



**American Association for Public Opinion Research**

**Executive Council Minutes**

**Wednesday, October 4, 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>Allyson Holbrook</b>	<b>Conference Chair</b>
<b>Ricki Jarmon</b>	<b>Associate Secretary-Treasurer</b>
<b>Florian Keusch</b>	<b>Associate Education Chair</b>
<b>Frauke Kreuter</b>	<b>Vice President</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>
<b>Ryan Green</b>	<b>Education Manager</b>

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

The meeting commenced at 2:02 pm Eastern Standard Time, with Agiesta presiding. Agiesta extended a warm welcome to the Council members and initiated the session by emphasizing the adherence to Robert's Rules of Order. She also urged everyone to remain mindful of the AAPORS IEC goals during the course of the meeting.

During the meeting, Agiesta presented the minutes from the August gathering.

A motion was then proposed by McPhee and seconded by Holbrook to approve the minutes from the Executive Council meeting in June 2023. The motion was carried unanimously.

## **II. Consent Agendas (A/R) – All**

Agiesta initiated the meeting by inquiring if there were any items within the consent agenda that necessitated further discussion. Beatty requested additional clarification from the Standards committee regarding CTIA. McPhee highlighted the Adhoc committee's role in facilitating comments on proposed rule making from the FCC, specifically noting their ongoing efforts to draft documentation outlining considerations for contacting respondents via text and addressing the legal framework governing texting practices.

No additional comments or queries were raised.

In the absence of further discussion, Agiesta requested a motion to approve the consent agenda as originally presented.

A motion was subsequently put forward by Bautista, seconded by McPhee, to approve the consent agenda. The motion passed unanimously.

## **III. Presidents Report - Agiesta**

Agiesta initiated the meeting by providing a friendly reminder about an upcoming 2:20 emergency alert message. A warm welcome was extended to the new staff member, Ryan Green, expressing delight in having them join the team.

The primary focus of today's meeting was the review of the budget. Acknowledging the financial challenges faced by AAPOR in recent years, there is a recognition of a path forward, and successes are acknowledged. The mission for the day was to keep the organization on course, with a specific emphasis on identifying new sources of revenue.

Following the transition to self-management and the more strategic approach taken by the council, multiple funding requests for new projects have been received. Evaluating the benefits and trade-offs of each proposal is considered a key task. Additionally, as new ideas requiring financial support are brainstormed, there is an emphasis on considering innovative ways to generate revenue.

Looking ahead to tomorrow's agenda, significant decisions will be addressed, covering key questions related to conferences, educational initiatives, journals, and the public stance on polls and surveys. There will also be an opportunity to convene in smaller groups to revisit goals set earlier in the year, assess progress, and determine if any adjustments are necessary.

In the coming week, the strategic planning committee is scheduled to hold its inaugural meeting. There is anticipation regarding the direction this process will take. By the end of this council year, the aim is to establish a clear set of strategies for successors to follow. The current work is considered pivotal in ensuring that AAPOR remains in a strong and prosperous position during this developmental phase.

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

Membership & Chapter Relations:

The 2023 membership year officially concluded as the 2024 Membership Drive began this week. We had a robust year and aim to maintain this positive trend in 2024. Next week, we will commence promotional activities for the drive, with a particular focus on targeted marketing directed towards students and early career professionals. Rhythm has also introduced an auto-renewal option, which we will offer to members when they renew manually this year. Additional information is available in the MCR consent report.

Conference:

The abstract submission site is now live, and we have started to receive abstract submissions. We are on track compared to last year's conference, and we anticipate that most abstracts will be submitted near the November 15th deadline. Next week, the staff and Conference chairs will conduct a site visit to Hilton Atlanta to assess the venue's size and layout. Further details can be found in the Conferences consent report.

Financials:

As we approach the end of the 2023 fiscal year, it appears highly likely that we will conclude the year with both an operational and overall budget surplus. The executive director will be meeting with the accountant this month to evaluate projections and compare the 2023 and 2024 budgets. While 2023 is expected to end in a much stronger financial position than initially anticipated, the Council will need to make prudent decisions in future offerings to achieve greater financial stability.

Staffing:

In mid-September, we welcomed Ryan Green, AAPOR's new Education Manager, to our staff. Ryan brings a wealth of knowledge in science-based associations, particularly in the areas of student engagement and education. She is already actively engaged in developing two new staff-driven programs aimed at providing enhanced benefits to students while potentially generating additional revenue.

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

Childs began by expressing that the organization is currently in a more favorable financial position and does not currently require withdrawing investments. In August, there was approximately a three-month cash reserve, and by the end of the year, the organization anticipates having a two-month reserve. This improvement can be largely attributed to the conference's performance, which exceeded expectations, and better-than-expected membership growth.

Staudt noted that there might be a need to withdraw a small amount from investments in January, and this situation will be monitored closely. The estimated amount to be withdrawn would likely be a maximum of \$40,000.

#### **VI. 2024 AAPOR Budget (A/R) - Staudt/All**

The initial draft of the budget for 2024 included is a budgeted deficit of \$263,000.

General & Administration (G&A):

Our G&A expenses amount to \$783,000. These expenses primarily include costs associated with our 1099 forms and ongoing audit preparations. There were no specific questions raised regarding G&A.

Membership:

It was confirmed that membership rates were adjusted by approximately 10% last year. A question was posed concerning whether the share of employer-paid memberships has held steady, and the response was that data would be collected to address this inquiry.

#### Leadership and Committees:

During the Council meeting, concerns were raised about the considerably higher prices of hotels and catering in comparison to Alexandria.

The floor was open to thoughts and questions from attendees. Suggestions were made to consider introducing podcasts and potentially seeking sponsorship for the online calculator. It was noted that most podcasts come with advertising, prompting discussions about the number of podcasts to assume in the budget and whether the calculator expense is one-time or ongoing. There was mention of a recording that discussed an idea regarding donations.

The conversation focused on strategies to reduce the budget by \$63,000 or increase revenue. The importance of targeting individuals for donations was emphasized, and it was noted that members have not been regularly approached for contributions. The Development Committee was encouraged to set a goal for reaching out to Honorary Life Members (HLM). These efforts were seen as investments in the future, with the potential to encourage sponsorship. Consideration was given to possible cost reductions at the conference, particularly in terms of presentations during meals and the rationale behind plated meals.

Additional topics of discussion included the role of a dedicated development person, as well as other new revenue streams. There was also contemplation regarding whether to delay the calculator project until sponsorship is secured. It was noted that further definition of conference and non-conference activities is needed, and the timeline for rolling out the calculator was discussed.

#### Transparency Initiative:

No questions or comments were raised regarding the Transparency Initiative.

#### Education:

No questions or comments were raised regarding the Education segment.

#### Journals:

Improvements over the previous year were noted, primarily due to the involvement of OUP (Oxford University Press). Projections indicated \$95,000 for POQ editorial support and \$220,000 in royalties. It was mentioned that these efforts are expected to generate approximately \$75,000. It was also mentioned that the JSSAM journal is likely to see increased expenses. The budget for POQ was increased by \$7,500, and JSSAM's budget was increased by \$10,000.

#### Annual Conference:

The overall registration rate was increased by a small percentage, with the goal of maintaining a steady cost for students and for HLMs. A question was raised about the conference lunch, exploring the possibility of an opt-in option that might cost more but enhance the essence of the conference

experience. There was a discussion about potentially removing certain meals and reducing breakfast options to save money. Questions were asked about shifting the banquet from Friday to Thursday and changing Thursday lunch to a boxed lunch.

## **VII. Adjourn day 1**

MOTION: A motion to adjourn the meeting was made by Holbrook and seconded by Timbrook. The motion passed unanimously, and the meeting was adjourned at 5:44 pm.



American Association for Public Opinion Research

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Thursday, October 5, 2023

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Paul Beatty	Past President
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Sunghee Lee	Associate Inclusion & Equity Chair
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## I. Welcome, Call to Order (A/R) –Agiesta

Agiesta initiated the meeting at 9:37 am EST and welcomed the Council. She began by resuming the discussion on the budget. The proposal involved increasing fees for all conference attendees except students and Honorary Lifetime Members (HLM). The consensus was that the proposed fee increase was reasonable. These changes in fees were expected to reduce the deficit by approximately \$64,000, leaving a projected deficit of about \$200,000. It was noted that historically, the actual deficit has been smaller than the budgeted deficit. There was a recognition of the need to focus on generating new revenue and to be prudent stewards of resources throughout the year. It was also acknowledged that some expenditures may be necessary for future growth.

The discussion emphasized the importance of making the budget balance and establishing metrics to measure the success of new initiatives. The need to move AAPOR toward a balanced budget was underlined, with an emphasis on setting metrics to track progress. There was an intention to review all committees to identify areas for potential cost savings and explore opportunities for sponsorship organizations.

Various ideas were proposed, including tracking mechanisms, the potential removal of the exhibitor hall lunch, which was estimated to cost \$50,000, and considering alternative options for lunch. The plan was to extend the lunch duration to 1.5 hours and remove the exhibitor hall lunch. This was intended to reduce the overall deficit to \$167,000.

Questions were raised about the success of sustaining sponsorships and whether the first-time attendee gift could be retained while reducing expenditures on promotional items (swag) or replacing them with more sustainable options, allocating a budget of \$4,500. The idea was to maintain the new attendee gift while making the swag offerings more sustainable.

There was a discussion about balancing cost increases with reductions, with considerations of potential impacts on participants. The suggestion was made to conduct a systematic analysis of complaints, potentially including survey questions to gather feedback. Finally, there was a query about whether AAPOR council members should spend time at a booth at the conference, offering time with council members instead of offering swag..

**MOTION: A motion to approve the 2024 budget was proposed by McPhee and seconded by Bautista. The motion passed with unanimous approval.**

## II. Appointments (A/R) – All



Finance:

Childs presented one nominee for the sponsorship subcommittee for a 2-year term.

**MOTION:** A motion to approve the nominee for the sponsorship subcommittee was proposed by Delli Carpini and seconded by McPhee. The motion passed with unanimous approval.

Education:

Clark Fobia presented one nominee for the publications subcommittee for a 2-year term.

Conference Committee:

Holbrook presented one nominee for the conference committee as a member at large and one nominee for the sponsorship subcommittee for a 2-year term.

Standards Committee:

McPhee presented one nominee for the standard definitions subcommittee for a 3-year term.

Conference Committee:

Holbrook presented seven nominees for the conference subcommittee who will meet in Chicago for a one-day meeting. It was noted that up to 12 people would be needed. A question was raised about racial and ethnic diversity, which was recognized as an area where improvements could be made, potentially via planned additional appointments to the committee, but there was a good balance in terms of age, gender, and areas of expertise.

Membership and Chapter Relations:

Timbrook presented three nominees for the welcoming subcommittee, two for the awards committee, and three for the database committee. These nominations were noted for their good mix of ethnicity, tenure, age, and gender.

**MOTION:** A motion to approve all new appointments was proposed by Clark Fobia and seconded by Glusberg. The motion passed with unanimous approval.

### iii. 2023 Conference Update (A/R) - Holbrook

#### Call for Abstracts

- On September 25, 2023, the official call for abstracts for the 2024 conference was announced.
- An update on conference submissions will be provided at the October EC meeting.
- The submission deadline for abstracts is November 15.

#### Conference Committee

- The conference committee held its first meeting to discuss the 2024 conference.
- All relevant committees and subcommittees are continuing their work for the upcoming conference.

#### Continuing to Include Joint Talks

- The call for abstracts includes the continuation of joint collaborative talks introduced last year.
- Clear instructions and submission processes have been provided to enhance understanding and reduce errors in identifying these submissions for the 2024 conference.

#### Plenary

- The plenary for the 2024 conference will center around engaged scholarship and how AAPOR members' work impacts the world.
- The process of identifying speakers and a moderator is underway.

#### Abstract Information Session

- The Welcoming Subcommittee is preparing an upcoming webinar on how to construct successful poster submissions.
- Gratitude was expressed to Erin and Jonathan for their hard work in putting this together.

#### Activities Accomplished Since August 2023 EC Meeting

- Ongoing collaboration with the sponsorship committee on the sponsorship prospectus.
- A full conference committee meeting took place in September.
- The formation of the local events subcommittee.
- Initial planning for the December Abstract Review Committee.

## Upcoming Conference Activities Before the Next EC Meeting

- Discussions and finalization of changes to the 2024 schedule will take place at the October EC meeting.
- Identification of plenary presenters and a moderator.
- Development of working group proposal descriptions and processes for EC discussion in the November meeting.
- Finalization of conference committee composition and dates/location for meetings.
- Release of a call for abstract reviewers.

## iv. Standards Committee Update (A/R) - Mcphee

Jackie Weisman received cost estimates from a web developer on the response rate calculator and needs to discuss the feasibility with the council given the cost. Options for moving forward include:

- Splitting work across two council years.
- Obtaining other cost estimates.
- Exploring the possibility of reducing labor hours by involving committee members, including adding new committee team members.
- Collaborating with the council to solicit organizational sponsorship for the calculator.

The committee is open to presenting a webinar on the new definitions. They seek input from the education committee on whether this should be part of this year's webinar lineup or if it's better to wait until after the online calculator is available.

TICC:

- Biennial reviews are in progress.
- TICC initiated a "buddy" system this year, where everyone has a partner serving as a second reader for reviews to incorporate validity checks.
- TICC is in discussion with Communications on publicizing the Transparency Initiative's value.

CTIA Ad-Hoc Committee:

- While waiting for a response to FCC posting, the committee plans to draft a "primer" for potential inclusion on the website. This primer aims to clarify rules and exemptions around

using text messaging for survey research, outlining the regulations governing the space. Kate Hobson and Angelique Uglow will take the lead in drafting this.

#### Other Standards Activities:

Working with Neil Ruiz to draft a proposal for a Task Force report on best practices for surveying traditionally under-surveyed populations. Once drafted, they will connect with IEC to identify suitable participants.

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

#### JPSM Agreement:

The AAPOR citation program, which was initially piloted four years ago, had only one student complete the citation. Momentum behind promoting it faded during the pandemic. The original program description was somewhat vague but has since been modified. The free membership that was offered to participants has been eliminated, with an emphasis on the incentive for students. An incentive structure has been built in to benefit new members.

#### Webinar Kits

There is a transition to a system where webinars are organized by topics, and members can purchase kits by bundle. This system allows members to pick and choose which webinars they want to participate in.

**MOTION: Childs proposed a motion, seconded by McPhee, to approve the modified version of the JPSM program. The motion passed with unanimous approval.**

### VI. JSSAM Editorship (I/O) - Delli Carpini & Wajeko

The budget allocated a compensation increase for the JSSAM (Journal of Survey Statistics and Methodology) editor, setting it at \$15,000 per year. However, the actual dollar amounts for the editor's compensation will be determined once submissions for the editor position are received. There was discussion about the contribution from the American Statistical Association (ASA) to the position. Historically, ASA support has involved JSSAM and POQ (Public Opinion Quarterly) subscriptions. The Education Committee is scheduled to meet with ASA to further discuss the specifics of this position.

## VII. 2024 Pre-Election Polling Task Force (A/R) - Agiesta

AAPOR will convene a panel of survey research and election polling experts to conduct a review of the 2024 pre-election polls. The task force's goals include:

- Evaluate the accuracy of 2024 pre-election polling for both primaries and the general election, focusing on the presidential race and other races.
- Examine reasons for specific poll and/or methodology failures in estimating support for major party candidates at the national and state levels.
- Review variations across different survey methodologies.
- Identify significant differences between pre-election polls in 2024 and polling in prior election years (2022, 2020, and 2016).
- Create an archive of the data collected for the analysis for 2024 and prior years, enabling AAPOR to continue this work in the future.

An appropriately sized task force will be formed by November 14, 2023, to begin work on the project.

The task force will gather information on all publicly released polls, including:

- All polls on presidential state primaries and state caucuses.
- All polls on the general election for president at the national and state levels.

Additionally, the task force may include:

- All general election polls on races for U.S. Senate.
- All general election polls on races for governor.

Data on pre-election polls conducted with field dates from January 1, 2024, to November 5, 2024, will be eligible for inclusion in the analysis.

The task force will provide a brief interim report on the performance of the polls in the presidential primaries by the end of July 2024. It will collaborate with AAPOR staff, the Communications Committee, and the Executive Committee on AAPOR statements about the polls during the 2024 campaign, as needed.

The draft report of the task force should be ready for review by Council at its January 2025 meeting, with the final report ready for review at its February 2025 meeting. Once constituted, the task force will outline the necessary steps to achieve its goals, including committee structure, data acquisition, planned analyses, report writing procedures, and any supplemental analyses, partnerships, or needed support.

**MOTION: by Beatty, seconded by McPhee to accept the charge of 2024 pre-election polling task force. The motion passed by unanimous vote.**

## VIII. Affinity Group Requirements (A/R) - Timbrook

The current rules state that one must be an AAPOR member in order to be an Affinity Group member, causing issues for certain groups, such as the education group that includes AASRO and AAPOR. One option to address this is to decouple affinity groups from membership. If decoupled, all individuals must still adhere to the code of conduct policy. This change would allow affinity groups to include members without AAPOR membership.

While decoupling affinity groups may attract a larger audience, there is concern about losing them as an incentive for joining AAPOR. The discussion raised questions about the differentiation of content on the AAPOR website versus being considered a resource. Timbrook, along with IEC, will engage in conversations with each affinity group to explore two options: one affiliated with AAPOR and the other no longer affiliated but treated as a resource.

## **IX. Committee and Goal Discussion Sessions - All**

Committee discussion sessions took place to cover topics for each committee. The sessions were organized into four 15-minute rounds, allowing for a focused discussion on each committee's goals. During these sessions, committee members had the opportunity to share their objectives and receive feedback from other committee members. This structured approach facilitated a comprehensive and efficient exploration of each committee's priorities and allowed for valuable insights and input from the participating members.

## **X. Frank Newport Proposal (A/R) – Beatty & Agiesta**

The council received an update on a product idea aimed at making AAPOR's work more accessible to a broader audience. A prototype was presented, and the need for frank feedback was acknowledged during the discussion. Positive feedback emphasized its unique approach to consolidating information without duplicating content covered by journals. However, concerns were raised about the prototype's lack of interactivity and the necessity for user engagement beyond reading text. The central question emerged: should AAPOR proceed with developing this tool? What is the intended audience? The overarching goal of the work was highlighted as making AAPOR more accessible and addressing the existing lack of confidence in surveys and public opinion research.

While there was some uncertainty about the tool's potential for engagement, there was a recognition that it might be a necessary initiative. A motion was proposed, incorporating minor revisions to the prototype related to sourcing and methodology. The motion focused on identifying audiences to vet

the product's usefulness, aiming to gather valuable feedback on its practicality. The intention was to collect feedback for further refinement, with consideration at the next meeting. The working group's responsibility would include producing the methodology behind their work, and data would be crucial before deciding whether AAPOR would officially support the product.

**MOTION: by Kreuter, seconded by McPhee to send to a select group of potential users of the product. With one abstention the motion passed.**

#### **XI. New Business**

New volunteers have come through our website, so please let Timbrook know if we committees are in need of volunteers.

#### **XII. Adjourn regular session**

**MOTION: by Beatty, seconded by Glusberg to adjourn the meeting. The motion passed by unanimous vote. The meeting adjourned at 3:14 pm.**