

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

**May 17-18, 2006
Montreal, Quebec, Canada**

Executive Council Present:

Cliff Zukin – President

Rob Daves – Vice President/President Elect

Nancy Belden – Past President

Jennifer Rothgeb - Secretary-Treasurer

Paul Beatty – Associate Secretary-Treasurer

David W. Moore – Conference Chair

Patricia Moy – Associate Conference Chair

Nancy Mathiowetz – Standards Chair

Thomas Guterbock – Associate Standards Chair

Brad Edwards – Membership and Chapter Relations Chair

Kat Draughon – Associate Membership and Chapter Relations Chair

Shapard Wolf – Publications and Information Chair

Steve Everett – Associate Publications and Information Chair

Susan Pinkus – Councilor-at-Large

Robert Y. Shapiro – Councilor-at-Large

Executive Council Absent:

Kat Draughon – Not in attendance on Wednesday afternoon.

AAPOR Executive Office Staff:

Michael P. Flanagan – Executive Coordinator

Guests

Nancy Whelchel – Conference Operations Chair

In-Coming 2006-2007 Executive Council members.

Frank M. Newport – Incoming Associate Conference Chair

Mark M. Blumenthal – Incoming Associate Publications and Information Chair

Carl Ramirez – Incoming Associate Membership and Chapter Relations Chair

Dawn V. Nelson – Incoming Associate Secretary-Treasurer

Mark A. Schulman – Incoming Junior Councilor-at-Large

Charlotte G. Steeh – Incoming Associate Standards Chair

President Cliff Zukin called the meeting to order at 1:42 p.m. Cliff Zukin welcomed the new members to the Executive Council and asked everyone present to introduce themselves. He also explained that everyone was welcome to participate in discussions, but incoming Council members were not yet eligible to vote on motions.

President's Report - Cliff Zukin:

Cliff Zukin said that the main focus of his year as AAPOR President was to develop the new Long Range Planning Report. This document has been the culmination of a year of work. In March the Council took action on two of the four sections of this report, those related to Conference and Education. In the current meeting, Council would address the two remaining sections, related to Membership and Communications.

Cliff Zukin reported that he had set up a meeting with leaders of our sister organizations MRA, CASRO, CMOR to take place during the current AAPOR Conference. Hopefully this will be the first of many meetings to discuss our common interests.

Cliff Zukin discussed with the Executive Council continuing activity related to the AMA survey regarding Spring Break behavior that made inaccurate methodological statements and misleading claims. Initial dialogue with AMA and a letter to the New York Times did not yield retractions, so Cliff publicized the situation on the Mystery Pollster web column. This generated a great deal of publicity. Eventually a correction was printed in the New York Times, which results in a permanent revision to the original published story. Of course, we would prefer such stories to be kept out of the press altogether. One reason the Association needs a Communications Director is so that action could be taken on such stories more quickly.

Executive Office Report – Mike Flanagan:

Mike Flanagan said that the AAPOR Executive Office is about ready to send the three membership booklets to print. These include:

- Standard Definitions
- Code of Professional Ethics and Practices, Schedule of Procedures and Standard Complaint Form
- Certificate of Incorporation and Bylaws

These booklets have not been updated since 2003 or 2004 and the Executive Office is completely out of stock. Once they are printed, a copy will be sent out to all AAPOR members as well as provided to all new members.

Mike Flanagan said that the Executive Office will send out the Blue Book subscription forms during the month of June. Every year the number of subscriptions seems to be going down and Mike feels that we need to focus more on marketing the value of being included in the Blue Book. It is printed and mailed to all members, but also is on-line through the website. It was recommended that the renewal subscription form be sent to

all individuals that were listed in any of the last four issues of the Blue Book. Brad Edward suggested that it might be useful to follow up with institutions that have dropped out of the Blue Book in the past three years. Steve Everett suggested that we might do a survey of subscribers to understand whether they perceive that their entry actually helped them to get new clients. Mike said that he does receive calls seeking advice on firms and he directs them to the on-line Blue Book.

Mike Flanagan reminded the Council that it was about time to prepare the Annual Operating Budget and he may be asking them for input.

Secretary-Treasurer's Report – Jennifer Rothgeb:

Jennifer Rothgeb asked if there were any changes to the Minutes from the March 17, 2006, AAPOR Executive Council meeting that was held in Washington, D. C. There were none.

RESOLVED to accept the Minutes of the March 17, 2006, AAPOR Executive Council meeting. Motion made by Nancy Mathiowetz and seconded by Nancy Belden. Motion passed unanimously.

Jennifer Rothgeb reviewed the To Do List from the March 17th AAPOR Executive Council meeting. The majority of items have been completed and those that were not were carried over to the new To Do List. Some notes of interest from the To Do List include:

- The Policy Impact Committee only wanted to issue one award opposed to the two that were recommended.
- POQ cannot send out e-mails to authors easily. If AAPOR wants to market to the POQ authors, someone other than POQ is going to have to do this.
- Nancy Whelchel and Linda Dimitropoulos will meet with Karl Feld during the conference to see who might be good individuals to fill the position of Development/Sponsorship & Exhibits Coordinator. Nancy Whelchel said that she expected to have some names by the end of the conference. Also, individuals will be encouraged to apply for this position.
- Cliff Zukin has had a student of his take the AAPOR minutes for the past ten years and pull out all the Resolutions. The Executive Council has recognized the importance of looking at the record of decisions. This index will be cross-referenced by topic.

Jennifer Rothgeb presented the Executive Council with an overview of the 2005-2006 Budget. AAPOR has about \$900,000 in both revenue and expenses. The main revenue sources are conference, membership dues, and POQ. Primary expenses include the conference, general AAPOR administration, and Council activities; special projects, affiliations, elections, committee projects and POQ make up the rest. Jennifer reported that our spending is generally on target with our expectations, although the cushion

between our projected revenues and expenses is only about \$6,000. The high volume of conference sponsorships has been helpful.

Most of the AAPOR budget items are recurring, but there are also some one-time expenses. During the past budget year, two line items were paid from the cash reserves. These included the Communications Campaign Project for \$28,700 and the special issue of POQ for \$15,150.

AAPOR expects to receive about a 5% return on its annual conference. AMP has advised us that a return of 10-15% is an industry standard. Conference revenue comes primarily from registration fees and sponsorships. Major conference expenses are meals, social events, general administration and promotion of the conference.

Jennifer Rothgeb said that former Secretary-Treasure Sandy Berry suggested that we could generate some additional revenue from our reserves. As a result, AAPOR created an investment committee and moved a portion of its general cash reserves and endowment funds from low-yield money market funds to government securities and corporate bonds. The bonds are laddered across ten years, with the first bonds maturing next April.

While the endowment funds are not specifically restricted, the goal is to only spend interest. The most significant expenditure thus far has from endowment income has been to support Roper Scholars awardees at the annual conference.

As of the end of April 2006, AAPOR has a total of \$451,589 in investments, all of which are monitored by the Investment Committee. Our investments are all very low risk. The Investment Committee has discussed moving some portion of these funds into slightly more aggressive investments.

AAPOR currently has about \$250,000 in special CDs called CDARS which produce higher interest than traditional CDs. After the conference expenses are paid, we may invest some of these funds as well. AAPOR could transfer a percentage of its interest income to the general operating budget as we are in a strong financial position with a reserve fund of around 50 percent.

Jennifer Rothgeb said that AAPOR is at the end of the first year of a new five-year contract with AMP, its management firm. AMP provides many services to AAPOR that are beneficial to both the Executive Council and to the membership. Our administrative fees will rise 6% each year. A review of the last AMP time analysis showed that they were on target for the year.

Conference Chair's Report - David Moore:

David Moore said conference pre-registrations were at 699, which was lower than expected. This may be partially due to the fact that AAPOR had to cut off pre-registration earlier than normal this year due to the time required to ship conference

materials to Canada. We expect about 100 on-site registrations. The budget is based 750 attendees, which we should achieve. There is the possibility that registrations are a little lower as a result of the TSM-II conference that was held in January. Some individuals may have had difficulty attending both. Dawn Nelson suggested that it might be worthwhile to compare attendance lists at AAPOR and TSM-II to explore this possibility. In any case, there was agreement that it was a good decision to incorporate a session on cell phones into the 2007 conference, rather than setting up a separate meeting that might have siphoned away attendance at AAPOR.

David Moore said that a CD containing all available conference papers would be given to all attendees this year. Given that we had 84 paper sessions and 60 posters, the CD could potentially include about 350 papers, although David would be happy if it included 275. This is an experiment and certain issues have not been resolved, such as whether the CD would also be available to non-attendees. David Moore also noted that some authors had difficulty uploading their papers onto the submission web site.

Paul Beatty said that authors may be confused as to whether publication on the CD takes the place of publication on the ASA proceedings, or precludes publication elsewhere. David Moore noted that the CD does not preclude any other publication of the papers. Paul Beatty also pointed out that government authors may need official clearance to submit the papers anywhere, and may have difficulty getting that approval in the requested timeframe. Jennifer Rothgeb suggested that an email should be sent to attendees after the conference to let them know that submissions were still being accepted. David Moore said that he would send an email after the conference clarifying the nature of this publication, providing additional submission instructions, and provide the deadline for doing so. Shap Wolf suggested that it might be easier to make the papers available on members-only section of the AAPOR web site. This would make deadlines less important, since the papers could be added later.

The question was asked as to whether this CD should be a task of the Publications and Information Committee. David Moore said that he considers production of the CD to be a Conference Committee function and did not think others should be burdened with the responsibility, but noted that Patricia Moy can decide how she wants to handle this task next year.

David Moore suggested that Conference Chairs should prepare post-conference reports to identify problems encountered in planning and how they were addressed. He will submit such a report to the Council for review after this conference. Cliff Zukin suggested that Nancy Whelchel should do the same from a Conference Operations perspective. Nancy Whelchel thought the report should actually consider events that occurred throughout the year, not just at the conference itself. It was decided that both the Conference and the Conference Operations Chair should submit a report on the past conference to the Executive Council by the first Executive Council meeting after the conclusion of the conference.

RESOLVED that the both the Conference Chair and Conference Operations Chair submit a written report to the next Executive Council meeting following the conference. Motion made by Nancy Belden and seconded by Susan Pinkus. Motion passed unanimously.

David Moore said that there were fewer registrations for the short courses this year than previous years. However, in previous years we had more short courses to offer. This year we had 139 registrations for short courses and last year we had 209.

Conference Operations Chair's Report – Nancy Whelchel:

Nancy Whelchel said that the registration numbers have been lower across all categories, but our hotel room nights are up, largely because attendees are staying longer. All of the hotels are sold out, but they have guaranteed that none of our members will be sent to other hotels.

This year the Conference Operations Committee started a new volunteer program. There were 21 AAPOR members who volunteered to help out. There were also 48 docents who signed up to help the 139 first time attendees at this conference.

Our 2007 Conference will be held in Anaheim. The conference hotel, a Hyatt, is large enough to hold all attendees and meeting space. Conference Operations will visit this summer.

Our 2008 Conference will be held in New Orleans, at the Sheraton just outside the French Quarter. All rooms will be redone as a result of FEMA personnel living there, but all renovation will be complete before our arrival.

Nancy Whelchel also reported on several sites under consideration for 2009. One possibility is the Harbor Beach Resort and Spa in Ft. Lauderdale. The entire conference would fit in this hotel, and room rates would be \$265/night. The Marriott in Philadelphia is another possibility. Room rates there would be \$235/night, although a food and beverage minimum would be required. This hotel has 1400 rooms, so it could easily house our entire conference—in fact, we would not be the only conference there. Another possible site on Marco Island has been ruled out due to lack of availability during our desired dates.

Brad Edwards suggested that since both prospective properties are Marriotts, it might be worthwhile to pursue a multi-year contract arrangement with the company. Multi-year commitments should be valuable to them and might lead to advantageous terms.

Nancy Belden said that both venues sounded attractive for different reasons, and suggested that we go to both in subsequent years.

Cliff Zukin asked that Conference Operations visit the prospective properties before the next Executive Council meeting.

Site selections for the 2010 and 2011 conferences will also begin within the next year.

Associate Conference Chair's Report – Patricia Moy:

Patricia Moy said that the Post Conference Survey has been sent to the vendor and will be fielded in June.

Patricia Moy proposed a theme for the 2007 AAPOR Annual conference: “Of Polls and Policy.” Patricia Moy said that the relationship of polls to policy has not been specifically addressed in recent years. She suggested that the topic might appeal to political scientists and consultants who might not traditionally be drawn to AAPOR. The theme has the potential to broaden membership and conference participation and also will link nicely to longstanding and new AAPOR conference tracks. There was some discussion of whether the topic referred specifically to public policy, although there was no decision to change the wording of the theme.

RESOLVED to accept the proposal of “Of Polls and Policy” as the 2007 Conference theme. Motion made by David Moore and seconded by Susan Pinkus. Motion passed unanimously.

Anyone with ideas for plenary speakers and topics should send them to Patricia.

AAPOR Elections – Nancy Belden:

Nancy Belden reported that 660 AAPOR members voted on-line. Everything went very smoothly, and the costs of elections dropped from \$7,000 to \$2,500. Voting was also up, with 40.7% of eligible voters participating in the election. Nancy Belden said that Monica Evans-Lombe did a lot of good work finding and with working with the vendor. Cliff Zukin thanked AMP for encouraging AAPOR to move toward electronic voting. There was some discussion about whether we should maintain the same level of postal reminders. Cliff Zukin noted that both reminders led to bumps in turnout this time around. Cliff also mentioned that moving to electronic elections allows us to present more material about candidates. This year we did not change the amount or type of information provided about candidates, although this can remain an open issue for next year.

Long Range Planning Committee Report – Cliff Zukin:

Cliff Zukin said that the AAPOR Executive Council first authorized the Long Range Planning Project in March 2005. The Long Range Planning Committee consisted of 9 members, 6 of whom were on the AAPOR Executive Council, and their work began in Montreal in June 2005. The Committee sought a functional approach, addressing what the Association does for members, what it should do, and how it could do that better.

There were four components to the Long Range Plan—Conference, Education, Communication, and Membership. At its March meeting, the AAPOR Council accepted the reports covering Conference and Education. A key decision made following the acceptance of the Education report was that Mollyann Brodie will be the new Education Chair. President-elect Nancy Mathiowetz will serve as Council liaison to this position.

The guidelines provided in the Conference report add some Council oversight to Conference Chair decisions. The guidelines build upon recent innovations from David Moore and other recent Conference Chairs while minimizing some other Conference Chair initiatives that were viewed less favorably.

The Executive Council then considered the Membership piece of the Long Range Planning Document.

Council discussed the need for research on why some individuals join AAPOR but don't stay. It is cheaper to retain a member than it is to gain a new one. There was some discussion about proposed expenditures in this area. Some will be devoted to new marketing materials. We may also need to obtain member lists from other associations. AMP has a Graphics Designer that could develop a series of brochures, although that would entail work beyond our standing contract with AMP. Actions along these lines will be reported to the Executive Council.

It was recommended that on Page 21 of the Long Range Planning document that we add "Quantitative methods, qualitative methods and medical sociology."

RESOLVED to approve the draft of the membership portion of the Long Range Plan. Motion made by Rob Daves and seconded by Brad Edwards. Motion Passed unanimously.

Council next discussed the Communications Outreach part of the Long Range Plan. Nancy Belden provided some background information. Prior Councils had approved some efforts in communication outreach. However, it has become clear that our effectiveness at public communication is limited by the lack of a person who can devote full-time to such activities. A key element of the current recommendations is to hire such an individual. AAPOR would pay for this position out of its general funds but would also conduct external fund raising. A proposal to raise funds from foundations has been written.

A major role of the proposed Communications Director (CD) would be to gather information and develop press releases to enable the President to respond more quickly to newsworthy events; the recent AMA survey on spring break behavior was cited as one example. The CD would not independently speak on behalf of AAPOR. He or she would also play a proactive role in continued outreach to journalists. The CD might also devote up to a third time supporting AAPOR's educational component. This would most likely be a full-time position, knowledgeable about media communications and our field, but not a senior person. The salary would be around \$50,000 or a little more per year

more plus benefits. This person would probably be an employee of AAPOR, not AMP, but there was discussion that we should be open to the most cost-effective way of getting the help that we need. Nancy Belden also mentioned that we hope to have office space for the CD donated by one of the larger organizations with strong AAPOR membership.

There was discussion as to what spending limits AAPOR should set related to this position, and whether the decision to hire someone depends upon securing external funding. Cliff Zukin said that AAPOR should plan to commit funding to this position for a period of two years regardless of external funding, although he also expressed a belief that external fund-raising would be successful. The target start date for this individual would be July 1, 2006.

The Communication element of the Long Term Planning Document also called for the changing the Publications and Information Committee to the Communications Committee, and aligning its mission to support some of these initiatives.

Shap Wolf noted that in the past, many communications have gone out from the Three Presidents through AMP that the Publications and Information Committee was not aware of. Publication and Information Chairs have often been outside the communications loops. Perhaps the hiring of a CD and realignment of the Publication and Information Committee functions would facilitate better communications and service to members.

RESOLVED to adopt the Communications Outreach piece of the Long Range Planning document. Motion made by Nancy Mathiowetz and seconded by Patricia Moy. Motion passed unanimously.

RESOLVED to authorize the engagement of a full time Communications Director (CD) to work closely with the President and Communications Committee and in collaboration with AMP as appropriate, and to support this position with the general fund for a minimum of two years with up to \$100,000 per year. This staff member will also assist the Education Committee. The Communications Director (CD) will report to the President, and engagement will be subject to Council approval. Motion made by Nancy Mathiowetz and seconded by Nancy Belden. Motion passed unanimously.

RESOLVED to convert the Publications and Information Committee and its officers into the Communications Committee and elected officers. Six AAPOR members will be asked to serve on the committee for terms of three years with two rotating off each year providing for a stable core. Motion made by Rob Daves and seconded by Nancy Mathiowetz. Motion passed unanimously.

RESOLVED to adjourn the meeting. Motion made by Susan Pinkus and seconded by Nancy Belden. Motion passed unanimously.

The meeting adjourned at 5:36 p.m.

Executive Council Meeting, Thursday, May 18, 2006.

President Cliff Zukin called the meeting to order at 9:05 a.m.

POQ Editor's Report – Peter Miller

Peter Miller said that there has been an increase in submissions to POQ since the introduction of the on-line submission system. Currently the on-line system is running alongside the traditional mail-in system, although the goal is to have all submissions on-line in the near future.

Peter Miller said that Oxford University Press has brought several policy matters to his attention. For example, should authors be permitted to post POQ articles that they have written on their own websites? Also, all Editors will submit Conflict of Interest Statements. Peter Miller will send the copies of the Conflict of Interest Statements to AMP and Bob Groves for permanent storage.

Key members of the Editorial Board include Peter Miller (Editor-in-Chief), Nancy Mathiowetz (Associate Editor, also in charge of research syntheses), Robert Shapiro (The Polls), Tom Guterbock and Mark Schulman (Poll Reviews), and Patricia Moy (Book Reviews). Peter Miller will meet with the Advisory Board shortly to discuss whether this structure should remain the same, and whether it might be appropriate to add another Associate Editor).

At the end of last year, POQ published a special issue on Polls in the 2004 Election. A follow-up conference on polls was held in Minnesota this year. This coming year there will be another special issue of POQ on non-response.

Bob Groves is replacing Vince Price as Chair of the POQ Advisory Board. Nora Cate Schaeffer was added. Other members include Mark Schulman, Bob Shapiro, Dick Kulka and Frank Newport. Dick Kulka's term expires this year, and he will need to be replaced. Susan Pinkus rotates off the Board as her term on the AAPOR Executive Council ends.

Peter Miller was asked to share his view of the new e-Zine Newsletter and POQ. Peter said that the e-Zine is relatively informal, not peer-reviewed and less academic. It will be a forum for survey practitioners to share working knowledge and "notes from the field." Over time, perhaps some material could be worked into journal articles. However, the e-zine should not generally be a destination for rejected journal articles, as the scopes and formats would be quite different.

Peter Miller said that Oxford University Press has begun to archive past issues of POQ in a digital format. This archive is independent of JSTOR. This archive will allow "one-click" access for AAPOR members and should be accessible around July 1. Oxford

would like to unlink JSTOR from the AAPOR website. This would not change the contract POQ has with JSTOR.

After last year's special issue of POQ was released, Larry Jacobs was approached by a publisher about making this issue into a book. If done, this would require additional content that was not in the special issue. The issue was raised as to whether special issues such as these should be published as a book series. Oxford University Press did not think that this idea had much commercial potential. Oxford University Press said that they prefer to make that special issue available free through the AAPOR website—rather than selling it, it could serve as a marketing tool. Nancy Mathiowetz commented that the recent special issue could be a great draw for some of the political scientists we are trying to attract. Nancy Belden added that special issues could be an impetus for small conferences around those themes—this could also help for outreach.

Publications and Information Committee Chair's Report – Shapard Wolf

Shap Wolf raised the possibility of transferring AAPORNet to LSOFT from its current home at Arizona State University (ASU). Shap Wolf has acted as the sponsor of the listserv through ASU, but the information technology environment there has changed, and various outsourcing plans have been announced. Shap Wolf said that while there is no immediate problem, he thought it would be prudent to move the listserv this year, perhaps at the same time the website is updated. The move to LSOFT could be permanent and offer considerable stability and paid support. AAPOR could be included in the name of the listserv, rather than another organization. Furthermore, the transition should be easy and the user interface would be identical.

The disadvantage would be AAPOR would have to pay for the service. Currently AAPOR has 1,469 subscribers. The cost would be between \$5,030 and \$6,030 per year. Members would also have to change their address books, possibly resulting in some confusion. As an alternative, AAPORNet could move to another university, which would cost less but would be only a temporary solution.

Steve Everett said that he is meeting with Westat on Sunday to discuss the usability study of AAPOR's current website. The redesign may be complete by the end of the summer. Steve Everett will talk with AMP about the feasibility of integrating IMIS within the listserv. He will come back to Council at the next meeting with a report on the new web site and the feasibility of moving the list serv from ASU to LSOFT or some other venue.

Membership and Chapter Relations Committee Chair's Report – Brad Edwards:

Brad Edwards said that AAPOR's membership was 1,711 members as of the end of March. Of this number, about 40% are academic, 34% commercial, and 23% other/government/nonprofit. The renewal form was recently modified and will now collect information about race/ethnicity, education and birth date.

There is a volunteer survey planned for the third quarter of 2006 which will inventory member skills and interests so that AAPOR can better match needs with appropriate talent.

The Docent Program was instituted at this conference and involves utilizing AAPOR members to work with first time conference attendees. The purpose is to make first time attendee feel welcomed. About 50 people replied to the call for docents. There was some discussion as to whether docents should be assigned to all first-time attendees or only those who requested one. It was suggested that first-time attendees should receive some advance notification about the docent program so that they would understand it before docents contacted them.

In Chapter-related news, Brad Edwards said that the New England Chapter held a conference in April with about 30 attendees. Rob Daves was the keynote speaker. The Chapter seems to be heading in positive directions. New Jersey AAPOR has been struggling. Brad has had some discussions with NJ AAPOR President Janice Ballou about having elections. Brad Edwards also noted that both NY AAPOR and DC AAPOR followed the national organization's lead and launched successful shifts to electronic voting.

AAPOR is going to bring its Membership Booth at the MRA Annual Conference in Washington, D. C. in June. We are also looking at other opportunities for setting up the booth to attract members. Rob Daves mentioned that the issue of reciprocal exhibit booths and exchanges of membership lists will be discussed at a meeting with three of our sister organizations later this afternoon. Rob Daves will also discuss communication and outreach in general with these organizations. Rob also noted that some of these organizations offer certification for researchers, which is an issue we may want to consider at some point.

Nancy Mathiowetz asked which chapters would be most interested in making use of our short courses at chapter events. Brad Edwards thought that demand would be significant. Mark Schulman said that providing education to the local chapters is important, but some issues related to revenue-sharing would need to be worked out before we went too far down that road. NY AAPOR, for example, already has some short courses and depends heavily upon that revenue.

Brad Edwards said that the sessions on multi-lingual issues and small business interests have been well-attended, possibly drawing people who would not have otherwise come to AAPOR. Brad Edward is also hosting a Sunday morning session for older AAPOR members.

E-Zine Newsletter – Robert Groves:

Cliff Zukin provided some background on this initiative. A proposal to explore the development of a new AAPOR publication aimed more at practitioners was presented at the September Executive Council Meeting. The Council authorized a group consisting

of Bob Groves, Sandy Berry, and John Kennedy to propose various models for this publication and to report back to Council in March. For various reasons the Council was not fully satisfied with the March proposal, which has now been revised.

Bob Groves said that the proposed publication will be entirely electronic, or an “E-Zine.” He expressed hopes that the revised proposal will be ready for action from the Council at this time.

Bob Groves proposed that the budget for the E-Zine would be \$28,000 for the first year and it is recommended that John Kennedy should be its first editor.

In conjunction with AAPOR’s outreach vision, the observation was made that AAPOR is not serving all sections of the association. We have a good scientific journal, but we also have a large base of practitioners who do not necessarily read POQ. The E-Zine would place greater value on newsworthiness than science—for example, innovations from a survey organization could be presented without validation from a randomized experimental design. The publication could include debates on key issues, developments in the profession, interviews with luminaries, and an “Ask the Experts” column.

The E-Zine Newsletter will be a Web based vehicle reaching out to different audiences. Hopefully it will encourage people to see AAPOR as offering more than an annual conference and a journal and will foster greater membership. The E-Zine would include articles related to both survey research and public opinion. The idea would be that proposed editor John Kennedy would work closely with a paid managing editor who will actually revise and edit submissions. An editorial team would sign up for terms of one or two years.

Bob Groves said that the Executive Council has to decide whether this is a “Members Only” benefit or whether it should be made available to the general public. He added that AAPOR should not consider this to be a money maker; in all likelihood it will not break even financially. The question is how much should AAPOR spend to subsidize it, given benefits to members and potentially new membership growth. Ultimately, membership growth might offset some of the costs. It is also possible that AAPOR could raise funds to support the E-Zine, e.g. from organizations with large groups of AAPOR members.

It is possible that AAPOR could generate revenue if needed. They could go around to the large member organizations to get support or they could charge for non-members. There will be administrative costs for processing.

Bob Groves said that the proposal is for an initial three years. If AAPOR launches this project, they should monitor it during this period and evaluate how well its initial implementation is working.

Bob Groves said that John Kennedy would be the ideal Editor for the E-Zine. John Kennedy has been at the hub of a numerous networks on the survey research side and has

been active in Field Directors. John is knowledgeable about all sectors of AAPOR and would be able to effectively solicit a range of articles. John Kennedy is aware of how much work will be involved, but has strong interest in building this publication. The timing is good for him personally. Bob Groves also noted that John Kennedy will not be able to do this alone-- he would need both paid staff and a team of perhaps 20 AAPOR volunteers, who would serve as editors for subfields.

John Kennedy is planning the first three issues. The first issue could potentially be produced by January 2007. The costs involved will be \$28,000 for the first year and \$40,000 for each of the next two years.

Some concerns were raised about funding. Council has already approved a large expenditure related to the Communications Director. Several Council members indicated that they would feel more comfortable if external funding had been established, but there was consensus that the E-Zine would be a welcome addition. David Moore asked what criteria could be used to determine whether the publication was a success. Council agreed that a number of specific implementation issues remain to be worked out, but the key question to be considered now is whether we should fund this venture for a trial period.

RESOLVED approval for three years of the E-Zine with a budget of up to \$28,000 for the first year and up to \$39,300 for each of the next two years contingent on the evaluation at the end of year one and year two Motion made by Nancy Mathiowetz and seconded by Rob Daves. Motion passed with two abstentions.

RESOLVED to Approve John Kennedy as Editor of the E-Zine Newsletter. Motion made by Rob Daves and seconded by Brad Edwards. Motion passed unanimously.

Cliff Zukin will appoint a committee to work with John Kennedy on various specific issues related to E-Zine implementation. Some issues include potential fund-raising, who should have access to the E-Zine, and how often it should be produced. Executive Council members should let Cliff Zukin know if they want to serve on this committee. Cliff Zukin will report on these developments at the next Executive Council meeting.

Standard Chair's Report – Nancy Mathiowetz:

Nancy Mathiowetz said that she had circulated a draft of an AAPOR Statement on margin of error in online and self-selective polls.

A motion was made by Nancy Mathiowetz to adopt "Reporting Margins of Error or Sampling Error for Online Surveys Conducted Among Self-selected Individuals" as a practice that AAPOR condemns (Point 6), and to add wording "Select samples that well represent the population to be studied" to our Best Practices (Sub-point e under Points 6 and 3). Brad Edward seconded. The motion was subsequently withdrawn so additional modifications could be made. Nancy Mathiowetz will take the document back the Standards Committee and have them look at the fifth paragraph. Then she will circulate a revised draft on CouncilNet.

Tom Guterbock discussed a white paper on robo-surveys that was to be in production. He will ask Evans Witt for an update on progress when the Standards Committee meets on Saturday.

Tom Guterbock also noted that Paul Lavrakas and Evans Witt are due to rotate off the Standards Committee. He nominated John Kennedy and Reg Baker as replacements.

RESOLVED to accept John Kennedy and Reginald Baker as members of the Standards Committee. Motion made by Thomas Guterbock and seconded by Susan Pinkus. Motion passed unanimously.

New Business:

Brad Edwards said that he is serving on the Steering Committee for a 2008 conference on Survey Methods in Multicultural, Multinational, and Multiregional Contexts. He proposed that AAPOR might submit seed money for conference planning, as AAPOR has done for various other conferences. This conference could foster research infrastructure in developing countries, and AAPOR would likely see a return on its investment as well. A relatively modest amount of money would be involved. A formal proposal will be submitted at the next meeting.

Nancy Belden commented to the Executive Council on what a pleasure it was to work with Cliff Zukin during the past year, and commended him on his hard work on the Long Range Plan.

RESOLVED to adjourn the Executive Council Meeting. Motion made by Susan Pinkus and seconded by Jennifer Rothgeb. Motion passed unanimously.

The meeting adjourned at 11:55 a.m.

Rob Daves called the meeting of the new Executive Council to order at 11:56 a.m.

Rob Daves thanked Cliff Zukin and Nancy Belden for including him as a full partner and fully informed participant in Council activities during the last year, commending both for their leadership. Rob Daves said that last year's Council led by Cliff Zukin has provided a vision for AAPOR's direction, and it is up to this Council to make that vision into reality.

Rob said that AAPOR has done a great job with its internal focus, providing its members with great educational benefits such as the conference and POQ. But now, AAPOR needs to look outside to the larger profession to maximize its effectiveness. Rob challenged all Council members to think about what that means for each of our areas of personal expertise. For example, the Secretary-Treasurer will be challenged to align our financial resources with some new initiatives, and Publications and Information will be transformed in order to facilitate some elements of the Long Range Plan.

Rob Daves encouraged delegation and getting committee members to support our work. He is willing to help Council members develop those skills if necessary. This could provide opportunities for the next generation of AAPOR volunteers.

Rob Daves asked everyone to work ahead of Council meetings so that the Executive Council can properly be a deliberative and decision making body and not spend our meetings sharing information. To the extent possible, information should be circulated ahead of time so that we can hit the ground running when we meet.

RESOLVED to adjourn the Executive Council Meeting. Motion made by Patricia Moy and seconded by Steve Everett. Motion passed unanimously.

The meeting adjourned at approximately 12:15 p.m.

Respectfully submitted,

Paul C. Beatty
Secretary-Treasurer