



American Association for Public Opinion Research

Executive Council Minutes

Tuesday, April 11, 2025

Executive Council:

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

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 Minutes

Kreuter called the meeting to order at 12:33pm and for council to review and approve the minutes. Kreuter asked for approval of the Executive Council Meeting Minutes from March 2025.

Motion to approve the minutes. Peugh motions to approve and Schoua–Glusberg seconds. Motion approved unanimously.

II. Committee Goal Updates

MCR – DiJulio reported that the Code Translation is happening slower than expected but progress is being made.

Standards – English reported that best practices documents (race standards, establishment surveys) are ongoing and will be done closer to the conference. In addition, he has identified a few AAPOR members to speak to the value of the TI as an attempt to promote this effort.

Education – Keusch reported on scheduling heritage interviews—One interview is scheduled during conference and a second one might be in the works.

Finance – Staudt reported that we're just shy of passing the 2024 conference sponsorship numbers. 2 groups cancelled which impacted our ability to surpass the 2024 sponsorship numbers.

Conference– Walejko reported that we will have great sessions this year with a lot of high-quality papers. 50 abstracts submitted from the last call and there is work being done to finalize the conference panel on polling.

Lots of efforts were made to try and diversify the conference and abstract submissions. Walejko reported that we'll have many more election polling attendees, papers on AI and data science but this may not have diversified our attendees. Kreuter stated that she feels that we did diversify this year. The plan is to pull numbers on this at a later date.

III. Appointments

Lee reported that the current Outreach subcommittee chair is stepping down and they are nominating Kai Fuentes as the IEC Outreach chair.

Motion: Tipan motioned to approve Kai Fuentes as the IEC Outreach Chair, Terry seconds and all approved unanimously.

IV. President Report

Kreuter launched match-making activities for conference attendees and non-conference attendees. "A meeting place" will be the name of the platform and she encouraged council to sign up.

Outreach campaign worked well to support conference attendance.

AAPOR Award winner selected.

V. Secretary/Treasurer Report

Jarmon reviewed the finances and noted that our budget looks better than last month due to membership numbers being higher than anticipated.

VI. Executive Director Report

Membership & Chapter Relations

The 2025 Membership Drive closed at the end of March with a very strong finish. We saw over 400 renewals and new members in the final weeks. The current membership count is 1,735, about 30 above the same point in 2024. We will be adding at least 145 non-member conference attendees to this count following the event. Staff is working on analysis to see where there may be changes in individual membership categories and how that impacts overall membership revenue. A trend chart is included below for your review.

Conference

Conference attendance has turned out much better than expected, though still significantly less than our standard attendance. While we expected about a 50% decrease, we're actually seeing about a 30% decrease. The goal was to have a total of 642 attendees, with 552 paid. As of earlier this week, we have 859 attendees, with 770 paid. We've issued 26 travel grants and supported five additional student conference travel awards with the funds collected through the AAPOR Community Support Fund.

Education

We're finalizing the last speaker on a SOGI/DEI webinar to be scheduled as soon as possible. We're also promoting a workshop on networking, conference attendance 101, and of course the regularly planned webinars. We're proceeding with five short courses, after having to cancel two due to low registration.

Financials

February financials are available for your review. Conference and membership, while both behind the original budget, are doing better than expected given recent government changes. While AAPOR will see a larger than planned deficit in 2025, barring any additional major shifts in the field, we seem to have avoided the worst-case scenarios. Please note that the most complete financial outlook will come in June or July, once all conference revenue is recognized and invoices are paid.

Communication

AAPOR recently drafted a statement on the cuts to HHS survey teams and their work which was shared with other organizations so they could sign on as well. The signed statement was sent to the leaders and members of the Senate Health, Education, Labor, and Pensions Committee which is currently investigating the significant cuts at HHS.

VII. Response to Federal Funding/Research

Staudt discussed AAPOR's most recent responses to Federal Funding/Research. She opened the floor for the council to discuss some ways to be more proactive in drafting statements.

Councilors provided their individual thoughts on how and/or if AAPOR should respond to the current issues impacting our members and work.

VIII. Conference Update

Staudt discussed conference and how the federal funding cuts are impacting registration, sponsorship, general financials, and current sessions. Given the circumstances, the overall conference numbers are much better than expected.

IX. IEC Annual Report Update & Future recommendations

Lee discussed the revised IEC annual report. A one pager will be created versus the longer report that was originally planned.

Lee also discussed potentially removing the Metrics and Accountability subcommittee. Tipan agreed to convene Terry, Lee and himself to discuss next steps for the IEC.

X. New Business

Schoua-Glusberg discussed the final list of awardees and reviewing all winners as a whole to check for diversity, overlap, and overall approval of the final AAPOR winners.

Jarman reported on the development committee and posted the progress report

Peugh reported on the working group for the survey cost workshop in February

XI. Adjourn to Executive Session

Peugh adjourned to the executive session at 2:28pm and asked for a motion.

Motion: Schoua-Glusberg motioned to adjourn the meeting, Agiesta seconds and all approved unanimously

Attendance

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