



**American Association for Public Opinion Research  
Executive Council Minutes  
Friday, September 9, 2022**

**ATTENDANCE:**

**Council:**

Jennifer Agiesta	Vice President
Paul Beatty	President
Aleia Clark Fobia	Associate Communications Chair
Marjorie Connelly	Standards Chair
Michael Delli Carpini	Associate Education Chair
Yazmín García Trejo	Communications Chair
Ana Gonzalez-Barrera	Inclusion and Equity Chair
Liz Hamel	Councilor-at-Large
Allyson Holbrook	Associate Conference Chair
Jennifer Hunter Childs	Associate Secretary-Treasurer
Cameron McPhee	Associate Standards Chair
Patricia Moy	Past President
Heather Ridolfo	Membership and Chapter Relations Chair
Alisú Schoua-Glusberg	Councilor-at-Large
Rodney Terry	Associate Inclusion and Equity Chair
Jerry Timbrook	Associate Membership and Chapter Relations Chair
James Wagner	Education Chair
Brady West	Conference Chair
Anna Wiencrot	Secretary-Treasurer

**Staff:**

Tristanne Staudt	Executive Director
Renata Casiel	Conferences and Education Senior Manager
Jackie Weisman	Marketing and Communications Director

**I. CALL TO ORDER**

Beatty called the meeting to order at 9:30 am ET.

Executive Council Meeting Minutes: September 9, 2022

Beatty welcomed Council and opened the session by reminding everyone that the meeting will follow Robert's Rules of Order. He asked Councilors to self-identify before speaking so that meeting minutes can accurately capture motions, seconds, and comments.

**MOTION: [by Wiencrot, seconded by Schoua-Glusberg] to approve the minutes from the August 12, 2022, Executive Council meeting. The motion passed by unanimous vote.**

**II. CONSENT AGENDA**

Beatty asked if there were any items to be pulled out from the consent agenda for further discussion. Hearing none, he asked for a motion to approve the consent agenda as submitted.

**MOTION: [by McPhee, seconded by Holbrook] to approve the consent agenda. The motion passed by unanimous vote.**

### III. APPOINTMENTS

Staudt shared the two appointment candidates for consideration. She noted that one of the appointments for the Inclusion and Equity Committee (IEC) is for an award; the award committee will first need to be established before the appointment can take place.

Beatty introduced the appointee to the Membership and Chapter Relations Database Subcommittee.

**MOTION: [by Moy, seconded by Agiesta] to approve the nominee for the Membership and Chapter Relations Database Subcommittee. The motion passed by unanimous vote.**

According to Staudt, the IEC has requested that the Student-Faculty Pipeline Award have its own committee as the Nomination and Awards Subcommittee is stretched too thin. Moy asked for clarity on the role of this committee as it used to be under Councilors-at-Large. Gonzalez-Barrera noted that the award was moved to IEC in 2021. Beatty requested a motion to establish the new award committee.

**MOTION: [by Moy, seconded by Wiencrot] to approve the creation of the Student-Faculty Pipeline Award Subcommittee. The motion passed by unanimous vote.**

Beatty introduced the appointee for the Chair for the Student-Faculty Pipeline Award Committee.

**MOTION: [by Schoua-Glusberg, seconded by West] to approve the appointment for chair of the Student-Faculty Pipeline Award. The motion passed by unanimous vote.**

### IV. PRESIDENT'S REPORT

Beatty reported that the Executive Council has done a great job in facilitating the evolution of volunteer and staff roles. He acknowledged that institutional change is difficult, but we have come a long way in a short amount of time. Beatty expressed his gratitude to the Council for their work.

Most of the committees have submitted their list of goals, which feeds into the discussion today for the budget discussion. While there are gaps in the budget that need to be closed, the way forward for AAPOR is not to scale back on membership and engagement, but rather adopt a 'if we build it, they will come' mentality. AAPOR should be an organization that provides information and events that members cannot afford to miss. We must give them something to talk about and educate the public on the value of data.

Beatty discussed the issue of the need to improve the case for the value of what our members do. Beatty, Moy, and Agiesta met with Mike Traugott, Frank Newport, and Bob Shapiro. Those discussions were around AAPOR activities that would elevate the visibility and understanding of public opinion research. AAPOR activities that would elevate the visibility and understanding of public opinion research." They won't require dollars, but time, oversight, and commitment. Beatty plans on reporting on these proposals in the coming meetings.

Moy added that Newport's proposal is based on his 2013 taskforce report with Shapiro about public opinion and leadership, the recommendations of which have not been evaluated. Traugott's proposal stems from work begun under the Committee on Public Opinion, under Dutwin's presidency, and which had been sunset last

year. The three arms of this committee dealt respectively with journalism, civics, and perceptions of public opinion. The subcommittee dealing with journalism finished its journalist-training efforts as the election season ended. The subcommittee dealing with civics partnered on an infographic to use in civics classes around the country. The subcommittee on public opinion in a democracy did not advance greatly in its work because of COVID. Traugott is looking to design a study about factors that predict public trust in polls and more generally, public perceptions of polls. He is anticipating six to eight months to finalize the study design and secure a grant to fund the project. The grant would be managed by another organization with endorsement from AAPOR.

Hamel asked how reprising this committee will solve AAPOR's budgetary issues. Beatty clarified that it would not— although we need to work on budgetary issues in the short term, this is more about generating longer-term energy in support of AAPOR's core interests, and will be helpful in establishing value for members and the field.

Beatty acknowledged some members may be skeptical about this advocacy role, but it would be doing a disservice to the profession not to do anything to increase AAPOR's relevance. Childs asked if the original committee had ended due to lack of interest. Moy explained it wasn't a lack of interest, but COVID, that had stalled the efforts of the public opinion subcommittee.

Moy emphasized AAPOR is working with a less-than-ideal budget. Holbrook suggested putting out a call on AAPORnet to see if anyone is doing research on how the people perceive public opinion research. AAPOR should construct a network of research that is already being done. Beatty reminded all that the ideas that will come before Council are all long-term initiatives and have not been fully developed yet.

He also shared that he met with Rosemary Pennington, the host of the podcast *Stats and Stories*, sponsored by the American Statistical Association. The discussion convinced him that AAPOR should consider the possibility of launching a podcast covering topics such as 'beyond the numbers,' 'what the numbers mean,' the role of polling in society, and illustrations of survey data. He has had initial conversations with Fobia, Garcia Trejo, and Weisman about the logistics of creating the podcast this year.

## **V. PUBLISHER SEARCH**

Peter Miller joined the meeting to discuss the publisher search. The RFP was sent to seven organizations, and three returned bids. Miller shared that the pandemic has changed the publishing landscape as well as open-access publishing.

The committee plans to speak further with the bidding publishers to see how they might alter their proposals if AAPOR moves in the direction of an online-only journal. By the beginning of November, the committee will give an analysis of all three bids, and a recommendation, on how AAPOR should approach open-access publishing. Miller believes that open access fulfills the goal of AAPOR and *Public Opinion Quarterly*, which is to share the field research with a wide audience, and provided statistics to back this up.

Delli Carpini asked if non-response from potential publishers had led the committee to explore the future of publishing and Miller confirmed this was the case. Miller requested to see research that was done in prior years with other publishers. Beatty inquired about the financials of the journals and if they would generate surpluses for the organization. Miller believes AAPOR will break even, but likely not make a profit. Wagner emphasized that AAPOR needs to find a publisher that provides quality service. Miller agreed and suggested adding penalties to the contract in the event that the publisher falls short on quality goals.

## **VI. EXECUTIVE DIRECTOR REPORT**

Staudt reported a staffing update, specifically, that Jeanette Gass was leaving. Her role will be made into two manager-level positions – membership manager and program manager. Beatty asked for Beatty asked for

clarification on the manager-level role to confirm the person could grow into a director position. Staudt believes a more junior person would be more flexible to the culture of AAPOR members and grow into the role.

She mentioned the association management system duplicate merge tool is down, but in the process of being repaired. A timeline and communications plan are in place for the membership drive. On October 1 we will be able to test renewal rates and process, then the membership drive will be active. Gass had created many standard operating procedure documents and staff is trained on processing payments.

Regarding the website redesign, the UX task force has reviewed the website strategy and wireframe and comments will be sent this week. The next step is the build-out.

## **VII. SECRETARY-TREASURER REPORT**

Wiencrot reported that AAPOR's cash balances are just under \$550,000 through the calendar year and based on the current budget, the ending cash balance at the close of the year is estimated to be around \$348K.

The current net income forecast is showing a net loss projection of \$451,000; however, this is mostly due to the investment activity loss of \$197,000. Management and general expenses are at 84% of the total budget through July 2022.

Wiencrot acknowledged Staudt for her impressive work on the budget, making it a more efficient process for everyone involved.

## **VIII. 2023 ANNUAL CONFERENCE**

West shared that the team did a site visit to the conference hotel in Philadelphia. While we will need to be strategic with exhibit hall space, the hotel renovations are impressive and will be a great space.

He also mentioned the change to Wednesday's schedule, which no longer includes the first session at 8:00 am or lunch . .

West led a discussion regarding increasing the conference- registration rates to align with increased membership rates. The current rates make it advantageous not to join as a member. West recommended increasing non-member, on-site, and one- day rates.

Childs suggested raising the rate slightly more than West's recommendations in order to encourage non-members to join, as the \$4 difference isn't likely enough to create change. Staudt shared that the cost of onsite registrations (which are mostly from for-profit organizations) is higher than preregistration rates because the discounts given in the contract, particularly for food and beverage, do not apply quantities above the guaranteed amount.

McPhee suggested not including membership for non-member attendees . Discussion took place around how much to raise membership dues to set the conference registration dues appropriately. Beatty asked the Membership Relations Committee to work on what a modern membership structure would look like.

All councilors engaged in discussion of membership dues increases, taking into consideration what increases would be reasonable for each rate group. Staudt noted that 10% is a standard increase for many organizations.

**MOTION: [by Childs, seconded by Moy] to increase membership dues schedule as outlined in the presented document. The motion passed unanimously.**

**MOTION: [by Wiencrot, seconded by West] to increase conference registration rates as outlined in the presented document . The motion passed unanimously.**

West reported that AAPOR has historically given \$10,000 for the all-chapter party during the annual conference. Because SSRS is interested in sponsoring the party, McPhee proposed SSRS be considered a platinum sponsor and AAPOR would not need to fund the party .

Rodolfo brought up that the original goal of the all-chapter party was to promote the chapters. McPhee added that the SSRS goal is not to pull attendees from AAPOR events. Timbrook suggested taking time to talk to the chapters about a corporate sponsor. Staudt reiterated that we can promote chapters at the Welcome Reception on Wednesday night where AAPOR already provides funds for the chapters to purchase giveaways. She also reminded Council that chapters are separate legal entities, and that we need to consider what is best for AAPOR financially before we can continue to commit financial assistance to other organizations.

Beatty suggested delaying a vote until the next council meeting pending chapter discussion and SSRS sponsorship recognition.

#### **IX. AAPOR LOGO REDESIGN**

Garcia Trejo presented the proposed logo and color palette. She thanked everyone for participating in the votes to create the redesign. Agiesta asked how this change will impact the paper journals. Following discussion about the new logo could appear on the journals , Beatty said such adoption would involve a separate discussion for journal use. Agiesta asked about the plan to introduce the new branding to membership. Weisman is working on this plan: it will be gradual with subtle placements of the colors in emails prior to the formal introduction of the logo to membership.

**MOTION: [by Schoua-Glusberg, seconded by Garcia Trejo] to adopt and implement the new AAPOR branding package as proposed . The motion passed unanimously.**

Garcia Trejo shared the updated media expert proposal incorporating the changes discussed at the June Executive Council meeting.

**MOTION: [by Timbrook, seconded by McPhee] to adopt and implement the media expert plan excluding the last page of the presented document . The motion passed unanimously.**

#### **X. STANDARDS COMMITTEE**

Connelly reported two new standards complaints were received in the last month. The first complaint involved rejecting a respondent based on their gender identity. The second complaint involved frugging.

**MOTION: [by Childs, seconded by Wiencrot] to investigate the first complaint regarding a respondent's rejection due to their gender identity . The motion passed unanimously.**

Beatty asked for clarification on how often frugging is being reported to AAPOR, given that it is a rather common occurrence. Connelly clarified that it is AAPOR's process to respond to any complaint received. McPhee and Schoua-Glusberg suggested evaluating the processes moving forward to assess what is worthwhile for AAPOR to investigate while remaining in line with AAPOR goals.

**MOTION: [by Delli Carpini, seconded by West] to investigate the second complaint regarding an incident of frugging . The motion passed unanimously.**

McPhee reported the Standards Definition document is going to reviewers at the end of September and will be ready for a council vote in October. She also asked for feedback based on a communication plan for the rollout, which includes videos for the website and a panel at the conference .

McPhee shared the Online Panels task force review is almost done. Wagner and West will review one more time before a vote is taken in October.

## **XI. AAPOR BUDGET**

Staudt reported on the AAPOR budget with actuals through July 31, 2022 as well as projections for the remainder of the 2022 fiscal year.

### *General and Administrative*

She mentioned there will be an option to donate to AAPOR as part of the membership drive; this function was not available at the beginning of the 2022 membership drive. Staudt noted that the revenue projection from the Career Center was strong. According to Holbrook (as well as an honorary life member earlier this year), the job bank does not always include appropriate listings, particularly since many organizations select posting venues based on key words like “survey.” . Council decided it was not feasible to review all postings and confirm the intent of all organizations that posted with AAPOR’s Career Center. Instead, AAPOR will continue promoting the service and continue to generate revenue.

West asked if Staudt could investigate other cloud-based storage (such as Box or Google Drive) to decrease the costs currently dedicated to Dropbox.

McPhee asked if Staudt would be open to exploring payroll and accounting costs. Staudt said she chose the contractor who has experience in non-profits and was immediately available in the timeframe AAPOR needed, but stated she is open to a new search.

To West’s query whether staff office space is necessary, Staudt confirmed there is value to in-person time. She is open to seeing how the new staff roles play out. Holbrook mentioned that going 100% virtual opens up future applicant pools to more candidates, although the local talent pool is not a concern at this point. Staudt pointed out that most association professionals are based in the DC area so if the candidates aren’t strong locally, they are not likely to be stronger within a larger geographical area.

Beatty shared that it is important to lower the bottom line with realistic expectations and ostensibly small financial cuts can add up and make a difference.

Delli Carpini asked about the investment losses, which reflected AAPOR withdrawing money for the Roper and Sudman Awards as well as the History’s Committee’s Heritage Fund.

### *Membership*

Timbrook asked larger organizations had returned to AAPOR. Staudt will check on the data.

### *Leadership & Committees*

Childs inquired about the task force line item. Staudt reported it was for larger- scale surveys and other research that the 2024 Election Task Force might conduct. Beatty and Agiesta said this would not be necessary as election task forces traditionally have needed little financial support. Holbrook discussed using research assistants on the task force .

McPhee asked about a potential video budget for Standards. Staudt said it could come from the graphic- design budget if it can’t be done in-house.

Garcia Trejo reported no one has traveled to a journalist conference which allows for money to be available for potential communication initiatives.

#### *Education*

Staudt proposed a new model of webinar purchases, which shaped her budget numbers. The budget assumes that live webinars are made free for all members starting in 2023.

Childs asked for clarification on webinar revenue for 2019 and Holbrook mentioned a decrease in revenue because of Zoom burnout. In addition, AAPOR's push to include webinars from more diverse, up-and-coming speakers alongside webinars with renowned speakers meant that webinar attendance varied throughout the year. Hamel expressed concern that giving members webinars for free during a tight year would have a (negative) financial impact. Holbrook expressed concern that AAPOR would not be able to transition back to a paying model if the free-webinar model proves financially detrimental. Rodolfo shared the results from the membership survey showing that members do not attend the webinars due to timing and a host of other reasons.

West questioned why the budget did not indicate revenue coming from the two non-conference short courses. Staudt made this correction. .

#### *Journals*

Staudt noted that over the past few years, subscriptions and revenue have significantly decreased while expenses have significantly increased. These trends have a large impact on the organization as a whole because AAPOR has relied on these surpluses to support other non-journal-related activities.

#### *Annual Conference*

Beatty suggested increasing the sponsorship goal in light of last year's high numbers and Darby Steiger's involvement. Wiencrot and Staudt expressed concern about increasing revenue budgets based on a single year and person. The current numbers reflect averages from past revenue actuals.

Childs proposed to decrease the covered hotel accommodations to one night for short- course instructors and to remove the \$10,000 for the all-chapter party. Staudt made these changes.

#### *Investments*

Wiencrot noted the utility of having a larger discussion around development, and Beatty agreed that development has huge potential depending on the purpose of the "ask."

**MOTION: [by Wiencrot, seconded by Holbrook] to approve the budget as presented. The motion passed by unanimous vote.**

## **XII. INCLUSION AND EQUITY**

Gonzalez-Barrera presented the initial sections of the inaugural IEC Annual Report to be shared on the website following approval from the Executive Council. Wiencrot asked if the committee had time to undertake this initiative and Gonzalez-Barrera said it was an active and dedicated group. Rodolfo inquired if this was going to be available only for members or the public. Gonzalez-Barrera said it would be just for members.

Staudt believes this would be good public information depending on the privacy agreement. Hamel agrees, noting that putting out this report publicly would encourage organizational growth.

Gonzalez-Barrera proposed changes to the charges of the Metrics and Accountability Subcommittee and the Culture and Communications Subcommittee, which are taking over the charges of the now defunct Learning and Professional Development Subcommittee.

She also proposed a change in the name of the Culture and Communications Subcommittee to the Culture, Communications, and Learning Subcommittee.

Staudt asked, in the interest of ensuring no overlap, whether the IEC has any liaisons on other committees. There are no formal liaisons currently.

**MOTION: [by Gonzalez-Barrera, seconded by Childs] to modify the name of the Culture and Communications Subcommittee to the Culture, Communications, and Learning Subcommittee and to update the charge to include the responsibility of supporting the education and training of AAPOR staff and leadership on issues of diversity, inclusion, equity, and belonging. The motion passed by unanimous vote.**

**MOTION: [by Garcia Trejo, second by Clark Fobia] to modify the charge of the Metrics and Accountability Subcommittee to include the responsibility of ensuring opportunities are identified or created for marginalized and underrepresented groups within AAPOR. The motion passed by unanimous vote.**

### **XIII. NEW/OLD BUSINESS**

Delli Carpini was approached by The Roper Center about a joint summer fellowship with AAPOR. This fellowship would complement Roper's current fellowship programs, comprising five students who meet virtually once a week. The proposed AAPOR/Roper summer fellowship would be open to current graduate students as well as recent graduates in the US, particularly those from underrepresented groups. The fellow would be using the Roper archives to incorporate public opinion data into pedagogical initiatives and curriculum development. The proposal envisions a two-year pilot and a 50-50 splitting of the costs, which will be \$4,000 in total.

Moy asked about ways in which the proposed fellow's work would be tied intellectually to the current fellows' work. Delli Carpini explained that as with the Roper Center's Mitofsky Graduate Research Fellow and Kohut Research Fellow, the application process will require interested students to explain how they will use the archives, thus helping to ensure fit with the program. West mentioned that if this works, it would be a could be something AAPOR might seek donations for.

Beatty believes this is a low-risk initiative with clear benefit, and Delli Carpini will follow up with the Roper Center for a formal proposal on which Council will vote as well as a memo of understanding.

### **XIV. ADJOURN**

**MOTION: [by Holbrook, seconded by Connelly] to adjourn the open portion of the Executive Council meeting and move into executive session. . The motion passed by unanimous vote. Meeting adjourned at 3:31pm.**