

**American Association for Public Opinion Research
Executive Council Minutes
September 16, 2010**

ROLL CALL/CALL TO ORDER.

Frank Newport	President	Present
Scott Keeter	Vice President	Present
Peter Miller	Past President	Present
Barbara O'Hare	Secretary-Treasurer	Present
Joseph Lenski	Associate Secretary-Treasurer	Present
Reg Baker	Standards Chair	Present via phone
Timothy Johnson	Associate Standards Chair	Present
Rob Santos	Conference Chair	Present
Dan Merkle	Associate Conference Chair	Absent
Kelly Foster	Membership & Chapter Relations Chair	Absent
Joe Murphy	Associate Membership & Chapter Relations Chair	Present
Jon Cohen	Communications Chair	Present
Rich Morin	Associate Communications Chair	Present
Roger Tourangeau	Councilor-at-Large	Present
Linda Piekarski	Councilor-at-Large	Present

Guests

James Druckman	Co-Editor, Public Opinion Quarterly	Present
Nancy Mathiowetz	Co-Editor, Public Opinion Quarterly	Present via phone
Tom Smith	President-elect, WAPOR	Present

Staff

John Waxman	Managing Partner	Present
Susan Tibbitts	Executive Director	Present
Barbara Gunderson	Administrative Director	Present
Kismet Saglam	Education Director	Present
Scott Freeman	CFO/COO	Absent
Andrew Massengill	Staff Accountant	Present
Deanna Marchetti	Communications & Marketing Manager	Present
Jill Hronek	Communication Director	Present
Jacky Schweinzger	Conference Director	Present
Shalini D'Souza	Conference Administrator	Present
Tajuanna Laws	Order Processing Specialist	Present

I. WELCOME AND CALL TO ORDER

Frank Newport called the meeting to order at 8:35 a.m. CDT. Council and staff introductions were made.

II. REVIEW AND APPROVAL OF MINUTES

The draft minutes of the July 8, 2010 Executive Council teleconference were reviewed. Roger Tourangeau moved, seconded by Peter Miller, that the minutes be approved. The motion was approved unanimously.

III. SECRETARY – TREASURERS REPORT

Secretary-Treasurer Barbara O'Hare reported that the association is in a financially stable position and the 2010 EOY forecast is positive. The draft financial report for the month ended July 31, 2010 shows current operating revenue of \$1.048M and year to date operating expenses are currently at \$774M. Additionally, endowment net income is at \$22K with \$8,500 in interest income and \$12,825 in contributions, including \$10K from Blanche Sudman. Expenses include \$6K for the Roper and Sudman Student Paper Awards.

Membership revenue has exceeded 2009 by \$40.2K with \$16K remaining in the 2010 budget. Conference revenue has exceeded 2009 by \$148K. Expenses from the 2010 Annual Conference exceed 2009 YTD by \$66K with \$70.5K remaining in the 2010 budget.

Operating funds in the amount of \$250K will be moved from the main operating account at Harris Bank and deposited in a new, secondary operating fund account at Morgan Keegan, to assure that the majority of AAPOR operating funds remain FDIC insured as required by the Investment Policy.

A. Investment Committee

The Investment Committee has met several times under the leadership of chair, Janet Streicher. Over the next few months, the committee will review overall investment strategy, with emphasis in the short term on re-investment options for a called bond. The committee plans to review AAPOR's investment policy to assure that assumptions are updated as needed.

B. Endowment Funds

In response to a question raised by the auditor about donor intent during the 2009 AAPOR audit, AAPOR staff worked with the endowment committee to research association records dating to the creation of the original endowment fund. Based on that research, Scott Freeman, CFO/COO recommended that the AAPOR general fund be split into two parts. The balance of the original Roper donation will be board-designated. The remainder will be temporarily restricted. The Sudman and Heritage funds will also be temporarily restricted. The financial statements, the Endowment page of the web site and the donation form will be edited to reflect these changes. The auditors have agreed to this recommendation.

The Council was reminded that the Endowment Committee initiatives budgeted for 2010 were on hold at the Council's request, and the committee is now free to move forward. The committee is interested in conducting a fund raising campaign that would target long-standing members.

IV. PROPOSED 2011 BUDGET

The secretary-treasurers and staff presented the 2011 proposed budget draft to the Council, emphasizing those activities that require additional discussion prior to final approval. Council was informed that a majority of committee chairs had contributed to 2011 budget development.

Following discussion, the Council agreed that expenses associated with the strategic plan should be incorporated into each of the committee areas affected. Committees were instructed to review their area of the budget and make adjustments as necessary before the 2011 budget is finalized.

A. Membership Dues

Staff advised Council that membership dues have not increased since 2006. The proposed budget contains two scenarios for 2011 membership dues revenue, status quo and a 10% increase. Joe Murphy, Membership and Chapter Relations Associate Chair recommended that any dues increase should be sufficient to support the efforts of the organization over the next several years

as AAPOR would not want to increase dues each year. Following discussion the Council agreed that given the current economy and AAPOR's positive financial position, a dues increase was not necessary at this time. It was noted that the 2010 and 2011 proposed budgets include funding for a membership marketing campaign that may help to increase overall membership resulting in increased revenue from dues.

B. Conference Revenue

The proposed budget assumes that Conference registration fees will remain at the same level as 2009 and 2010, as approved by the Council earlier this year. A reduction in attendance is anticipated at the 2011 conference due to the economy and controversy over immigration legislation in Arizona. The proposed budget contains two scenarios for reduced conference registration revenue; a 20% decrease in attendance and a 10% decrease, both in comparison to 2010, which had record attendance.

An aggressive goal for sponsorship revenue of \$110K was projected to offset the loss of conference registration revenue anticipated for 2011.

C. Management Fee

John Waxman, AAPOR Managing Partner summarized the events of the past 12 months, highlighting the challenges as well as the successes. Preliminary discussion of the 2011 management fee has taken place between Sherwood and AAPOR Executive Committee members. Staff time records and overall processes have been examined as a part of determining the fee. Efficiencies gained over the past 12 months account for an estimated 10% drop in staff time spent on process and procedure now that AAPOR staff has been through a complete annual cycle.

It was also noted that as AAPOR develops new initiatives and programs, additional staff time will be required. The Council was reminded that the AAPOR contract supports 40% of Executive Director, Susan Tibbitts' time. At some time during the next year Sherwood anticipates securing another client for Ms. Tibbitts. Until that time Susan will focus 40% of her time on operations and the balance of her time on infrastructure and governance strategy that could lead to increased efficiencies and reductions in the need for operational support.

Based on the staffing analysis and existing scope of work, Sherwood has proposed a fixed scope of work and fixed fee for 2011. This approach is different than the percentage of direct AAPOR staff salary basis originally contemplated for 2011. The percentage plus overhead expense would have resulted in a significantly higher management fee. The proposed management fee for 2011 is \$295K, a \$20K increase over 2010. This fee reflects a modest cost of living increase and status quo in terms of services provided. If additional services are required, the management fee will increase. Staff has also agreed to look closely at additional efficiencies that might further reduce the increase in the 2011 management fee. This proposal and the efficiencies will be reviewed by the Executive Committee, discussed by any affected committee and shared with the full Council. The management fee will be negotiated each year.

D. Other Budget Areas

The Blue Book is projected to generate a modest increase in income due to enhanced features and increased marketing. The proposed budget includes a 10% and 15% increase projection. All annual expenses associated with producing a hard-copy Blue Book will be eliminated with the new online format.

The newly launched Job Bank is expected to generate modest income in 2011.

The opportunity to offer AAPOR webinars in 2011 would generate additional revenue. The (re) sale of conference content is being considered as an additional revenue source for 2011 and beyond.

On the expense side, the website redesign is expected to cost approximately \$14K. Nine thousand dollars was budgeted for 2010, and the remainder will come from activities that were budgeted and unspent. An additional \$10K is anticipated for website add-ons in 2011. These add-ons include the cost of moving *Survey Practice* from its current location to the AAPOR site and creating a new home for AAPORnet. The Communications Committee is also looking at the benefits offered to members and prospective members by social networking software.

The majority of the 2010 budget for Membership and Chapter Relations has not yet been spent however the committee is planning significant expenditures prior to year end. The committee plans a new booth and membership brochure as well as prominent presence at chapter events. As the Membership and Chapter Relations role in the Transparency Initiative is defined, expenditures in this budget area may increase.

The Council was reminded that the majority of conference expenses associated with volunteer activity are determined by the expense matrix, which was previously approved. The proposed budget includes two scenarios for food and beverage expenses; status quo based in 2010 attendance, and an estimate based on a 10% reduction in attendance.

V. STANDARDS COMMITTEE REPORT

Standards Committee Chair Reg Baker, participating via phone reported there are currently no standards complaints.

A. ICC International Code

ESOMAR has asked for AAPOR's support of the ICC International Code. The Standards Subcommittee, chaired by Ron Langley is working on a recommendation to Council which involves endorsement rather than adoption of the code, with final decision 'defaulting' to the AAPOR code in the event of disagreement.

B. ISO 20252

The Standards Committee is preparing a recommendation regarding a public stance on ISO 20252 for Council review.

C. Task Force: Process and Procedure

Reg Baker presented a proposed procedure for the formation and management of AAPOR Task Forces. The strategic plan identifies the importance of the work product of AAPOR Task Forces as one of AAPOR's key contributions to the profession. The committee proposal notes that it is in the best interest of the association to be proactive about forming task forces.

Following discussion the Council recommended that one of the councilors-at-large participate ex-officio on task forces to assure regular communication between the task force and Council. To address process concerns expressed by staff, it was agreed that Reg Baker, Frank Newport and Susan Tibbitts would meet separately to talk through the proposal and return to the Council with a final recommendation.

D. Public Opinion and Leadership Task Force

Discussion on forming this new task force was tabled until the next Council meeting when the mission of the task force will be more clearly defined.

E. Legal Evidence Task Force

Linda Piekarski reported the brief is still under construction and the task force is uncertain as to when it will be released.

VI. CONFERENCE COMMITTEE REPORT

A. Site Visit

Conference Committee Chair Rob Santos reported on the July 29, 2010 site visit to the Arizona Grand Resort in Phoenix, AZ. Attending were Frank Newport, Rob Santos, Dan Merkle, Dave DesRoches, Jacky Schweinzger and Barbara Gunderson. The Steering Committee agreed that the contracted space will meet the needs of the conference. The exhibit hall will be located in an adjacent temporary structure that is sturdy and acts as a permanent building on the site. As is typical for resorts in the area, attendees will be required to walk outside to access the exhibit hall and certain session rooms, but the weather is expected to be favorable. The resort is a large, family-friendly property with a water park, golf course and adjacent trails and wilderness area. The resort is 6 miles from the airport. Because of the resort location the Social/Volunteer Committee is exploring additional low/no cost social events for the attendees.

B. Exhibits and Support

Conference Development Sub-Committee Chair Joe Lenski reported on the status of the Exhibit and Support Prospectus. The committee developed a wealth of available opportunities that total more than \$114K in potential revenue. Pricing for underwriting opportunities has been standardized to accommodate every budget. The option of a customized sponsorship was added to the prospectus. The committee was mindful that the sponsorship pricing should (at minimum) cover AAPOR's full cost of the underwriting opportunity. This was accomplished in almost all cases. The final draft of the prospectus is due next week and will be sent first to previous sponsors, and then to all interested parties.

The Council was asked to consider opening underwriting opportunities to anyone who may be interested, once conference sponsors have had a first choice of opportunities. After review and discussion, the Council determined that underwriting opportunities should be restricted to sponsors-only given the relatively low entry rate for sponsors of \$500. The Council agreed that the low cost of entry would not discourage anyone interested from purchasing an underwriting opportunity.

C. Plenary Session

Rob Santos presented a plan for a dynamic plenary session that would include speakers from opposing sides of the immigration issue, and an expert on public opinion research. The speakers would focus on how public opinion perception drives policy. A high profile moderator would also be invited to participate. There would also be other invited sessions throughout the conference that would be consistent with the theme of public perception and societal conflict.

Council members suggested that the plenary discussion should avoid focusing solely on the legislation (SB1070) and should instead encompass the larger issue of immigration reform. Other suggestions included conducting a short survey on immigration reform that could be presented at the conference and that could act as a bridge to other surveys on the topic. Council members were encouraged to send additional suggestions to Rob Santos for consideration.

D. 2010 Post-Conference Survey Results

A summary report of the 2010 post-conference survey was provided to the Council for review.

Fully 1 in 5 Chicago conference attendees reported they were 'not at all' or only 'a little likely' to attend the 2011 conference in Phoenix, an increase over 2008 respondents. Of the 210 verbatim responses, 1 of 5 mentioned Arizona-related issues. Most 2010 AAPOR conference program elements were rated highly while social networking and technology elements received mildly favorable average ratings above 3.0. Respondents indicated they prefer downtown and beach venues over suburban/rural locations. New England was the highest rated region with the least favorable region being the south. The results are consistent with previous surveys.

E. Social and Volunteer Committee

Dave DesRoches will step down as committee chair and will be succeeded by Debbie Rexrode, past associate chair. The committee recommended Mandy Sha as the new Associate Chair. The Council agreed with the recommendation. Frank Newport will extend the invitation to Mandy Sha.

F. Future Conference Sites

Meeting Director Jacky Schweinzger reported on results received for RFP's sent to 12 cities for the 2013 and 2014 meetings. Several cities had no availability during AAPOR's preferred dates. The shortlist for consideration includes Boston and Atlanta for 2013, and Los Angeles and Anaheim for 2014.

Site visits will be conducted this fall to determine the best property based on space requirements needed. In response to a question, staff confirmed that the absence of flexibility in AAPOR's traditional conference dates greatly limits hotel/city options. Staff added that working at least several years in advance makes it more likely that hotels will have the dates available. Staff recommended and the Council agreed to move forward with future site RFP's once 2013 and 2014 contracts are in place in order to secure preferred dates in a wider range of cities. Following discussion, the Council agreed to keep the traditional meeting date for the time being.

Motion: To accept the list of sites for the 2013 and 2014 conferences as recommended. Roger Tourangeau moved, seconded by Peter Miller. The motion was passed unanimously.

VII. COMMUNICATIONS COMMITTEE REPORT

Jon Cohen reported that the Communications Committee is working on several ongoing projects including the new online Blue Book which will launch within the week. The committee is continuing to develop the media list to better distribute AAPOR communications.

A. Website Redesign

The committee has signed off on a two-phase approach to the site redesign. The majority of the first phase will be completed in 2010 and includes graphic design, navigation and implementation of the home and landing page designs. Phase two focuses on usability testing, mobile template implementation and launch. Official launch of the new site is expected in March 2011. A significant commitment of volunteer time will be necessary to review existing content, make revisions as needed and assist with site testing. Other aspects of the redesign are under consideration in the 2011 proposed budget and include social networking, listserv hosting and other features. AAPOR staff has been researching options for social networking. Vendor demonstrations will be scheduled this fall for committee members.

B. Cell Phone Task Force Report

Plans are underway to publicize the release of the much-anticipated Cell Phone Task Force report. The plans include press releases and work in collaboration with sister organizations such

as ASA to distribute the report. Also under consideration is a webinar or tele-seminar discussion to provide in-depth information and to test member and prospective member interest in similar events.

VIII. MEMBERSHIP AND CHAPTER RELATIONS COMMITTEE REPORT

Associate Membership & Chapter Relations Chair Joe Murphy informed the Council that as of July 31, 2010, AAPOR membership had grown to 2,241 members representing a 9% increase over the same time last year (2,061 members). The greatest increases were seen in the Individual D category (40%) and Students (39%). By affiliation, the greatest increases were among Government (29%) and Non-Profit (27%) members.

Several sub-committees have been formed in the months following the conference and have been meeting regularly. Each sub-committee has developed charges and goals for the year ahead. All activity is monitored by Kelly Foster and Joe Murphy.

The committee continues to work with the AAPOR staff to develop the new membership booth and member brochure. Both are expected to be ready for exhibiting at chapter events in the coming months. Presentations are planned for SAPOR, MAPOR and PAPOR. Committee chairs have been working with staff to develop a dynamic online member directory as an added value to AAPOR membership. The directory is expected to launch in the coming weeks.

A. Complimentary Memberships

As previously reported to Council, of the 288 conference attendees eligible for complimentary membership, 68 accepted during registration. Following an email campaign to contact the remaining non-members, an additional 89 have accepted membership for the remainder of 2010.

B. Member Survey

The AAPOR strategic plan calls for conducting a member and a non-member survey. The survey sub-committee is currently working on a list of research questions, constructing the instrument to be used and selecting an organization to assist in data collection, analysis and dissemination. The sub-committee expects to have a recommendation ready to present to the Council this fall with the survey to be conducted in the first half of 2011. Labor on the surveys is expected to be donated to AAPOR as has been done in the past, with recognition for survey partners.

IX. EDUCATION INITIATIVES

The 2011 proposed budget includes a proposal to offer 6 or 8 AAPOR webinars, consistent with recommendations in the strategic plan. Kismet Saglam, AAPOR Education Director, reported that staff is confident that AAPOR can offer a successful webinar series, as long as there is enthusiastic support and participation of member volunteers, as well as an aggressive marketing campaign.

Education Committee Chair Melissa Herrmann and Distance Education Sub-Committee Chair Chuck Shuttles have asked for clarification from Council on the purpose and goals for AAPOR-conducted webinars. They expressed concern about competition with sister organizations for attendees and instructors. Both have expressed a strong preference that AAPOR conduct a needs assessment to fully understand member interest in expanded education opportunities prior to launching a program. While acknowledging the technical expertise of staff to support the logistics and marketing for a webinar series, the chairs focused on longer-term volunteer interest and commitment to sustain a webinar program. AAPOR staff noted that a needs assessment survey could be narrowly targeted and still yield valid results, adding that an evaluation component is normally built into the series itself to assure participant feedback.

Following Council discussion, there was general agreement that the need for information specific to education programs does not have to be in competition with the larger, member survey and should not impede forward progress on the development of an expanded AAPOR education program. Council members agreed that there is sufficient existing literature available to the Education Committee to enable the committee to make a recommendation regarding the type of education AAPOR should be offering its members.

Several Council members noted the recommendation contained in the strategic plan to make the chair of the Education Committee a council position. The Council recommended that increased communication between the Education Committee Chair and the Council is needed as the Education Committee develops a strategic plan for education. Frank Newport will follow-up with Melissa Herrmann, Education Chair to clarify the intent of the council for AAPOR education programs and respond to questions.

X. TRANSPARENCY INITIATIVE

Scott Keeter reported that the Transparency Initiative Steering Committee continues to meet via conference call.

The Standards sub-committee is currently working to determine what material should be disclosed and how the information collected will be archived. They have set a deadline of October 31 to define the criteria to distinguish the AAPOR standard from other organizations. Budget implications will also need to be defined with input from each of the involved committees. The 2011 budget should include modest funds for committee work on the project. Volunteers who have stepped forward to assist on the Transparency Initiative are being used as a sounding board for the process being developed. The Membership and Communications sub-committees will be more involved when the plan is ready to be implemented and publicized. The Steering Committee plans to have a proposal ready for the Council at the November meeting for review and feedback and a more defined proposal for review and approval at the January, 2011 meeting. This timetable is critical if the initiative is to be rolled out at the 2011 Conference.

Questions that have arisen out of the discussions and have yet to be resolved include: Will the Transparency Initiative certify organizations, products or surveys? Is the organization certified or individual projects of the organization? What are the implications for companies that do private work for other organization who may or may not disclose their results?

XI. CELL PHONE TASK FORCE REPORT

A copy of the Cell Phone Task Force Report was provided for Council review. Linda Piekarski informed the Council the report is near completion with only minor grammatical editing still needed. These edits are expected to be completed by October 12. The Communications Committee intends to have a press release in early October. Plans for a webinar or tele-seminar have been discussed as well. Council members concluded the report covers all the relevant issues and offers practical advice.

Motion: To approve the Cell Phone Task Force report, pending minor grammatical changes to be completed by Linda Piekarski. Frank Newport will review the final version of the report. Further approval by Council is not necessary. Roger Tourangeau moved, seconded by Peter Miller. The motion was passed unanimously.

XII. POQ REPORT

The Council welcomed POQ Co-Editors Jamie Druckman and Nancy Mathiowetz to the meeting.

The co-editors presented an opportunity for AAPOR to work collaboratively with the American Statistical Association (ASA) to form a new journal for statistical survey methodology content. ASA and POQ receive a high number of quality papers which cannot be used in the current journals for a variety of reasons. There is an exploding interest in content focused on statistical survey methodology, but there is no clear home for papers with this specific focus. Existing journals such as *Survey Methodology* and *Journal of Statistics* (JOS) cannot accommodate this content. *Survey Methodology* is only published twice a year and both journals are prone to long publication lags. The editors believe there would be no negative impact on POQ submissions if the new journal were created. The papers published in the new journal have a unique focus. These papers are not appropriate for POQ.

Motion: To form a Task Force headed by Roger Tourangeau and Peter Miller, with Nancy Mathiowetz, Jamie Druckman and others appointed by AAPOR to investigate the possibility of forming a partnership with ASA to publish a new journal on statistical survey methodology. Linda Piekarski moved, seconded by Barb O'Hare. The motion passed unanimously.

A. Conference Materials

POQ Co-Editors proposed discontinuing the posting of the annual conference program materials in the POQ with the exception of the President's Address. The material will continue to be available on the AAPOR website and will also be posted on the Oxford site for reference. Excluding the material will allow space for additional papers to be published in the journal.

Motion: Agree to post AAPOR annual conference materials on the Oxford site, and not in POQ, with the exception of the annual President's Address. A link to the Oxford site will be listed at the end of the President's Address. Roger Tourangeau moved, seconded by Rob Santos. The motion passed unanimously.

B. In Memoriam

In Memoriam has been published in the POQ for many years. There are challenges in selecting and editing the articles, and these challenges are increasing with the aging of the membership. There are a number of alternatives to publishing in the POQ. POQ intends to stop publishing In Memoriam in the next year. Council was asked to consider how best to honor the passing of AAPOR members. Council members will consider this issue and raise it at another meeting.

C. Survey Practice Publications

It has come to the attention of the POQ co-editors that *Survey Practice* has sent articles out for external review. The solicitation of outside reviews changes the nature of *Survey Practice* and potentially puts it in competition with POQ, both with respect to the publication of articles as well as the use of reviewers (a limited resource). At present, POQ accepts for publication pieces that have been previously published in *Survey Practice*, but the editorial policy may need to change should *Survey Practice* routinely publish pieces for which external reviews have been solicited (since then it would become a peer-reviewed publication).

Council discussed the original purpose for *Survey Practice* agreeing that the publication was intended to be an informal forum where papers could be published fairly rapidly, and was purposely not intended to be a peer-reviewed publication.

The co-editors recommend that *Survey Practice* review submissions in-house with a small group of associate editors. This would enable POQ to continue to accept papers that have been published with *Survey Practice*. Following discussion, AAPOR Council members agreed to reach out to the editors of *Survey Practice* regarding the issue.

XIII. WAPOR/AAPOR PARTNERSHIP

The Council welcomed WAPOR President-elect Tom Smith to the meeting. President-elect Smith noted that the existing relationship between AAPOR and WAPOR includes a joint meeting between the associations every other year. The Council was informed that WAPOR has now officially decided to conduct their annual meeting on a three-year cycle, meeting one year each in North America, Europe and Asia/Africa/Latin or South America. This would result in AAPOR and WAPOR meeting jointly every third year, with the next joint meeting to take place in 2013.

WAPOR suggested using the change in meeting pattern as an opportunity to strengthen the relationship between the two organizations. They proposed that AAPOR and WAPOR organize sessions at one another's meeting in the two 'off' years. For 2011 WAPOR would organize a session for the AAPOR meeting in Phoenix and AAPOR would conduct a session for WAPOR in Amsterdam. The hosting organization would approve the session topic and presentations.

Additional suggestions for expanding the relationship between WAPOR and AAPOR included more exchanges at Council meetings, formal exchange of minutes, joint initiatives, joint support of issues such as ISO Standards, joint organization of summer workshops such as the Summer Institute in Michigan, and the possibility of offering joint membership for new members at reduced rates. Noting the common genesis of the two associations and commonality of interests, Frank Newport asked if the WAPOR Executive Council might be interested in discussing the possibility of merging the two associations. Discussion followed.

Staff noted that AAPOR has informal financial agreements with WAPOR addressing annual conference support and Blue Book revenue. These arrangements are outdated and need to be revisited and a formal agreement established.

Following discussion, AAPOR Council members welcomed the proposal to work cooperatively with WAPOR on the annual conference in Phoenix and to reserve one session for a WAPOR topic. The Council agreed to give more thought to increased cooperation between the two associations.

XIV. STRATEGIC PLANNING TASK FORCE

Roger Tourangeau reported on the progress of the Strategic Planning Task Force. The Strategic Plan calls for a survey of members and non-members. In addition to other purposes the surveys are intended to collect data on member and prospective member interests that will help AAPOR leadership determine the value and relevancy of creating member sections.

Council members reviewed the thoughtful comments collected from the membership over the last few months and expressed their appreciation. As a result of these comments the mission statement was revised to state:

AAPOR is a professional organization dedicated to advancing the science and practice of survey and opinion research to give people a voice in the decisions that affect their daily lives.

Additionally, the Task Force agreed to review plan language regarding chapters to assure the language accurately reflects the role of AAPOR chapters as defined in the bylaws, and the high regard for chapter activities held by AAPOR council members.

Council discussion followed. Several of the planned initiatives have significant budget implications for 2011 and beyond. The implications need to be more closely defined and timetables should be developed for implementation. Governance improvements that involve restructuring the Council by adding Council members or changing council terms require amending the bylaws. Professional leadership development may be needed given the growth in size and sophistication of association activities. Development of a frame, and list acquisition for the non-member survey could be expensive. Staff support for strategic plan projects requires additional consideration and falls outside of the proposed 2011 management contract. The Transparency Initiative may require significant budget support that is yet to be determined.

Motion: To adopt the Strategic Plan with revisions to the mission statement and other minor revisions as discussed. Scott Keeter moved, seconded by Peter Miller. The motion passed unanimously.

XV. OTHER BUSINESS

A. February Census Project Letter

Council members approved adding AAPOR's name to the February Census Project letter to Congress in support of the FY11 Census budget.

B. Council Elections

Peter Miller reported that he plans to revise and streamline the election process and will meet with staff to work through the details. He is forming a nominating committee and the formal nomination process will begin in November. He intends to bring a candidate slate to the Council meeting in January for discussion and action.

C. Roper Center Awards

The Roper Center awards dinner is set for November 11 in New York City. All Council members were encouraged to attend.

D. Future Meetings

Frank Newport set the next three Council meetings as follows:

November 18, 2010 the Council will hold a teleconference at Noon Eastern.

December 16, 2010 the Council will hold a teleconference at Noon Eastern.

January 20, 2011 the Council will meet in the Gallup office in Washington, D.C. for an all day meeting (availability to be confirmed).

XVI. ADJOURNMENT

Motion: To adjourn the meeting. Peter Miller moved, seconded by Roger Tourangeau. The motion passed unanimously.