



**American Association for Public Opinion Research
Executive Council Teleconference Minutes
December 13, 2012**

Paul J. Lavrakas	President	Present
Rob Santos	Vice President	Present
Scott Keeter	Past President	Present
Rachel Caspar	Secretary-Treasurer	Present
Nancy Bates	Associate Secretary-Treasurer	Absent
David Cantor	Standards Chair	Present
Courtney Kennedy	Associate Standards Chair	Present
Paul Beatty	Conference Chair	Present
Susan Pinkus	Associate Conference Chair	Present
Liz Hamel	Membership & Chapter Relations Chair	Present
Jennifer Dykema	Associate Membership & Chapter Relations Chair	Present
Marjorie Connelly	Communications Chair	Present
Peyton Craighill	Associate Communications Chair	Present
Patricia Moy	Councilor-at-Large	Absent
Michael Link	Councilor-at-Large	Present

Guests

Chuck Shuttles	Education Committee Chair	Present
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Staff

John Waxman	Managing Partner	Present
Susan Tibbitts	Executive Director	Present
Donna Tieberg	Administrative Director	Present
Heidi Diederich	Administrator	Present
Lindsay Arends	Marketing Communications Manager	Present
Andrew Massengill	Staff Accountant	Present

I. WELCOME, CALL TO ORDER, REVIEW AND APPROVAL OF MINUTES

President Paul J. Lavrakas called the meeting to order at 12:03 p.m. EST and a quorum was established.

Donna Tieberg was recognized and thanked for her service to AAPOR.

The minutes of the November 15, 2012 Executive Council meetings were reviewed.

Susan Pinkus moved, seconded by Rob Santos, that the minutes for the November 15, 2012 Executive Council meeting be approved with no changes. The minutes were approved unanimously.

II. SECRETARY-TREASURER REPORT

A. September 2012 Financial Report

Secretary-Treasurer, Rachel Caspar, stated that finances continued on track as of October. She noted that AAPOR has \$225,000 in its checking account, which is more than needed to meet budgeted expenses. The excess should be moved to investment.

Conference sponsorship and exhibits for the 2013 annual meeting are ahead of the same time in 2011 (\$73,500; sponsorships currently total \$91,000 and exhibits total \$6,000.

The Development Committee sent out an end of year contribution letter to AAPOR members.

The Financial Oversight Committee will have a conference call on December 19, 2012.

III. CONSENT AGENDA

Committee reports were posted to the SharePoint site for Council members to review. There were no questions.

Paul J. Lavrakas moved, seconded by Rob Santos, to remove the Education Committee and Transparency Initiative Coordinating Committee reports from the Consent Agenda to open them for discussion. The motion passed unanimously.

i. Education Committee

Education Committee Chair, Chuck Shuttles, stated that the Professional Development Subcommittee is searching for a volunteer to take over and lead the roll-out of the Mentoring Program. Chuck Shuttles was asked to send a follow-up email to Executive Council members to remind them to forward their recommendations for a qualified volunteer. Budgetary expectations for the Mentoring Program must be identified and approved.

ii. Transparency Initiative Coordinating Committee (TICC)

Past President and TICC member, Scott Keeter, described the short series of educational videos the TICC is working on to promote membership with the TICC – how it is beneficial to an organization and how to apply.

IV. OLD BUSINESS

Conference Steering Committee Report

Conference Chair, Paul Beatty, stated that the Conference Steering Committee received 740 proposals for the 2013 meeting. This is a record high for AAPOR, exceeding the previous record of 655 received for the 2012 meeting.

Paul stated that he continues to hope to convince Nate Silver to accept his invitation to lead the plenary session even if it's necessary to shift the plenary session to another day, however we have not received confirmation. He is currently considering other plenary presenters.

V. NEW BUSINESS

A. AAPOR Communications; Clipping Service

Paul J. Lavrakas advised the Council that he had asked staff to prepare a proposal for a one-year agreement with a media clipping service to allow AAPOR to track media coverage. The cost is \$3,000, which reflects a discount to AAPOR from VOCUS, the service AAPOR currently uses for distribution of press releases. The cost is not included in the 2013 approved budget. This will serve as a test to see where the AAPOR name and presence is being noted, to broaden the awareness of AAPOR in the news stream. Marketing and Communications Manager, Lindsey Arends, noted that appropriate search terms (keywords) will need to be determined.

Paul J. Lavrakas moved, seconded by Marjorie Connelly, to approve \$3,000 for a one-year agreement with VOCUS to provide a clipping service with unlimited feedback. The motion was unanimously approved.

B. Bylaws Revision

Paul J. Lavrakas indicated that the bylaws need to be reviewed for modifications. The bylaws contain language stating that they will be reviewed every five years. The last review occurred in 2006.

He cited examples of possible changes such as lengthened terms for certain Executive Council positions, inclusion of the current process and procedure for Executive Council nominations, establishment of a full-time executive director position, specific reference to the new *Journal of Survey Statistics and Methodology* and to *Survey Practice*, specific inclusion of certain committees e.g. Financial Oversight and Investment Committees and the Transparency Initiative Coordinating Committee.

He encouraged councilors to review the bylaws, paying particular attention to those sections that apply specifically to their activities.

He stated that he intended to follow-up on language concerning the official seal.

C. Appointment: *Journal of Consumer Research*

Paul J. Lavrakas indicated that a new AAPOR representative needs to be appointed to represent AAPOR for a three-year term on the editorial board of the *Journal* following the December 31, 2012 expiration of (past) AAPOR member Barbara Bickart. The following recommendations were offered: Tim Johnson; Clifford Young; Reg Baker; Nancy Mathiowetz; Peter Miller. Paul agreed to take the recommendations under consideration.

D. Other New Business

Paul J. Lavrakas reported that reports from the Public Opinion and Leadership and the Non-Probability Task Forces have not yet been completed. Based on conversations with the task force chairs, he advised the Council to be prepared to review and discuss one report per month over the first three months of the year: February (Non-Probability), March (Public Opinion and Leadership) and April (Survey Refusal).

VI. EXECUTIVE SESSION and ADJOURNMENT

Paul J. Lavrakas stated that the regular meeting of the Executive Council was adjourned and the Council would continue to meet in executive session. Council guests and staff were excused and the Council convened in executive session that was scheduled to end at 1:00 p.m. EST.

Susan Pinkus moved, seconded by Rob Santos, to approve that the regular session of the Council meeting be adjourned and that the Council move to executive session. The motion was unanimously approved.