

AAPOR Executive Council Meeting
Tuesday, September 17, 2018 | 1:00 pm – 5:00 pm central
Wednesday, September 18, 2018 | 8:30 am – 4:00 pm central

Video: <https://zoom.us/j/6498317606>

Phone: Dial: +1-408-638-0968 | Meeting ID: 649 831 7606

Information Only (I/O)

Action Required (A/R)

AGENDA

Tuesday

Attendees:

Dave Dutwin
Nora Cate Schaeffer
Tim Johnson
Jordan Peugh
Josh DeLaRosa
David Wilson
Lydia Saad
Allyson Holbrook
Kyley McGeeney
Mandy Sha
G. Evans Witt
Rene Bautista
Jen Agiesta
Tamara Terry
Adam Thocher
Crystal Stone
Eric Bailey
Yvonne Janvrin

Absent: Courtney Kennedy on phone

Call to Order, Review and Approval of Minutes – Dutwin

Executive Council Meeting Minutes: August 2018 (A/R)

Dutwin opened the meeting and welcomed everyone. Call to order.

Motion: Emily moved to approve the August 2018 Executive Council meeting minutes, seconded by Tim Johnson.

Motion passed unanimously.

Secretary/Treasurer Report – Peugh

July 2018 Financials (I/O)

Peugh reported that the AAPOR budget is 1.35 million , with spending at \$460,000. All conference income has been reported; however, some expenses still have to be paid out. Sponsorship is moving along, Kellen has put Kim Santos on as lead for Sponsorship.

CONSENT AGENDA (A/R) – ALL

Conference_Report_September2018_CONSENT

CONSENT_AAPOR Education Committee September 2018

CONSENT_MCR_Update_2018_Sep

RFP for AAPOR Public Affairs – Dutwin (A/R) Wednesday discussion

Dutwin recapped the actions taken by AAPOR on the draft for the RFP for a public relations firm. He reported that this type of PR endeavor will be expensive in order to make a big impact on public perception. Language in the RFP has been softened somewhat over the several drafts. The Council discussed what foundations could provide in terms of financial support. The Council discussed the foundation timeline for grant funding for the PR effort. Johnson offered to talk to his university to identify foundations that could be contacted. The Council discussed the possibility of getting money from AAPOR member organizations, the viability of that approach, and the need for structure around dealing with longer term continuity to bring action to this cause.

The Council discussed the possibility of an advocacy branch of AAPOR. This newly created branch of AAPOR would deal with the operation and execution of the rfp – 1. the actionable piece, 2. organizing a group of people to take action on contacting foundations to fund this effort. Discussion occurred on how to activate AAPOR members to create actionable items on this initiative including creating an ad hoc committee to address this need. The Council discussed reaching out to past presidents to network with foundations. Dutwin will redraft the RFP to include more persuasive language. The Council discussed specific points of the RFP including measuring the impact of the public relations initiative.

The Council discussed gathering a group of people to work on the foundation funding, work with Council and the PR firm to execute the actions, meet to discuss strategy, and create a central repository where this campaign will be executed. The goal will be to institutionalize this initiative within AAPOR.

Motion: Agiesta moved to approve the distribution of the RFP with recommended edits. Witt seconded the motion. The motion passed unanimously.

Dutwin requested input from the Council regarding AAPOR's preparedness for the attacks on polling with respect to the upcoming elections in November. McGeeney reported that the Education Committee is addressing some of these issues in a webinar. McGeeney also reported that Google Roadshow wants to include AAPOR information about polling. The Council discussed putting together a task force to address this issue. Dutwin suggested that this task force would disseminate information regarding how polls are reported, how journalists use polls, and what people should be cautious of with polls. McGeeney reported that the Education Committee has been discussing this and how dissemination of information will be key. The Council discussed using a scorecard system and the impact that AAPOR can have regarding polling. The Council also discussed creating an event and the logistics of such an event.

Motion: Eckman motioned to have the education committee develop a proposal for a series of educational videos to address polling. Sha seconded the motion. The motion passed.

Motion: Eckman motioned for the Communications and Education committees to host an event shortly after the midterm elections. G. Evans seconded the motion, and was appointed to collect data. The motion passed unanimously.

Committee Updates**EDUCATION – McGeeney**

McGeeney reported that the SurveyFest registration page has been created, and AAPOR's Got Talent has an updated proposal with reduced prize money. The committee is looking for sponsorship for AGT.

Motion: McGeeney motions that the Council accepts the new AGT proposal, Peugh seconded. The motion was passed unanimously.

Holbrook reported that she has written a proposal for a K-12 outreach to schools on educating students on surveys and the role of public opinion research. The Council discussed creating an ad hoc committee to explore creating curriculum on public opinion research, the potential for grant funding in the future, and the potential partnering with a curriculum development company.

Motion: Holbrook made a motion to create an ad hoc committee to explore that option. McGeeney seconded the motion. The motion was approved.

MCR – Geisen

Geisen reported that the survey data is in the Dropbox. The comment data from the survey is also available in the Dropbox. Geisen reported that AAPOR will be starting a Canadian chapter and she is working with Thocher from Kellen to get that started.

Geisen also reported that the Membership Drive is also underway and focused on engaging the membership using memes, and taking a lighthearted approach. The Council discussed social media engagement for the membership drive, control over the information on social media, and other ways to increase membership.

Geisen reported there is interesting data on the timing of the conference. The most popular timing was Wednesday to Saturday. The Council discussed the pros and cons of a Wednesday to Saturday and Thursday to Sunday.

Dutwin recommended that AAPOR maintain the Blue Book as a resource for members. The Council discussed the Blue Book and how to move it forward. Discussions also included searchability of members, vendors, members in the industry, and the definition of what the Blue Book needs to be. Dutwin suggested that the AAPOR website might need a page that talks about the industry. The Council discussed the relationship between TI and the Blue Book, and the possibility to make the Blue Book electronic. The discussion was tabled until a future Council meeting.

Communication – Agiesta

Agiesta reported that her committee has discussed using a third party to live stream the conference, however, it is very expensive to live stream. Agiesta reported that certain portions of the conference, such as the plenaries, could be live streamed. The Council discussed different approaches to live streaming, and the option to record several sessions at the conference.

Agiesta reported that the Communications Committee is working with the DCC on the missing demographics data in the membership database.

Agiesta reported that the committee is working on the website redesign and are getting a proposal soon from Kellen. The Council discussed including social media as an added feature in the website redesign. The Membership Committee has asked the Communications Committee to be involved.

Standards – Eckman

Eckman reported that a report on Local Presence Dialing will be rolled out shortly.

Eckman reported that there is currently one Standards complaint on a survey on Facebook. Eckman expressed concern that the volume of complaints filed with the Standards Committee will increase to an unmanageable amount as a political response to deal with sugging and frugging. The Council discussed the history of the complaints. Thocher reported that AAPOR could consider a Top Ten Naughty List, and only convene the committee if it is not a clear cut case of sugging or frugging. The Council discussed options for actions that could be taken.

Conference – Kennedy

Kennedy reported that Seattle is no longer an option to host the 2021 AAPOR Annual Conference. The other two options are Portland and Los Angeles. The Council discussed the need for an immediate site visit to LA and Portland. Seattle could still be an option for 2023. The Council discussed the merits of one location versus another, the option to skip the westcoast for 2021, and do the westcoast in 2023 or 2024.

Motion: Eckman motioned to conduct a site visit to Portland and LA. Wilson seconded. The motion was withdrawn due to additional discussion.

Motion: Dutwin motioned to conduct an immediate site visit to LA and Portland, with an option to do a Midwest location instead in 2021. Lydia Saad seconded. The motion passed unanimously.

Kennedy reported that the conference site visit to Toronto was completed last month. Kennedy shared the pros and cons of the space at the hotel and the need at this location for good signage. Kennedy reported that the committee is addressing the issue of speakers who decline right away, or decline later after they have accepted. Kennedy wants to improve the speaker drop off rate by doing away with the wait list. Kennedy reported that her plan is to accept the paper and then wait to tell the approved speakers where they will present.

Kennedy reported that there are still plans to give a free drink ticket for the mixer on Friday night. The request for conference abstracts has gone out. Kennedy reported that there have been complications with the requests to abstracts due to the joint AAPOR/WAPOR year.

Kennedy reported that the Sponsorship Subcommittee has requested having a kiosk option for exhibitors. Kennedy will talk to Kellen about the exhibitor space and whether this is a viable space. Kennedy has requested adding a Twitter handle to the AAPOR app. Thocher agreed to add this.

Call to Order, Recap of Tuesday – Dutwin

Dutwin opened meeting and called the meeting to order.

Update on AAPOR Canadian Chapter – Dutwin

Dutwin reported that there will be a Canadian Chapter. Academics and Survey Research people are very interested in having a certification for people in Canada. Canadian based members have offered to help to get sponsorships for the Conference in Toronto. Dutwin reported that the Toronto conference will be a welcome to AAPOR for the Canadian chapter.

SPAM Discussion: Next Steps – Dutwin

Dutwin reported that there needs to be a balance between having a heavy handed approach versus a hands-off approach to handling organizations that conduct poor surveys. The Council discussed good survey practices and the issue of the negative perception of survey research, given AAPOR's mission to further scientific approach to survey research. Dutwin recommended that AAPOR keep up the pressure on people or organizations that conduct poor survey research that is not science based. Dutwin suggested that next steps would be a written report. The second step would be to create a group of members of AAPOR to address this issue. Dutwin offered to create a draft of this report to present to Google.

Membership and Conference Fees – 2019 and Beyond – Peugh, Saad

Peugh reported that AAPOR has not had a membership dues increase since 2014, when there was a 33% increase. Peugh reported that other associations increase their dues by 3% per year. The trend among other associations is to implement lower increases. AAPOR has historically underprojected earnings and overprojected estimated spending. The Council discussed conference fees and options around meals at the conference. The budget for the 2019 Conference is set, including an increase in expenses of 5%. The 2017 Conference was the lowest earning conference to date.

Peugh recommended a dues increase of 2.5%. The Council discussed the perceived value of membership and whether student rates are appropriate for affordability. The Council decided to keep the student rates static and not raise their membership dues.

Peugh recommended that conference fees remain the same for the 2019 Toronto Conference, but that AAPOR implements a modest increase of 10% for the Conference in Atlanta in 2020. Peugh recommended a conference fee increase every two years. The Council discussed retiree fees for the 75th Anniversary Atlanta Conference in order to encourage their attendance, and student conference fees. Discussions continued on the cost of meals at the Conference and the general history of conference fees. The Council agreed to increase the conference fees for Atlanta. Peugh reported that the Annual Conference is AAPOR's primary revenue stream, with membership and education being the next highest revenue streams. The Journals are also a revenue stream, but have been flat over the last five years. The Council discussed eliminating one meal in both Toronto and Atlanta. Peugh reported she will look into the impact of eliminating a meal.

Peugh reported that the Bronze Sponsorship fees have been increased. In Toronto there is a larger exhibit space at the hotel in Toronto. The committee is considering offering a kiosk. The Council discussed sponsorship rates across all sponsorship levels.

Motion: Peugh moved to accept the 2.5% increase for membership and keep student membership the same. Holbrook seconded the motion. The motion passed unanimously.

Motion: Peugh motioned to make the changes to the sponsorship program. Terry seconded the motion. The motion passed unanimously.

Diversity Initiatives – Wilson

Wilson reported that the DCC is discussing increasing diversity in AAPOR, specifically with respect to African Americans and Latino populations. Student travel awards are being increased. Wilson reported that the committee is creating a pipeline program for faculty and students within the underrepresented groups. The committee has increased the targeted number of students for the student travel award from ten to twenty. Students will be offered free conference attendance and free membership. Wilson reported that he is

preparing rough estimates for the fee waiver for students and amendments to the criteria for selection are being reviewed. The Council discussed the next steps to engage the students after the Conference, and including students in chapter events and conferences. Wilson reported that they are removing the requirement for students to be presenters at the conference. The Council discussed a student-member docent program, the rules around student attendance, and adding criteria to the student travel award to increase the diversity. Wilson reported that he will be looking at data from the last three years on the student award winners to assess levels of diversity. Wilson encouraged Council members to forward the names of faculty and students to the Diversity Committee for consideration.

AAPOR 2019 Proposed Budget Overview (I/O) –Dutwin, Peugh, Thocher.

Peugh reported on some of the details of the budget. Revenues for 2018 are \$1.5 million and expenses are \$1.6. Spending has been lower than expected and AAPOR is anticipating a deficit of only \$3000. Peugh reported an anticipated shortfall for 2019 of \$23,000. In 2019, Peugh is anticipating \$1.58 million in revenues, \$1.6 million in expenses, with conference revenues and expenses staying flat. The Council discussed the fees for webinars, the history of those fees, and tiered pricing for webinars.

Membership

Peugh reported that AAPOR spends more on membership than is brought in. Peugh presented the proposed 2019 budget line by line. Peugh highlighted the projection of higher income from membership dues, membership related expenses consistent with last year, added expense of using Dropbox for business. Thocher reported that he will tag SurveyFest expenses as dedicated on an annual basis. Peugh reported that AAPOR is expecting additional revenues in 2018 from distance learning and predicting the same for 2019. Expenses for distance learning are expected to be the same. The Council discussed the webinar schedule for 2019 and the types of webinars that will be offered. The Council discussed the need to partner with other organizations in order to offer accreditation.

Peugh reported that there is no revenue from the TI. The TI is planning to make some changes in their marketing videos. The Job Bank is projecting revenues of \$10,000. Projected revenue from general donations is \$10,000. Peugh reported that the committee is considering monetizing the newsletter to offset newsletter expenses. Thocher reported that there is a possibility of doing away with the print costs of the journals. The contract with Oxford University Press ends in 2023, which creates the opportunity to renegotiate the contract to change the print format to all digital. The Council discussed Oxford Press quantity needs for printing and the journals' uses of social media. Schaeffer offered to capture notes for the publishers to share with them.

Peugh reported that AAPOR is anticipating 900K in revenues for the Conference and Awards. The Council discussed adding and offering AAPOR apparel. Dutwin recommended that someone would be needed to spearhead apparel. Peugh reported that expenses for the conference are all as expected, including increased honorarium for the Plenary Speakers. Peugh reported that the Sunday Plenary might be sponsored by Pew Research.

Peugh reported that the student travel awards and AAPOR's Got Talent provide no revenue, and have no expenses. The Roper and Sudman Awards will be funded with unrestricted funds.

Motion: Peugh motioned to transfer 150K from the general fund to the unrestricted funds. Terry seconded the motion. The motion passed unanimously.

The Council discussed the need for an immediate site visit trip to LA and Portland for the 2021 Conference. Thocher offered to put together a Doodle Poll to determine best time to go.

Johnson reported that AAPOR consider taking out the newsletters that are behind a firewall. Johnson recommended that we make the newsletter accessible to the public. The Council discussed the pros and cons of making the newsletters public as a way to provide information to the world.

The regular meeting adjourned and the council moved to executive session.