

Strategic Plan

AAPOR’s Strategic Planning Ad-Hoc Committee met in late February 2024 to take a deep dive into the organization, its past, and its future to develop a set of five domains, including measures of and goals for success as well as DEI principles, to lead AAPOR through the next three years. Members on this task force reviewed past and current information on the organization including membership surveys, financial reports, Executive Council minutes, and strategic planning survey data. The resulting plan is below.

The Strategies for Success were reviewed and updated by Council in June 2026.

Our Vision

Valid and transparent data about behaviors, attitudes and characteristics enables informed societal decision making.

Our Mission

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.

 <p>Educate & Support</p>	 <p>Advance Best Practices</p>	 <p>Foster an Engaged Community</p>	 <p>Grow Our Voice</p>	 <p>Cultivate Sustainability</p>
<p>Educate current and aspiring professionals across data disciplines in best practices in established & emerging techniques through different learning mediums.</p>	<p>Develop and promote best practices for collecting, analyzing, & making knowledge claims from all data sources.</p>	<p>Establish an engaged, representative, & diverse network of students and professionals interested in data about society.</p>	<p>Solidify AAPOR as the preeminent organization promoting and defending the science behind research on opinions, beliefs, & societal characteristics. Educate & inform users & consumers about all aspects of reliable, accurate, & transparent data.</p>	<p>Establish a sustainable organization that provides meaningful opportunities for all members and staff.</p>

Domain One: Educate and Support

Desired Achievement: Educate current and aspiring professionals across data disciplines in best practices in established and emerging techniques through different learning mediums.

Measures of Success:

1. Increased use of AAPOR educational offerings, publications, and materials across a diverse audience.
2. AAPOR offers a broader range of multi-disciplinary offerings from professionals across data disciplines and methods.

Strategies for Success:

1. Improve the quality, visibility, and adoption of AAPOR's educational resources and reports in various educational settings.
2. Create clear and compelling pathways and benefits across data disciplines to participate in AAPOR programs.
3. Establish programs that support professionals and help them navigate diverse professional trajectories throughout their career.
4. Assess needs for multi-disciplinary offerings and provide educational opportunities from diverse professionals across data disciplines and methods.

Domain Two: Advance Best Practices

Desired Achievement: Develop and promote best practices for collecting, analyzing, and making knowledge claims from all data sources. *Measures of Success:*

1. Start of systemic shift in making appropriate knowledge claims from data.
2. Widespread adoption of standards and frameworks for training data/benchmark data sets.
3. More organizations join the Transparency Initiative (TI) and more clients prioritize transparent data.

Strategies for Success:

1. Develop, curate, and share resources to enable researchers, journalists, and policy makers to make appropriate knowledge claims from social, behavioral, and economic data.
2. Engage computer science and artificial intelligence communities to develop standards and frameworks grounded in the TI disclosure elements for benchmarks and training data for social, behavioral, and economic indicators.
3. Communicate the benefits and value of transparency and TI membership to a broader group of organization types.

Domain Three: Foster an Engaged Community

Desired Achievement: Establish an engaged, representative, and diverse network of students and professionals interested in data about society.

Measures of Success:

1. Growth in the share and engagement of student members and members of underrepresented demographics.
2. A better understanding of AAPOR's makeup, including the disciplinary range of AAPOR, with AAPOR's work calibrated to acknowledge this range.

3. AAPOR fosters interdisciplinary collaboration among researchers.

Strategies for Success:

1. Position AAPOR as a place that fosters professional connections.
2. Gather observational and survey data to understand the work and needs of all member segments and behaviors to better develop products and meet those needs.
3. Maintain and grow more communities and opportunities within AAPOR for individuals within and across methodologies and areas of practice.

Domain Four: Grow Our Voice

Desired Achievement: Solidify AAPOR as the preeminent U.S. organization promoting and defending the science behind research on opinions, beliefs, and societal characteristics. Educate and inform users and consumers about all aspects of reliable, accurate, and transparent data.

Measures of Success:

1. Increase awareness of AAPOR as a primary resource for understanding the science and practice of research in our field among the media, politicians, and the general public.
2. Members are equipped and empowered to independently communicate about and respond to issues and developments in the field.
3. Work of the field is more accessible and understandable to the public.

Strategies for Success:

1. Develop a proactive and timely mechanism to respond to critical issues in the field.
2. Establish partnerships with similar organizations to support these efforts.
3. Build relationships with relevant leaders to increase their understanding of our field and members.

Domain Five: Cultivate Sustainability

Desired Achievement: Establish a sustainable organization that provides meaningful opportunities for all members and staff.

Measures of Success:

1. Leadership will regularly evaluate the engagement and financial viability of our programs and offerings.
2. Sustainable organization that provides clear operational and strategic roles within its structure.
3. Membership, volunteers, and leadership better reflect the landscape of professionals working in data-driven fields, with respect to sector, affiliation, career stage, and demographics.
4. Increased revenue through meaningful development activities.

Strategies for Success:

1. Conduct a holistic governance and program review to balance volunteer opportunities and staff responsibilities and ensure operational, financial, and strategic efficacy.
2. Increase and promote member pathways and membership across relevant fields. Growth of the Development Subcommittee and investigation of new revenue streams.
3. Grow current program revenue and identify new revenue streams.