

**American Association for Public Opinion Research
Executive Council Minutes
September 19, 2013**

Rob Santos	President	Present
Michael Link	Vice President	Present
Paul J. Lavrakas	Past President	Present
Nancy Bates	Secretary-Treasurer	Present
Mary Losch	Associate Secretary-Treasurer	Present
Courtney Kennedy	Standards Chair	Present via phone
Frauke Kreuter	Associate Standards Chair	Present via phone
Susan Pinkus	Conference Chair	Present
Dawn V. Nelson	Associate Conference Chair	Present via phone
Jennifer Dykema	Membership & Chapter Relations Chair	Present
Jennifer H. Childs	Associate Membership & Chapter Relations Chair	Present
Peyton Craighill	Communications Chair	Present via phone
Eleni Delimpaltadaki Janis	Associate Communications Chair	Present
Dan Merkle	Councilor-at-Large	Present
Cliff Zukin	Councilor-at-Large	Present

Staff

Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Abra Alscher	Administrator	Absent
John Waxman	Managing Partner	Present
Lisa Kamen	Marketing Communications	Present
Jacky Schweinzger	Meeting Director	Present
Kismet Saglam	Education Director	Present
Ashley Hicks	Accountant	Present

Guests

Tim Johnson	Transparency Initiative	Present
Anna Wiencrot	Education Committee Chair	Present via phone

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

President Rob Santos called the meeting to order at 8:38 a.m. CST and a quorum was established.

Nancy Bates moved, seconded by Mary Losch to approve the minutes of the August 22, 2013, meeting as amended. The minutes were approved unanimously.

II. SECRETARY-TREASURER REPORT

July 2013 Financials

Secretary-Treasurer Nancy Bates reported that July 31, 2013 net income was \$147,907. Membership and administrative expenses were below the 2013 budget by \$214,761 and exceed 2012 YTD by \$23,518. Total temporarily restricted expenses were below budget by \$12,090.

Nancy indicated that the Investment Committee would make a recommendation in the near future on three certificates of deposit that matured.

Investment Status

Nancy Bates reported that Janet Streicher had been working with AAPOR's investment advisor at Raymond James to identify new investment opportunities for two short-term funds and three long-term funds. Councilor-at-Large, Financial Oversight Committee Chair and Investment Committee member Dan Merkle reported that the Investment Committee expects to review a recommendation on the funds. He stated that the recommendation should reflect AAPOR's investment policy: contain 30% equities; 40% bonds and 30% cash. Nancy noted that Janet plans a meeting of the Investment Committee within the next few weeks to be followed by a report at the next Executive Council meeting.

III. CONSENT AGENDA

Consent agenda items were presented for information. There was no discussion.

No reports were posted from the Archives Committee or the Transparency Initiative Committee. Susan Tibbitts presented a verbal report for the Archives Committee.

Jennifer Dykema moved, seconded by Susan Pinkus to accept the consent agenda. The motion was unanimously approved.

IV. AAPOR 2014 PROPOSED BUDGET

Overview of 2014 Proposed Budget and Approval Timeline

Nancy Bates presented the proposed 2014 budget. She noted that the budget includes full funding for the management fee as well as an increase to expand the executive director position from 45 percent time to 100 percent time beginning April 1, 2014.

Executive Director Susan Tibbitts stated that the Council needed to take action on the recommendations for increases to membership dues and conference registration. Action was needed on membership dues in order for any changes to be completed in time to begin 2014 dues renewal process scheduled to begin the week of October 8. Noting that the rationale for a dues increase is the same as for an increase to conference fees, she recommended that if approved, Council inform members of both increases in advance of sending the first dues renewal notices.

Introducing the 2014 proposed budget and new budget format, she reviewed the current sources of revenue that support AAPOR activities including:

- conference registration fees, sponsorship, exhibits and advertising
- journals
- membership dues
- distance education (webinars)
- other e.g. career center and general donations

In addition, she outlined the general assumptions for 2014 that are reflected in the proposed budget:

- Budgeting for strategic initiatives will come from reserves as the initiative details gel and council can consider the overall implications.
- Relatively static membership growth.
- A dues increase with specifics to be determined.
- An active council and committees with the anticipation of added Ad Hoc Task Forces. Continued strong outreach to chapters.
- The expense for the responsive redesign committed this year- 2013, with the work completed in 2014.
- Modest expansion of the webinar program & an increase in sponsorship over our estimated 2013 actual revenue.
- Official (public) launch of the transparency initiative in 2014 following completion of the second pilot test.
- Two active peer-reviewed journals (POQ and JSSAM) and online journal Survey Practice.
- Attendance assumptions for the conference in Anaheim generally at 2011 Phoenix levels, with fee increases primarily for later decision attendees and nonmembers- specifics to be determined.
- Conference sponsorship, exhibit and advertising revenue budgeted at 2013 levels.

2014 Significant Revenue and Expense Assumptions by Program

The Executive Council reviewed the budget by program area, with a specific focus on significant revenue and expenses.

Membership: Dues and Growth

Associate Membership and Chapter Relations Committee Chair Jennifer Hunter Childs presented a recommendation for a dues increase. The recommendation included small or no increase for lower paid individuals and larger increases for members with higher incomes. The proposal included dividing the current member category for individuals with income in excess of \$90,000 into two additional tiers. There was agreement that the employer-paid category should have the largest percent increase. It was noted that approximately 45 percent of AAPOR members have employer paid memberships.

Following discussion about the size of the increase at the various levels, Jennifer Hunter Childs and Susan Tibbitts agreed to present a revised plan that reflected the Council discussion.

Conference: Registration Fees and Attendance

Jennifer Hunter Childs presented a recommendation for an increase to conference registration fees. She noted that the recommendation focused on fee increases for non-members and for members who register late.

Dan Merkle moved, seconded by Susan Pinkus to accept the recommendation to raise conference registration fees effective for the 2014 meeting. Motion passed unanimously.

Conference: Expense Highlights

Susan Tibbitts commented on several proposed 2014 conference expenses that were significantly higher than prior years, including the cost to hold the 2014 abstract review meeting in New York versus Washington, DC; added expense to serve coffee and dessert immediately following dinner, rather than asking the hotel to hold the coffee and dinner for service at the post plenary and award banquet receptions; and expenses for the post-banquet party.

Following discussion, Council advised the Conference Steering Committee to look at ways to scale back the expenses.

The Council also requested that the proposed 2014 budget be revised to show a net income for the conference of \$20,000.

Distance Education: Webinars

Susan Tibbitts presented the proposed budget for webinars stating that the increase in webinars reflected discussions that had taken place with Rob and Michael to expand revenue-producing activities to continue to allow AAPOR to serve members by taking on high priority strategic initiatives. She noted that the 2014 budget reflects an increase of two webinars over 2013 for a total of 12 webinars, ten of which would be 'paid' webinars. She added that expenses were also increased to expand webinar marketing.

Jennifer Dykema advised the Council that a number of people responding to the member survey suggested that AAPOR offer a short course, available remotely, that would be more in-depth and higher level.

Distance Education: Other Education Activities

Anna Wiencrot discussed the option of offering a short course at regional/chapter meetings. She indicated that the Education Committee would continue to explore this possibility and the implications for volunteer effort required.

Journals: *Public Opinion Quarterly*, *Journal of Survey Statistics and Methodology* and *Survey Practice*

Susan Tibbitts presented the proposed budgets for the journals, noting that POQ and JSSAM are an important source of revenue for AAPOR with an estimated net income of slightly more than \$100,000 for 2014. As provided by the contract with Oxford University Press, the proposed budget assumes an increase in editorial fees for *POQ* and no change for *JSSAM*. She stated that editorial expenses for *Survey Practice* were expected to drop significantly on the assumption that one-time transfer of the archive would be completed in 2013.

Executive Council and Leadership: Council Meetings

Susan Tibbitts reported that the budget for 2014 assumes the same pattern of Council meetings as 2013. She stated that council expenses have increased significantly as the result of additional face-to-face meetings and an increase in the number of councilors requesting expense reimbursement. She added that the budget includes funding for leadership training; including attendance at the two day ASAE Symposium for CEO's for Michael Link, the president-elect and herself.

Committee/Task Force Budgets

Susan Tibbitts reported on proposed budgets for the committees.

Committee/Task Forces: Standards

The Standards Committee budget includes funding for conference calls only. If a complaint comes in that requires additional resources, funding would be requested from reserves.

Committee/Task Forces: Education

The Education Committee budget includes conference calls and expenses to support attendance for one representative to attend four journalist conferences.

Committee/Task Forces: Archives

The Archives Committee budget includes funding for conference calls, legal support as required related to the contract with University of Chicago and travel to visit the archives.

Committee/Task Forces: Membership and Chapter Relations

The Membership and Chapter Relations budget includes funding for conference calls, travel reimbursement for volunteers to staff the AAPOR booth at chapter meetings, legal support for chapter issues, website updates and the new member and conference orientation webinar. She noted that funding was included in the budget to help pay for a survey platform for the annual membership survey in the event the platform is not donated.

Discussion followed on AAPOR efforts to assist the chapters. Managing Director John Waxman suggested that Sherwood Meeting Director Jacky Schweinzger might be able to assist chapters by reviewing hotel contracts. Membership and Chapter Relations Chair Jennifer Dykema and Associate Chair Jennifer Hunter Childs stated their intent to work on a proposal to expand AAPOR assistance to chapters for meeting and webinar registration.

Committee/Task Forces: Communications

Susan Tibbitts pointed out that there is currently no 2014 funding included for the Communications Committee. Committee Chair Peyton Craighill and Associate Chair Eleni Janis indicated that they would not need funds budgeted for conference calls. The chairs are not planning to hold a video contest for the 2014 conference. Absent additional evidence of its value, they do not plan to continue the clipping service. A final recommendation from the committee is expected in advance of the October 24 Executive Council meeting.

Committee/Task Forces: Investments

The Investments Committee budget includes funding for conference calls.

Committee/Task Forces: Financial Oversight

The Financial Oversight Committee budget includes funding for conference calls.

Committee/Task Forces: Development

The Development Committee budget includes funding for conference calls and for production and mailing of print and PDF versions of a planned giving brochure.

Committee/Task Forces: Ad hoc - Bylaws

Funding to support conference calls for the Bylaws Committee is included in the general Ad Hoc Task Force budget.

Committee/Task Forces: Ad hoc – Survey Refusals

Funding to support conference calls for the Survey Refusals Task Force is included in the general Ad Hoc Task Force budget.

2014 Conference Update

Conference Chair Susan Pinkus offered planning updates for the 2014 conference.

Call for Papers/Abstract site

The abstract site opened on time September 3, 2013.

Plenary Session and Panels

Efforts are underway to secure a plenary speaker. A number of panels are planned. Council discussion followed.

Sponsor/Exhibit Prospectus

The 2014 Sponsor/Exhibit Prospectus was sent to 2013 exhibitors and sponsors. Remaining opportunities will open to new sponsors and exhibitors later this fall.

2013 Conference Proceedings Website

The proceedings from the 2013 conference and the recordings of the plenary and presidential address are available on the website to members and conference attendees.

Other

The abstract selection committee will meet December 4 – 6 in a location to be determined. Susan reported that she met with a subgroup of the Education Committee that has been developing a 'hackathon' activity for the conference.

V. OLD BUSINESS

Transparency Initiative: 2014 Program Launch, Implications for 2014

Transparency Initiative Coordinating Committee Chair Tim Johnson reviewed the committee's activities. He stated that the committee would like to launch the program in the latter half of 2014 once the second pilot test is completed. He reviewed the preliminary budget request for 2014. Council discussion followed. Tim agreed to present a final budget request for consideration at the October 24 Council meeting.

Tim advised the Council that he had received comments recommending that AAPOR address two areas of possible internal non-compliance with the Code of Professional Ethics and Practices prior to formal launch of the Initiative. The two areas concerned conference presentations and articles in the journals. Discussion by the Council followed.

For the conference, there was general agreement to revise the existing disclosure form required at the time of abstract submission. In addition, there was agreement to add a slide addressing the requirements for adherence to the Code to the slides displayed before and after conference sessions.

To educate attendees on the requirements of the Initiative and the AAPOR Code Tim suggested that the Coordinating Committee could offer an educational session at the conference.

It was agreed that Rob Santos and Michael Link would contact the editors of the AAPOR journals to invite the editors to participate in the next Executive Council meeting and advise them of actions needed for full compliance with the Code.

Membership and Chapter Relations: 2013 Membership and Conference Survey

Jennifer Dykema stated that the results of the 2013 membership and conference survey would be presented to the Executive Council at their November meeting.

Membership Renewal

Jennifer Hunter Childs reported that she would be leading an effort to improve the member renewal process. Three new strategies were presented: 1) a drawing for a free webinar for

early member renewals; 2) an incentive program for members who refer a friend to be implemented for 2015 dues renewals; 3) implementation of an engagement plan for new members that features seven communications within the first eighteen months of membership.

Communications Committee Report

AAPOR Website – Responsive Design Request For Proposal

Peyton Craighill provided an update on committee activities planned through the end of the year and 2014. By the end of September the committee plans to issue the responsive website design RFP to three vendors plus the Sherwood Group. Proposals will be due by the end of October. The successful proposal will be determined by the end of November. The committee would like to broaden the use of social media to include the research industry as a whole. Additionally the committee would like to revisit the Blue Book to make it a more robust contact and revenue source.

Other

Jennifer Dykema noted a request from the Membership & Chapter Relations Committee to add an intern-connect feature or intern positions to the career center.

Other Old Business

Paul J. Lavrakas, Chair of the Bylaws Committee asked councilors for their informal opinion on the value of extending the term of some Council positions to three years, i.e. Secretary/Treasurer. There was little support for the concept and concern about the burden imposed by longer terms.

VI. NEW BUSINESS

2014 Membership Dues

Jennifer Hunter Childs presented the revised recommendation for 2014 membership dues.

Cliff Zukin made a motion, seconded by Dan Merkle to approve the following changes to membership categories and dues effective for the 2014 membership year:

- Employer Paid at \$200;**
- Individual A (income exceeds \$150,000) at \$180;**
- Individual B (income between \$120,000 and \$149,999) at \$165;**
- Individual C (income between \$90,000 and \$119,999) at \$150;**
- Individual D (income between \$60,000 and \$89,999) at \$125;**
- Individual E (income between \$30,000 and \$59,999) at \$90;**
- Individual F (income under \$30,000) at \$50;**
- Full-Time Student at \$25;**
- Joint Member at \$75**

Motion carried unanimously.

Appointments

Nominations Committee

Paul J. Lavrakas presented his appointments to the Nominations Committee: Stephen Blumberg, Rob Daves, Liz Hamel, Allyson Holbrook, Linda Piekarski, Michael Link and Susan Tibbitts, ex-officio. Susan Tibbitts reviewed the calendar for the 2014-2015 Executive Council Election.

2013 Conference Recordings

Paul J. Lavrakas asked the Council to amend the action approved earlier in the year and offer the videotaped sessions from the 2013 Annual Conference free of charge to conference attendees and all AAPOR members.

Anna Wiencrot reported that the recordings have not been available for very long and the level of interest in purchasing the recordings has been minimal. Susan Tibbitts suggested that the recordings could be offered as part of marketing the 2014 conference.

Paul J. Lavrakas moved, seconded by Dan Merkle to make the two 2013 panel session recordings available to conference attendees and members at no cost. Motion carried unanimously.

Other New Business

Jennifer Dykema reported that membership survey results indicated there was interest in developing educational tracks at the annual meeting. Rob Santos recommended that the issue be tested on the next member survey before making the change.

Paul J. Lavrakas reported that the American Statistical Association offers a smaller scale, regional conference, Statistical Practice, which may be a model for AAPOR to consider.

It was agreed that Rob Santos, Michael Link and Paul J. Lavrakas would work with staff to explore the potential for an AAPOR regional conference based on the ASA model for discussion at a future Council meeting.

VII. STRATEGIC INITIATIVES

Sustaining Sponsor/Partner Initiative Discussion

Associate Communications Chair Eleni Janis presented the objectives and timeline that she developed with Paul J. Lavrakas for creation of a sustaining sponsor program. Sample objectives included:

- Increase AAPOR's general operating budget to support priority initiatives such as a full-time executive director.
- Increase contributions to general and restricted funds, to allow for expanded long-term planning as well as better financial security.
- Direct financial support to priority programs and initiatives such as student travel awards.

Susan Tibbitts reviewed the plan for a sustaining sponsor program that she presented to Council in August 2012.

Following discussion there was general agreement that a task force should be appointed to further develop the objectives and goals for a sustaining sponsor program. Eleni Janis, Mary Losch (in her position of Associate Secretary-Treasurer), and Mark Schulman were suggested as possible task force members along with Executive Director Susan Tibbitts.

ADJOURNMENT

Rob Santos stated that the meeting of the Executive Council would adjourn at 5:00 p.m. CST and reconvene at 8:30 a.m. October 20, 2013.

Paul J. Lavrakas moved, seconded by Susan Pinkus to adjourn the Executive Council meeting. The motion carried unanimously.