



**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH**  
**Annual Business and Membership Meeting Minutes**  
**May 16, 2015**  
**The Diplomat**  
**Hollywood, Florida**

The annual AAPOR Membership and Business Meeting took place on Saturday, May 16, 2015, at The Diplomat in Hollywood, Florida. President Michael Link called the meeting to order at 4:00 p.m. (EST).

**I. President's Report**

President Michael Link welcomed the attendees to the 70th Annual Conference.

**Motion: A motion was offered and seconded to accept the May 17, 2014, Annual Business meeting minutes as presented. The motion passed unanimously.**

Michael Link asked for a moment of silence to honor AAPOR members who passed away during the past year. The list included:

Norman H. Nie  
Janet Norwood  
William "Jay" Wilson  
Philip Converse

Michael J. Mokrzycki  
Dotty Lynch  
Michel Rochon

Reflecting on the past year, he stated that AAPOR had had a great year. He noted the Council was an "activist Council" that created AAPOR 2025, a long-term framework providing assessment, planning, structure & governance to AAPOR activities. Council set terms for committee members and retired a series of committees. AAPOR's management company, The Sherwood Group, was purchased by Kellen Company. That transition has brought to light some infrastructure issues with the website.

**II. Past President Report**

Past President Rob Santos thanked the members of the Nominations Committee for their service.

The 2015-2016 incoming Executive Council members were introduced:

Vice President/President-Elect, Roger Tourangeau  
Associate Secretary-Treasurer, Allyson Holbrook  
Associate Communications Chair, Sandra Bauman  
Associate Conference Chair, Jennifer Dykema  
Associate Education Chair, Sarah Cho  
Associate Membership and Chapter Relations Chair, Anna Wiencrot  
Associate Standards Chair, John Loft  
Councilor-at-Large, Rich Morin

He noted that his service as Past-President had included serving as a member of the Financial Oversight and AAPOR 2025 Initiative Ad-hoc Committees; Chair of the Policy Impact and Nominations Committees. He also noted his service as Chair of the *Survey Practice* Advisory Committee.

He thanked everyone for the privilege of serving AAPOR for the past three years.

### **III. Executive Director Report**

Executive Director, Susan Tibbitts commented on the key responsibilities of the Executive Council to ensure AAPOR's direction is in line with AAPOR's mission, as well as adhering to their legal and fiduciary obligations. She encouraged members to see themselves or a colleague in a leadership role and to nominate them to Executive Council in the Fall.

### **IV. Secretary-Treasurer Report**

#### **2015 Financial Status**

Secretary-Treasurer, Mary Losch reported that the 2014 operating budget included a projected surplus of \$0. AAPOR ended the 2014 calendar and fiscal year with actual total net loss of approximately \$17,394. The 2014 Conference in Anaheim lost \$145; \$112,152 profit in royalties from, Oxford University Press and net positive sales of webinars and webinar recordings.

#### **Expense Highlights**

She thanked Dan Merkle for his help and is happy to leave AAPOR in his competent hands.

She stated that key expenditure decisions included updating the AAPOR website, moving to a full-time executive director and the launch of the Transparency Initiative.

### **Accounts and Investments**

Mary Losch stated that as of March 31, 2015 the cash balance stood at \$458,718. The short-term investment balance was \$8,436. The market value of temporarily restricted investments was \$150,865. Total unrestricted investments were \$1,164,591 and represented 12 months of budgeted operating expenses (unrestricted reserves).

She thanked the members for the opportunity to serve as Secretary-Treasurer.

### **V. Conference Steering Committee Report**

Conference Chair, Dawn V. Nelson reported that there were 655 initial abstract proposals submitted and the acceptance rate was 91%. The final program contained 88 total sessions, and included 357 individual papers, 35 individual methodological brief sessions, 173 poster and 7 short courses. She noted that there were 1,138 registrants, making Hollywood, Florida the second most attended conference after Boston (1,152 registrants).

### **Features Added to the 2015 Conference**

Dawn pointed to several new initiatives, including: a two phase abstract process that invited panels to complete their submission prior to the individual abstracts; she also added a student poster competition, expanding the poster sessions. Dawn experimented with "A Meeting Place Dinner on Thursday instead of the plenary and a fundraiser for students after the awards banquet. There was no bookstore in 2015. Instead daily Meet the Author Sessions and book sales were offered. The docent program involved 40 volunteer docents reaching out to 283 first time attendees.

Dawn thanked Associate Chair, David Dutwin and the members of the Conference Steering, Program Committee, Support Committee and AAPOR staff for their help during the year.

### **VI. Membership and Chapter Relations Committee Report**

President Michael Link advised members that the Membership and Chapter Relations report would be given by Associate Chair, Kristen Olson.

Kristen reported that AAPOR membership had dipped slightly with a high of 2,351 in 2014. AAPOR membership by affiliation was 31% academic, 26% commercial, 12% non-profit, 6% government with the remaining members classified as other (3%), retired (2%) and missing (20%). She added that 34% had been members of AAPOR for 10 years or more, and 21% were new members.

### **Chapter Highlights**

Kristen encouraged members to join their local chapter. AAPOR and chapters are working on formalizing their relationship.

### **Student Engagement Subcommittee**

Kristen pointed to a busy year of chapter activities, and noted that AAPOR's relationship with chapters had been formalized with the Chapter Affiliation Agreement. She thanked Ned English and Liz Hamel for their leadership in this endeavor.

### **Student & Early Career Engagement Subcommittee**

Kristen thanked Clarissa Steele and the committee for their work on increasing outreach to students and individuals early in their careers. Outreach included a "Student Corner" in the newsletter, Student & Early Career Conference Guide and other outreach at the conference.

Kristen noted that the 2015 member survey will go out after the conference.

She thanked the 2015 MCR committee members for their service and invited all members to consider serving on AAPOR committees.

## **VII. Standards Committee Report**

Standards Committee Chair, Frauke Kreuter thanked the Standards Committee members for their work during the past year and reported on the considerable accomplishments of the committee. These included the release of the IRB Guidance.

Frauke stated that the Standards Committee had updated the Standard Definitions with: establishment survey section; dual frame RDD section. The mail surveys – unnamed persons and the update of the online calculator are on their way.

She stated that 6 informal complaints had been received. All were easily resolved. The committee had also been monitoring Transparency Initiative activities and had release the Survey Refusal Task Force Report, the Big Data Task Force Report and are half-way through the Address-based Sampling Task Force Report. The Standards Committee has recently receive 1 formal complaint that they were in the process of reviewing.

She thanked Diane Burkom, Jill Darling, David Dutwin, Ned English, Allyson Holbrook and Tim Johnson for their service on the Standards Committee.

## **VIII. Communication Committee Report**

Communications Committee Chair, Eleni Delimpaltadaki Janis reported on the accomplishments of the committee during the past year. She stated that the committee developed the committee's first strategic and organizational plan. The Committee's role was increased through integration and coordination with other AAPOR committees and task forces. The Social Media Subcommittee was created. Jen Agiesta is the chair. Communications supported the Transparency Initiative in marketing and membership coordination efforts. The provided oversight on the website redesign. Created publication style and design guidelines. They also assisted with the redesign of the AAPOR newsletter.

Preexisting Responsibilities Fulfilled (slide)

Eleni thanked Jordon Peugh and the volunteers that participate on the Communications Committee.

## **IX. Councilor-at-Large Report**

Councilor-at-Large, Cliff Zukin highlighted the chairs and charges for the task forces and ad hoc committees that the Council launched in the past year. Cliff's service included serving as chair of the Committee on Committees charged with establishing term limits for committee participation. The committee set 3-year terms and no more than two consecutive terms for volunteers. A letter to thanks will be sent from the president upon term completion.

Joe Lenski reported on the international initiative identified in AAPOR2025. Joe pointed out that he will be co-chairing a committee with Michael Link to look at increasing AAPOR's international efforts. Joe also chaired the Book Award Committee. Joe urged members in for-profit sector to get involved in AAPOR committees and serve on the Executive Council.

## **X. Education Committee Report**

Education Committee Chair, Ana Wiencrot began her remarks by recognizing the Education Committee and Subcommittee members. Initiatives in 2014-2015 include: a review of current and future activities; expanded webinar and short course offerings; refined scope of professional development; partnership with WAPOR, ESOMAR and Poynter; and, RH2.0 on a smaller scale.

She pointed out that the Education Committee, under the guidance of Sarah Cho, plans to expand webinar topics and formats in the coming year. They also plan to

increase partnerships with chapters and to expand educational offerings for journalists.

## **XI. Transparency Initiative Coordinating Committee**

Transparency Initiative Coordinating Committee Chair Timothy Johnson commented on the significant progress made by the Transparency Initiative.

### **2014-2015 Activities**

The TI successfully launched in September, 2014. There are currently 43 charter members and multiple applications under review.

### **2015-2016 Plans**

The TICC will be evaluating their first year of operations and updating all materials to conform with the revised AAPOR Code. The committee will continue to review and accept TI applicants and will continue outreach to other professional associations.

Tim thanked the members of the Transparency Initiative Coordinating Committee for their continued service to AAPOR.

## **XII. Public Opinion Quarterly Report**

Patricia Moy, Co-Editor of *Public Opinion Quarterly*, described the types of manuscript submissions, excluding special-issue submissions. She reported there were 230 submissions in 2014, of those, 23 were accepted and 11 remain active. Total submissions decreased from 261 in 2013. Review times were 44 - 65 days for initial decision. The number of manuscripts exceeding three months to a final decision decreased to 15 from 58 in 2013.

Acceptance rates based on new 2014 submissions were 5.6% of all new 2014 submissions submitted in the same calendar years, compared to 5.7% for 2013; and 6.9% of new 2014 submissions with 2014 final decision dates, compared to 7.8% for 2013. Acceptance rates based on manuscripts processed in 2014 regardless of the submission date of the original version were 16.5% of all manuscripts processed in 2014, compared to 11.5% for 2013; and 21.0% of all manuscripts with 2014 final decision dates, compared to 13.4% for 2013.

Invitations to review were sent to 1,166 persons in 2014 and 677 (58.1%) agreed to review. She encouraged anyone receiving an invitation to review to accept the invitation.

Patricia recognized the hard work of her co-editor Tom Smith, managing editor Phyllis Silverstein, associate editor Eric Plutzer and the members and colleagues involved in the creation and publication of AAPOR's leading journal. Patricia ended her remarks by encouraging anyone interested in becoming engaged as a reviewer, author or something more, to share their interest with her.

### **XIII. Journal of Survey Statistics and Methodology Report**

Roger Tourangeau advised the members that the 2014-2015 report on the *Journal of Survey Statistics and Methodology* included two volumes (6 issues) plus a first issue of volume 3. Joe Sedransk is rotating off as one of the editors. Rod Little will be taking his place. Roger reported that he would be transitioning off next year.

Roger reported that members of the World Association for Public Opinion Research and the International Association of Survey Statisticians had received free access to the journal online.

### **XIV. Proposed Bylaws Revision**

Mollyann Brodie presented the plan for review of the proposed Bylaws revisions. Members would have until June 15 to comment on the revisions. Once comments are in, council will discuss and circulate final revisions to members in late-June. Mollyann presented a summary of the proposed revisions.

Mollyann thanked the co-chairs and committee for their service.

### **XV. Transfer of the Gavel**

Michael Link thanked the members for the pleasure of serving as their president. He described the experience as great fun, and commented on all that is involved in navigating the association and its membership through its business.

Michael Link passed the gavel to incoming AAPOR President, Mollyann Brodie.

President Mollyann Brodie thanked Michael Link for his leadership and for leaving AAPOR in a privileged position with a tremendous set of goals laid out in the AAPOR2025 initiative.

### **XVI. New Business**

President Mollyann Brodie opened the floor for new business and invited members to the microphone. No new business was introduced.

## **XVII.Adjournment**

Mollyann Brodie thanked members for their participation and their commitment to AAPOR.

**A motion was offered and seconded to adjourn the meeting. The meeting was adjourned at 5:30 p.m. eastern.**