



**American Association for Public Opinion Research
Executive Council Minutes
Friday November 15, 2024**

*Information Only (I/O)
Action Required (A/R)*

Executive Council:

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

Staff:

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

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

Executive Council Meeting Minutes: October, 2024

Kreuter opened the meeting at 12:33 pm.

Motion: Torongo made a motion to approve the minutes and English seconded the motion. Minutes were approved unanimously.

II. **Committee Goal Updates (I/O) – All**

Recent Deadlines:

- **Communications**

Torongo discussed conversations with potential sponsors for the podcast. Many have already allocated funds for the year but there was general interest in supporting AAPOR outside of the conference. For some, it would come from the same funds they already provide to the conference. The committee will continue to work on these prospects.

- **Education –**

The online education and short course committees are nearly done selecting and scheduling the 2025 offerings. There will be six short courses- three at conference and three virtual. There are potential for additional throughout the year. The History Subcommittee had some challenges with volunteer availability but is working on the list of potential heritage interview subjects.

III. **Appointments (A/R) –**

Education – Keusch presented one member for the history subcommittee for a two-year term.

Motion: Glusberg moved to approve the appointment and seconded by DiJulio. Motion was approved unanimously.

IV. **President Report (I/O) – Kreuter**

Kreuter reported that folks have reached out to her about election topics. She also reported that she attended PAPOR and there seems to be new companies starting up who are working in the AI world. Kreuter ended with

asking councilors to share AAPOR information with their networks especially related to conference submissions.

v. Secretary/Treasurer Report (I/O)– Staudt/Jarmon

Jarmon discussed the memo from the Development Subcommittee. Their work will include more detailed thank you notes for donors, stronger donor recognition at the conference, and more communication as to why AAPOR needs donations.

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

Membership& Chapter Relations: The 2025 Membership Drive is underway and has so far resulted in 244 renewals and 42 new members. There are approximately 170 members signed up for auto-renew which will occur in the first week of December. These numbers are closer to, but not quite at 2023 membership levels which is a positive sign for the year overall. Special outreach is being done to encourage renewals with students and those in the lower income tiers, both areas that fell short of 2024 goals.

Conference: The abstract submission period is nearly complete, though a small extension will be offered through the middle of next week. Submissions with election-focused topics will be allowed through the end of the month. Submissions are squarely between 2024 and 2023 numbers, and fairly similar to 2022 numbers. All submissions will be reviewed by at least two reviewers before they will be shared with the Program Committee for final review. The Program Committee work will be done virtually this year.

Education: The Journal Scholar Exchange program began its second cohort this week. There has been significant attrition in student attendance, even with last-minute check-ins and RSVPs. Staff is working closely with ASA, organizers, and participating students to encourage participation. The Online Education and Short Course Subcommittees have nearly finalized the 2025 offerings, and they will be announced in the coming weeks.

Financials: August and September 2024 financials are in the meeting materials. We're continuing to hold true to the budget and while we will see a deficit, it will be less than originally budgeted. The 2025 budget has been updated based on last month's discussion to include fewer complimentary

conference registrations and removed subsidies for printed programs. The options to allow for individuals to cover credit card fees and to split payment across multiple cards have been confirmed as possibilities. These will have positive impacts on the bottom line, but the actual amount will vary based on the way they are implemented

vii. 2024 Election Task Force Update (I/O) – Pasek

Pasek attended as a guest to discuss the work of the task force. The task force is working on combining reports from multiple resources to develop a comprehensive assessment of polling results. Councilors asked questions to ensure that the findings of the committee will be accessible and understood by people not in the industry.

viii. 2025 AAPOR Budget (A/R) – Staudt

- Staudt updated the budget based on discussions from last month. The new deficit is now just under \$105k. The big-ticket items pointed out were the governance review and the community platform. Both items will be discussed internally with the presidents and committees on how to proceed but the budget will include a placeholder to ensure funds are available if needed.
- Staudt recommends giving the option for members to pay their own credit card fees. Members will be able to opt in or out of this and will also be able to split payments across multiple cards if that helps with covering fees or other add-ons with a corporate card. The original amount in the budget will remain until we have data to show how many members are willing to cover these fees.
- Staudt noted that she is working with the presidents and soon the full executive committee on a 3–5 year plan to return to a balanced budget. The preliminary version of this plan restores AAPOR to a surplus in 2028, though Council will have to have several discussions around maintaining or decreasing costs in certain budget areas. The plan includes scheduled increases in membership dues and registration fees while also noting how many new members and conference attendees should be actualized each year.

Motion: Pugh Move to approve 2025 budget, English seconded. With three abstentions the motion was approved

IX. Non-Survey Data Linkage Report – English

English presented on subcommittee for framework linkage report.

X. Community Platform (A/R) – Torongo

- Torongo shared direct feedback on Higher Logic experiences from ASA as well as case studies for associations provided by Higher Logic. He addresses the platforms that this would replace and costs that would be eliminated with the implementation.
- Councilors expressed concern over the cost as well as how members would access the platform. There were questions on a potential roll out plan as well as metrics for success.
- Several councilors expressed support for the plan as it was initiated at request of members, is a key part of the strategic plan, and is a tool to attract younger generations to the association.
- Council took a straw vote to see if councilors felt this platform moved AAPOR in the right direction. Many councilors felt positively about the platform.
- The comms committee will work on a potential roll out, and roll back, plan for the platform and will bring this to an official vote to implement in March or April 2025, once there is a better sense of AAPOR's financial position for that year.

XI. New Business

Social Media Subcommittee Update (A/R) – Torongo

- Torongo proposed sunsetting the Social Media Subcommittee due to redundancy in work. Having a full-time communications director has

eliminated the need for a subcommittee to draft and schedule social media posts

Motion: Agiesta moved to sunset Social Media Subcommittee, Earp seconded. Motion passed unanimously

K-12 Civic Education (I/O) – Kreuter

Kreuter reported that there will be a k-12 civic education group at conference this year.

XII. Adjourn to Executive Session

Pugh motioned to adjourn the meeting and Baptista seconded. Meeting ended at 2:51 pm Motion passed unanimously.