AAPOR News: April 2011

Welcome to your April issue of AAPOR News - offering timely and important association updates along with interesting news in the public opinion and survey research community.

This issue includes an Executive Council summary from President Frank Newport, 2011-2012 Executive Council election results, the top 10 reasons to attend the 66th Annual Conference in Phoenix and more.

Letter from the President

The results of the election for AAPOR's 2011-2012 new officers have been announced. Congratulations to the new members of the Executive Council who, along with the returning members of this year's council, will represent and serve the needs of our members in the coming year. The new Council will take office at the May Annual Conference in Phoenix.

I would like to thank all of those AAPOR members who agreed to be considered for election to Council this year. The future of AAPOR depends in large part on having great members step forward and agree to help run the association.

Speaking of which, the aforementioned 2011 Annual Conference is now just about a month away. The program is outstanding, registration is looking strong, the weather should be nice and the conference promises to be an extremely positive occasion for all concerned.

AAPOR's Membership and Chapter Relations Committee has been working diligently on – of all things! – a member survey to be fielded in June following the conference. The survey will be a census of all members, with those who are on record as having attended the conference receiving a conference evaluation supplement. This survey will focus in part on baseline questions which will be tracked for years to come. Anything short of a 100 percent response rate from this target population would certainly be disappointing.

Your Executive Council’s most recent meeting in Washington, D.C. covered an ambitious agenda. One of our primary innovations this year is to focus on longer-term strategic initiatives directed at the issues that will be of major significance to our members and the profession in the years ahead. Most of these were developed
from the strategic plan approved last year.

As I reported in the last newsletter, a primary AAPOR initiative is the newly approved Governance Task Force, headed by Mark Schulman and Patricia Moy. In March, Mark, Patricia and the Executive Council had an excellent and robust discussion of the way in which AAPOR is currently governed, including the nature and composition of the council, length of terms, profit versus non-profit sector requirements, the relationship between the elected council and the association’s management firm, the growing size of the association and others. This is a complex area, but one the strategic plan clearly outlines as a major challenge for AAPOR going forward. We appreciate Mark and Patricia taking on this responsibility.

Council also voted at our March meeting to approve a new task force on Non-Probability Research. The goal? To provide focus and hopefully clarity on the impact, role, strengths, weaknesses, threats and opportunities that arise from the growing use of public opinion research methods which do not involve probability sampling and traditional statistical inference. This new task force evolved from extensive council discussions focusing on the future of the profession. Council feels this task force can add substantial value to all of us who are pondering rapid changes confronting the public opinion and survey research profession – controversial though some may be.

One of your Executive Council’s key responsibilities is to serve as fiduciary overseers of AAPOR’s finances. I can again report that AAPOR continues to be in excellent shape financially, and our membership numbers continue to be at record levels. AAPOR Secretary-Treasurer Barbara O’Hare will have a full report at AAPOR’s membership business meeting in Phoenix.

Our management firm, The Sherwood Group, and our Communication Committee have helped give birth to an outstanding new iteration of the AAPOR website. The new site incorporates a number of both visual and functional improvements. This is the major portal to AAPOR both for members and for those in the “real world” and is a major factor in determining how our AAPOR is viewed. Please enjoy and use it, and pass along any comments or suggestions you may have for how it can be improved.

See you in Phoenix!

Frank Newport
2010-2011 President

AAPOR is now offering webinars!

Join the leading association for public opinion and survey research professionals for our first webinar on:

Address-Based Sampling
presented by David Dutwin, PhD
Thursday, June 30, 2011
1 p.m. EDT

Watch your email and the AAPOR website for more information about this and other webinars.

Top 10 Reasons for Attending the 2011 AAPOR Annual Conference in Phoenix, May 12-15

By Rob Santos, Conference Chair

Here we are, with only weeks before kicking off the 66th Annual Conference in Phoenix. At this point we are attending to the finer details of the program and watching the ‘virtual ticker tape’ of registrations to see how many fellow members will be sharing our Southwest experience. Through the beginning of April, our week-by-week registration tallies have matched the registration counts of last year, our most attended conference ever.

Since this is the last AAPOR newsletter to be issued before the May conference, allow me to tempt you with conference highlights by presenting the Top 10 Reasons for attending the 2011 AAPOR Annual Conference:

#10 **Bear witness.** Come and be a part of AAPOR’s recognition of Shap Wolf for his stewardship of AAPORnet during its ASU residency.

#9 **Demonstration sessions are BACK after a one-year hiatus!** Come see some nifty, cutting edge technology and methods that may change the way we conduct surveys.

#8 **Experience the cosmos with our stargazing events on Friday and Saturday nights.** The moon will be nearly full, and Saturn will be lurking nearby...Evening temperatures in May average in the comfy 60s.

#7 **Bring your swimsuit and splash, slide and explore the huge, on-site water park.** The average high temperatures in May are in the 90s, with clear skies virtually guaranteed.

#6 **When it comes to AAPOR conferences, it’s all about networking.** Such opportunities abound at AAPOR conferences. In addition to group meals, we have receptions, dessert breaks, posters for mingling, and if you wish to have even more
networking fun we even have speed networking, the docent program and volunteer opportunities.

#5

**Live the tradition.** We offer our usual medley of group activities, including the golf outing, fun run, applied probability and, of course, this year’s special after-banquet party featuring two essentials for an authentic fiesta – live mariachi music and a margarita fountain.

#4

**Become enlightened.** The conference program was carefully crafted around our theme – *Public Perception & Societal Conflict*. Every session slot of every day features at least one conference theme-related session. And the program is filled with advances in survey methodology, not to mention our traditional focus on election polling, public opinion and the social sciences.

#3

**Learn.** Pick up new skills and knowledge by attending any of our six short courses in topics ranging from the use of mobile devices for surveys to address-based sampling.

#2

**Attend our star-spangled plenary session.** This year it focuses on the story of immigration reform – precisely the discussion needed at this time in Phoenix and in our nation as a whole. Featured panelists include Henry Cisneros, executive chairman of CityView companies and former Housing and Urban Development Secretary, Doris Meissner, senior fellow at the Migration Policy Institute and former Immigration and Naturalization Services Commissioner, Rodolfo de la Garza, Latino political science scholar and Frank Newport, editor-in-chief of Gallup Polls. Our own distinguished AAPOR member Gary Langer of Langer Research Associates has agreed to moderate the group.

#1

**And the number one reason to attend AAPOR’s 66th Annual Conference...To experience the AAPOR community in action.** If you are an AAPOR member, then you know what I’m talking about. We AAPORites are unique, proud and committed to rigorous social science research, be it theoretical, applied or a combination. We enjoy the opportunity to proffer our perspectives and can respectfully disagree with each other and learn from each other at the same time. It is this sense of community that other associations strive to achieve (by studying us, really!).

So there you have it...my top 10 reasons to attend the 2011 AAPOR Annual Conference, though there are many others that you may prefer, download the [conference program](#) for additional details. There is nothing more to say, other than: “See ya in Phoenix!”

[Haven’t registered for the 2011 AAPOR Conference? No problem! You can register on site.](#)

Check out the [AAPOR website](#) for more information. Don’t miss the year’s biggest
Executive Council 2011-2012 Election Results

Voting in the AAPOR 2011-2012 Executive Council election closed on April 4. Slightly more than one-third of eligible voters participated. Thank you to all AAPOR members who stood for election, and congratulations to the new Executive Council members whose terms begin at the upcoming Annual Conference in Phoenix:

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

A special thanks to the other members of the Nominating Committee - Fran Featherston, Emilia Peytcheva, Kate Stewart and Frank Newport – for their hard work and care in assembling the slate of candidates for approval by the AAPOR Executive Council and to all 60+ AAPOR members who expressed an interest in running for office and submitted materials to the Nominations Committee.

AAPOR.org: New and Improved!

The AAPOR website has an updated look and improved functionality to match. AAPOR website visitors can now benefit from enhanced, more user-friendly website features including:

- **Easy access to your member profile** – login from the homepage, access AAPORnet and make your own profile updates in real time
- **AAPOR's most popular activities** featured front and center on a cleaner, more dynamic homepage
- **Streamlined navigation** – we've rearranged the location of some resources so you can find information more intuitively
- **Educational resources** for professionals, the media and students organized under one tab
- ‘Job Bank’ is now the 'Career Center' with added resources
- A more **robust search function** and **secure contact form**

User testing continues, so let us know what you think! Email AAPOR with comments and/or questions.

50 Years and Counting!

AAPOR invites all members to join us in honoring the 22 dedicated professionals who
have been association members for 50-59 years:

Herbert Abelson, PhD
Allen Barton, PhD
Richard Baxter, PhD
Morton David
Martin Frankel, PhD
Melvin Goldberg
Fred Goldner
Charles Kadushin, PhD
Gladys Lang
Barbara Lee
Kurt Lang, PhD
Robert Mason
Selma Monsky, MA
William Nicholls, II
Robert Nuckols, PhD
Joseph Rabin, MBA
Glenn Roberts, BS
David Sills, PhD
Marilyn Watts
Isabelle Woodrow
Charles Wright, PhD
Pearl Zinner

Any omissions or inaccuracies in this list were unintentional. To be included please contact Lindsay Arends.

American Statistical Association Conference on Statistical Practice - Save the Date!

What? Statistical Practice 2012 — the Inaugural Conference on Statistical Practice

When? February 16-18, 2012

Where? Orlando, Florida - The Renaissance Orlando at SeaWorld

The Details:
Statistical Practice 2012 aims to bring together hundreds of statistical practitioners — including data analysts, researchers, and scientists — who engage in the application of statistics to solve real-world problems on a daily basis. The conference will provide an opportunity to learn about the latest statistical methodologies and best practices in statistical design, analysis, programming, and consulting. This is a conference designed to aid applied statisticians in improving their abilities in consulting with and helping customers and organizations solve real-world problems.
• Learn statistical techniques that apply to your job as an applied statistician.
• Learn how to better communicate with customers.
• Learn how to have a positive impact on your organization.

Statistical Practice 2012 will offer full-day and half-day short courses (limited seating), an Opening Plenary Session, concurrent invited paper and contributed poster sessions, a closing session, focused and innovative tutorials (limited seating), and exhibits.

Save the date and watch the Statistical Practice 2012 website for upcoming announcements and important deadlines. Get excited about a conference specifically designed for the statistical practitioner!

Call for Submissions: International Conference on Methods for Surveying and Enumerating Hard-to-Reach Populations

Contributed Call for Submissions open April 1 - May 31, 2011!

Conference:
October 31–November 3, 2012
Marriott New Orleans at the Convention Center, New Orleans

The H2R 2012 conference will bring together survey methodologists, sociologists, statisticians, demographers, ethnographers and other professionals from around the world to present new and innovative techniques for surveying hard-to-reach populations. Addressing both the statistical and survey design aspects of including hard-to-reach groups, researchers will report findings from censuses, surveys and other research related to the identification, definition, measurement and methodologies for surveying and enumerating undercounted populations.

A selection of contributed papers will be published in a peer-reviewed issue of the Journal of Official Statistics.

Paper and panel topics of interest include but are not limited to:

**Identifying, Defining, and Measuring the Hard-to-Reach (H2R)**
Defining H2R populations
Measuring undercounts for H2R groups
Improving measurement with administrative records
Sampling H2R populations

**Techniques and Methodologies**
Recruitment methods
Targeting the H2R
Use of social marketing and outreach campaigns
Overcoming language and literacy barriers
Use of community-based organizations
Dealing with complex living and housing situations
Tracking and tracing H2R populations

**H2R Subpopulations**
Racial minorities
Immigrant populations
Indigenous populations
Highly mobile and migrant populations
Homeless and refugee populations
Sexual minorities
Populations affected by natural disasters
Populations in zones of armed conflict
Stigmatized populations
Cross-cultural similarities and differences in H2R populations
Linguistic and cultural minorities

For information, visit [www.amstat.org/meetings/h2r/2012](http://www.amstat.org/meetings/h2r/2012) or email H2R2012@amstat.org.