



**American Association for Public Opinion Research  
Executive Council Minutes  
Tuesday, October 8, 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>
Kathleen Weldon	<i>Associate Communications Chair</i>
Gina Walejko	<i>Conference Chair</i>
Morgan Earp	<i>Associate Conference Chair</i>
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 &amp; Chapter Relations Chair</i>
Dakisha Locklear	<i>Associate Membership &amp; 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

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

Executive Council Meeting Minutes: August 28, 2024

Kreuter opened the meeting at 9:05 am.

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

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

Recent Deadlines:

- **Communications** – *Podcast Annual Plan—Torongo discussed the call for the podcast closing and a schedule being finalized. Discussed sponsorship opportunities for the podcast and the overall podcast numbers seem to be high.*
- **Education** –*Keusch discussed mid-year Short Course had doubled registration and outreach to Affinity Group for short course and webinar suggestions.*
- **Finance** –*Staudt discussed that the Development subcommittee met on last Friday to work through the draft development plan and has recommendations from the consultant, Jay Nussel, we hired.*
- **IEC** – *Lee reported that the IEC is having Career Development Brainstorming conversations; Lee reported that the IEC annual report is in the works and hopes to be completed by MLK day 2025. Subcommittee chair needed for Nominations committee. Current chair is transitioning off. Outreach is happening for the conference in St. Louis.*
- **Standards** –*English reported that we have a working RDD tool within AAPOR. Working with Miller and subcommittee to enhance the TI and reemphasize the value. Posted non-survey data report has been uploaded to AAPOR.*

III. **Conference Appointments (A/R) – Walejko**

Walejko discussed recruitment challenges for the virtual conference program committee. Bautista asked about diversity of the candidates and suggested a diverse member for 3MC committee. Council agreed that we would approve the list as is and potentially add more people at a later date.

**Motion: Nelson makes a motion to approve the appointments as listed and Kreuter seconded. Motion was approved unanimously.**

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

Reported on the success of the AI conference on 10/7. Feedback seemed positive regarding how the event went. Kreuter plans to gather more feedback for AAPOR usage.

**v. Secretary/Treasurer Report (I/O)– Terry**

July 2024 Financials

Terry reported that the 2025 budget has been drafted and will be reviewed later in the meeting. The cash projection shows cash is still higher this July than last year. Throughout the year, the cash balance has been higher than prior year because of a large transfer from the investment account in December 2023. The remainder of the year should have steady monthly expenses, and if we stay on budget, it may prevent need to pull funds from investments again. Overall income tracks with the budget and expenses are below budget.

For this year we are trending in the right direction and well aligned with our budget which is really good news but it reflects a moment in time look into our financials but when we step back and take an overall look into our finances and consider a longer term financial growth strategy, we have some challenges and some changes that need to be made. Tristanne will review in more detail during our budget conversation today.

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

**Membership& Chapter Relations:** The 2024 membership year has officially closed with 2,163 members, and the 2025 membership drive will begin the first week of October, following Council’s discussion of a dues increase. Analysis is still being done to identify the renewal opportunities for 2025, and appropriate steps will be added to the upcoming membership drive. A trend chart for recent membership is included below.

**Conference:** Staff and the conference chairs conducted a site visit to St. Louis. They were able to tour the hotel, visit attractions around the city, and record promotional content for the conference. All were energized by the visit and are looking forward to future planning. Abstract submissions

opened in mid-September and included a new track around AI. To date, we are slightly ahead of 2024 numbers.

**Education:** The Journal Scholar Exchange program had its first meeting in late-September. We were hoping to have 40 applicants and received over 120 students apply. There was great attrition on the first meeting, but those that attended expressed high satisfaction with the event and a larger number of students have committed to the next meeting in mid-October.

The upcoming AI in survey research short course registration is more than double our highest registration record with 107 registrations as of October 4th. We've had several requests for the course's recording, which could also present a new revenue opportunity for the organization.

**Financials:** July 2024 financials are in the meeting materials. We had a stronger than budgeted conference which will lead to a lower deficit for the year overall.

**vii. AAPORnet Modernization (I/O) – Torongo**

Torongo discussed moving to a new platform, Higher Logic, to engage members. This would include retiring AAPORnet and creating more advanced technology for engagement with AAPOR membership. Torongo reviewed the process for recommending a new platform, including costs and pros/cons.

Weisman conducted a live demo and council had a broader conversation around cost savings, app integration, member usage, AAPOR staff efficiencies, and moving towards a more modern engagement tool.

Budget will reflect a place holder for Higher logic platform although council is not approving at this point. Torongo will schedule a demonstration with the Higher Logic team.

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

**General & Administration:** Staudt took time to review our past budgets and gave an overall glimpse into AAPOR's finances—noting that administration finances are higher due to addition of the managing editor costs for journals; a cost that was previously included in the Journals section of the budget. She also noted that 11 of the past 15 years we have

budgeted for a deficit—Staudt hopes to help us find a way to balance our budget and get back to the black.

Staudt discussed the concept of a 3-5 year plan that the executive committee is working on that will focus on getting the budget back in line.

Staudt reviewed the budget in detail and council provided input around general administrative costs

**Membership:** Staudt discussed the implementation of a membership dues increase. Initial increase will occur this year giving AAPOR \$370K in revenue, an increase of \$20k over the 2024 budget. Discussions around adding a new membership salary category for fees. Staudt will play with the numbers and report back out to council.

Council agreed to increase dues and adjust membership categories at a later time.

**Motion: Kreuter motions to increase membership dues by 5%, remove the joint category and look into new category structure. Nelson seconded the motion. Motion approved unanimously. One council member abstained.**

**Education:** Discussion around bringing back fees associated with webinars, including institutional subscriptions. In 2023, we removed the fees in an effort to increase membership value.

**ix. 2024 AAPOR Budget (A/R) – Staudt**

**Leadership and Committees**—2025-2026 allow more time at conference for in person meetings and reduce other in-person meetings in efforts to reduce costs.

**Journals & Publications** – Staudt discussed journals and publications, including moving the POQ managing editor to AAPOR staff. The bottom line for this area is \$137k net

**x. 2024 AAPOR Budget (A/R) – Staudt**

**Annual Conference**—Staudt reviewed overall costs for the annual conference. Items discussed included:

- 1,060 is the goal for paid conference registration. This will realize around 1,300 actual attendees.

- WAPOR/AAPOR fee discussion. Council wants to consider how attendees can financially attend both events.
- Agreed to charge the full price for printed conference program of \$27 per booklet
- Staudt will review hotel rebate from prior years.
- Discussion around conference sponsorship options and additional revenue streams
- Discussion around short course fees and adjusting speaker costs.
- Conversation around potential care grants for conference attendees.
- Staudt will review payment options for credit card fees
- Just over \$1M expected revenue from conference, with a net surplus of \$341k.

### **Questions and Discussion**

Discussion around potentially charging administrative fees for TI membership.

Discussion around “other” streams of income Revenue Opportunities

- *Development Work*
- *Award Program Sponsorships*
- *Corporate Partnerships*
- *Grants for DEI and Student Initiatives*
- *TI Administrative Fees*
- *Dues Increase Schedule*

### **XI. Senior Connection Affinity Group (A/R) – Lee**

Discussion around the creation of the new Affinity Group

**Motion: Peugh motioned to approve the new Senior Connection Affinity Group. Terry seconded and all approved unanimously.**

### **XII. General Discussion Period**

Opportunity for Goal or Idea Feedback

Discussions around roles and responsibilities for volunteers and AAPOR staff.

Identify AAPOR renewal liaisons.

**xiii. New Business**

Civic Education Program—Kreuter discussed a proposal to do more civic engagement.

Student Award Update—Staudt discussed that the AAPOR Student Diversity Pipeline Award is now being combined with the AAPOR One Day Experience Program and rebranded to the AAPOR Student Inclusion Fellowship. Application process will not change.

Agiesta discussed proactively drafting messaging about election polls after the election.

**Kreuter adjourned Open Session at 4:35pm**

**Agiesta motioned to adjourn the meeting and Bautista seconded. Motion passed unanimously.**

**Attendance**

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