



American Association for Public Opinion Research

Executive Council Minutes

Wednesday, August 28, 2024

Executive Council:

Jennifer Agiesta	Past President
Frauke Kreuter	President
Jordon Peugh	Vice President
Ricki Jarmon	Secretary-Treasurer
Tamara Terry	Associate Secretary-Treasurer
Bob Torongo	Communications Chair
Kathleen Weldon	Associate Communications Chair
Gina Walejko	Conference Chair
Morgan Earp	Associate Conference Chair
Florian Keusch	Education Chair
Ashley Koning	Associate Education Chair
Sunghee Lee	Inclusion And Equity Chair
Luis Tipan	Associate Inclusion And Equity Chair
Bianca DiJulio	Membership & Chapter Relations Chair
Dakisha Locklear	Associate Membership & Chapter Relations Chair
Ned English	Standards Chair
Jenny Marlar	Associate Standards Chair
<i>Dawn Nelson</i>	Councilor at Large
Alisú Schoua-Glusberg	Councilor at Large
René Bautista	Councilor at Large

Staff:

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

I. Welcome, Call to Order, Review and Approval of May Minutes (A/R)—Kreuter

Kreuter called the meeting to order at 12:32pm

Kreuter welcomed the Council and asked for a motion to approve the June Council Minutes.

MOTION: by Agiesta, seconded by Peugh to approve the June minutes. The motion passed by unanimous vote.

II. Consent Agendas (A/R) – All

Keusch discussed education goals/progress and encouraged diverse speakers and topics for webinars and short courses.

English discussed pushed polls and referenced AAPOR's guidance from 2015. Discussed updates which included adding verbiage around texting. Asked council how best to make updates and what should be included.

DiJulio discussed MCR activities and specifically what's happening with the engagement committee and survey subcommittee.

Walejko discussed conference updates and emphasized the venue quality in St. Louis while promoting the 2025 conference.

Schoua-Glusberg and Bautista to develop resources on DEI principles for award selection committees and create a timeline for the awards process.

Torongo made a request for podcast ideas and wanting support from council to help with visibility and exposure.

Lee discussed activities with the Culture and Communications Committee. Meeting with Subcommittee chairs to discuss the IEC goals and discuss how reasonable they are. IEC will also connect with Councilors-at-large regarding award process changes.

Jarmon reported on the liaison role between development and sponsorship. Emphasizing that although the efforts are separate there should be strongly alignment.

III. Appointments (A/R)-All

Keusch discussed appointments for the Publications committee and made a motion to approve appointments for POQ and Survey Practice Advisory Committee.

Motion: by Keusch to pass appointments for POQ, seconded by Jarmon. The motion passed unanimously.

Motion: by Keusch to pass appointments for Survey Practice Advisory Committee, seconded by English. The motion passed unanimously.

Walejko discussed Conference appointments. Walejko made a motion to approve conference appointments.

Motion: by Walejko, seconded by Agiesta The motion passed unanimously.

Keusch discussed appointments for Education committee and made a motion to approve appointments.

Motion: by Keusch, seconded by Weldon. The motion passed unanimously. One abstention.

Jarmon discussed appointments for the Development and Sponsorship Committee and made a motion to approve appointments.

Motion: by Jarmon, seconded by Terry. The motion passed unanimously.

Lee discussed appointments for the IEC in the HLM and Metrics & Accountability subcommittee and made a motion to approve appointments.

Motion: by Sunghee, seconded by Tipan. The motion passed unanimously. One abstention.

English discussed appointments for the Standards committee and made a motion to approve appointments.

Motion: by English, seconded by Marlar. The motion passed unanimously.

DiJulio discussed MCR appointments and made a motion to approve appointments.

Motion: by DiJulio, seconded by Peugh. The motion passed unanimously. One councilor removed their self from voting.

Agiesta discussed appointment nominations for the Nominations committee and made a motion to approve appointments.

Motion: by Agiesta, seconded by Nelson. The motion passed unanimously. Kreuter, English and Lee removed from voting due to being nominated.

IV. President's Report (I/O) – Kreuter

Kreuter—Discussed progress on AAPOR midyear AI event and cadence for President's meeting weekly with Staudt.

V. Secretary/Treasurer Report (I/O) – Jarmon

August 2024 Financials

Jarmon discussed that May and June finances were closed. Audit completed for 2023 and there were no negative findings.

VI. Executive Director Report (I/O) – Staudt

Membership: Staudt reported new and renewed memberships have slowed for the year. We currently have 2,135 members for 2024, approximately 7.3% lower than this point in 2023, but very similar to 2022 and 2021 counts. Analysis will be done to identify the renewal opportunities for 2025, and appropriate steps will be added to the upcoming membership drive.

Conference: 2024 Conference financials are just about wrapped up, with the exception of the hotel commission fee. That is typically paid in early Fall, and we anticipate it to be around \$20k. At this preliminary stage, we have a net surplus of about \$331k from the event, approximately \$45k more than anticipated. Staff and the committee chairs have been hard at work already planning for the 2025 conference in St. Louis

Education: Calls for the 2025 webinar series and short courses are open, and the JPSM Citation program announcement has been finalized. We have partnered with University of Maryland (UMD) for the SurVAI event happening at UMD on October 7th, just prior to the next Council meeting. The joint Journal Scholars Exchange Program with AmStat will be announced formally shortly with the first cohort meeting late next month.

Financials: May and June 2024 financials are in the meeting materials for review. We should have July financials in the next week or so which will include the largest of the conference payments and will give the more accurate forecast for the remainder of the 2024 fiscal year. The 2023 audit has been completed and the results are included in the materials for review. All financial reporting for that year was found to be in order.

V. Consent Agenda Format & Process (I/O) – Staudt

Staudt discussed new process for counselors to provide updates on their goals. We will no longer create consent agendas but rather update the Goals and Progress via a new template. Staudt also reviewed the Strategic plan Score Card and discussed how committee goals track back to AAPOR's overall strategic plan.

2024 membership survey results

DiJulio discussed AAPOR 2024 survey results. Plans to send council the 2024 survey topline and trend report.

The 2024 AAPOR Membership Survey was fielded as a web survey on the Qualtrics platform between 5/30/24 and 7/1/24. The frame was constructed using the AAPOR membership list yielding a total of 2,134 AAPOR members. An advance email from the AAPOR President was sent 5/29/24. The initial invitation was sent on 5/30/24, with follow-up reminders sent on 6/3/24,

6/7/2024, 6/13/24, 6/25/24 and 7/1/24. There are 831 complete or partial responses, with an AAPOR RR2 of 38.9%.

Introduction to Conference Theme

Walejko revealed the 2025 Conference theme and discussed the focus on WAPOR this conference year. Discussed new format for the President's speech that will include a panel discussion and interaction with attendees.

Award Updates from CALS (I/O) -- Schoua-Glusberg

Schoua-Glusberg discussed CALS responsibilities for the year. They are focused on helping to ensure DEI Committee Composition, Nominations form review and updates/Solicit new nominations, and the process for putting together a successful nomination packet.

Bautista discussed thinking proactively about 2026 goals and reviewed some high-level thoughts for the CAL objectives for 2026.

There were counselor discussions around the nominations process and being more intentional about reaching out to Affinity Groups and Subcommittees to solicit nominations.

New Business (I/O) – Kreuter

Kreuter attended PAPOR and noted that it was a lot of fun and an opportunity to plug our 2025 Conference in St. Louis.

Adjourn to Executive Session

Kreuter ended the meeting at 2:46pm

Motion: by English, seconded by Nelson. The motion passed unanimously.

Adjourn

Attendance

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