both breakfast and lunch. There will be time for golf on Wednesday afternoon.

Last year we did not have any entertainment after the banquet. Conference Operations would like to have some post-banquet entertainment this year in Montreal. The Conference Operations Committee is looking for a sponsor for the post-banquet party. They anticipate needing \$4,000. They believe the function will be well attended.

**RESOLVED that the Executive Council guarantee up to \$4,000 for a post-banquet party if a sponsor for this event is not secured.** Motion made by David Moore and seconded by Tom Guterbock. Fifteen in favor, one abstention. Motion passed.

The Fun Run will be held along the riverfront rather than through the city streets. However, for safety reasons, the participants will need to be bused to the site. The cost will be approximately \$1,500. It is believed that Gallup will sponsor the Fun Run function.

Applied Probability has been gaining in popularity. There was a discussion of combining the applied probability with the post-banquet party as a sort of casino function

Karl Feld is working on revising the AAPOR Marketing Prospectus and revamping the sponsorship levels. When completed, the AAPOR Exhibitor Prospectus will be placed on the website. This year we are moving from table top exhibits and including pop-up exhibits. There will not be a lot of miscellaneous give-away items in the registration bag this year. It is too time-consuming to stuff and the sponsorship dollars could go to something more meaningful.

There will be seven short courses; three on Thursday morning, three Thursday afternoon and one on Sunday. The question was raised as to whether we can have an educational grant to send someone, or a limited number, of new/newer members to short courses. Brad Edwards said that the Roper Scholarship fund does some of that now.

The Council had a discussion on moving the conference out of New Orleans in 2008. Nancy Whelchel said that if we cancel before May 11, 2006, we will need to pay \$66,499. After that date it goes up to \$132,000. Cliff said that perhaps AAPOR could work with other Sheraton hotels in an effort to relocate the conference. Mike Flanagan said that Missy Johnson recommended waiting until things settled down in New Orleans and then she will begin discussions to see what would be the best solution. Missy is recommending that the Council hold off making a decision on this matter until the March, 2006, Executive Council meeting.

Nancy Mathiowetz said that ICPSR has opened up their doors to any researchers that have been displaced by Hurricane Katrina. It was suggested that the AAPOR membership might like to have this information. Nancy Mathiowetz will do a write-up to be put on the website. The question was raised as to whether AAPOR would want to solicit its membership through AAPORNet to see if anyone else wants to offer up their

Survey Labs to those affected by the hurricane. Cliff Zukin will talk with interested parties to see what the interest level is.

Nancy Welchel said that Missy Johnson is putting together a comprehensive list of first and second tier cities that AAPOR could potentially hold their annual conferences in. This should be ready for the Council to review at their next meeting. After that point we can discuss what cities would be good for AAPOR to hold its 2009 Annual Conference.

### **Budget Discussions – Jennifer Rothgeb**

Jennifer Rothgeb and Paul Beatty circulated a spreadsheet that presented three different proposals for a potential dues increase for the AAPOR membership. They also looked at the categories of regular membership dues structure. The revised recommended membership categories are:

Company Paid

Individual A >\$90,000

Individual B >\$60,000 to \$89,999

Individual C >\$30,000 to 59,999

Individual D <\$30,000

Student- 1<sup>st</sup> year

Student - not 1<sup>st</sup> year

Joint

Honorary Life

The Executive Council researched the cost of membership in a few other similar associations and found that AAPOR's membership dues are considerably lower. After discussing the three proposals and suggested modifications, the Council reached consensus on a revised membership dues structure.

**RESOLVED to adopt the following AAPOR Membership dues beginning January 1, 2006:**

<b>Company Paid</b>	<b>\$150</b>
<b>Individual A &gt;\$90,000</b>	<b>\$130</b>
<b>Individual B &gt;\$60,000 to \$89,999</b>	<b>\$115</b>
<b>Individual C &gt;\$30,000 to \$59,999</b>	<b>\$ 85</b>

<b>Individual D &lt;\$30,000</b>	<b>\$ 55</b>
<b>Student</b>	<b>First Year Free</b>
<b>Student – After First year</b>	<b>\$25.00</b>
<b>Joint</b>	<b>\$75.00</b>

Motion made by Jennifer Rothgeb and seconded by Paul Beatty. Motion passed unanimously.

**RESOLVED to eliminate AAPOR’s Joint Membership Category.** Motion made by Tom Guterbock and seconded by Kat Draughon. Motion failed.

**RESOLVED to change the Company Paid membership category from \$150 to \$140.** Motion made by Tom Guterbock and seconded by Kat Draughon. Motion failed.

Jennifer Rothgeb and Paul Beatty also distributed another spreadsheet that proposed increases in the annual conference registration fees. Nancy Whelchel reiterated that AAPOR is going to have to eventually build into the budget the increased cost of meals. Given that AAPOR membership dues are increasing for 2006, the Council thought any increases in registration fees or meal costs should wait until 2007. The Council felt that AAPOR should consider both a registration fee and meal rate increase, but not until the 2007 conference.

**RESOLVED to increase the AAPOR Annual Conference Registration fees by \$20.00 for members and non-members, but maintain the current student registration costs.** Motion made by Tom Guterbock and seconded by Kat Draughon. 14 against and one abstention. Motion fails.

**RESOLVED to adopt the 2005-2006 AAPOR Annual Budget as submitted by Jennifer Rothgeb that includes the new membership dues increase just passed, \$5,000 for a new communication vehicle for AAPOR and \$4,000 for a Post-Banquet Party.** Motion made by Nancy Belden and seconded by Tom Guterbock. Motion passed unanimously.

Cliff Zukin thanked Jennifer Rothgeb and Paul Beatty for their work developing various membership dues proposals.

## **Committee on Committees – Cliff Zukin**

Cliff Zukin reviewed the Committee on Committee's document that was prepared by him, Jennifer Rothgeb and Brad Edwards this past Spring. The Long Range Planning Committee will look at the Committee on Committee's document and propose changes to the Bylaws where necessary. Nancy Mathiowetz commented that having the members of the Standards Committee only appointed for a one-year period makes no sense and should be looked at as it would require a Bylaws change.

A review of the current committees is as follows:

Nominations – Nancy Belden

Membership and Chapter Relations – Brad Edwards and Kat Draughon

Conference committee – David W. Moore and Patricia Moy

Standards Committee – Nancy Mathiowetz and Tom Guterbock

Publication and Information Committee – Shapard Wolf and Steve Everett

POQ Advisory Committee – Susan Pinkus, Bob Shapiro, Dick Kulka and Frank Newport.

Endowment Committee – Secretary-Treasurer and Associate Secretary-Treasurer plus four other members.

Finance Committee – Jennifer Rothgeb, Paul Beatty, Dan Merkel, Mark Schulman and Mike Flanagan

Heritage Committee – Janet Streicher and Peyton Craighill are Co-Chairs

Education Committee and short courses – Geri Mooney

Conference Operations Committee – Nancy Whelchel and Linda Dimitropoulos

Life Time Achievement Award – Cliff Zukin

Book Award – President appoints the Chair and Cliff selected Bob Shapiro

Innovator's Award – Susan Pinkus and Bob Shapiro

Student Paper Award – David Moore has selected Patricia Moy for 2006

Policy Impact Award – Nancy Belden

Long Range Planning Committee – Cliff Zukin

Communications Outreach Ad Hoc Committee – Nancy Belden

Standard Definitions Subcommittee – Tom W. Smith and Paul Lavrakas

Cliff Zukin said that the Committee structure should be looked at every two or three years to see if any of them need revisions as to composition and scope of purpose. It was suggested that each committee develop a short paragraph of what purpose it serves AAPOR and this be put on the website.

## **Standards Committee Report – Nancy Mathiowetz:**

Tom Guterbock discussed the proposed procedures for dealing with alleged violations of the AAPOR Code of Ethics. The draft procedures have been put on the AAPOR website for the members to review and provide comments. The expiration date is September 19<sup>th</sup> and Tom has received a few comments that he will review and incorporate into the final proposed procedure that will be presented to the Council in January, 2006. Prior to that, the Standards Committee and AAPOR's attorney will have reviewed the proposed procedures.

Nancy Mathiowetz has drafted a Statement on the Proper Use of the AAPOR Logo and Name. Currently there are several incidents where a statement is made on websites that particular organizations are members of AAPOR or that the organization subscribes to the AAPOR Code. Organizations cannot make these statement as AAPOR is an organization of individual persons who are members; not organizations.

**RESOLVED to approve the Statement on the Proper Use of the AAPOR Name and Logo and have that Statement posted on the AAPOR website.** Motion made by Nancy Belden and seconded by Susan Pinkus. Motion passed unanimously.

Nancy was asked to draft a more concise version of the statement which will then be posted on the website and reviewed once more before being released.

Nancy Mathiowetz presented a document entitled, Internet Surveys of Specifically Named Persons, that has been prepared and reviewed by the Standards Definitions Committee. Rob Daves says that he has a few minor questions regarding this survey, but he does not anticipate that this should hold up approval of the document. Rob will speak with Tom Smith separately.

**RESOLVED to approve the Internet Survey of Specifically Named Persons as developed by the Standards Definition Committee.** Motion made by Tom Guterbock and seconded by Kat Draughon. Motion passed unanimously.

Nancy Mathiowetz discussed a document that had been prepared by the ISO. Tom W. Smith and Diane Bowers have been involved with this process since its inception as has Nancy Bates. The question was raised as to whether AAPOR should go on record as supporting or not supporting the document. The sense of the Council was that it should be left alone. There is no available information that the ISO Standards would affect our industry.

The Council discussed the Venezuelan issue. There has been no response to inquiries on this matter. The question was raised as to whether the Executive Council should still

view this as an issue. Nancy Mathiowetz will try to gather available information and come back to Council with a recommended course of action.

The Executive Council went into Executive Session to discuss some new standards cases.

**New Business:**

Rob Daves said that he has spoken with Will Lester to see if he would be agreeable to work with AAPOR on a stipend basis to do publicity and press releases and work with the press. Will indicated that while he would be interested in doing this, he needs to politely decline because of conflict of interests.

Susan Pinkus said that she looked at “The Meeting Place” and remembered what a great book it was. Susan was wondering if AAPOR should consider updating the book to bring it up-to-date. We could sell it to our members and it would provide them with a great history of AAPOR as well as allow us to plan for the future.

Mike Flanagan said that the Council has discussed having an AAPOR Membership Booth available for use at other organization’s conferences as well as our own. It was agreed that the AAPOR Executive Offices should purchase a Membership Booth for this purpose.

Susan Pinkus stated that it was important for AAPOR to be mindful of the budget when planning for Executive Council meetings.

The next AAPOR Executive Council meeting will be held in Miami, Florida. However, after discussion, it was decided to move the days from Tuesday and Wednesday to Monday and Tuesday. The new dates are now January 9 and 10, 2006. We will go from Noon to 5:00 p.m. on Monday and from 8:30 a.m. to 3:00 p.m. on Tuesday. The Conference Operations Chair and Associate Chair will meet on Wednesday to slot the abstract sessions for the annual conference.

The meeting after that will be held in Washington, D. C. on March 17<sup>th</sup>.

**RESOLVED to adjourn the meeting.** Motion made by Brad Edwards and seconded by Tom Guterbock. Motion passed unanimously.

Meeting adjourned at 2:35 p.m.

Respectfully submitted,

Jennifer Rothgeb  
Secretary-Treasurer