



**American Association for Public Opinion Research
Executive Council Minutes
March 2, 2015**

Michael Link	President	Absent
Mollyann Brodie	Vice President	Present
Rob Santos	Past President	Present
Mary Losch	Secretary-Treasurer	Present
Dan Merkle	Associate Secretary-Treasurer	Present
Frauke Kreuter	Standards Chair	Present
Ron Langley	Associate Standards Chair	Present
Dawn V. Nelson	Conference Chair	Present
David Dutwin	Associate Conference Chair	Present
Jennifer H. Childs	Membership & Chapter Relations Chair	Absent
Kristen Olson	Associate Membership & Chapter Relations Chair	Present
Eleni Delimpaltadaki Janis	Communications Chair	Present
Jordon Peugh	Associate Communications Chair	Present
Cliff Zukin	Councilor-at-Large	Absent
Joe Lenski	Councilor-at-Large	Present

Staff

Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Lisa Kamen	Marketing Communications Manager	Present

I. WELCOME, CALL TO ORDER

Vice President Mollyann Brodie called the meeting to order at 12:03 p.m. EST and a quorum was established.

David Dutwin moved, seconded by Rob Santos to approve the minutes of the January 15, 2015, Executive Council conference call as presented. The minutes were approved unanimously.

II. OLD BUSINESS

Standards Committee: AAPOR Code Revision

Mollyann Brodie asked councilors for their feedback on the comments received from AAPOR members.

Associate Standards Chair Ron Langley stated that he and Standards Chair Frauke Kreuter had followed up directly with a small group of colleagues who had offered comments. The group, that included Secretary-Treasurer Mary Losch, Past Chair and current Standards Committee member Courtney Kennedy, Past President Stanley Presser and AAPOR Communications Committee member Mark Blumenthal, confirmed that the issues they had raised were addressed to their satisfaction.

Council discussion continued.

Additional comments included:

- There was a question about including more specific language on Do Not Call to line 46. It was noted that some members felt that the Code language was getting too proscriptive.
- There was a question about Code interpretation on line 50 that addresses “false or misleading claims about the research.” The example offered concerned specific public policy research on housing discrimination where a respondent is intentionally misled to judge response to assess possible bias. There was general agreement that the language of line 47 that recognizes “the right of potential participants to be provided with a description of our research sufficient to permit them to make a free and informed decision,” addressed such a situation when conducting standard data collection and the example was more aligned with “mystery shopping” measures rather than standard survey methods
- On line 143 in the section about disclosure items for surveys, there was discussion about online panels.
- There was a question about adding refusal rates to line 173, in the section listing items that must be made available within 30 days of any request, following report of survey results. There was agreement that the addition was not necessary.

Noting the consensus of the Council, Associate Standard Chair Ron Langley summarized the additional edits to be made to the AAPOR Code and offered to edit the redline document in preparation for inclusion on the ballot. It was noted that voting on the Code Revisions was tentatively scheduled to begin on April 13 and end on May 8.

Jordon Peugh moved, seconded by David Dutwin to accept the following additional revisions to the AAPOR Code as discussed and to present these changes to the AAPOR membership for a vote.

1. **Line 45-46: Fix the break between “Initial Agreement”**
2. **Line 60-61: Remove the period after “used”**
3. **Line 115: Add the word “data” so it reads, “will not engage in data fabrication...”**
4. **Line 226: Add “upon request”**
5. **Line 232: Edit to read “eventual public release or access to the datasets is not possible, if that is the case”**

Motion carried unanimously.

III. NEW BUSINESS

Warren J. Mitofsky Innovators Award

Mollyann Brodie indicated that the Executive Committee would take action on the Innovators Award Committee recommendation via email vote. There were no objections.

2015-2016 Executive Council Meeting Dates

Ron Langley mentioned that he has a conflict with the March 25, 2016 meeting date.

IV. ADJOURNMENT

Mollyann Brodie stated that the meeting was adjourned at 12:41 p.m. EST.

**Rob Santos moved, seconded by Mary Losch to adjourn the Executive Council meeting.
The motion carried unanimously.**