



**American Association for Public Opinion Research**

**Executive Council Minutes**

**Thursday, June 22, 2023**

**Executive Council:**

<b>Jennifer Agiesta</b>	<b>President</b>
<b>René Bautista</b>	<b>Councilor-at-Large</b>
<b>Paul Beatty</b>	<b>Past President</b>
<b>Jennifer Childs</b>	<b>Secretary-Treasurer</b>
<b>Aleia Clark Fobia</b>	<b>Communications Chair</b>
<b>Michael Delli Carpini</b>	<b>Education Chair</b>
<b>Bianca DiJulio</b>	<b>Associate Membership and Chapter Relations Chair</b>
<b>Ned English</b>	<b>Associate Standards Chair</b>
<b>Liz Hamel</b>	<b>Councilor-at-Large</b>
<b>Allyson Holbrook</b>	<b>Conference Chair</b>
<b>Ricki Jarmon</b>	<b>Associate Secretary-Treasurer</b>
<b>Frauke Kreuter</b>	<b>Vice President</b>
<b>Sunghee Lee</b>	<b>Associate Inclusion &amp; Equity Chair</b>
<b>Cameron McPhee</b>	<b>Standards Chair</b>
<b>Alisu Schoua-Glusberg</b>	<b>Councilor-at-Large</b>
<b>Rodney Terry</b>	<b>Inclusion and Equity Chair</b>
<b>Jerry Timbrook</b>	<b>Membership and Chapter Relations Chair</b>
<b>Gina Walejko</b>	<b>Associate Conference Chair</b>

**Staff:**

<b>Tristanne Staudt</b>	<b>Executive Director</b>
<b>Lailah Johnson</b>	<b>Program Manager</b>
<b>Leon Spinner</b>	<b>Membership Manager</b>
<b>Jackie Weisman</b>	<b>Marketing and Communications Director</b>

**I. Welcome, Call to Order, Review and Approval of Minutes (A/R) –Agiesta**

Agiesta called the meeting to order at 1:03 pm EST.

Agiesta welcomed the Council and opened the session by reminding everyone that the meeting will follow Robert's Rules of Order.

Agiesta presented minutes from the April meeting.

**MOTION: by Glusberg, seconded by Beatty to approve the minutes from the May 2023 Executive Council meeting. The motion passed by unanimous vote.**

**II. Consent Agendas (A/R) – All**

Agiesta asked if any of the items from the consent agenda needed to be pulled out for further discussion. Hearing none, Agiesta asked for a motion to approve the consent agenda as submitted.

**MOTION: by Childs, seconded by Timbrook to approve the consent agenda. The motion passed by unanimous vote.**

**III. Appointments (A/R) – All**

**Communication**

Aleia Fobia presented five nominees for the Social Media Subcommittee for 1 year term. Agiesta asked about the make up of committee. Aleia stated that several people rotated off after the May conference and that these additions were meant to replace those who rotated off.

**MOTION: by Terry, seconded by Kreuter to approve the nominees for the Social Media Subcommittee. The motion passed by unanimous vote.**

**Education**

Micahael Delli Carpini presented two nominees for the Online Education Subcommittee for a 3-year term.

**MOTION: by Kreuter, seconded by Bautista to approve the nominee for Online Education Subcommittee. The motion passed by unanimous vote.**

**Finance**

Jenny Childs presented one nominee for the Development Subcommittee for a 3-year term.

**MOTION: by Hamel, seconded by DiJulio to approve the nominee for Development Subcommittee. The motion passed after one recusal by unanimous vote.**

**Standards**

Cameron McPhee presented one nominee for the Transparency Initiative Coordinating Committee for a 3-year term.

**MOTION: by Childs, seconded by Beatty to approve the nominee for Transparency Initiative Coordinating Subcommittee. The motion passed by unanimous vote.**

**iv. Presidents Report - Agiesta (Text provided by Agiesta)**

As you all know our primary focus in our meetings today and tomorrow is to set our goals, and through those, our agenda, for this council year. Things will of course come up throughout the year that might knock us off course, but having clearly laid out what we hope to accomplish and how, we'll be well positioned to continue our association's growth and build on the professionalization that's been happening over the past few years. We'll talk more about the details of that goal setting and how that ought to happen later on in today's agenda.

I want to provide a few updates on some of the big picture tasks I mentioned to this group when we last met in May.

On strategic planning, we held an open call for people to self-nominate and to nominate others to serve on our strategic planning ad-hoc committee. That process yielded an extremely heartening 51 nominations, not including those of you on council who have separately expressed interest in participating in the process. The list of people who stepped forward includes quite a few names of people who said they had never served AAPOR before or who said they wished they had been able to do more for AAPOR, and it represents a fairly broad cross-section of our membership. I'm really thrilled with the response we got and I hope this process can serve as a model for filling future volunteer needs.

Over the next month or so, I and a few others who volunteered to help with the process will whittle that list down to a manageable committee. We will bring the full committee to council for appointment during our August discussion.

At the same time, Tristanne has been meeting with professional consultants who help organizations like ours develop strategic plans. We are hopeful that this process will be an opportunity to further solidify AAPOR's professionalization, with the members of the ad hoc committee providing the knowledge of and affection for our organization that any strategic plan ought to have, while an outside expert manages the work of shaping that into a concrete plan.

On the work that we all need to do to diversify and expand the pipeline to leadership in AAPOR and in the field, Tristanne and I had a productive discussion with the IEC chairs and Tamara Terry, AAPOR's inaugural IEC chair, to check in on how things are going relative to the way the IEC was originally envisioned. Coming out of that discussion, I want to emphasize the collaborative relationship that each council member ought to have with the IEC chairs. We will be working on ensuring that lines of communication between committees, subcommittees and IEC are clear and open, and I would ask that each of you ensure that DEI goals – well-defined, measurable, achievable DEI goals -- are a key part of the work of your committees and subcommittees in the coming year.

And finally, in the interest of building on our existing work on advocacy and outreach, we will hear more from Aleia today about how our initial foray into podcasting went, which I am very much

looking forward to! Paul's consent report provides an update on the progress Frank Newport's group is making on a prototype report and the responses he has provided to questions raised in our last meeting. I don't think there is much we need to do on that until we see the prototype, but your feedback on the information provided is welcomed. We also may have the opportunity to obtain additional funding from what remains of the National Council on Public Polls. I'm working on a proposal to them on ways that AAPOR could use that funding to continue on the mission that NCPP served so well. If any of you have specific ideas on how best to do so, please reach out to me to discuss.

**V. Secretary/Treasurer report (I/O) - Childs with Staudt reporting out**

Staudt reported that this month's financials were not available until the day of this meeting (June 22, 2023). There is a 295k net surplus on conference but we still need to keep eye on cash flow for this year. POQ provided an unexpected 35k refund. Projecting a small deficit (less than the budgeted deficit). The final audit report was completed and they are working on our 990.

**VI. Executive Director's report (I/O) - Staudt**

**Membership & Chapter Relations**

Following the conference, we added nearly 200 individuals who attended the conference as non-members into our membership. With these complimentary memberships, AAPOR's current member total is 2,200.

**Conference**

AAPOR held its largest conference ever last month which attracted 1,453 registrations and 1,411 attendees. AAPOR's largest conference prior to this was held in 2016 (Austin, Texas) which had 1,308 registrants. There is still one outstanding bill from the event, plus a few chapter and speaker reimbursements, but a preliminary look shows that AAPOR will stand to net approximately \$290,000 on the event, about \$65,000 more than anticipated.

**Financials**

Financials continue to be strong coming out of the conference. With nearly \$65,000 in additional surplus from the conference, coupled with an unexpected refund from past POQ journal hosts and strong journal performance in 2022, AAPOR's projected deficit will be significantly less than planned.

**Staffing**

AAPOR has had difficulty with hiring for the open education and conference manager position for a variety of reasons, including candidate strength, skill set combination of education and logistics, and the post-covid hiring market. Given the success of utilizing a logistics consultant for the 2023 event, Staudt would like to continue using this service for 2024. The full-time staff position would transition to solely education overseeing abstract and speaker management, plenary support, program review,

and educational support for new and returning programs such as SurveyFest and student conferences. The event logistics consultant will cost approximately \$30,000 per year. With the reduction in responsibilities, the revised Education Manager role would shift from \$75,000-\$85,000 to \$65,000-\$75,000. There would be a net cost to the association of \$20,000 per year with this structure. This difference could be partially offset by several already-planned cuts including a reduction in plenary speaker honoraria, reduction to the conference chair discretionary budget, and changes to the food and beverage offerings. As background, partial conference support cost the association \$13,000 in 2023 but as the education and conferences role has been empty, the association has not paid out any salary or benefits, a net savings in 2023 (as of June) around \$30,000.

**MOTION: by Beatty, seconded by Glusberg to approve the staffing model change. The motion passed by unanimous vote.**

## **VII. Debrief 2023 Annual Conference (I/O) - Holbrook & Walejko/All**

### **1. Summary of the 2023 AAPOR Annual Conference**

The 2023 conference in Philadelphia was amazingly successful and much of that is due to the hard work of the AAPOR staff and many, many, many AAPOR volunteers who made the 2023 conference a success. Highlights of the 2023 conference:

- A total of 1,453 registrations and 1,411 attendees (a record number)
- A total of 494 presentations, 40 contributed panels, 92 posters, 5 roundtables
- A total of \$244k in sponsorship (a record number)
- Changes in abstract submission process
  - o Increased rigor (12.6% rejection rate), increased use of online forms
  - o New abstract management and online conference scheduling system (Confex)
  - o New collaborative presentations (78 of 494 total talks were collaborative)
- Smaller number of conference committees
  - o Local events subcommittee
  - o Program committee
  - o Sudman award committee (associate conference chair)
  - o Student poster award competition (HLM judges; associate conference chair)
- Successful collaboration with subcommittees of other EC chairs
  - o Sponsorship (Finance)
  - o Welcoming committee (MCR): Docent, HLMs, pre-conference events
  - o Short Course (Education): 8 short courses (4 virtual; 4 on site)

We look forward to receiving member feedback from the membership survey.

### **2. Interactive Program**

About a third of the speakers at the 2023 conference uploaded materials for the archive. When you log on to the Confex site with the program, you can now view uploaded papers and slides for presentations where authors have loaded them.

### **3. Activities Accomplished Since May 2023 EC Meeting**

- Produced final conference registration report

- Sponsors/exhibitors were thanked at the conference.
- Exhibitor survey send out 5/22/23 and closed on 6/16 (n=20); currently reviewing results
- AAPOR staff delivered actual awards to AAPOR Award winners
- Conference refunds processed
- Conference recap including link to pictures from conference (“faces of AAPOR”) sent to membership
- Created 2023 section on past conferences on AAPOR website, including:
  - o Presidential Address
  - o Collectible Program for Download
  - o Abstract Book
  - o 2023 Award Winners (with link to AAPOR award winner video)
- Working with staff on development of conference theme and plenary topic for 2024
- Working with staff to maximize procedures, schedule, and food/beverage budget given the Wednesday-Friday night schedule.
  - o Reduce waste (particularly at the banquet where over \$30,000 worth of food was discarded)
  - o Improve attendance at AAPOR “culture” events—rebuild culture for post-COVID new attendees
  - o Consider timing of preconference events like new counselor orientation, EC meeting, and short courses
- Brainstorming ways to more intentionally integrate DEI training experiences and learning into the conference—local events, program, etc.
- Working with staff to finalize local events subcommittee and at large members of conference committee for 2024 conference
- Post-conference activities still outstanding:
  - Final financial summary (initial unfinalized estimate is that we made \$60,000 more than estimated for the 2023 conference)
  - Pay the final bills (one AV bill outstanding at this point)
  - Provide conference information and Presidential Address to POQ for fall issue in progress)
  - Review results of sponsor/exhibitor and attendee/member survey

#### **VIII. JPSM Citation Program Renewal - Education (A/R) - Delli Carpini**

Delli Carpini noted that the program was approved by council several years ago but never really got off the ground. Delli Carpini did not know history or the logic for it. Group came back to say they would like to renew the agreement. Kreuter stated that it was designed to pull more people into the community and then COVID happened and management changed so it did not get off the ground. The agreement was in place in December 2019 right before COVID, but was never widely advertised. Such a program could bring new members to AAPOR. The existing agreement did not preclude other organizations for participation. Using AAPOR short courses as a certification for JPSM would require a few logistical pieces updated from the original agreement. Delli Carpini suggested that he bring it back to Florian for revisions/specifications and then bring it back to Council to vote. A question was asked if webinars are free, does it impact the certification. Delli Carpini will go back to JPSM and discuss and then bring back to council. No action was taken.

#### **IX. Standards Code Violations (I/O) - McPhee**

##### **Standards Committee Consent Report**

##### **Standards Definitions**

The subcommittee met the week of 6/5 to discuss the priorities for Standard Definitions. Ashley Kirtzinger will work on revising the new version of the “Calculating e” document for committee and Council review. Kirtzinger is going to reach out to other committee members to start drafting a process flow for an online calculator. McPhee is creating a slide deck for a webinar to overview the new report. Short “info” videos will be tabled until the first set of tasks is completed.

### **Transparency Initiative Coordinating Committee (TICC)**

Ruth Igielnik volunteered to replace Jenny Benz as co-chair of subcommittee. Biennial reviews of TICC members will begin in the next month or so.

### **CTIA Ad-Hoc Committee**

While the committee waits for response to FCC posting, they are planning to draft a “primer” to potentially be included on the website with learnings about the issues surrounding texting for survey research. The goal would be to clarify the rules and exemptions around using text messaging and outline the regulations governing the space. Kate Hobson and Angelique Uglow will take a first pass at drafting this.

### **Standards complaints**

Cameron is waiting for an update on the status of the remaining complaint.

### **X. 2023 – 2024 Planning and Goals (I/O) – Agiesta (Please see President's report)**

- 2023-2024 Outlook
- Future of AAPOR Finances
- Outcome from Council's DEI Program
- Guidelines for Goal Setting

### **XI. Committee Goal Brainstorming Sessions – All**

Ensuring that committees are looking at responsibilities for committees and subcommittees and those of AAPOR staff. Meetings were designed as brainstorming sessions with rotating chairs. Items that were to be kept in mind during brainstorming sessions included:

- Need to be fiduciarily responsible when making recommendations
- Opportunities to do fundraising.
- Keeping DEI in mind and specific goals for this year.
- Include a timeline in recommendations.
- Make goals concrete and measurable.
- Focused on achievable goals.

After brainstorming sessions we then met as larger groups to get input from other brainstorming groups. This raised awareness and allowed chairs to ask questions. Committees were expected to begin work on these goals, focusing on timelines created.

### **XII. ADJOURN**

**MOTION:[by Terry, seconded by Holbrook] to adjourn the Executive Council meeting. The motion passed by unanimous vote.**

**The meeting adjourned at 4:40 pm.**