



**American Association for Public Opinion Research**

**Executive Council Minutes**

**Friday, March 8, 2024**

**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>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>Robert Torongo</b>	<b>Associate Communications 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 March Minutes (A/R) –Agiesta**

Agiesta called the meeting to order at 12:04 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 AAPOR's IEC goals during the meeting.

Agiesta presented minutes from the February meeting.

**MOTION: by Delli Carpini, seconded by Beatty to approve the minutes from the February 2024 Executive Council meeting. With one abstention, 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.

Fobia stated that as an FYI, the social media subcommittee is considering deplatforming from X (formerly Twitter). A memo will follow. Agiesta asked if the memo will suggest substitutions. Fobia confirmed that it would. A comment was made that MAPOR is having similar conversations about deplatforming.

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

## **III. Appointments (A/R) – All**

### **Awards**

Kreuter presented one nominee for chair and two nominees for committee members for the Public Service Award Committee for a 5-month term.

### **Communications**

Fobia presented three nominations for the Journalist Education Subcommittee, two for a 3-year term and one for an 18 month term.

**Motion: by Schoua-Glusberg, Seconded by Timbrook to approve nominees for all appointments. The motion passed by unanimous vote**

**iv. President's Report - Agiesta**

Agiesta reported that she was excited to discuss the framework that emerged from the strategic planning retreat. She emphasized the value of bringing everyone together for this process and noted that the retreat was effectively guided by the consultant Vista Cova.

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

**Membership & Chapter Relations**

Staudt reported that there have been over 1,000 renewals since the start of the Membership Drive, along with 133 new members. The total count of members for 2024 is 1,325, including 156 Honorary Lifetime Members (HLMs). Although this number is approximately 200 total members lower than at this point last year, there has been a greater increase in new members than usual. In February alone, there were 62 new members, compared to the typical 10 new members per month during the drive.

**Conference**

Staudt reported that the full program for the 79th Annual Conference has been released, and they are in the process of finalizing the plenary session. Nearly all moderator roles have been filled, and efforts are underway to recruit student volunteers to assist with logistical and communications support. They are offering complimentary registration to those willing to work between 4-6 hours at the conference, performing tasks such as attendance tracking, speed networking check-in, live social media coverage, and blog write-ups on special event sessions. The awards process is currently underway, and the extended deadline for nominations proved to be very beneficial, resulting in a large uptick in nominations. Across all awards, a total of 61 nominations were collected, compared to last year's 55 nominations. Additionally, conference registration is continuing its strong trend, with 355 registrations compared to 248 at this point in 2023 and 148 in 2022.

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

**Financials**

Childs reported that the lower membership numbers raised concerns. Despite anticipating increased revenue due to strong membership records and higher dues amounts, as of February 1, dues collection has been consistent with 2023. She emphasized the importance of monitoring this situation closely to ensure the organization maximizes membership counts and dues.

## **Sponsorship**

Childs reported that sponsorship has exceeded their targets. She noted changes in sponsorship profiles, with fewer organizations opting for à la carte sponsorships this year. To address this, the plan is to reach out to organizations to stimulate à la carte sponsorships. Additionally, the sponsorship committee will conduct follow-up inquiries to understand why some organizations sponsored in previous years but did not do so this year.

### **VII. Strategic Planning Framework (A/R) - Kreuter**

Kreuter opened the discussion by addressing the composition of the meeting and the specific tasks assigned to members of the committee. The council then delved into the discussion regarding the revised mission and vision statements. Various questions were raised regarding the wording of the new statements, and council members offered several suggestions for consideration by the committee. Kreuter assured the council that these suggestions would be brought back to the committee for further consideration. Additionally, Kreuter provided insights into the framework utilized in developing the revised mission and vision statements. Council members were encouraged to provide any additional feedback by March 15th.

### **VIII. Membership and Chapter Relations Update (I/O) - Timbrook**

#### **Membership Survey Best Practices**

Timbrook reported on research conducted on membership surveys of other organizations. Association best practices show organizations conduct membership surveys every two years, but AAPOR does not believe it can adopt this approach. Instead, there is a proposal to switch to a model featuring core questions that would remain consistent, with additional questions rotated annually, focusing on specific initiatives. This proposal is currently in progress, and the council was asked for any considerations or general reactions to the idea. There was a question about which initiatives would be earmarked for rotation. In addition the team is also examining the broader initiative concerning survey burden.

**IX. Public Opinion and Democracy proposal (A/R) – All**

Council members discussed the Public opinion and Democracy proposal. After a thorough discussion around moving forward with this proposal council decided to thank the Working Group for its efforts and inform them that Council does not wish to take additional action on the proposal at this time. As part of the current strategic planning process, AAPOR will continue to explore other ways to increase public trust in polls and surveys, and advocate for the importance of scientific public opinion data.

**MOTION: by McPhee, seconded by Schoua-Glusberg to thank the committee and explore other ways to address their concerns. The vote passed with 13 yays, 2 nays and 4 abstentions.**

**X. New Business**

No new business

**XI. Adjourn**

**MOTION: by Delli Carpini, seconded by Holbrook to adjourn the meeting. The motion passed by unanimous vote. The meeting adjourned at 2:39 pm.**