



American Association for Public Opinion Research

Executive Council Minutes

Tuesday, August 15, 2023

Executive Council:

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

Staff:

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| Tristanne Staudt | Executive Director |
| Lailah Johnson | Program Manager |
| Leon Spinner | Membership Manager |
| Jackie Weisman | Marketing and Communications Director |

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

Agiesta called the meeting to order at 12:03 pm EST.

Agiesta welcomed the Council and opened the session by reminding everyone that the meeting will follow Robert's Rules of Order. Also keep in mind AAPORS IEC goals during the meeting.

Agiesta presented minutes from the June meeting.

MOTION: by Carpini, seconded by McPhee to approve the minutes from the June 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 Glusberg, seconded by Holbrook to approve the consent agenda. The motion passed by unanimous vote.

III. Appointments (A/R) – All

Sirken Award

Bautista presented three nominees for the Sirken award Subcommittee for a 3-year term. Question asked if ASA was also adding new members but they are not. Question also asked if there was a chair. Greg Holyk would be chair for the committee.

MOTION: by Carpini, seconded by Timbrook to approve the nominees for the Sirken award Subcommittee. The motion passed by unanimous vote.

Motion: by Beatty, seconded by DiJulio to approve the nominee for the Sirken award chair. The motion passed by unanimous vote.

Conference

Holbrook presented 10 nominees for Conference subcommittees. One member at large to serve a 1 year term, three local events subcommittee members to serve a 1 year term, and six Sudman award members to serve a 1 year term.

MOTION: by McPhee, seconded by Terry to approve the nominees for Conference subcommittees. The motion passed by unanimous vote.

Education

Delli Carpini presented five nominees for Education Subcommittees. Four for the Online subcommittee for a 3-year term, and one for the Short Course Subcommittee for a 3-year term.

MOTION: by Bautista , seconded by Timbrook to approve the nominee for Education Subcommittee nominees. The motion passed after one recusal by unanimous vote.

Inclusion and Equity (IEC)

Terry presented one nominee for the IEC for the Culture and Communications subcommittee for a 3-year term.

MOTION: by McPhee, seconded by DiJulio to approve the nominee for IEC Culture and Communications subcommittee chair. The motion passed by unanimous vote.

Strategic Planning

Agiesta presented twelve nominees for the Strategic Planning Ad-hoc committee for a 1-year term.

MOTION: by Hamel, seconded by Delli Carpini to approve the nominees for the Strategic Planning Ad-hoc committee. The motion passed by unanimous vote.

iv. Presidents Report - Agiesta

Agiesta reports that significant progress is being made in AAPOR's strategic planning initiative during this meeting. Initially, Tristanne, Frauke, and Jennifer, along with a dedicated group of volunteers, meticulously reviewed the list of AAPOR members willing to serve on the ad hoc committee. The result is the appointment of a diverse group of 12 individuals who are poised to map AAPOR's path forward. This committee comprises members from various stages of their careers and with differing levels of formal involvement in AAPOR. Their well-considered ideas about AAPOR's future direction, as demonstrated in their applications (special thanks to Jenny for the excellent suggestion), align with the diverse perspectives sought at the outset of this planning process.

Later in the meeting, discussions will center around proposals from professional consultants to assist in managing this endeavor and provide external expertise to the process. Hiring these consultants marks a significant step in AAPOR's professionalization. A robust strategic plan rooted in data is pivotal to AAPOR's organizational performance and ensures the continuity of its mission even as the volunteer council evolves. These consultants are expected to bring impartial perspectives on AAPOR's current activities, its future objectives, and the rationale behind them. While engaging these consultants entails a substantial expense, it is crucial for AAPOR to establish a sound strategic plan with clear priorities to steer the organization in the right direction.

Agiesta also expressed gratitude to all council members for their diligent work in formulating goals following the previous meeting. These clear and measurable targets, integrated into council reports and work, promise to drive significant progress for each of AAPOR's committees. The council was commended for their commitment to advancing AAPOR's mission.

V. Secretary/Treasurer report (I/O) - Childs

AAPOR is on track to finish the year in a strong financial position. While the budget initially projected a deficit of \$230,000, the organization's financial outlook is now much more favorable. This improved projection is primarily attributed to robust revenue streams from the conference and membership dues.

AAPOR currently has cash reserves that cover four months of budgeted expenses. The organization anticipates that it won't need to dip into its reserves this year.

The fact that a vacant staff position remains unfilled has contributed to offsetting the projected deficit.

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

Membership & Chapter Relations

Membership growth has decelerated over the course of the year, although there are still new members joining during the summer period. Currently, AAPOR has slightly over 2,200 members. For a more detailed overview of membership statistics and related information, please refer to the Membership and Chapter Relations (MCR) consent report.

Conference

The preparations for the upcoming conference are progressing well. The abstract submission site is currently under construction, with the plan to open it for submissions in approximately one month from now.

Linda Pierre, who serves as the logistics consultant, has been briefed on the event's details for this year. She has also established contact with the hotel to initiate the process of creating timelines, coordinating with various vendors, and formulating preliminary vendor budgets.

For a more comprehensive overview of conference-related updates and details, please refer to the Conference consent report.

Financials

AAPOR's financial performance has remained robust, particularly following the conference, where we earned approximately \$70,000 more than originally anticipated. Furthermore, AAPOR has exceeded its revenue budget for both membership and journals by a significant margin, while also effectively managing expenses in various areas.

Although the 2023 budget initially projected a deficit of approximately \$230,000, the June financials indicate a much more favorable financial picture. While there may still be a deficit when factoring in upcoming expenses, it is highly likely that this deficit will be less than six figures.

Staffing

The Education Manager role was posted in late July and to date we've received 13 applications, several of whom are well-qualified candidates. Interviews will begin next week with the hope of having someone on board in early to mid-September

VII. Education Committee Updates (A/R) - Delli Carpini

1. Sunsetting Subcommittees

The Diversity and Inclusion subcommittee of the Education Committee has been inactive for over two years. As a result, it has been decided that this subcommittee will sunset, as it is believed that Education can be more effective by collaborating with the Inclusion and Equity Committee (IEC) instead.

To facilitate this collaboration, the Education Committee plans to work closely with the IEC in the coming year to establish semi-formal ways of working together. Initiatives such as short courses have already been discussed between the Education Committee and the IEC.

MOTION: by Glusberg, seconded by Kreuter to approve the sunsetting of the Diversity and Inclusion Education subcommittee. The motion passed by unanimous vote.

2. JPSM Agreement

In February 2020, the American Association for Public Opinion Research (AAPOR) and the University of Maryland's Joint Program in Survey Methodology (JPSM) initiated a three-year agreement for a collaborative citation program. However, the onset of the COVID-19 pandemic resulted in the program largely becoming inactive, with only one person successfully completing it.

JPSM is now proposing the renewal of an adapted version of the citation program for the next three academic years, spanning from 2023-2024 through 2026-2027. Following this period, the program's effectiveness and relevance would be evaluated for potential adjustments or continuation.

Keusch noted that the agreement was established at a time when memberships did not include free access to webinars. Therefore, there is a need to reevaluate and determine the most effective way to structure this agreement so that it truly provides an advantage for AAPOR members.

Delli Carpini requested comments from the committee regarding the proposal and its accompanying instructions. Committee members were instructed to reach out to either the Education Chairs if they had any questions or needed clarification on the proposal or its implementation.

VIII. Standards Code Violations (A/R) - McPhee

A previously dropped violation that pertains to frugging (fundraising under the guise of research) was revisited. The recommendation put forth by the evaluation committee is to issue a private censure letter to the organization responsible for the violation. During the discussion, it was agreed to use this opportunity as an educational moment rather than an accusation. It was agreed to send a letter to the organization that explains AAPOR's policy and best practices, serving as a reminder rather than a formal censure letter. This approach aims to educate those involved and promote compliance with AAPOR's standards.

Additionally, it was decided that the standards related to handling frugging violations would be reviewed by the committee, and recommendations would be made for how such violations should be addressed in the future.

MOTION: by Glusberg, seconded by Delli Carpini to send a reminder letter to the subject of complaint about AAPO's best practice. The motion passed by unanimous vote.

A complaint was filed regarding a poll that was released by a company without accompanying information regarding its methodology. Despite several requests for details on how the poll was conducted, there was no response from the company. Multiple individuals attempted to obtain information from the poll-conducting company, but their efforts were met with silence.

In response to this issue, the next course of action would be to establish an evaluation committee. This committee would be tasked with investigating the poll in question, including its methodology, data collection procedures, and any other relevant details.

First MOTION: by Bautista, seconded by Glusberg to form an evaluation committee to be selected to evaluate this complaint. The motion passed by unanimous vote.

Second MOTION: by Kreuter, seconded by Holbrook to form an evaluation committee from the current list of possible members to serve on this committee prior to next meeting. The motion passed by unanimous vote.

IX. Strategic Planning Update (A/R) – Staudt (recording)

During the meeting, two proposals were discussed: one focused on Strategic Planning and the other on Cultural Facilitation. Tristanne suggested a collaborative approach to these processes, involving both a development firm for a cultural assessment and a strategic planning firm. Here's an outline of the proposed steps:

1. **Kickoff Meeting**: The selected organization would initiate the process with a kickoff meeting involving the ad-hoc committee. During this meeting, they would become acquainted with AAPOR's background, history, finances, and culture.
2. **Survey Design**: After the initial meeting, the organization would work with input from the ad-hoc committee and a few members of the AAPOR community to design a comprehensive survey.
3. **Survey Implementation**: The facilitator would then carry out the survey, targeting a diverse cross-section of AAPOR members, including long-time members, newcomers, those who have never attended, and former members.
4. **Strategic Planning Retreat**: Following the survey, a strategic planning retreat would be organized, involving a professional organization and the ad-hoc committee. This retreat would include a goal-setting component.
5. **Framework**: The ultimate goal of this process would be to formulate a framework for AAPOR's future direction, which would then be shared with the council for approval.

The estimated total investment for this initiative is approximately \$30,000. During the discussion, questions were raised about the alignment of cultural workshops with AAPOR's goals and how success would be measured. It was clarified that the facilitator would build upon the work done in the previous year related to DEI. The aim is for both organizations to build upon the existing foundation. Additionally, it was agreed to reach out to references prior to making the investment..

It's worth noting that half of the budget would be allocated for this year, with the remaining half allocated for the following year. However, the budget does not currently include an operational matrix.

MOTION: by Delli Carpini , seconded by McPhee to approve a budget of \$30,000 to engage with the firm to get started after checking references. The motion passed by unanimous vote.

X. AAPOR Video Strategy (A/R) – Weisman, Johnson

Johnson has submitted a proposal to establish an AAPOR TikTok account, with the intention of posting short videos once a week. These videos would cover a range of topics, including "How to" guides and other content, varying in length from a few seconds to up to 5 minutes. The idea is to seamlessly integrate this TikTok content with our other media platforms, including YouTube, by incorporating effective calls to action.

To ensure a steady stream of content, the plan includes creating a stockpile of videos that would cover a three-month period. The content for these videos would be sourced from our standing committees. Johnson would take the lead in producing these videos.

Moreover, the proposal emphasizes that the media content created doesn't have to be exclusive to TikTok; it would be shared across all our media platforms for maximum reach and impact.

The Communications Committee is keen on ensuring coordination between Lailah and the Social Media Subcommittee to facilitate this initiative. Importantly, this would not entail an ongoing commitment from committee members.

Regarding costs, the proposal clarifies that the platform itself is free; the primary investment required would be the labor contributed by Weisman and Johnson. The first step in the process would be the creation of a TikTok account to get the initiative underway.

MOTION: by Bautista, seconded by Delli Carpini to setup a tik tok account for AAPOR. The motion passed by unanimous vote.

XI. Membership Survey Results (I/O) - Timbrook

The 2023 membership survey has officially concluded, with a primary focus on gathering feedback from our members and attendees regarding both membership and conference-related matters. Detailed top-line reports, compiled by the committee, will be distributed at a later date to provide comprehensive insights into the survey results.

We achieved a response rate of 41.6%. This survey marked our inaugural use of Qualtrics as the survey platform. For this initial survey, a Qualtrics employee was responsible for its programming. However, it's important to note that subsequent surveys will be programmed by AAPOR staff, ensuring continuity and control over our survey processes.

Invitations to participate in the survey were disseminated through both AAPOR and our dedicated membership staff. We greatly appreciate the engagement and contributions of all participants. The valuable findings from this survey will be shared with the AAPOR community, facilitating transparency and informed decision-making within our organization.

XII. Future conference site selection - Holbrook

Holbrook raised a question, suggesting that we should adopt a more systematic approach when evaluating potential sites. After extensive deliberation regarding the factors that should influence our site selection process, there was a consensus that political considerations should be excluded from the criteria.

Additionally, committee members expressed a preference for not establishing a formal set of criteria. As a result, it was decided that the conference committee would take the responsibility of compiling a list of potential locations for further consideration.

XII. New Business

No New Business

XIII. Adjourn

MOTION: by McPhee, seconded by Childs to adjourn the meeting. The motion passed by unanimous vote. The meeting adjourned at 2:56 pm.