



Councilor-at-Large

Mary Losch is Professor of Psychology and Director of the University of Northern Iowa Center for Social and Behavioral Research. The Center conducts applied research that utilizes numerous types of survey and other quantitative and qualitative methodologies to support academic research and inform policy decision-making at the local, state and national level. Mary received her PhD at the University of Iowa studying attitudes and psychophysiology with John Cacioppo. She worked in the private sector as a survey research analyst and then as Program Director

at the UI Social Science Institute (1988-1998). In 1998, she joined the faculty at UNI and became Assistant Director of the UNI Center for Social and Behavioral Research (CSBR) where she was named Director in 2014. At UI, she served as vice-chair of the social science IRB and served on As Hoc Conflict of Interest committee. At UNI, she served on the IRB and chaired the committee from 2001-2006. In 2008, she served on the steering committee to establish the Association of Academic Survey Research Organizations (AASRO).

Mary has directed dozens of survey and applied research projects in the areas of public policy, health behavior, and program evaluation among others. She serves as a reviewer for a several academic journals including *Public Opinion Quarterly* and has contributed to *Survey Practice* and many other social science and public health journals.

An active member of AAPOR since 1991, Mary has contributed to the organization in a variety of roles. At annual meetings, she has been a conference presenter, session chair, and discussant. She has served two terms on AAPOR's Executive Council and on numerous committees. On the Executive Council, she has served as Standards Chair (2008-2009) and in 2014-2015 as Secretary-Treasurer. As a member of the Standards Committee (2001-2009), she chaired the IRB Task Force and led the effort to revise and update the AAPOR Statement to IRBs. While Secretary-Treasurer, she was also part of the Conference Steering Committee, Development, Financial Oversight, Investment and Sustaining Sponsorship Committees. Other service includes chairing the Ad Hoc Committee to Review the Code of Professional Ethics and Practice (2009-2010) and serving as a member of the same committee in 2014-2015. During 2014-2015 she served as a member of the Ad Hoc TCPA Committee and has served on the AAPOR Transparency Initiative Coordinating Committee since 2012. She was a member of the AAPOR Award Committee in 2014-2015, the 2018 Policy Impact Award Committee and the 2019 AAPOR Award Committee.