



American Association for Public Opinion Research

Executive Council Minutes

Friday, April 12, 2024

Executive Council:

Jennifer Agiesta	President
René Bautista	Councilor-at-Large
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
Allyson Holbrook	Conference Chair
Ricki Jarmon	Associate Secretary-Treasurer
Florian Keusch	Associate Education Chair
Frauke Kreuter	Vice President
Cameron McPhee	Standards Chair
Alisu Schoua-Glusberg	Councilor-at-Large
Rodney Terry	Inclusion and Equity Chair
Jerry Timbrook	Membership and Chapter Relations Chair
Robert Torongo	Associate Communications Chair
Gina Walejko	Associate Conference Chair

Staff:

Tristanne Staudt	Executive Director
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Invited Guests:

Eva Aizpurua Survey Practice Editor
Brian Giblin Oxford University Press
Kristin Olson JSSAM Editor
Eric Plutzer POQ Editor
Jenny Thompson JSSAM Editor

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.

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.

Holbrook provided an update on the upcoming conference that the banquet was sold out. Holbrook also stated that AAPOR gives back will be tied to the fun run and will be changing the name this year to the fun(d) run.

MOTION: by Delli Carpini, seconded by Terry to approve the consent agenda. The motion passed by unanimous vote.

III. Appointments (A/R) – All

Communications

Clark Fobia presented one nominee for the journalist education subcommittee for a 3-year term.

Education

Delli Carpini presented one nomination for co-chair of the on-line education subcommittee for a 1-year term.

Finance

Childs presented two nominations for the AAPOR development subcommittee for a 2-year term.

Inclusion & Equity

Terry presented two nominations for the Metrics and Accountability subcommittee for a 2-year term.

Standards

English presented one nomination for the data linkage to survey and non survey data subcommittee for a 2-year term.

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

iv. President's Report - Agiesta

Agiesta stated that she was very excited to discuss the strategic plan.

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

Membership & Chapter Relations

Staudt reported that the 2024 Membership Drive concluded on March 31st. At that time, we had 1,695 members, including 240 new members and 156 HLMS. A detailed summary of how this impacts our financials will be provided at the May Council meeting once the March monthly financial statement has been completed.

Conference

Staudt reported that conference preparation is progressing as we finalize more onsite activities such as recruitment for speed networking, various group events, the Ambassador Program, and the fun(d) run. The mobile app will be launching soon, allowing attendees to begin building out their personal schedules and connecting with their peers at the event. Sponsorship has far exceeded our goal of \$219,000, with a nearly complete total of just over \$256k. Registration has begun to slow down now that we're past the speaker and early bird deadlines. As of April 10th, we have 1,100 registrants, which is about 200 more than at this point in 2022 but 100 less than at this point in 2023. Our goal for 2024 is to have 1,200 registrants, and we are on track to reach that goal. For more details, please review the Conference Committee consent agenda.

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

Financials

Childs reported that February was a stronger month than expected, which helped offset the slow performance in January, particularly around membership renewals. However, we were particularly low on employer-paid memberships, though we've been enforcing this rate more with those paying by check. We've reached out to several members whose employers paid for them at the incorrect rate. We'll have a much clearer picture of AAPOR's finances following the conference once all the bulk of our revenue and expenses are finalized. We're a little concerned that memberships are lagging behind. Childs also reported that the goal is to have development plans in place by June 2024.

Childs then requested funds in the amount of \$1,000 to be used for the development committee consultant.

Motion: by Kreuter, Seconded by McPhee to approve the \$1,000 to be spent on consultant for the development committee. The motion passed by unanimous vote

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) - Agiesta

Council reviewed and voted on the acceptance of the new AAPOR mission statement. After a period of feedback and comments, the new mission statement was put to vote.

Motion: by McPhee, Seconded by Clark Fobia to approve new AAPOR mission statement. The motion passed by unanimous vote.

Council reviewed and voted on the acceptance of the AAPOR strategic framework. After a period of feedback and comments, the strategic framework was put to vote.

Motion: by Clark Fobia, Seconded by Childs to approve AAPOR strategic framework. The motion passed by unanimous vote.

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

MCR Restructuring

Timbrook reported on the revised structure of MCR. Council then discussed the proposed changes. Next action will be to formally sunset some subcommittees that will no longer be a

part of the MCR. The sunset of these subcommittees will be brought to the May council meeting.

Changes to Volunteer Guidelines

Motivation For Change to Guidelines

Timbrook introduced several changes to the volunteer guidelines, outlining the motivations behind these adjustments. Concerns from membership about access to volunteer and leadership positions, along with worries about the diversity of the leadership pipeline, were highlighted. Additionally, difficulties in tracking volunteer terms due to variable start and end dates, confusion over wording in the current guidelines, and the establishment of a new development subcommittee were cited as reasons for the changes.

Summary of Changes

Timbrook summarized the changes as follows:

1. Terms will be reduced from three years to two years.
2. Encouragement of committees to have an open call for volunteer positions, even when a first-term volunteer wishes to extend to a second term.
3. Limiting nominations/approvals to August/January council meetings.
4. Subcommittee Chair/Associate Chair rotations.
5. Clarity around the number of concurrent committees and Executive Council members' eligibility to serve.

IX. Councilor at Large Updates (I/O) – All

AWARDS

Glusberg reported that they would like to make modifications to the nomination process in future years which they will bring to council in future meetings. In addition they will look into revising instructions for submission. Glusberg then introduced the possibility of some form of special recognition for individuals who have gone above and beyond in their service to AAPOR or its members. There was a lot of discussion around a new type of award. The Councilors at Large agreed to work on the possible creation of a new award that recognizes special achievements.

X. Standards Committee Updates (I/O) - McPhee

Standards Complaint

McPhee stated that Tristanne reached out to contact the organization twice for them to provide information related to the complaint. To date no one has responded. Standards suggested moving forward with sending a private censure letter to organization that received complaint.

Motion: by Childs, Seconded by Timbrook to move forward with sending letter to the organization. The motion passed by unanimous vote.

Council involvement with FCC related to advocating for whitelisting

McPhee provided information from the subcommittee related to involvement from the council as it relates to meeting with FCC. After some discussion around whether or not this is something AAPOR could do, McPhee agreed to set up a meeting with members of the subcommittee and Tristanne to gather further information.

XI. Committee Goal Updates - All

Each committee reported out on where they stand on the current goals of each of their committees.

XII. New Business

Councilors spoke about how award submissions have been on the decline.

XI. Adjourn

MOTION: by McPhee, seconded by Bautista to adjourn the meeting. The motion passed by unanimous vote. The meeting adjourned at 3:16 pm.