

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
EXECUTIVE COUNCIL MEETING
September 28-29, 2006
Washington, D.C.**

Executive Council Present:

Robert P. Daves – President
Nancy Mathiowetz – Vice President/President Elect
Cliff Zukin – Past President
Paul C. Beatty - Secretary-Treasurer
Dawn V. Nelson – Associate Secretary/Treasurer
Patricia Moy – Conference Chair
Frank M. Newport – Associate Conference Chair
Thomas Guterbock – Standards Chair
Charlotte G. Steeh – Associate Standards Chair
Katherine (Kat) Draughon – Membership and Chapter Relations Chair
Carl Ramirez – Associate Membership and Chapter Relations Chair
Steve Everett – Publications and Information Chair
Mark M. Blumenthal – Associate Publications and Information Chair
Robert Y. Shapiro – Councilor-at-Large – **Friday Only**
Mark A. Schulman – Councilor-at-Large

AAPOR Executive Office Staff:

Michael P. Flanagan – Executive Coordinator

Guests:

Nancy L. Whelchel—Conference Operations Committee Chair

Call to Order and Adoption of Agenda – President, Rob Daves

President Rob Daves called the meeting to order at 1:06 PM. The proposed agenda was modified slightly to drop discussions of some points that had already been resolved.

RESOLVED to adopt the Agenda as amended. Motion made by Dawn Nelson and seconded by Kat Draughon. Motion passed unanimously.

President's Report – Rob Daves

Rob Daves reported that many on the Council have been very busy with AAPOR business. Kat Draughon and Carl Ramirez have been working hard on securing Director and Officers Insurance for the Chapters and working toward their incorporation. Cliff Zukin has written and submitted some grant requests that will hopefully support the

Communications Director position. Paul Beatty and Dawn Nelson have been working on Budgets to be discussed later at the meeting. Steve Everett and Mark Blumenthal have made much progress on our website redesign. Rob especially commended Steve for getting a timely tribute to Warren Mitofsky on line that had just the right tone. Tom Guterbock and Charlotte Steeh have carried a heavy load for the Standards Committee. Patricia Moy, Frank Newport, and Nancy Whelchel have all been making excellent progress toward the planning of our next conference. Nancy Mathiowetz had been involved in many aspects of the association, including budget, standards, and education. Rob reported that he has been working closely with the other presidents on a number of issues. AMP staff members have also been working hard for AAPOR, as have a number of volunteers.

Rob Daves said that he has no updates regarding our coordination efforts with sister research organizations. The leaders of CASRO and MRA have not met this summer, but will do so by phone shortly.

Rob Daves noted that several Council members have done media interviews recently. As one example, he mentioned that the media have reported on comments from Nancy Mathiowetz' regarding alleged push polls that were supported by the Economic Freedom Fund.

Rob has signed a Letter Agreement with AMP to officially change AAPOR's fiscal year. The fiscal year will now run from January to December. He also signed an agreement with Précis to provide software for on-line conference abstract submissions for another year.

Rob Daves said that as a result of recent discussions and efforts by Kat Draughon and Carl Ramirez, AAPOR will increase its Directors and Officers (D&O) insurance coverage from one million to two million dollars. The national organization will also work with AAPOR Chapters to ensure that they can obtain adequate D&O insurance. Rob said that in order for us to increase the D&O insurance to two million, he has to sign an affidavit regarding any known legal risks or potential liabilities. Rob read aloud the affidavit to the Council, and asked everyone to advise him by the end of the day if they knew of any potential problems along those lines. Rob indicated that he would sign the form unless he heard some reasons to the contrary. No objections were raised-- therefore Rob Daves signed the form and returned it to Mike Flanagan, who will send it to the insurance carrier.

The AAPOR Executive Council authorized the Three AAPOR Presidents to respond to an issue raised by Warren Mitofsky related to respondent confidentiality in exit polls. Rob Daves has had a letter sent to Joe Lenski as requested, and Rob will give a copy of the letter to Tom Guterbock. A copy will also be retained in AMP files.

Rob Daves said that Janet Streicher is leading efforts on the Heritage Committee and is looking for a co-Chair. Rob Daves said that he also needs suggestions for an AAPOR

Book Award chair. Rob also mentioned that Council members should give suggestions for Innovator Award nominees to Bob Shapiro.

Regarding AAPOR publications, Rob Daves said that the Executive Council had previously decided not to reprint Standard Definitions anymore, as these are readily available on our website. Rob Daves has talked with Tom Smith about this, and Tom was in agreement that it is not necessary to print new hard copies at this time.

Lisa Parmelee has recently contacted Rob Daves regarding whether *Public Opinion Pros* could be made available to AAPOR members as a membership benefit. This would cost us nothing, but there was some discussion on Council as to whether sponsoring Public Opinion Pros would reduce the market for our own electronic publication. There was also discussion as to whether providing free access necessarily meant making it accessible through our own website, which could be potentially confusing. On the other hand, making the publication available could be seen as a great member benefit, as a subscription is usually \$60. Rob Daves asked the Publications and Information and Membership Committees to discuss the situation with Lisa Parmelee, and bring a recommendation to the Executive Council regarding whether or not to accept her offer.

Rob Daves reminded everyone that the AAPOR Executive Council met in executive session at the last Council meeting to discuss our relationship with AMP. Rob Daves shared some information from that session with Cathy Berra, but has not yet had time to follow-up further. Rob expects to have a further conversation with Cathy next week.

Secretary's Report – Paul Beatty

Paul Beatty asked if there were any additional changes, additions or deletions from the July 7, 2006 AAPOR Executive Council Minutes. There were none.

RESOLVED to accept the July 7, 2006, AAPOR Executive Council Minutes as presented. Motion made by Cliff Zukin and seconded by Patricia Moy. Motion passed unanimously.

Paul Beatty reviewed the To Do List from the July 7th AAPOR Executive Council meeting. Most items had been addressed. Those that were not addressed were carried over to the To Do List that will be generated from this meeting.

Executive Office Report – Mike Flanagan

Mike Flanagan reported that AAPOR's Membership Directory and the AAPOR/WAPOR Blue Book are in the final stages and should mail out in October. The last piece to be approved is the front matter of the Directory, which will be sent to Committee Chairs for review next week. These two publications need to be printed and sent this fiscal year.

Mike Flanagan, Missy Johnson and Monica Evans-Lombe met with the AAPOR Conference Planning Committee in Anaheim the end of July to start the 2007 conference

planning. Monica Evans-Lombe is working the Patricia Moy on opening the on-line abstract submission process. Beginning in October, the Conference Planning Committee will begin to hold monthly conference calls so that everything can stay on target.

Mike Flanagan and Paul Beatty have been working on the four separate budget sheets that will be presented to the Executive Council today for approval. Due to the change in AAPOR's fiscal year (originally July 1-June 30, now January 1-December 31), we will propose a half-year budget for July to December 2006, in addition to an operating budget for the full year 2007.

AAPOR's membership numbers are up compared to a year ago—Kat Draughon will provide more details in her report. The AAPOR Executive Office will be sending out the first 2007 dues notices electronically around October 15. The second notice will go out by mail on November 1, and the third and final dues notice will be sent on December 1. Member services will be dropped on February 1, 2007 for those individuals who do not renew.

The Articles of Incorporation will need to be changed because of the change in the fiscal year.

Past President's Report – Cliff Zukin

Cliff Zukin said that the search for an AAPOR Communications Director is about to begin. A job description will be circulated shortly to Rob Daves, Nancy Belden, Nancy Mathiowetz, Steve Everett and himself. Mike Flanagan requested a copy of the job description be sent to the AMP offices. It is possible that someone could be hired by January. Cliff will have discussions with Cathy Berra about what this person's relationship to AMP might be.

Cliff Zukin said that two grant applications have been sent out to organizations that may be sympathetic to our efforts. If successful, these awards could help to fund the Communications Director position. Our first target was the Arca Foundation, which has many interests that line up with our mission. Cliff said that their average grants are around \$50,000 to \$60,000. Cliff circulated an abbreviated version of the proposal to Council. Their decision is expected in November. In the meantime, we will continue to look for similar funding opportunities.

Cliff reported that Jack Rosenthal, former senior editor of the New York Times and current president of the New York Times Company Foundation, recently served as a "Guest Public Editor" and devoted his column to polling issues. The column mentioned many AAPOR names. The New York Times Company Foundation is another recipient of our grant application.

Cliff said that he presented his seminar for journalists in Washington, D.C. in September, and about 15 individuals attended.

Cliff Zukin said that some issues regarding governance and access of the E-zine publication need to be decided. E-Zine editor John Kennedy believes that the publication should be available to anybody. This maximizes the publications reach, but raises some concerns about equity. A compromise position entails making it available to anyone for a year. If the publication proves its value to people, perhaps they will be willing to pay for it after the trial period ends; if not, that will also be informative. There was discussion about the logistics involved in such an arrangement—whether active subscriptions would be required, whether the year would be fixed or rolling for different individuals, and so on. The E-zine would be published about three or four times a year.

On the issue of governance, two models are open for discussion. One is for the POQ Advisory Board to provide oversight. The other is for this role to be filled by the Publications and Information Committee. Some thought that the latter option made more sense, but given the heavy workload of the Publications and Information Committee, a hybrid approach might work best. Oversight could be provided by three individuals: one member of the POQ Advisory Board, one member from the Publications and Information Committee, and one of the current three AAPOR Presidents. The purpose of the group would be to provide general guidance and oversight, not editorial control.

Cliff said that in July the E-Zine Committee recommended the name of the new publication to be Survey Practice. Another name that was suggested was Survey Practitioner. Several Council members commented that “practice” has the connotation of “trial run,” and others noted that these titles might not be fully representative of the content. Carl Ramirez inquired as to whether this name had ever been used before, something that should be checked out if we opt for it. As Council members expressed increasing reservations, Cliff read a number of other titles that had been considered. Tom Guterbock added that many variations were considered, including the possibility of a tag-line such as “AAPOR’s Electronic Magazine of Survey and Public Opinion Research.” Patricia Moy proposed “Survey and Opinion Research Practitioner” as an alternative title. John Kennedy and the E-Zine Oversight Committee will be asked to come up with some alternative names for the publication.

RESOLVED that all AAPOR members will have free access to the new e-Zine newsletter, and all non-AAPOR members will have free access via a one-year trial subscription, with the details to be worked out by the Publications and Information Committee at a later time. Motion made by Nancy Mathiowetz and seconded by Cliff Zukin. Motion passed unanimously

RESOLVED that the AAPOR President will appoint an e-Zine monitoring and oversight committee with one member each from the POQ Advisory Committee, the Publications and Information Committee, and one of the three Presidents. Motion made by Cliff Zukin and seconded by Steve Everett. Motion passed unanimously.

Vice President/President-Elect's report – Nancy Mathiowetz

Nancy Mathiowetz said that the Education Committee led by Mollyann Brodie is just getting started and has put out the call for proposals for short courses at the conference. Mollyann has received two responses so far. Nancy asked Council members to make suggestions for good potential short course instructors.

The Education Committee is beginning to meet and is in the process of establishing the agenda for what they want to accomplish. There was some discussion about the recent decline in short course revenue and the need for some renewed vigor in establishing and marketing key courses. Nancy Mathiowetz expressed confidence that Mollyann would bring new energy on this front.

One idea under consideration is making some core short courses available to take on the road to chapters. Kat Draughon has talked to all the chapters and told them to contact Mollyann Brodie if they want to have a short course presented as one of their gatherings. AAPOR is facilitating a short course for SAPOR's conference on October 6-7. There was discussion that AAPOR could sponsor regional short courses even if they were not presented at the national conference. Nancy Mathiowetz also mentioned that we are in the early stages of communication with other professional organizations (ASA, APHA) about possible shared educational opportunities.

Membership and Chapter Relations Report - Kat Draughon

Kat Draughon said as of August 2006 the AAPOR membership is up to 1,969. Comparing July 2006 (1,940) to July 2005 (1,854), we have grown by about 100 members.

Kat said that she and Carl Ramirez have worked on a membership ad for POQ and have given it to Steve Everett.

Kat Draughon said that she and Carl Ramirez have been working on D&O insurance for the AAPOR Chapters. National AAPOR will carry a two million dollar policy, and chapters will be able to buy in at the one million dollar level. This is optional for the chapters, and will cost \$250 for each chapter that wants to take advantage of this opportunity. The New York Chapter is definitely participating and others will decide by October 6.

Kat Draughon said that the Membership Committee has started an analysis of membership retention (i.e., who leaves and who stays). Yesterday, Mike Flanagan sent Kat Draughon the entire membership dataset, which was compiled from several sources. An analysis over 11 years is now possible, and Kat will report more results at the next meeting. Kat also reviewed data from the 2006 post-conference survey regarding why (and why not) members come to the conference. Scheduling is a key factor in the decision (e.g., some might not come due to a conflict on that particular weekend). People who have never attended are those who would have to pay out of personal funds.

Kat also discussed AAPOR's Docent program. The program received some very positive feedback, but some people had difficulty connecting during the conference. One possibility would be to have a 30-minute "docent period" prior to a Thursday reception. Some members commented that AAPOR can feel closed-off to new people, and the Docent program allowed people to meet people.

Kat Draughon discussed plans for a new survey (actually a census) of AAPOR members. One objective of the survey will be to find out what services members want from AAPOR. Kat is open to suggestions for content. Rob Daves suggested that the Publications and Information Committee should be involved in defining survey objectives, and that CouncilNet could be used to discuss objectives on content, timeline, survey procedures, etc. Rob also noted that the Long Range Plan includes some objectives as well and would be a good starting place. Dawn Nelson mentioned a past AAPOR Council sponsored membership survey (conducted in the mid 1990's) and volunteered to obtain a copy of the questionnaire form and dataset (if possible).

Carl Ramirez noted that outreach to sister organizations is a significant objective within the Long Range Plan as a mechanism to increase AAPOR membership. Some potential contacts in other organizations have been identified—in fact, some officers of other organizations are also AAPOR members. However, it is difficult to know what is realistic given budget constraints. Some possibilities include finding a place for membership booths at each others' meetings, and exchanging membership information. Kat Draughon noted that outreach to regional chapters was also an important goal, and plans were made for visits to chapters' conferences. It's not yet clear whether the upcoming budget can support all of these initiatives.

Kat Draughon then presented a proposal for incorporation of the regional chapters. Most chapters are very eager to proceed, although it is possible that some might not feel a need to go through with it. The process will be slightly more expensive than originally expected—\$1,250 per chapter, plus an initial IRS filing fee of \$750 each. Kat pointed out that this is a one-time cost, is an important component of chapter relations, brings the chapters logistically closer to the national organization, and provides security in the form of insurance. Kat asked the Council to support paying for this initiative.

There was some discussion about whether the chapters would be likely to accept this offer, and whether it posed any risks to the national organization if chapters declined to incorporate.

RESOLVED to have national AAPOR cover the expenses associated with voluntary incorporation of the seven 501C(6) AAPOR Chapters and one-half of the related initial IRS filing fee, as well as secure \$1 million shared D&O insurance for all chapters at the chapters' expense. This is contingent upon the following conditions:

- 1. The Chapters must incorporate (in the state of their choosing).**
- 2. Chapter officers must be national AAPOR members in good standing.**

3. **Chapters must keep in force D&O liability insurance from now on (each chapter will bear the cost of the annual premiums – currently \$250 a year under the AAPOR policy).**
4. **Chapters must make required annual filings with national AAPOR (i.e., financial reports) and follow any other Chapter rules that AAPOR deems necessary.**
5. **Chapters must file the necessary annual reports with their respective states to maintain their incorporation.**

Motion made by Nancy Mathiowetz and seconded by Mark Blumenthal.

Motion passed unanimously.

Treasurer's report – Paul Beatty

Paul Beatty reviewed the AAPOR Financial Statements as of June 30, 2006, which close the prior fiscal year. AAPOR experienced a net gain of \$31,331, making our reserves a bit higher than expected. Our conference revenue was about \$24,000 higher than expected, almost entirely attributable to additional sponsorships. Our conference saw a 9.3% profit (\$40,058). On the whole, our budget estimates from last year were remarkably on target. Paul complimented Jennifer Rothgeb and Mike Flanagan for their efforts in producing a sound budget. As of the close of the fiscal year, our total assets were \$1,022,795, with net assets (subtracting liabilities) at \$670,011.

Paul said that as of July, AAPOR's net assets are \$703,257, which includes \$491,625 in general funds and \$186,752 in endowment funds. Although these are healthier balances than we have ever had before, our draft budget for Jan-Dec 2007 also projects a deficit of over \$100,000, which could eliminate our reserve funds in about 4 years.

Paul Beatty circulated a handout from Liz Martin at AMP about recent conference expenses. The report shows that the total expenses of the conference are increasing rapidly and our profit margin is shrinking. Sponsorships are serving as a buffer to slow the trend toward less profitable conferences.

At AMP's recommendation, we have reallocated some of our operating funds to 4-week CDARS, which will keep our full balances FDIC-insured. Also, at the Endowment Committee meeting earlier in the month, it was decided to move more funds out of money market and into more aggressive investments. Jennifer Rothgeb is developing plans to revitalize endowment contributions.

Paul Beatty said that he and Mike Flanagan have prepared four budgets to be reviewed and approved the Council:

- July to December 2006 (half-year budget)
- 2007 General Operating Budget
- 2007 Annual Conference Budget
- 2007 Endowment Committee Budget

The six-month budget (July 2006 to December 2006) is needed because we will shift to a January-December fiscal year beginning in 2007. Paul explained that this budget contains very little revenue, and appears to project a deficit of \$210,000. However, this apparent deficit is due to accounting and does not reflect an actual loss for AAPOR, because membership dues which typically roll in this time of year will be shown in January's revenue.

The 2007 General Operating Budget assumes that our membership will be steady and that dues will stay the same. Paul Beatty said that projections for expenses and revenues were made by reviewing recent history and considering new initiatives that will require funds. The draft budget projected a deficit of about \$120,000. Paul noted that some additional savings could be realized by suspending the hard copy of the Membership Directory, going to an all-electronic AAPOR Newsletter, and trimming some initiatives in the Membership and Chapter Relations line items. Council decided to retain the hard copy Membership Directory but to move to an electronic AAPOR Newsletter and to reduce the Membership and Chapter Relations budget by \$6,000. Also, the Standards Committee will not need to fund the mailing a printed version of the AAPOR Code (primarily because they are spending July-Dec 2006 funds to produce and distribute by the end of 2006 a one-time mailing of the AAPOR Code).

The 2007 Conference Budget was created with input from Nancy Whelchel, Patricia Moy, and Missy Johnson. The draft budget assumes attendance about equal to 2006, and an increase in registration fees of \$25. We had thought that such an increase was overdue during last year's budget discussions, but decided to delay raising the fee because dues were going up.

There were a number of discussions about conference expenses and an acknowledgement that no one has responsibility for monitoring overall trends in conference expenses. The costs of social events and catering have increased sharply. There was also discussion of the need to reconsider the way we apply sponsorships to conference costs. It might be possible to solicit bids for the conference program book, and investigate expenses involved with the Précis software. A number of action items resulted from this discussion:

1. AMP will provide to Council a detailed break down cost analysis of the Précis software
2. AMP will provide to Council a detailed breakdown of sponsorship related revenues/expenses
3. Nancy Whelchel will send Nancy Mathiowetz a copy of the sponsorship letter (detailing benefits attached to the various donation levels).

Rob Daves stated that membership dues, POQ, and the annual conference are the three areas where AAPOR receives substantial money. Rob requested that a subcommittee be created with the goal of quickly identifying ways in which we can obtain \$100,000 in profit from the 2007 AAPOR conference. Discussion ensued over how realistic this goal

was. Paul Beatty suggested that it was important to pass budgets soon and that the process of searching for additional savings could continue afterwards.

It was decided that Paul Beatty, Patricia Moy, Dawn Nelson, Nancy Mathiowetz, Nancy Whelchel, and Mike Flanagan form an ad hoc committee to look into annual conference revenues and expenses. This committee is to act within the next three weeks and report back to Council (via CouncilNet) their recommended changes for increasing profitability of the 2007 annual conference.

There was also discussion that we expected this budget to be in deficit overall. Recognizing that some modifications will be forthcoming, there was also discussion that it would be advantageous to get a working budget approved to serve as a starting point. The committee on conference expenses will report back to the Council in January with some recommendations.

RESOLVED to adopt the AAPOR July 2006 to December 2006 Operating Budget as presented and modified during the Executive Council meeting.

Motion made by Cliff Zukin and seconded by Kat Draughon.

Motion passed unanimously.

RESOLVED to adopt the AAPOR 2007 Operating Budget, including the annual conference and endowment budgets, as presented and modified during the Executive Council meeting.

Motion made by Paul Beatty and seconded by Kat Draughon.

Motion passed unanimously.

The meeting adjourned for the day at 5:52 p.m.

Friday, September 30, 2006

President Rob Daves called the AAPOR Executive Council meeting back to order at 9:08AM. He noted that a Standards Hearing is a key agenda item for the morning. This is an unusual event—none have been held for a number of years.

Standards Committee Report – Tom Guterbock

Nancy Mathiowetz presented an update on the proposed document on Robo-Surveys. There was concern that the first draft might have combined too many concepts, so Cliff Zukin will revise it. Frank Newport asked what the purpose of the document was. Cliff Zukin said that the primary purpose is to explain what Robo-Surveys are, information that may be especially useful to journalists as election season approaches. Tom Guterbock added that it might be useful to distinguish them from push polls, which also involve contacts with large numbers of people. We are not taking a position on Robo-Surveys per se. If Cliff is able to revise the existing document into something clear and useful, we will post it on our website.

Tom Guterbock reported that Charlotte Steeh has been working on FRUGing issues, including the template for a letter regarding FRUGing. Charlotte clarified that the letter is not for responding to complaints, but rather is an informational letter regarding policies and consequences. Tom Guterbock and Trevor Tompson have reviewed the letter, and she now wants approval to adopt it. Tom Guterbock noted the difficulty involved in distinguishing true cases of FRUGing from surveys that are at least partially legitimate. Tom requested that any comments on the letter be sent to Charlotte within the next week.

Tom Guterbock has been contacted by representatives of Static Control regarding a situation related to their case against Lexmark. Specifically, Lexmark wants to identify respondents who responded to a survey question indicating that they believed they had entered into a contract with Lexmark—and Lexmark would use this as evidence that these particular respondents had broken a contract. Thus, if respondents were identified, it could open them up to reprisals. AAPOR has been asked to weigh in regarding the unacceptability of identifying respondents in this manner. There was some discussion regarding whether the Code standards really apply to all surveys.

RESOLVED to have the Executive Council accept the Statement of Concern by the American Association for Public Opinion Research as presented by Thomas Guterbock. Motion made by Tom Guterbock and seconded by Frank Newport. Passed unanimously.

Charlotte Steeh has been working on the Standards booklet that will include the Code, Standards Procedures, and Practices that AAPOR Condemns. We would like to complete this booklet during fiscal year 2006. Charlotte has also drafted a letter to the membership, explaining that this will be a one-time publication and people should subsequently look to the website for updates (although Tom Guterbock raised the possibility that we might want to reprint this booklet at some point, if sufficient changes had accumulated). The proposed letter will be sent to the Standards Committee for comment and then to the Council.

There was discussion about the dedication of the new Standards booklet. The booklet is to be dedicated to Warren Mitofsky because of his stances on ethics and good practices. Specific language for the dedication still needs to be written, and Council gave approval for that dedication to be incorporated when written. Tom Guterbock also mentioned that the book on Best Practices was originally dedicated to Shirley Starr. As that booklet will be incorporated into the new one, the original dedication to that component should remain intact.

There was discussion of the need to find other ways to honor Warren Mitofsky's memory and legacy. One possibility that has been raised is naming the Innovator's Award for Warren. These and other possibilities will be considered in the near future.

Tom Guterbock has recently compiled some facts about disclosure and circulated this among members of the Standards Committee. It will be sent to the Executive Council for review, and then put on the website.

Jim Wolf of Indiana University has expressed concerns about plagiarism of proposals. He suggested that copyright language should be put into our guidelines and posted on our website. Tom Guterbock indicated that we might handle this more informally, e.g., through an AAPORNet posting.

Mary Losch has asked when it is appropriate for researchers to break assurances of confidentiality. Clearly there are some circumstances where this can be appropriate—for example, when evidence of child abuse or suicide risk is uncovered. More systematic guidance would be welcome. Mary will do some research and assemble some draft ideas along those lines.

Tom Guterbock talked about ISO Standards. The ISO representative for AAPOR is Tom W. Smith, who also represents WAPOR. The ISO Standards have been accepted and ratified. Now the process is moving out of the development phase and into the implementation phase. The advisory committee will meet in New York City on October 11th. Reg Baker will represent AAPOR. There was discussion that AAPOR should make the draft ISO document on our website and let people know how to get copies. The Executive Council went into Executive Session at 9:51 AM for a Standards Hearing, and came out of Executive Session at 11:38 AM.

Rob Daves thanked all the members of the Standards Committee for their diligence and attention during a very busy time.

POQ Editor – Peter Miller

Peter Miller reported that a workshop will be held in Washington, D.C. to accompany the special issue of POQ on non-response. The Advisory Board discussed the matter last May, and the DC-AAPOR Chapter has volunteered to host the workshop. However, the exact form of the workshop and next steps are not clear—the venue, date, speakers, and structure are yet to be established. Some authors for the special issue might be speakers at the workshop; the program might incorporate responses to those papers as well.

There was some discussion about whether this should be expanded to a two-day session, part of our larger initiative to expand educational opportunities beyond the conference. At the same time, we want to be mindful of the potential impact on conference attendance. The timing of the event would need to be carefully chosen.

There was also discussion as to whether Mollyann Brodie or someone from DC-AAPOR should be asked to move this forward. Dawn Nelson will contact DC-AAPOR and explore whether than might take on major responsibilities for planning the workshop. We will also keep Mollyann fully informed about developments and seek her input as well.

Peter Miller also talked about POQ operations and reformulating the editorial structure. Nancy Mathiowetz cannot serve as both AAPOR President and POQ Associate Editor, and in any case, the workload has expanded so much that a new structure is needed. The POQ Advisory Board recommended that at least three new Associate Editors should be appointed. Peter has appointed Patricia Moy, Robert Oldendick, and James Druckman to serve as Associate Editors. Each will manage about 50 manuscripts per year. Patricia will begin in this role starting in November, with the others to follow shortly thereafter.

Peter also noted that POQ Managing Editor Phyllis Silversteen's workload has increased considerably, and she would understandably like to be paid more. Her position is supposed to be half time, although more commonly she works 30 hours per week. Peter has raised her pay to cover her actual hours, but this is eating up much of our budget from Oxford University Press. They give POQ \$50,000 per year to operate. Recent surpluses can cover that for the short term, but honoraria for guest editors and reviewer gifts also take up some of the budget. Peter recommended that by 2007, we should have a discussion with Oxford about increasing our editorial budget.

Our contract with Oxford University Press expires at the end of 2008. If we intend to change, we need to contact them by the end of 2007. If Oxford University Press does not give us more, we will be in the red after 2007. Peter Miller's term as Editor ends in 2009, so he will be around during the next contract negotiations with Oxford University Press. Peter recommended that the budget should be increased from \$50,000 to \$75,000, which seems reasonable given the journal's growth. There was discussion of the possibility of raising the price of POQ subscription rates, which are currently quite low in comparison to similar journals.

Northwestern University covers about a quarter of Peter Miller's time, and provides him with an office and equipment. Northwestern employs Phyllis Silversteen, although the contract with Oxford covers her salary. This has been a very good arrangement for AAPOR, and cannot be taken for granted when switching universities for subsequent editors.

Peter Miller said that he has several possible topics for a special issue of POQ. One possibility is cell phones; another is a review of interdisciplinary perspectives on "don't know" responses that goes against some of Phil Converse's work, and is largely unknown in our field; another is the state of public opinion theory, which is of great interest to Vincent Price. Peter reminded Council that we had previously decided that AAPOR would fund special issues when possible, as opposed to incorporating the cost into subscriptions.

Rob Daves informed Peter that the special issue had been cut from the AAPOR budget this year. Peter expressed disappointment at this decision, suggesting that the special issue makes a strong contribution and might have greater value than some other activities that AAPOR supports. He noted that the special issue does not benefit him personally and in fact entails extra work.

There was discussion of restoring this funding, pending a review of how AAPOR's finances look as of our January meeting. Peter emphasized that \$15,000 was the most that would be required, and it is possible that a special issue could be produced for less. The discussion will be added to the agenda for our January Council meeting.

The Council took a break for lunch, and went into Executive Session at 12:56 PM. Executive Session ended at 1:50 PM.

Conference Committee Report – Patricia Moy

Patricia Moy said that she and Frank Newport will review guidelines for accepting multiple papers from the same “research team” for the 2007 conference.

Patricia has contacted 120 individuals regarding reviewing abstracts for the 2007 conference, including some new and some returning reviewers. Each reviewer will only need to review around 12 to 15 abstracts, down from about 20 in previous years. She received one query about why abstracts do not appear to be matched with the expertise of particular reviewers. Patricia replied that it would be difficult to make such matches given the volume of abstracts.

Patricia also noted that there appears to be a perception among some members that poster presentations are of a lesser merit than paper presentations. Patricia plans to prepare materials emphasizing that they are of the same quality—decisions about whether a proposal should be a paper or poster are made based on conceptual fit with the conference.

Patricia Moy said that 2007 conference policy would not require abstract submitters to commit to including their presentation on the conference CD. Rather, we can offer authors the option of submitting their materials at the conference in the speaker's ready room. There was discussion about making authors' email addresses available on the web site to facilitate paper requests, but there was also discussion about the downside of making email addresses available in that manner. There was also discussion about keeping the whole papers available through the AAPOR website.

Patricia asked Council to approve her selection of members of the Conference Committee.

RESOLVED to approve Patricia Moy's Conference Committee. Motion made by Bob Shapiro and seconded by Dawn Nelson. Motion passed unanimously.

Patricia Moy said that the call for Student Papers is ready to go out.

Patricia showed several possible artwork designs for the cover of the Anaheim conference program book. Several of these had beach or Hollywood themes, and Patricia thought they did not quite fit with the venue. The cover she recommended had an “oranges” theme to go with Orange County.

Patricia also discussed some possibilities for reducing the cost of the program book. It is possible to lower costs by cutting the total number of pages and the weight of the paper used. We could also get cost estimates for using less color. Mike Flanagan noted that using two colors is less expensive than using four. The cost of a black and white program book would be close to the cost of using two colors.

RESOLVED to approve the artwork for the cover of the 2007 annual meeting program. Motion made by Cliff Zukin and seconded by Kat Draughon. Motion passed with one opposed and one abstention.

Patricia Moy discussed plans for plenary speakers at the conference. Patricia said some post-conference survey respondents have suggested that some thought that past sessions have been politically one-sided. Patricia would like to propose something with more balance, including speakers who work for both major parties. Some names that came to mind have included Bill McInturff (who has expressed interest), Peter Hart, and Stan Greenberg. Patricia has also considered policy makers who are on the receiving end of polling data, such as Bill Galston or Gene Sperling (both advisors to Bill Clinton).

One possible name that was suggested was David Gergen, who has worked for both sides and is likely to be a good speaker. He has an interest in public opinion. However, he may also be expensive. Patricia will explore his availability and costs as a plenary speaker. If that fails, she will look for a Democrat to balance Bill McInturff on the panel.

Conference Operations Chair's Report – Nancy Welchel

Nancy Welchel reported that there was a Conference Planning meeting and a site visit to the conference site in Anaheim at the end of July. Nancy Welchel also presented the Expense Matrix, which is used to ensure consistency in terms of which expenses (rooms and other travel) are covered for AAPOR volunteers. Nancy highlighted some proposed changes from the previous matrix.

RESOLVED to accept the Allowable Expense Matrix as presented to the AAPOR Executive Council. Motion made by Nancy Mathiowetz and seconded by Tom Guterbock. Motion passed unanimously.

Nancy Welchel said that the space looks good in Anaheim—we will virtually take over all meeting space in the hotel. We do not yet have a backup hotel, but we are holding 500 rooms. Nancy Welchel said that she will look into backup hotels, noting that there are plentiful alternatives nearby. Nancy praised the hotel's services and amenities.

The conference will start at 8:00 AM on Thursday and end at Noon on Sunday. The Executive Council meeting will be on Wednesday, so everyone will need to arrive on Tuesday.

The current schedule calls for 12 breakout sessions. All but one of the breakout sessions will last 90 minutes, with one only lasting 75 minutes. During each breakout, there will be eight concurrent sessions, held in rooms of varying sizes. Short courses will be scheduled for Wednesday afternoon (2 courses), Thursday morning (2 courses) and Sunday morning (1 course). There will be three poster sessions with 16 posters each, and a meet the author session. The Presidential Address will be held at Friday lunch. The Plenary will be held as the last breakout session on Thursday.

Dinner will be on your own on Thursday and Friday night, and there are many places to eat within walking distance. For meals held at the hotel, the Ballroom has a capacity of 1,500.

The committee has been looking into possible social activities, possibly involving baseball or Disneyland.

Morning refreshment breaks will be 30 minutes at the morning, per Patricia's request. We will try to identify sponsors for the breaks; the amount of food and beverages offered will depend upon sponsor availability.

There will be several receptions, beginning with a Wednesday night Welcome Reception. Other receptions will be held on subsequent nights, culminating with the Presidential Reception on Saturday evening.

Nancy Whelchel said that it has now become traditional to have a Memorial Service as part of the conference program. Currently we have an hour slotted on Friday at the end of the day reserved for this purpose. Nancy would like guidance regarding what the Memorial Service should actually entail.

Golf will be held on Wednesday afternoon.

Unfortunately, the hotel does not offer many options for the post-banquet party, as there are noise restrictions.

Nancy Whelchel reported that prices for booths and sponsorships have been increased on this year's Marketing Prospectus. A brief information sheet was recently sent out to prospective sponsors. The Exhibit Hall will have a capacity of 32 booths, two of which have already been sold for \$950 each. The AAPOR and MRA Membership Booths will also be there. To date, sponsorships worth \$29,000 have been sold.

Missy Johnson and Linda Dimitropoulos went to the Philadelphia Marriott to evaluate its potential as a conference site for 2009. The Philadelphia property is large and has a great deal of meeting space; however, it is clear that we would be a "small fish" in a property of that size. The hotel is easily accessible to the airport, and we were offered a rate of \$284/night.

Linda Dimitropoulos and Nancy Welchel went to the Marriott Harbor Beach Resort and Spa in Ft. Lauderdale, Florida. Nancy reported that they were treated extremely well. The hotel is right on the beach, with great sleeping rooms. With 630 total rooms available, we would dominate the property. A new ballroom is being built on the beach as well. The hotel is also readily accessible to the airport. The hotel quoted a rate of \$265 a night plus tax.

RESOLVED to accept the 2009 AAPOR conference site as the Marriott Harbor Beach Spa and Resort in Ft. Lauderdale, Florida. Motion made by Dawn Nelson and seconded by Nancy Mathiowetz. Motion passed unanimously.

For the 2010 annual conference, Nancy Welchel said they have looked into Las Vegas. However, Las Vegas will not accept RFPs more than 24 months in advance of a meeting, which would be limiting for our planning purposes.

Councilors-at-Large Reports

Bob Shapiro said that he was pleased to hear the earlier talk about renaming the Innovators Award in honor of Warren Mitofsky. Bob Shapiro said that the revised description of the Innovator's Award is ready to be posted on the AAPOR website. He reported the need for one replacement on the Innovator's Award Committee: Bob Groves will not be serving this year. Stan Presser, Dick Kulka, and Reg Baker have been proposed as possible replacements.

Bob Shapiro said that the Book Award Committee needs a new chair. Nora Cate Schaeffer was mentioned as one possibility. Bob also said we need to check where people are in their tenure on the committee, as some may be due to rotate off.

Mark Schulman discussed the importance of thinking further about how we plan to participate in our industry's public affairs, and how our efforts related to those of some of our sister organizations. He noted that there is some rivalry between CASRO and CMOR. We may need to revisit our contribution to CMOR in the future in light of the importance of their efforts. Mark is on the CASRO board; perhaps Rob Daves should be on the CMOR board.

Mark added that our discipline is becoming increasingly international. In the near future, we should have further discussion about how we plan to participate in the international arena. This can be a topic for further discussion at our next meeting.

Publication and Information Committee – Steve Everett

Steve Everett said that the new website is up and running, with one exception—the link to join AAPOR is not yet working. The ANSI-Online site is still live, but we have transferred all of our files to Knowledge Folks. When we finally transfer over in a few weeks, the switch will be invisible to users.

Mark Blumenthal reported that Westat's usability study is starting today. Three groups will be tested—current members, recently lapsed and non-members, and journalists. The test will also include a card sort, which will help to evaluate the organization of the site. Steve Everett complimented Mark for the work he has been doing with Westat.

Steve Everett reminded Council that Shap Wolf had expressed concerns about ASU's hosting of AAPORNet. Shap now says the situation is not as serious as he once thought. However, Shap still recommends that we move to Knowledge Folks, which can provide the L-Soft software for only \$650. We would be the only list serv that Knowledge Folks would be hosting. There was some discussion about what would be entailed in making AAPORNet ADA compliant.

Steve Everett said that the summer issue of the AAPOR Newsletter is almost ready to be sent out. After some discussion, it was decided to make this the first electronic issue of the newsletter. Electronic distribution will be faster and less expensive. Rob will write a letter to the members that will be sent with the Blue Book, explaining the transition.

Other Business

Rob Daves said that for the January Executive Council meeting which is scheduled for January 5-6, 2007. It may be better to shift the meeting to start a day earlier. Rob promised to inform Council of the final dates promptly.

Cliff Zukin noted that the nomination process for the next candidates for Council is beginning. Everyone should let him know if they have recommendations for candidates to run for Council.

New Business

Cliff Zukin suggested that we might want to assemble an election response team that would be ready to respond to any unusual events that happen on the upcoming election night. We are likely to receive a lot of question about polls in general as we approach the election, and we should be prepared to respond. Assembling a Press Kit would be one approach.

RESOLVED to adjourn the AAPOR Executive Council Meeting. Motion made by Nancy Mathiowetz and seconded by Dawn Nelson. Motion passed unanimously.

The meeting adjourned at 3:38 PM.

Respectfully submitted,

Paul C. Beatty
AAPOR Secretary-Treasurer