

2023-2024 Annual Report



AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH



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Founded in 1947, the American Association for Public Opinion Research is the leading association of public opinion and survey research professionals.

The AAPOR community includes producers and users of survey data from a variety of disciplines. Our members span a range of interests including election polling, market research, statistics, research methodology, health-related data collection and education.

Membership in AAPOR is all about opportunity – the opportunity to learn from a diverse group of leaders in the survey and public opinion research field, the opportunity to network and exchange knowledge and the opportunity to improve how survey research is conducted and disseminated.



Letter from the President

In this council year, AAPOR leadership focused on refining our vision and practices to better meet the needs of our members and position the organization to thrive in the future.

Council took steps to bring AAPOR's spending more in line with our revenue, to actively support and encourage student and early career members, to maximize our time at conference and introduce new ways to gather, to develop user-friendly tools around our standard definitions, to enhance and build our members' media skills and availability, to diversify the pool of volunteers AAPOR relies on, and to better use the talents those volunteers have given the skills of our dedicated and talented staff.

As all of that was happening, a diverse group of AAPOR members stepped up to rethink our vision, mission and strategic plan in light of the many changes that have taken place in the world itself, in our field and in our organization since AAPOR 2025 launched a decade ago. The Strategic Planning Ad Hoc Committee worked with a professional facilitator to turn their ideas about what AAPOR should represent and could become into principles and documents that will now guide AAPOR's leaders and volunteers over the next three years.

AAPOR's new vision and mission statements emerged from that process, and I believe they encapsulate what is best about AAPOR. We envision a world where "valid and transparent data about behaviors, attitudes and characteristics enables informed societal decision making." And AAPOR's core work supports that vision: "As a diverse community of scholars and practitioners, AAPOR sets and advocates for high standards and best practices in pursuit of our vision. We encourage inclusive, interdisciplinary collaboration to fuel innovation. We champion and clearly articulate the significance of sound work in our field to ensure its value is understood widely."

These two statements, alongside the principles outlined in the five domains of our strategic plan – Educate & Support, Advance Best Practices, Foster an Engaged Community, Grow Our Voice and Cultivate Sustainability – and underlined by broad goals on diversity, equity and inclusion will help AAPOR Councilors, staff and volunteers make good decisions about how best to use AAPOR's resources going forward.

You can read more about the details of the new plan on AAPOR's website, and I welcome your feedback on its content. I am grateful to have had the opportunity to work on it with a group that represented so much of what is great about AAPOR, and I look forward to seeing the wonderful work that AAPOR and its members will do toward achieving these admirable goals.

Jennifer Agiesta

2023-2024 President



Letter from the Executive Director

The 2023–2024 Council year was pivotal in setting the foundation for AAPOR’s successful future. Four years after the beginning of the COVID-19 pandemic, we’re starting to get a sense of what our new ‘normal’ is beginning to look like – and it looks positive.

Educational programming attendance is strong with high webinar engagement and increasing short course participation. The Annual Conference continues to attract a bustling array of attendees – from student and early career, to seasoned professionals across government, commercial, and academic settings. This year’s event featured new onsite offerings to better acquaint first time attendees with the organization and an adjusted schedule allowing us to highlight key events such as the presidential address and the highly-anticipated awards banquet. These adjustments brought significantly higher attendance at these events, allowing more attendees to be fully engaged with their peers.

Members continue to serve the organization through volunteer roles, especially highlighted this year with the Ad-Hoc Strategic Planning Committee. This diverse group of individuals represented nearly all corners of AAPOR membership, and is arguably one of the most diverse committees in AAPOR’s history.

A survey was sent out to current and past members, as well as individuals who have engaged with AAPOR and simply never joined. This feedback, along with foundational information on AAPOR’s operations, offerings, and finances were reviewed and used to develop a new strategic plan which will guide AAPOR, its staff, and its committees over the next three years.

I’m honored to have been part of this work for AAPOR and look forward to the years to come.

Tristanne Staudt
Executive Director



Council Members



Jennifer Agiesta
President



Frauke Kreuter
Vice President



Paul Beatty
Past President



Jennifer Hunter Childs
Secretary – Treasurer



Ricki Jarmon
Associate Secretary –
Treasurer



Aleia Clark Fobia
Communications
Chair



Bob Torongo
Associate
Communications Chair



Allyson Holbrook
Conference Chair



Gina Walejko
Associate
Conference Chair



**Michael Delli
Carpini**
Education Chair



Florian Keusch
Associate Education
Chair



Rodney Terry
Inclusion & Equity
Committee Chair



Sunghee Lee
Associate Inclusion &
Equity Committee Chair



Jerry Timbrook
Membership & Chapter
Relations Chair



Bianca DiJulio
Associate Membership &
Chapter Relations Chair



Cameron McPhee
Standards Chair



Ned English
Associate Standards Chair



Liz Hamel
Councilor at Large



Alisú Schoua-Glusberg
Councilor at Large



René Bautista
Councilor at Large



Tristanne Staudt
Executive Director



Lailah Johnson
Program Manager



Leon Spinner
Membership Manager

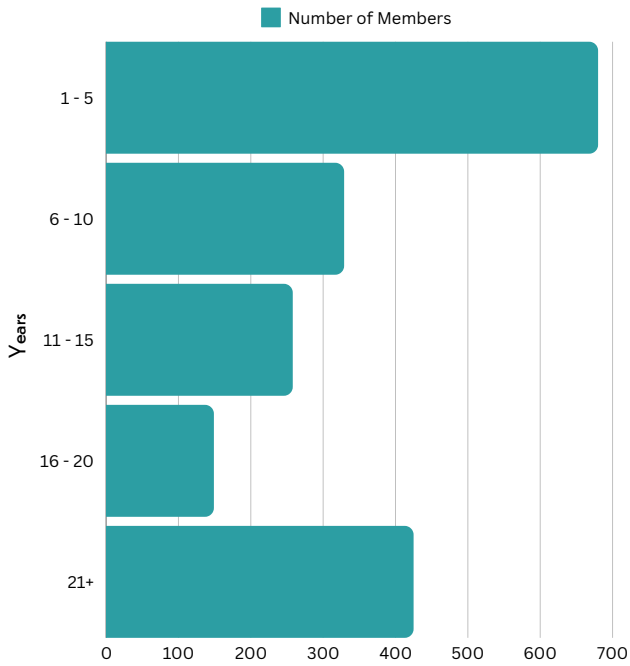


Jackie Weisman
Director of Marketing
& Communications

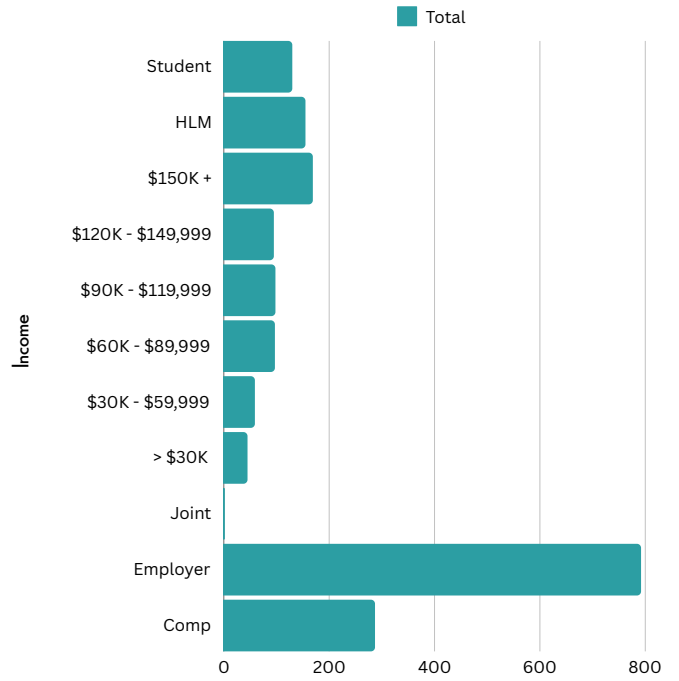
Total Members

2163

Membership by Years



Membership by Type



Membership

HIGHLIGHTS

The AAPOR Welcoming Committee held two webinar events in Spring 2024. The first focused on best practices for posters during a conference, and the second webinar was how to navigate AAPOR as a new member. Both were well attended.

A new procedure was introduced to help manage AAPOR volunteers. The new procedure brings shorter terms and more proactive recruitment across all membership, ensuring a more inclusive process for those wishing to give back to the organization. [Read more.](#)

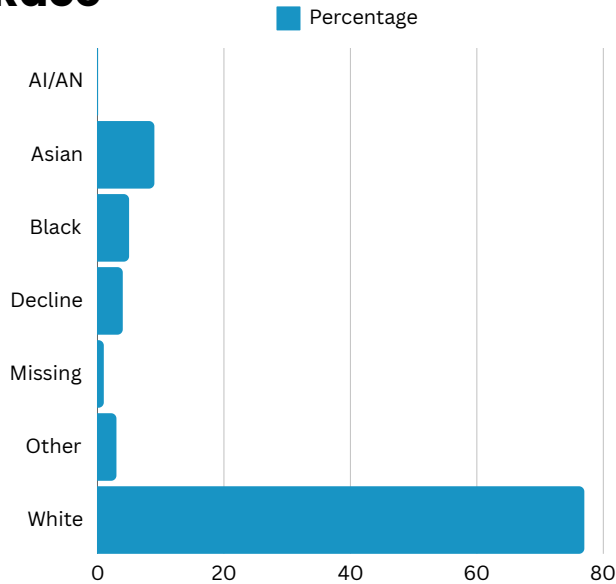
Chapters

Click the logo to read more

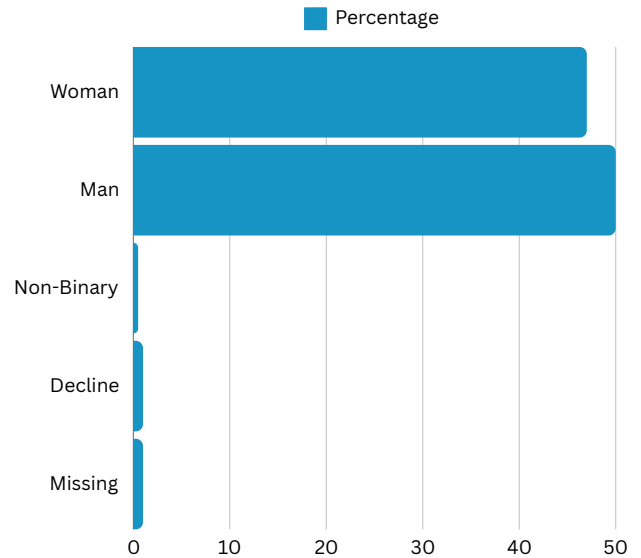


Inclusion & Equity

Race*



Gender*



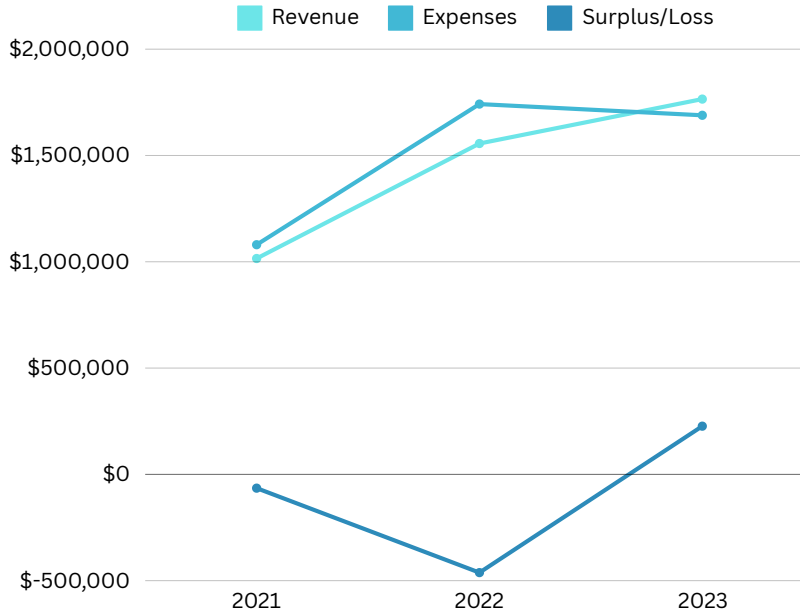
Average Age

48.9

HIGHLIGHTS

Members of the AAPOR Strategic Planning Ad-Hoc Committee took part in a DEI-focused culture workshop during the planning retreat. This workshop invited the participants to look inward, both personally and at the organization, to see how we can continuously develop a welcoming and accepting culture at AAPOR.

AAPOR welcomed its newest affinity group in December, the Black and African American Public Opinion Research Affinity Group. BAAPOR is intended to advance the study and exploration of the attitudes and opinions of Black, African American, and African diaspora populations—including, but limited to those who identify as Black and biracial/mixed race or ethnicity, Afro-Latino/a/x, Afro-Caribbean and African. [Read more.](#)



HIGHLIGHTS

AAPOR realized a surplus of \$226,677 for the 2023 calendar year. The operational surplus was possible due to two large, unexpected donations. Additionally, the investment portfolio rebounded nicely from the losses during the previous year.

As the pricing of all materials and services continues to rise, AAPOR realized the need to develop revenue in areas that previously had not been a large focus for the organization. AAPOR reestablished the Development Subcommittee in Fall 2023 which will continue its predecessor's work by soliciting individual donations, planned giving, and operational grants. [Read more.](#)

Investment & Reserve Status

Unrestricted Funds	Amount
Board Designated Fund	\$167,966
Unrestricted Fund	\$220,152
Ambassador Account	\$469,083
Total Unrestricted	\$891,921

Restricted Funds	Amount
Heritage Fund	\$4,978
Sudman Fund	\$114,963
Roper Fund	\$163,330
Total Unrestricted	\$283,271
Total Investments	\$1,175,192

Total Donations:
\$9,677

AAPOR Transparency Initiative



Transparency Initiative Members

107



HIGHLIGHTS

AAPOR Staff and the Standard Definitions Subcommittee are working to develop a new, user-friendly website to help members calculate response rates. The site will feature an intuitive form, aiding both early career and experienced professionals in their work. [Read more.](#)



Communications

Followers:
6,672

Tweets:
196



Followers:
2,147

Posts:
180



Followers:
3,971

Posts:
181



Open Rate:
43.41%

Click Rate:
14.13%



Episodes
4

Downloads
1,358



HIGHLIGHTS

In 2023, AAPOR vetted and procured an outsourced media trainer to provide a valuable learning opportunity for AAPOR members and to help position AAPOR as a resource to journalists.

The success of the newsletter format continues and this year has evolved to include guest editors who provide input as a subject matter expert and solicit articles. [Read more.](#)



Annual Conference

AAPOR 79TH ANNUAL CONFERENCE



Impacting Communities: Surveys, Public Opinion Research, and Engaged Scholarship

2024 Attendance

1,186

Total Abstract Submissions

682

HIGHLIGHTS

This year's plenary recognized many of the different types of members we have and then focused on just one of the things that is shared - that we are collecting, analyzing, and making available data and information that we expect will serve a purpose. Speakers included a policy advocate, a journalist, and a policymaker, and they helped us explore new ways that we can continue to make our data the most useful for them.

Students at this year's conference were welcomed through the AAPOR Ambassador Program, formerly known as the Docent Program. Additionally, a sponsored Student Lounge was established as a quiet place for students to gather, check emails, and meet other students at the event. [Read more.](#)

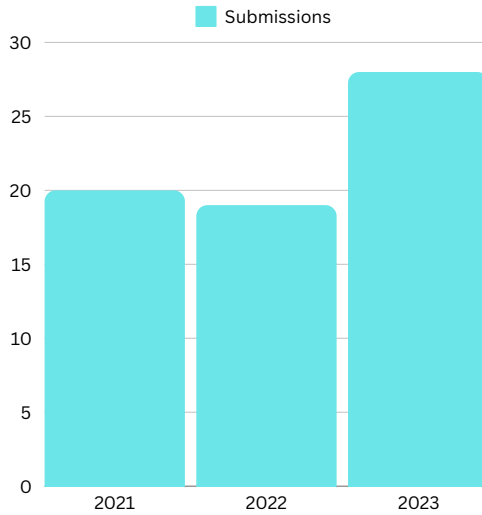
Short Courses**Submissions****33****Held****9****Average
Attendance****22.3****Webinars****Submissions****16****Held****12****Average
Attendance****89.9****HIGHLIGHTS**

In 2023, AAPOR began offering free webinar access to members as part of their membership benefits. With this complimentary access, average webinar attendance increased from 43.57 to 89.9 attendees per event.

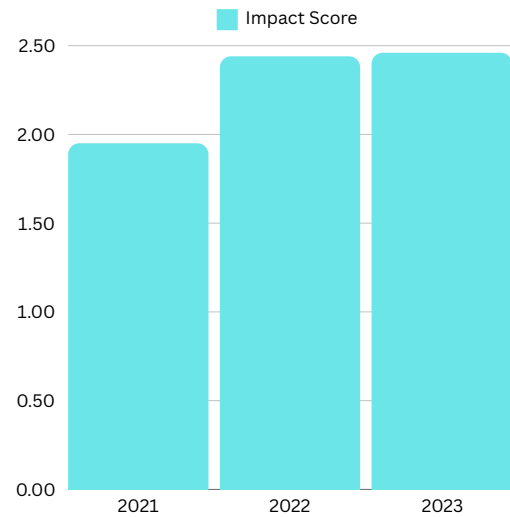
The History Subcommittee completed production of four Heritage Interviews during this council year. Two are available on AAPOR.org now and the two additional interviews will be available soon. [Read more.](#)



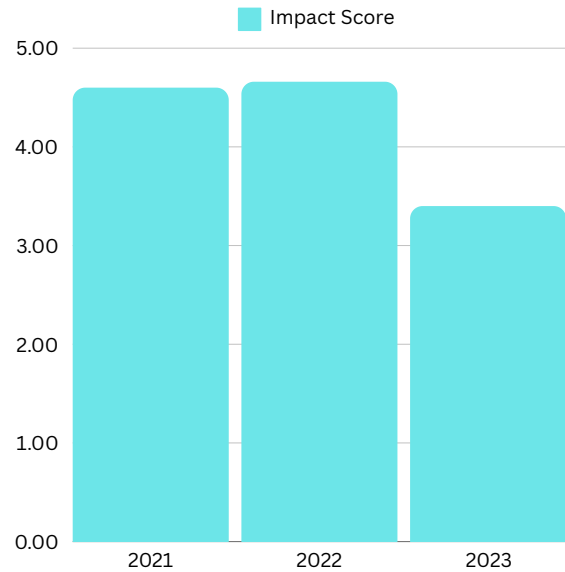
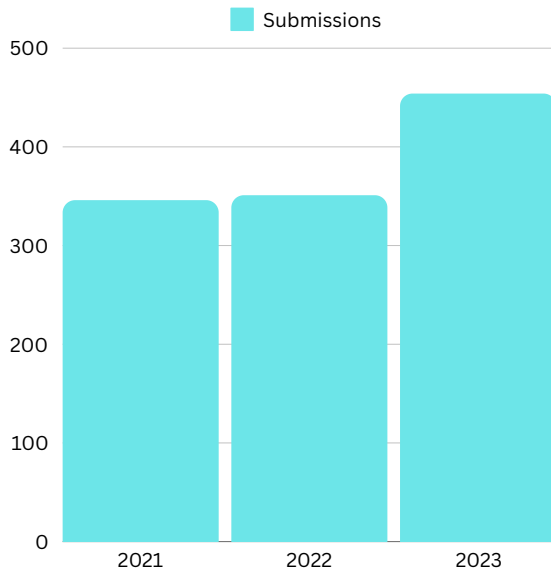
Survey Practice



The Journal of Survey Statistics and Methodology



Public Opinion Quarterly



HIGHLIGHTS

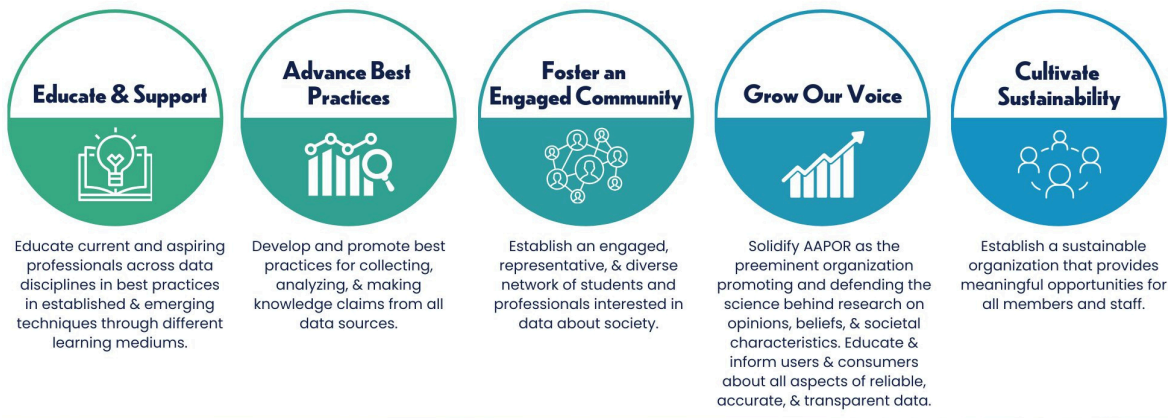
Both JSSAM and POQ sought new Editors-in-Chief to begin roles in July 2024. JSSAM's new editors will be Brad Edwards, Westat, and Emily Berg, University of Iowa. Allyson Holbrook, University of Illinois, Chicago, will be continuing her role as Editor-in-Chief of POQ and will be joined by Phil Jones, University of Delaware. Read more about [JSSAM](#), [Survey Practice](#), and [POQ](#).



Highlights from 2023

Strategic Planning Ad-Hoc Committee

After a call for volunteers, AAPOR leadership appointed an ad-hoc committee to represent the views of membership in the development of a new strategic plan. Committee members represented nearly every facet of AAPOR membership and, with the help of a professional facilitator and DEI consultant, its members were challenged to assess not just where AAPOR has been, but where it should go as an organization. Council approved the plan, as well as a new vision and mission statement, in April 2024 and is excited to incorporate the new viewpoints into daily operations.



Online Access for Journals

AAPOR moved both JSSAM and POQ to an online-access only format beginning in January 2024. This move is shift towards the future which reduces our carbon footprint as well as costs to the organization.



Looking Towards 2025

Over the next council year, special attention will be given to a thorough review of AAPOR's Bylaws.

AAPOR and University of Maryland's Joint Program in Statistical Methodology (JPSM) have renewed their agreement for a citation program over the next three years. The program includes educational requirements through AAPOR and JPSM.

In Fall 2024, AAPOR and the American Statistical Association will launch a new student-focused program to students in related fields develop the skills needed to present their research and network.



Committee Members

Communications Committee

Alexandra Allman
Melissa Cidade
Aleia Clark Fobia *
Adriana Hernandez-Viver
Edward Johnson
Melissa Seldin
Dina Smeltz
Martha Stapleton
Eric Stone
Robert Torongo **
Kathleen Weldon

Journalist Education Subcommittee

Katerina Matsa
Alex Montero
Martha Stapleton
Ashley Thompson

Social Media Subcommittee

Melissa Cidade
Arundati Dandapani
John Huffman
Camille Mumford
Melissa Seldin
Silpa Sevaula
Eric Stone

Conference Committee

Karen Goldenberg
Allyson Holbrook *
Gina Walejko **

Local Events Subcommittee

Elizabeth Allen *
Jared Gumbs
Michael Link

Program Subcommittee

Stephanie Coffey
Dana Garbarski
Chase Harrison
Phil Jones
Sunghee Lee
Jenny Marlar
Quin Monson
Robyn Rapoport
David Sterrett
Jazmyn Sutton

Inclusion & Equity Committee

Sunghee Lee **
Alisú Schoua-Glusberg
Rodney Terry *
Tamara Terry
Affinity Subcommittee
Casey Langer Tesfaye
Luis Tipan *

Culture & Communications Subcommittee

Jill DeMatteis
Kara Fitzgibbon
Jeffrey Gottfried
Sheldonn Plummer-Duff *

Metrics & Accountability Subcommittee

Dorene Asare-Marfo
Alec Biehl *
Alian Kasabian
Christine Larouche
Paul Lavrakas
Sheldonn Plummer-Duff
Alexandria Williams

Nominations & Awards Subcommittee

Shakari Byerly
Anna Sandoval *



Committee Members

Outreach Subcommittee

Alec Biehl
Shakari Byerly
Jill DeMatteis
Dana Garbarski *
Angela Pashayan
Mayesha Quasem
Alauna Safarpour
Mellisha Stokes

Education Committee

Michael Delli Caripini *
Florian Keusch **

History Subcommittee

David DesRoches
Dakisha Locklear *
Dawn Nelson
Dina Smeltz
Joerg Tiede
Kathleen Weldon
Ken Winneg

Online Education Subcommittee

Eva Aizpurua
Sixia Chen
Douglas Currivan
Josue De La Rosa
Kai Fuentes
Mark Hines
Robyn Rapoport *
Dave Roe
Bella Struminskaya *
Tuba Suzer-Gurtekin

Publications Subcommittee

Eva Aizpurua
Aleia Clark Fobia
Frederick Conrad
Allyson Holbrook
John Kennedy
I-Chun (Lisa) Lin-Freeman
Kristen Olson
Emilia Peytcheva
Eric Plutzer
Katherine Thompson
James Wagner *
Gina Walejko

Short Course Subcommittee

Alexandra Allman
Peter Batra
Douglas Currivan *
Antje Kirchner
Brian Kriz
Shawna Mullenax
Raphael Nishimura
Hanyu Sun
Ashley Thompson
Rosalynn Yang

Finance Committee

Jennifer Hunter Childs *
Ricki Jarmon **

Development Subcommittee

Mary Losch
Jennifer Kelly
Martha Stapleton
Anna Wiencrot *

Sponsorship Subcommittee

Emily Alvarez
Jennifer Childs
Rachel Grover
Ricki Jarmon
Gretchen McHenry
Darby Steiger
Robert Torongo



Committee Members

Membership & Chapter Relations Committee

Bianca DiJulio **
Jerry Timbrook *

Database Subcommittee

Bianca DiJulio
Shaun Genter
Carlos Macuada
Joe Murphy
Dawn V. Nelson *
Rebecca Powell
Heather Smalley

Roper and Student Travel Award Subcommittee

Jennifer Dineen *
Kelly Foster
Marieke Haan
Renee Stepler

Survey and Data Analysis Subcommittee

Timothy Gravelle
Kenneth Herrell
Robin Kaplan
David Sterrett *

Welcoming Committee

Kristin Dwan **
Erin Fordyce *
Katie Furrow
Dion Hoey
Evgenia Kapousouz
Jonathan Katz *
Mandee Lancaster

Nominations Committee

Sandra Bauman
Paul Beatty *
Carol Cosenza
Y. Patrick Hsieh
Lydia Saad
Rodney Terry

Standards Committee

Anna Brown
Ned English **
Michael Jackson
Natalie Jackson
Cameron McPhee *
Martha McRoy
Neha Sahgal
Zachary Seeskin
Katrina Sostek

Standards Definitions Subcommittee

Ashley Amaya *
Jennifer Bertold
Ned English
Michael Jackson
Jenny Marlar
Amanda Nagle
Douglas Williams

Transparency Initiative Coordinating Committee

John Abowd
Seth Brohinsky
Stephen Clermont
John Cluverius
Craig Helmstetter
Lindsey Hendren
Ruth Igielnik *
Krista Jenkins *
Audrey Kearney
Clifford Young

Ad Hoc Committee on CTIA

Jennifer Benz
Jennifer Childs
Kevin Collins
James Dayton
Kate Hobson
Brenna Muldavin
Neha Sahgal
Angelique Uglow
Andy Weiss



Committee Members

Implications of the Use of Non-survey Data in Survey and Public Opinion Research

Josiane Bechara
Rupa Datta
Paul Scanlon

AAPOR Award for Exceptionally Distinguished Achievement

Jennifer Agiesta *
Lawrence Bobo
Evgenia Kapousouz
Jon McHenry
Kristen Olson
Anna Sandoval

Book Award

Rene Bautista *
Shakari Byerly
Juan Carlos Donoso
Rico Neumann
Anna Sandoval
Sono Shah
Tuba Suzer-Gurtekin

Inclusive Voices

Anna Sandoval *
Joe Murphy
Luis Tipan
Rodney Terry
Sunghee Lee

The Warren J. Mitofsky Innovators Award

Liz Hamel *
Veronica Hoyo
Tamara Terry

Monroe G. Sirken Award Committee

Safaa Amer
Ipek Bilgen
Gregory Holyk *

Policy Impact Award

Karen Bogen
David Cantor
Akilah T Evans-Pigford
Patricia Goerman
Maria Krysan
Alisu Schoua-Glusberg *
Luis Tipan

Janet A. Harkness Student Paper Award Committee

Evgenia Kapousouz
Heather Smalley
AAPOR Public Service Award
Sarah Dipko *
Emilda Rivers
Kevin Ulrich

Seymour Sudman Paper Award Committee

Christopher Antoun
Philip Brenner
Beyza Buyuker
Matthew Courser
Dana Garbarski
Mengyao Hu
Samara Klar
Ozan Kuru
Mariel Leonard
Andrew Mercer
Gina Walejko *
Alexander Wenz

Human Resources Committee

Sandra Bauman
Brad Edwards *
I-Chun (Lisa) Lin-Freeman
Nancy Mathiowetz
Alisú Schoua-Glusberg
Mark Schulman



Committee Members

JSSAM Advisory Committee

Rene Bautista
John Czajka
Jennifer Dykema
Patricia Moy
Gina Walejko *

POQ Advisory Committee

Fredrick Conrad *
Jennifer Dykema
Alisu Schoua-Glusberg
David Wilson

Survey Practice Advisory Committee

Aleia Clark Fobia *
Liz Hamel

Strategic Planning Ad-Hoc Committee

Jennifer Agiesta
Shakari Byerly
Jennifer Childs
Arundati Dandapani
Angela Eichhorst
Chase Harrison
D. Sunshine Hillygus
Rohit Kandala
Frauke Kreuter
Mahlet Megra
Peter Miller
Melissa Silesky
Tristanne Staudt
Rodney Terry
Jerry Timbrook

2024 Election Taskforce for Council

Scott Clement
Ariel Edwards-Levy
Bernard Fraga
Charles Franklin
Jeff Horwitt
Ruth Igielnik
Chris Jackson
Kabir Khanna
Samara Klar
Matthew Knee
Jonathan Ladd
Samantha Luks
Andrew Mercer
Elliott Morris
Angela Ocampo
Josh Pasek *
Tasha Philpot
Emily Swanson