# AAPOR BUSINESS MEETING AGENDA

## Mediterranean 1 4:00 pm – 5:30 pm

I.	Welcome, Call to Order, In Memoriam	Scott Keeter, President
II.	President's Report	Scott Keeter , President
III.	Past President's Report	Frank Newport, Past President
IV.	Secretary-Treasurer Report	Joe Lenski, Secretary-Treasurer
V.	Conference Steering Committee Report	Dan Merkle, Chair
VI.	Membership & Chapter Relations Committee Report	Joe Murphy, Chair
VII.	Education Committee Report	Melissa Herrmann, Co-Chair
		Chuck Shuttles, Co-Chair
VIII.	Standards Committee Report	Tim Johnson, Chair
IX.	Communications Committee Report	Rich Morin, Chair
X.	Councilor-at-Large Report	Linda Piekarski, Senior Councilor
XI.	Editor, Public Opinion Quarterly Report	Nancy Mathiowetz, Co-Editor
XII.	Transfer of the Gavel	Scott Keeter, President
XIII.	Comments by the President	Paul J. Lavrakas, President
XIV.	New Business	Paul J. Lavrakas, President
	**Questions from the Membership**	
XV.	Adjourn	Paul J. Lavrakas, President

## American Association for Public Opinion Research Annual Business Meeting Minutes May 14, 2011

## Arizona Grand Resort Phoenix, Arizona

The AAPOR annual membership and business meeting took place on Saturday, May 14, 2011 at the Arizona Grand Resort in Phoenix, Arizona. President Frank M. Newport called the meeting to order at 4:05 p.m.

## I. Presidents Report

President Frank M. Newport welcomed the attendees to the 66<sup>th</sup> Annual Conference and asked for a moment of silence to honor AAPOR members who passed away during the past year. He stated that it had been an honor to serve the association as president and to work with the AAPOR volunteer council. Noting the recent approval of the strategic plan, he commented that AAPOR is moving strategically forward to better serve its members.

#### II. Past President Report

Past President Peter V. Miller noted that 2011 concludes 12 years of proud and continuous service to AAPOR in a variety of roles including serving as editor for *Public Opinion Quarterly*. The 2011-2012 nominating process was restructured resulting in a large list of members willing and able to serve the organization. In order to better utilize the leadership abilities of those identified during the nomination process, the council will consider a new role for the Nominating Committee, to help to identify leadership throughout the year to serve in all areas of the association such as committee and task force members. He thanked members who were nominated and those who ran for office and encouraged everyone to remain active in AAPOR. He thanked Nominations Committee members Frank Newport, Emilia Peytcheva, Fran Featherston, Kate Stewart and Scott Crawford. He thanked Executive Director Susan Tibbitts for her strategic support of the committee.

Peter thanked everyone who participated in the election process and expressed his appreciation for the opportunity to serve the AAPOR.

The 2011-2012 incoming Executive Council members were introduced:

Vice President-President Elect, Paul J. Lavrakas Associate Conference Chair, Paul Beatty Associate Secretary-Treasurer, Rachel Caspar Associate Standards Chair, David I. Cantor Associate Communications Chair, Marjorie Connelly Associate Membership & Chapter Relations Chair, Liz Hamel Councilor-at-Large, Patricia Moy

## III. Secretary-Treasurer Report

The minutes of the 65<sup>th</sup> Annual Business meeting, held May 15, 2010 were reviewed.

Motion: To accept the May 15, 2010 Annual Business meeting minutes. Peter V. Miller moved, seconded by Tom W. Smith. The motion passed unanimously.

#### **2010 Financial Status**

Secretary-Treasurer, Barbara O'Hare reported that AAPOR ended the year at \$146,647 over budget, primarily due to a successful annual conference held in Chicago and increased membership revenue. The 2010 audit was completed. Concern expressed as part of the 2010 audit over donor intent regarding unrestricted and restricted funds was successfully resolved.

#### **2011 Financial Status**

The 2011 budget forecast a deficit of more than \$9,000 due to lower projections for conference revenue and increased expenses for leadership training, journalist education and the membership survey. To date, conference revenue is ahead of budget with increases to sponsorship, exhibit and short course revenue. It is expected that total conference revenue will exceed budget by \$25,000.

#### **Investments**

As of March 3, 2011, there is \$825,000 in board designated funds and \$207,000 in temporarily restricted funds. The Investment Committee continues to monitor all investments.

#### **Endowment Committee**

Barbara O'Hare thanked Dawn Nelson for her service as the Endowment Chair for the past two years. Ms. O'Hare will take on the role of Endowment Chair for the coming year. In response to a strategic plan initiative, the committee plans to initiate a fundraising campaign focused on the Transparency Initiative, graduate student funding for conference attendance and legacy preservation through the Heritage Committee.

#### IV. Conference Steering Committee Report

Conference Chair, Rob Santos reported that 960 persons have registered for the conference. Exhibit and sponsorship support exceeded budget expectations. The special call for papers related to the 2011conference theme helped to develop strong theme-based sessions throughout the conference program. Poster presentations were expanded and demonstration sessions returned to the program. The Social & Volunteer Committee led by Dave DesRoches and Debbie Rexrode successfully organized the docent program, post-banquet party, fun run/walk and golf outing. Special thanks were given to Associate Chair Dan Merkle for his help during the year.

#### V. Membership & Chapter Relations Committee Report

Membership & Chapter Relations Chair, Kelly Foster noted that AAPOR reported 2,420 members in 2010, the highest membership total in AAPOR's history. AAPOR maintains seven active regional chapters that regularly conducting seminars, workshops, social events and student paper competitions benefiting more than 1,100 members.

#### **MCR** Initiatives

The Membership Committee has completed several projects over the past year including updating the AAPOR booth and membership brochure. Ongoing projects include the Transparency Initiative, member and former member survey, member engagement initiatives and the reactivation of the New England Chapter.

#### VI. Education Committee Report

Education Committee Chair, Melissa Herrmann reported the committee is focused on three areas of education; annual conference short courses, journalist education and online education. Six short courses were developed for the annual conference with 247 attendees registered to date. The 2011 budget provided funding for journalist education. A committee representative attended the Association for Health Care Journalists conference and the committee plans to attend five additional conferences in the coming year. The distance education subcommittee has developed a schedule of four webinars to take place before the end of 2011. The first webinar on Address-Based Sampling will take place on June 30.

### VII. Standards Committee Report

Standards Committee Chair, Reg Baker thanked the Standards Committee members for their work during the past year and reported on the accomplishments of the committee including, extensive work on the Transparency Initiative processes and procedures, release of Standard Definitions Version 7 and endorsement of the ICC/ESOMAR Code.

The ongoing work of the committee includes working with the Archive Subcommittee on archive procedures internally and with the University of Chicago, and doing a thorough review of the AAPOR Statement on Push Polls in an effort to make the statement more accessible by the general public. The committee is also working a document that offers guidelines on refusal conversion to be released to the public in the near future.

#### **VIII.** Communication Committee Report

Associate Communications Committee Chair, Rich Morin reported on the accomplishments of the committee during the past year including the recent launch of the new AAPOR website. The committee is in the process of migrating AAPORnet from Arizona State University (ASU) to AAPOR's own server. The move to a new platform expected to be completed in 2011. In addition, the committee successfully transitioned the Blue Book to an electronic format in 2010 with enhanced features. The committee plans to initiate a marketing campaign in 2012 to highlight the value of Blue Book listings to attract new subscribers.

#### IX. Public Opinion Quarterly Report

Nancy Mathiowetz, editor of the POQ reported there were 252 submissions in 2010, of those 27 were accepted and 29 remain active. Review times remain within the range of 50-65 days to final decision. The percentage of manuscripts taking longer than three months to a final decision was 10.3%.

A virtual issue of the POQ on health issues was successfully launched and achieved a 27% click through rate. This cost-effective project used previously published materials, compiled in a new format to appeal to a specific audience of professionals who use survey methodology.

## X. Councilor-at-Large Report

Co-chairs, Roger Tourangeau and Peter V. Miller reported on the efforts of a new task force working on developing a proposal for the creation of a new journal, The *Journal of Survey Statistics and Methodology* to be supported jointly by AAPOR and ASA. A business plan is being developed and will be reviewed by AAPOR Council and ASA leadership. The approved proposal will be sent to potential publishers for consideration.

#### **XI.** Transfer of the Gavel

Frank M. Newport passed the gavel to incoming AAPOR President, Scott Keeter. Scott thanked the association for the privilege to serve its members. During the coming year, he intends to bring the Transparency Initiative to fruition and to promote future task force initiatives.

#### XII. New Business

President Scott Keeter opened the floor to new business.

#### **Conference Expenses**

Council was asked to remain mindful of the cost of the conference for government employees who may have restrictions. Council was also asked to consider offering child care options in the future for attendees traveling to the conference with children.

#### **Student Memberships**

Council was asked if student membership is growing. Kelly Foster, MCR chair reported there has been no significant shift in student membership over the past several years. There is a new initiative by the endowment committee to increase funding for graduate students to attend the conference. It was also suggested a student member should serve on the MCR committee.

## XIII. Adjournment

Motion: To adjourn the annual business meeting. Rob Daves moved, seconded by Roger Tourangeau. The motion passed unanimously.