

Implementing the AAPOR Transparency Initiative

Presented at the 67th AAPOR Annual Conference
May 17-20, 2012

Session Overview

- TI Background and Relevance (Scott Keeter)
- TI Advisory Committee (Courtney Kennedy)
- Past year accomplishments (Paul Lavrakas)
- Findings from pilot test & focus group (Tim Johnson)
- Where we've been and where we're going (Peter Miller)

Status of TI, 2011-2012

- **TI Steering Committee**

- **Members**

- David Cantor, Leah Christian, Marjorie Connelly, Liz Hamel, Melissa Hermann, Tim Johnson, Scott Keeter, Courtney Kennedy, Paul J. Lavrakas (chair), Peter Miller, Rich Morin, Joe Murphy, Chuck Shuttles, Susan Tibbitts (ex officio)

- **Working Subcommittees**

- Subcommittee on Structure, Qualification, and Compliance (Cantor, chair)
- Subcommittee on Database Process and Infrastructures (Miller, chair)
- Subcommittee on Internal and External Communication and Education (Morin, chair)
- Subcommittee on Costs and Staffing (Lavrakas, chair)
- TI External Advisory Committee (Kennedy, chair)

Status of TI, 2011-2012

- **Subcommittee on Structure, Qualification, and Compliance**
 - Establish a *TI Coordinating Committee (TICC)* to take over the Implementation and Maintenance of the TI
 - Finalize Application process
 - Finalize the Review/Qualification process
 - Finalize Appeal process
 - Finalize Complaint process
 - Leave Compliance Monitoring and Re-Qualification processes to TICC

Status of TI, 2011-2012

- **Subcommittee on Database Process and Infrastructures**
 - Finalize the content and format of the initial template applicants will need to complete to apply for certification
 - Finalize the follow-up information applicants will need to submit within 30 days thereafter
 - Dimension the archiving processes that will be used in the short-term, and then eventually in the long-term, to store information from certified organizations about their publicly disseminated polls/surveys

Status of TI, 2011-2012

- **Subcommittee on Internal and External Communication and Education**
 - Create Training Mechanisms for teaching applicants (a) how to apply for certification, (b) appeal failure to receive certification, (c) re-qualify for certification, etc.
 - Publicize the staged implementation of the TI, the application process, and outcomes both within and outside of AAPOR

Status of TI, 2011-2012

- **Subcommittee on Costs and Staffing**
 - Dimension the costs for 2012 and following 2-3 years for implementing and maintaining TI
 - How many FTEs will AAPOR need to add to its staff and associated costs
 - How many volunteers will be required from the AAPOR membership and associated costs
 - Identify the source(s) of funding TI in 2012 and the following 2-3 years

Status of TI, 2011-2012

- **Pilot Test 1**
 - Conducted February-March 2012
 - Nine organizations participated

Transparency Initiative Pilot Test

- First TI pilot test fielded in Feb-March 2012
 - 8 organizations participated
- Based on what was learned, TISC proposed to AAPOR Council that:
 - Transition TISC into the TI Coordinating Committee (TICC) with a stable, multi-year membership
 - Tim Johnson will take on Chair responsibilities for at least first 2 years
 - A second pilot test will be run in 2012 based on lessons learned

Post-Pilot Test Focus Group

- Conducted May 1, 2012
- Included representatives from 6 of 8 organizations who participated in the first pilot test
- Additional participants included:
 - Representatives from other TI Advisory Committee members
 - TISC members

Key Lessons from Focus group

- There is strong commitment among AAPOR members to the concept of transparency.
- Uncertainty regarding optimal scope of TI.
 - Should focus be on:
 - education?
 - certification?
 - audit function?
- Uncertainty as to whether TI materials should be housed centrally on AAPOR web site or de-centrally on participant web sites.

Key Lessons from Focus group, 2

- Concerns with compliance burden.
 - Cost of participation too much for some organizations?
- Uncertainty as to what surveys should be covered by TI:
 - All surveys conducted by participating organizations?
 - Only surveys released by participating organizations?
 - Polls only?
 - What about reports, press releases, presentations, other media formats?

Key Lessons from Focus group, 3

- Uncertainty as to best strategy for implementing TI:
 - All-at-once?
 - In multiple phases?
 - Should there be multiple levels of TI membership?
- It is clear that each of these issues needs to be further considered before we move towards another pilot test.

The Next Six Months

- The TICC will hold its first meeting shortly after AAPOR Conference to begin distilling our first two year's of TI experience
- Then, we will develop a proposal to AAPOR Council regarding the TI's recommended scope and activities moving forward
- After plan is finalized, procedures and processes will be revised as necessary
- A second pilot test will be implemented

Transparency Initiative Coordinating Committee (TICC) 2012-13

- Leah Christian
- Melissa Herrmann
- Tim Johnson
- Scott Keeter
- Courtney Kennedy
- Mary Losch
- Rich Morin
- Trevor Tompson
- Tim Triplett

Open for Questions