

**American Association For Public Opinion Research
Executive Council Meeting Minutes
65th Annual Conference, Chicago, Illinois
May 12, 2010**

ROLL CALL/CALL TO ORDER.

2009-2010 Executive Council Members

Peter Miller	President	Present
Frank Newport	Vice President	Present
Richard Kulka	Past President	Present
John Boyle	Secretary-Treasurer	Present
Barbara O'Hare	Associate Secretary-Treasurer	Present
Stephen Blumberg	Standards Chair	Present
Reg Baker	Associate Standards Chair	Present
Michael Link	Conference Chair	Present
Rob Santos	Associate Conference Chair	Present
Nancy Whelchel	Membership & Chapter Relations Chair	Present
Kelly Foster	Associate Membership & Chapter Relations Chair	Present
Michael Mokrzycki	Communications Chair	Present
Jon Cohen	Associate Communications Chair	Present
Paul Lavrakas	Councilor-at-Large	Present
Roger Tourangeau	Councilor-at-Large	Absent

2010-2011 Incoming Executive Council Members

Scott Keeter	Vice President/President Elect	Present
Joseph Lenski	Associate Secretary-Treasurer	Present
Timothy Johnson	Associate Standards Chair	Present
Daniel Merkle	Associate Conference Chair	Present
Joseph Murphy	Associate Membership & Chapter Relations Chair	Present
Richard Morin	Associate Communications Chair	Present
Linda Piekarski	Councilor-at-Large	Present

Staff

John Waxman	Managing Partner, Sherwood Group	Present
Susan Tibbitts	Executive Director	Present
Barbara Gunderson	Administrative Director	Present
Jill Hronek	Communications Director, Sherwood Group	Present
Kismet Saglam	Education Director, Sherwood Group	Present
Andrew Massengill	Staff Accountant	Present
Deanna Marchetti	Communications & Marketing Manager	Present

Guest

Melissa Herrmann	Education Committee Chair	Present
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I. WELCOME AND CALL TO ORDER

Peter Miller called the meeting to order at 12:05 p.m. Council members and staff were introduced.

II. REVIEW AND APPROVAL OF MINUTES

The minutes of the April 16, 2010 Executive Council teleconference were reviewed. Minor editorial revisions were offered and accepted. Paul Lavrakas moved, seconded by Nancy Whelchel, that the minutes be approved as amended. The motion was unanimously approved.

III. SECRETARY- TREASURERS REPORT

The April 30, 2010 draft financial statement shows net assets at \$1.97M as compared to \$1.2M in 2009. Revenue is well ahead of expenses, with revenue at \$866K as compared to \$683K in 2009. Membership dues are up by \$32K, conference revenue is up more than \$100K and conference sponsorship revenue came in as budgeted. Conference registration revenue exceeds budget by \$75K to date. Conference expenses are up \$40K due to increased attendance. Leadership expenses were reduced in 2009 by \$16K due to a reduction in the number of Council meetings held.

Contributions to the endowment funds are up \$12,500 to date, due in large part to the contribution made by Blanche Sudman.

A. Revision to Financial Statement Format

As reported by John Waxman, the financial statement format has been revised. Pass-through items have been moved from the financial statement to the balance sheet in line with accounting best practices. Management fees have been allocated to the appropriate areas of service. The chart of accounts will also be revised in the near term to group account lines in ways that reflect current AAPOR financial activity and to better allow summary and detail reporting. Major changes will be summarized and recorded for future reference. Year-to-year comparisons may be difficult in the short term due to the changes and consolidations made.

B. 2009 Audit: Four Months Ended December 31, 2009

The annual audit required by Illinois law has been concluded. The difference in total assets from the end of the year audit showing \$1.8M as compared to the audit conducted prior to transitioning to the Sherwood Group of \$1.4M is a result of the recognition of the POQ commitment of approximately \$400K in the year of the contract.

The recent audit report identified a significant deficiency with regard to the endowment funds. Mann Weitz reported, based on their review of the endowment funds solicitations and the descriptions of the funds, that it appears possible some of the donations might be deemed temporarily restricted (donor restricted), rather than board designated (board restricted). They recommend that AAPOR obtain information regarding the establishment and maintenance of the three endowment funds to ensure the accounting treatment is appropriate, and make any

necessary corrections. The Secretary-Treasurer will review the endowment funds and report back to the Executive Council with a recommendation.

C. AAPOR 2010 Budget: Marketing

The 2010 budget now includes a section for Marketing and Communications. Line items have been reassigned to this section as appropriate to assist the Council in identifying the amount of funds available for these activities. Marketing and Communications activities will be driven by the strategic plan. Marketing will be key to growing the organization. A marketing plan should be developed.

It was noted that AAPOR managed to avoid a deficit budget for 2010 in spite of a significant increase in the management fee. The balanced budget was achieved by the Council's decision to further reduce expenses, and by the exercise of close oversight on spending.

D. Mid-Year Review and Development of the 2011 Budget

It was recommended that a six month review process be built into the budget calendar. The purpose of the review is to allow the Council to take a top-level look at AAPOR financial position and make necessary recommendations for changes to the budget. Further, it was agreed that staff, working with the secretary-treasurers, would develop a draft budget for 2011 by September. This schedule will allow for revision and approval prior to the start of the new fiscal year.

IV. CONFERENCE REPORT

A. Meeting Attendance

To date 990 attendees are registered for the annual conference as compared with 750 at this time last year. Including onsite registrations, final attendance is expected to pass 1,000 persons.

B. AAPOR/WAPOR Joint Meeting

Conference Steering Committee Chair Michael Link recommended reviewing the relationship with WAPOR and the joint meeting. There was discussion of the need for clear definition of the relationship and the value of developing a formal agreement. President Peter Miller reported that WAPOR is considering moving to a 3-year rotation for the location of its meeting (North America, Europe and Asia). A meeting of AAPOR and WAPOR representatives will be planned to discuss the future relationship.

C. Future Meeting Location and Related Issues

The Council recommended Washington DC as a future conference site. There was discussion about the impact on government employees and agreement that the issues be more closely evaluated. It was also recommended that the Conference Committee evaluate pricing and impact of the "Day Rate" that has been offered on a case-by-case basis in the past. There is no clear policy on establishing day rates currently.

Conference Operations Committee Report

Associate Conference Steering Committee Chair Rob Santos discussed a proposed plan for the Conference Operations Committee responsibilities in light of professional meeting management services currently provided by AAPOR's Sherwood Group staff. The proposal outlined the responsibilities of staff and the Conference Operations committee, identifying those duties having shared responsibilities. The proposal assigns to staff the responsibility for managing logistics and contractual obligations, while the operations committee would coordinate volunteer activities. The Committee should be clearly established as a subcommittee to report to the conference chair. Compensatory reimbursement for the conference operations chair and associate chair is under discussion. General support was voiced for the proposal with a recommendation that additional input be gathered from key stakeholders. The Council recognized the value of the Operations Committee in bringing institutional knowledge and understanding of AAPOR conference traditions. The revised proposal will be placed on the Council agenda for the next meeting.

V. PRESIDENT'S REPORT

A. Transparency Initiative

Peter Miller reported that more than 100 letters of invitation to participate in the transparency initiative have been mailed, and a broadcast email message was sent to all conference attendees. To date, several companies have responded positively and will participate in the effort. Moving forward, committees will be formed and an organizational chart developed. The Steering Committee will be comprised of Peter and the Membership, Standards and Communication, Council members. Subcommittees may be formed to assist in the initiative. Membership will be responsible for assisting organizations with compiling the correct documentation; Standards will establish the documentation to request; Communications will oversee the recognition of organizations that participate in the initiative. Next steps include determining what "participation" will mean, what form of disclosure is needed, and who will monitor the process. Peter Miller noted that funding to archive the information may be forthcoming from a few research organizations, but this funding will need to be secured. The budget request for the Transparency Initiative needs to be ready for the September first-round budget. Peter Miller agreed to make recommendations to the Council over the next several months for membership on the necessary committees.

VI. STANDARDS COMMITTEE REPORT

Member voting on the proposed changes to the Code of Professional Ethics and Practices closes on Friday, May 14. To date, 26% of the eligible membership has voted, exceeding the bylaw requirement that at least 25% of eligible voters must vote. Following the close of voting, Standards Chair Stephen Blumberg will work with the Communications Committee and staff to develop a plan to communicate the results of the ballot to the membership and to other professional organizations who may be interested in the Code revision.

The new members of the Standards Committee, Courtney Kennedy, Andy Zukerberg and Mario Callegaro were approved by the Council.

The determination of which committee the Survey-Based Legal Evidence Task Force will report to will be deferred until a mission statement has been developed.

A. Reporting Structure for the Standards Definition Committee

To clarify current practice, the following motion was offered:

Motion: That the Standards Definitions Committee is a sub-committee of the Standards Committee. Paul Lavrakas moved, seconded by Dick Kulka. The motion was passed unanimously.

B. Conflict of Interest

It was noted that all Council members and staff are required to sign a conflict of interest form annually. Staff will be responsible for collecting these forms.

C. Document Retention and Destruction Policy

Council members were reminded that the new Document Retention and Destruction Policy is in force. In accordance with the policy, Council members are to identify documents they may have in their possession that are slated for destruction.

D. Response Rate Calculator

It was noted that the Response Rate Calculator on the Web site does not reflect the latest response rate calculation standards and will be revised in the near future.

VII. MEMBERSHIP AND CHAPTER RELATIONS COMMITTEE REPORT

Membership Committee Chair Nancy Whelchel gave the AAPOR membership report. As of April 30, 2010 there were 2,020 members as compared to 1,758 at this time last year. To reach the budgeted goal for 2010, 225 more members are needed. Renewals are at 76% to date; this is higher than in previous years.

A. Web-based Event Calendar

The event calendar planned for the Web site is well underway and should be launched in the next few weeks. Access to the membership data base for chapter leaders has been completed. All chapter member information has been imported to the AAPOR data base. The membership committee has been formed and will meet during the annual conference.

B. Future Projects

Future projects for the committee include reviving the mentor program, updating the membership brochure and the AAPOR exhibit booth. A membership survey is planned for the future.

VIII. EDUCATION COMMITTEE REPORT

Education Committee Chair and Council guest Melissa Herrmann gave the education report. To date 237 attendees have registered for the short courses. The two-part course planned for this year has been successful. The Sunday short course also has strong registration numbers.

The committee is updating the information for journalism education and adding curriculum as needed.

A. AAPOR Webinars

AAPOR has been working collaboratively with ASA on a webinar series. AAPOR members benefit from the reduced rate to attend, and AAPOR receives no revenue. The committee is working on a plan for AAPOR to offer webinars directly. This could be a significant source of future revenue for AAPOR.

IX. COMMUNICATION COMMITTEE REPORT

Communications Committee Chair Mike Mokrzycki gave the communication report. The AAPOR Job Bank will be launched in the next few weeks. Members will be able to post resumes free of charge and companies will pay a fee to post position announcements.

Social media efforts by the Committee have resulted in 579 members on Facebook and 587 LinkedIn members. There are 313 Twitter followers; 75 of whom are known AAPOR members. There is potential to recruit new members from those participating in these social media outlets.

The co-chairs of the Heritage Committee have stepped down. Adam Safir has agreed to chair the committee in the coming year. It was recommended that notable AAPOR members be interviewed before they retire and past president interviews could be conducted each year to capture key information about the organization. The AAPOR Award recipient is also interviewed each year.

A. AAPORnet: Future Hosting

The AAPORnet subcommittee is investigating alternatives for hosting the site. AAPORnet host Shap Wolf will be recognized for his years of service to AAPOR and AAPORnet at the next annual conference in Phoenix.

B. Survey Practice Site Redesign

Survey Practice has a call for papers in the conference materials. Currently there is a backlog of nine papers. The Survey Practice site will need a redesign in the near term. It was recommended that the site be moved under the Sherwood umbrella as was done with the Web site.

C. AAPOR Archives

The history display will be in the exhibit hall. The archives are being reorganized by staff at the University of Chicago, Special Collections who are working collaboratively with Communications Committee members. Jointly, they will develop access restrictions, policies and a legal agreement between the University of Chicago and AAPOR in regard to the archives. The new index will be available online in the future.

X. STRATEGIC PLAN UPDATE

Reg Baker, filling in for Strategic Plan Task Force Chair Roger Tourangeau, offered a summary of the strategic plan and progress to date, as appears in the draft report sent to all Council members. Goals identified as part of the planning process to date were described as falling generally into five (5) categories: (1) Governance; encompassing improvements to the operation of the association; its council, committees and composition. (2) Fundraising. (3) Membership initiatives. (4) The world at large. (5) Code enforcement and advocacy (transparency initiative). The task force will complete the draft plan to be provided to the 2010–2011 Executive Council for review. The current members of the strategic planning task force will remain in place.

XI. PASSING OF THE GAVEL

Peter Miller passed the gavel to 2010-2011 AAPOR President Frank Newport.

XII. 2010-2012 COUNCIL BUSINESS

Frank Newport thanked the outgoing Council members for their service to the organization.

A. 2010-2011 Council Meeting Schedule

It was determined there would be three in-person meetings in the coming year, September, January and March (alternate, November 2010). The first teleconference for the 2010-2011 Council will be held July 8th from Noon – 2 p.m. Eastern Time. The September Council meeting will be held in Chicago at the Sherwood offices on Thursday, September 16 and Friday, September 17. The time and length of the meeting is yet to be determined.

XIII. ADJOURNMENT

Motion: To adjourn the meeting.

Peter Miller moved, seconded by Tim Johnson. The motion passed unanimously.