

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
EXECUTIVE COUNCIL MEETING**

**November 2, 2007
Washington, D.C.**

Executive Council Members Present:

Nancy Mathiowetz – President
Richard Kulka – Vice President/President Elect
Robert P. Daves – Past President
Dawn V. Nelson – Secretary/Treasurer
Kate Stewart – Associate Secretary/Treasurer
Frank M. Newport – Conference Chair
Vince Price – Associate Conference Chair
Charlotte G. Steeh – Standards Chair
Carl Ramirez – Membership and Chapter Relations Chair
Adam Safir – Associate Membership and Chapter Relations Chair
Mark M. Blumenthal – Communications Chair
Mike Brick – Associate Communications Chair
Mark A. Schulman – Sr. Councilor-at-Large

Staff Members Present:

Michael P. Flanagan – Executive Coordinator
Kristin Povilonis – Associate Executive Coordinator
Monica Evans-Lombe – Association Manager

Absent:

Mary Losch – Associate Standards Chair
Scott Keeter – Jr. Councilor-at-Large

I. CALL TO ORDER

Nancy Mathiowetz, President, called the meeting to order at 8:40 a.m. EST.

II. RESOLUTIONS ADOPTED

Members of the AAPOR Executive Council voted in favor of the following resolutions:

1. RESOLVED to pass the consent agenda. Charlotte moved; Vince seconded; unanimously passed.
2. RESOLVED to reduce expenses in 2008, AAPOR will not produce a printed, hard copy of the membership directory. A desktop produced pdf version of the directory will be made available to members via the web site. Dick moved; Mike B. seconded; unanimously passed.
3. RESOLVED for the 2008 budget that there would be no budget for *Survey Practice*. AAPOR would cover expenses already incurred that were approved in 2007. Ask founding people to review the original intent and current situation and report back to Executive Council with a proposal for moving forward. Frank moved; Kate seconded; unanimously passed.

III. DECISIONS AND ANNOUNCEMENTS

1. DECISION: Nancy will blog on Arianna Huffington's web site about NewsU and other courses. Nancy may reference Mark B. recent study on disclosure issues of Iowa primary polls.
2. DECISION: AAPOR will look at opportunities to speak to Mark B.'s study on disclosure issues of Iowa primary polls.

3. **DECISION:** Provide an explanation of Honorary Lifetime Membership requirements on renewal forms. Continue the President sending new HLMs a letter recognizing them. Decided it was not needed to check or approve HLM status but allow individuals to opt in themselves.
4. **DECISION:** Formal complaint put before standards committee but standards committee found no code violations.
5. **DECISION:** Minutes of EC meetings are to be shorter. They will be motion driven with decisions and resolutions, as well as short summaries on the intent of the decisions.
6. **DECISION:** On the Sudman awards expenses will now be reflected on the endowment budget. Endowment committee will no longer reimburse directly for travel related expenses but can continue to waive the conference fee (and could increase award amount to cover travel). Travel reimbursement, with the exception of those individuals who provide services to the organization, must be reflected in IRS-1099 forms.

IV. DISCUSSION NOTES

- A. Consent Agenda: Nancy Mathiowetz indicated that she had failed to put two motions that were passed during the October Executive Council conference call on the agenda:

Motion – AAPOR unanimously approved the Investment Policy Statement. (Dawn Nelson moved; Dick Kulka seconded).

Motion – AAPOR unanimously approved an additional allocation of “up to \$1400” for pre-notification and/or non-response follow-up efforts for lapsed members’ survey respondents. (Carl Ramirez moved; Mary Losch seconded).

RESOLVED that AAPOR would pass its consent agenda.

B. Secretary/Treasurer

1. September 2007 Financial Statement (see Appendix of Executive Council Reports): Dawn Nelson, Secretary-Treasurer, presented the September 2007 financial statement.
2. Draft 2008 Budget: Dawn and Kate Stewart, Associate Secretary-Treasurer, presented the 2008 draft operating budget to the Executive Council (see Appendix of Executive Council Reports). The draft 2008 budget which projected a deficit of approximately \$180,000 led to extended discussion concerning three areas of investment: the communications director (approximate cost \$100,000), *Survey Practice* (budgeted cost for 2008 of approximately \$40,000), and the printing of a hard copy membership directory (cost: \$13,000).

The Communication Director position was established as part of the long range plan; the position was conceived as a multidimensional position—one responsible for both helping to shape the message of the organization as well as develop opportunities for disseminating that information (see appendix B of the long range plan). The discussion focused on whether such tasks could be more efficiently tackled via consulting services (on an ad hoc basis). The position is one that has two very distinct requirements—(1) someone who can be scanning the environment [requiring quite sophisticated knowledge of the field] so as to be aware of opportunities for AAPOR; and (2) someone with communications director skills—for use in developing media contacts, drafting press releases, coordinating maintenance and updates on our website. Council members noted that the original adoption of the CD position implied a commitment of funds for 2 years—2008 would reflect the second year of that commitment. The decision was made to retain the current budget item but to continue discussion concerning the position.

With respect to *Survey Practice*, a number of concerns were raised for example, the shift in the external environment since the ezine was originally conceived (e.g., success of *Public Opinion Pros*, the blogging environment, the redesign of the AAPOR Web site) and the number of articles that have been submitted to the magazine. Due to these issues, the Council decided to freeze expenses for *Survey Practice* so as to take some time to reevaluate the investment—specifically the format for the ezine, the periodicity, and to allow for exploring a collaboration between *Survey Practice* and *Public Opinion Pros*.

RESOLVED that there would be no budget for Survey Practice in 2008. Expenses already incurred that were approved in 2007 would be covered. The founding people will be asked to review the original intent and current situation and report back to Executive Council with a proposal for moving forward. Frank Newport moved; Kate seconded; unanimously passed.

Finally, with respect to the membership directory, there was a discussion of possibly integrating the Blue Book and the directory, thereby offsetting the cost of the hard copy. The Communications Committee will work with the Membership and Chapter Relations Committee to explore that possibility; for 2008 the printing of the hard copy membership directory will be suspended.

RESOLVED that AAPOR will not produce a printed, hard copy of the membership directory in 2008. A desktop produced pdf version of the directory will be made available to members via the AAPOR Web site. Dick Kulka moved; Mike Brick, seconded; unanimously passed.

In conclusion, Dawn and Kate will work with the Executive Office staff to further revise the 2008 budget for Executive Council review. A vote to accept the 2008 operating budget will be taken during the December 2007 Executive Council conference call.

C. President's Update

1. Nancy informed the Council that she has been invited to blog on Arianna Huffington's site regarding NewsU and the other courses (see Appendix of Executive Council Reports). She stated that Mollyann Brodie, Chair of the Education Committee, is seeking sponsorships for the Professional Development breakfast. She asked that if any council members knew particular officers at foundations or institutes to send those names to Mollyann. She also told Council members to begin thinking about where the Annual Conference should be held in 2011. The Strategic Marketing Committee has been formed and is comprised of the following individuals: Dick Kulka, Floyd Ciruli, Geoff Feinberg, Liz Hamel, Patricia Moy, and Nancy Mathiowetz. The group had its first conference call in October.

D. Communications

1. *Survey Practice* –See earlier discussion (see Appendix of Executive Council Reports).
2. *AAPOR Statement on Opt-In Surveys and MOE*. Mike Brick will set up a committee to review the issue of opt-in surveys and margin of error statement. Qualifications of committee members should be that they have a public journalism/publicity knowledge or background. Nancy Mathiowetz suggested someone with a commercial background would bring an important voice to the table.
3. Mark Blumenthal updated council on the work he is doing on his website, *Mystery Pollster*, to collect information about the methodology of primary polls being conducted in Iowa and possibly in other key primary states. It was agreed that council would keep this work in mind and see if there were opportunities for AAPOR to reference Mark's work.

E. Conference

1. Frank Newport, Conference Chair, update the council on conference activities. A Wiki site is being set up to facilitate member participation in a meta-analysis project related to data concerning New Orleans, post hurricane Katrina. The site is expected to be up by November. An e-mail will announce when it is available.

The Executive Council discussed communications between conference operations and the chair/associate chair for the conference. The Council felt there needed to be more communication and reporting between the Conference Operations Chair and the Conference chairs. Frank will contact Linda Dimetropolis, Conference Ops Chair.

F. Membership and Chapter Relations: Carl Ramirez informed the Executive Council that the pilot membership survey was out. Carl hopes to have the full survey out by November 1-2.

1. Membership Outreach to Students: The committee will be focusing efforts on student membership (see Appendix of Executive Council Reports). AAPOR information will be circulated to 13 graduate school outreach programs. Carl and Adam Safir will look into establishing a student liaison position and or committee to look at ways to increase student membership. Carl reported that student membership numbers are currently 156 compared to 212 this time last year (2006).
2. Honorary Life Membership (HLM): Carl Ramirez reported on the HLM procedures. The committee provided the Council with a written report (see Appendix of Executive Council Reports) detailing AAPOR's current policy on honorary lifetime member (HLM). It was decided by the Council that an explanation about HLM would be put on the AAPOR membership renewal forms (hardcopy and online forms).

G. Standards

1. NASA Survey of Pilots: Charlotte Steeh, Chair of the Standards Committee, informed the Executive Council that she had prepared a statement (see Appendix of Executive Council Reports) condemning the refusal to release the results of the national airlines pilot survey sponsored by NASA. The Executive Council felt it was important to get a press release out even though the story broke about 1 week ago. Charlotte will work with Rob Daves and Pat Lewis to put together a press release from AAPOR on the NASA pilot survey. The press release will also be put on the AAPOR Web site.
2. Cell Phone Recommendation: Charlotte provided the Executive Council with proposed language (see Appendix of Executive Council Reports) for the Statement on Cell Phone use. The Executive Council approved the statement with revisions. The statement is something that could be added to AAPOR's best practices. Charlotte will revise the statement and bring to the Cell Phone Task Force for comments. Once those comments are incorporated, Charlotte will bring it back before the Executive Council during its December conference call.
3. Amicus Brief Update: Rob Daves will contact Diane Bowers at CASRO regarding the status of the Amicus Brief.
4. ISO: Charlotte discussed with the Executive Council who should AAPOR ask to represent the organization in May 2008 at the ISO conference. Council members asked Charlotte to look into possible representations from SSI to the ISO conference who could represent AAPOR/WAPOR. Rob Daves will contact CASRO and MRA to see if they will be sending representatives to the ISO conference. Funds will be left in the 2008 budget that may be used to support a representative to the ISO conference.
5. Formal Complaint.

H. New Business/Other Announcements

1. Endowment Budget: Kate Stewart, Associate Treasurer-Secretary, discussed the Sudman Paper Award winners and the budget for that award. The current practice of reimbursing student travel is not in line with our tax filing status; rather we should increase the size of the award so as to also offset travel costs. In addition, Kate recommended and the council concurred that the full cost of the student awards should be borne by the Sudman Student Paper Award fund.
2. Meeting minutes – The Executive Council discussed doing motion-driven minutes.

V. NEXT MEETING

The next scheduled meeting of the American Association for Public Opinion Research Executive Council will be held on January 17-18, 2008, in Fort Lauderdale, FL at the Marriott Harbor Beach Resort and Spa.

VI. ADJOURN

The meeting was adjourned at 4:01 p.m. EDST

Respectfully submitted,

Dawn V. Nelson
Secretary

As prepared by Kristin Povilonis