

Transparency Initiative Coordinating Committee (TICC)
July 2015

This month's TICC conference call was held on July 1. We invited Jon Cohen from SurveyMonkey to speak with us regarding potential barriers to participation in the TI among organizations in the for-profit sector. Jon was very generous with his time. His insights and concerns were very helpful to hear and our goal is to find ways to address them. We also made considerable progress in revising TI materials to conform with AAPOR's new Code. This has taken longer than anticipated, but by the end of July, we have revised the following materials:

- The AAPOR Transparency Certification Agreement, which also required a legal review by AAPOR's attorney.
- The AAPOR Terms and Conditions for Transparency Certification.
- The FAQs document.
- The five online educational modules. Major portions of the original five modules had to be recorded, and two entirely new modules have also been produced. These latter two modules cover new Code disclosure requirements concerned with qualitative research and content analyses.
- TI operational procedures.
- Examples of methodological reporting for the Transparency Initiative.
- TI disclosure items matrix.

In addition, eight new members were welcomed into the Transparency Initiative during July:

- InterMedia Survey Institute
- Western New England University Polling Institute
- University of West Georgia Survey Research Center
- University of North Florida Public Opinion Research Laboratory
- Westat
- University of Arkansas at Little Rock Survey Research Center
- Institute for Policy and Opinion Research at Roanoke College
- Gomez Research, Inc.

Twenty new applications for membership were also received during July. In total, we currently have 19 applications in various stages of the review process.