



**American Association for Public Opinion Research
Executive Council Minutes
January 9, 2015**

Michael Link	President	Present
Mollyann Brodie	Vice President	Present
Rob Santos	Past President	Present
Mary Losch	Secretary-Treasurer	Present via phone
Dan Merkle	Associate Secretary-Treasurer	Present
Frauke Kreuter	Standards Chair	Present
Ron Langley	Associate Standards Chair	Present
Dawn V. Nelson	Conference Chair	Present
David Dutwin	Associate Conference Chair	Present
Jennifer H. Childs	Membership & Chapter Relations Chair	Present
Kristen Olson	Associate Membership & Chapter Relations Chair	Present via phone
Eleni Delimpaltadaki Janis	Communications Chair	Absent
Jordon Peugh	Associate Communications Chair	Present
Cliff Zukin	Councilor-at-Large	Present
Joe Lenski	Councilor-at-Large	Present
Staff		
Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present

I. WELCOME, CALL TO ORDER

President Michael Link called the meeting to order at 9:00 a.m. EST and a quorum was established.

II. OLD BUSINESS

Marketing Research Association

Michael Link reported that he was asked by past President Paul J. Lavrakas if AAPOR would consider supporting the effort by MRA to exempt survey research from current legislation on autodialing. Michael stated he would talk with Howard Fienberg and report back in March. Susan Tibbitts agreed to talk to Executive Director Wendy Naus at COSSA whether COSSA is planning to take action.

Proposed Amendments to the AAPOR Articles of Incorporation and By-Laws: Bylaws Review Ad Hoc Committee

Mollyann Brodie reported on the proposed revision to the AAPOR By-Laws. The Ad Hoc Committee on By-Laws Review was co-chaired by Paul J. Lavrakas and Jennie Lai. Members included Mollyann Brodie, Timothy Johnson, Dawn V. Nelson, Chuck Shuttles and Tom Smith. The committee was staffed by Susan Tibbitts.

Molly noted that she and Susan had initially hoped to gain the agreement of the committee to move as much process and procedure detail as possible out of the By-Laws and into separate supporting policy/procedure documents. In support of that approach Susan Tibbitts had

produced a complete revised version of the By-Laws, which identified the content that should be moved to policy and procedure documents. Commenting on that approach, Molly added that the approach is a more contemporary one and would allow the Council more flexibility to make necessary changes as program and other policy circumstances might require. During the committee discussions it became clear that there was a lack of support by the committee for such significant change. Additionally, significant time had passed since the committee was convened, and the Council had stated its interest in seeing certain changes made as quickly as possible such as the addition of the Education Committee Chair and Associate Chair as Council positions. The bulk of the work to complete the revisions was done October through December of 2014.

The recommended changes were identified in the table of proposed edits document provided to Councilors.

1. Added hardship waiver. (p. 9 – line 250 – 253)
2. Deleted appeal process that currently allows a committee to overrule an Executive Council decision on the revocation of membership. (p. 9 – line 278-282)
3. Gave students the right to vote. (p. 10 - Line 333-336)
4. Make the Education Committee a standing committee, with elected positions for the Chair and Associate Chair. Change the name of the Committee on Publications and Information. (p. 11-12 - Line 357-363)
5. No change to current language that prohibits student from serving on the Executive Council. (p. 12 - Line 394-395)
6. Standing and ad hoc committees – Standing committees are those led by elected officers. Removed the POQ Advisory Committee and Endowment Committee and added the Education Committee. Also Executive Council authority, i.e. added terms, etc. (Article VI. p. 16-19 - Line 567-681)
7. Expanded statement on diversity. (Line 665-666)
8. Significant revisions made to language on local chapters. Added reference to agreement to be developed on roles and responsibility for AAPOR national and chapters to sign. (Line 684: Article 7)
9. Confirmed with legal counsel that the present language of the By-Laws does not prohibit the establishment of chapters outside the U.S. However, the committee did not support adding affirmative language regarding the establishment of chapters outside the U.S., feeling that the issue needed additional vetting at the Council level. (Line 688)
10. A number of chapter leaders and AAPOR committee members objected to the way the sentence, “Chapters are recognized by AAPOR, but not a part of it.” was stated. Committee and staff worked with legal counsel to better understand the underlying principles. The sentence now states that Chapters are separate, legally incorporated entities. (Line 698)
11. Waiver and indemnification language was retained to make clear that AAPOR is not responsible for chapter actions. (Line 699-703)
12. Language was revised to give chapter members the right to vote in chapter elections without being a member of AAPOR. Chapter officers continue to be required to be current members of AAPOR. (Line 707, section 3)

Council discussion continued and the following clarification and changes were offered:

1. Revise the language that describes the role of the Communications Committee to be sure the description covers the committee’s responsibility for oversight and coordination of online content, and not the responsibility for creating the content itself.

2. Should the membership approve expanding the Executive Council to include the Chair and Associate Chair of the Education Committee, the process and timing remains to be determined. Based on the amended language, the Education Chair would be added to the ballot for the next (2016-17) Executive Council election. The process needs further clarification. This does not affect the language of the proposed By-Laws.
3. Complimentary members (those who join AAPOR by accepting complimentary membership when registering for the conference) would not be eligible to vote. Status as a member enrolled for the calendar (membership) year would be required to be eligible to vote. This does not affect the language of the proposed By-Laws.
4. Adjust title of Article VI, Section 6., currently "Ad Hoc Committees."

Dan Merkle moved, seconded by Dawn V. Nelson to accept the proposed changes to the AAPOR By-laws and Articles of Incorporation as presented, with the proposed revisions as discussed. Motion carried unanimously.

Susan Tibbitts laid out the next steps for members to review and vote on the Bylaws revisions. These include reserving time at the conference for anyone interested in discussing the changes to the Bylaws. At the conclusion of the conference, online voting would begin for individuals to vote for the Bylaws changes. Voting would last 30 days.

Committee Reporting and Responsibilities

Michael Link advised the Council that there had been a breach of standard procedure by one of the committees. Council discussion followed. Susan Tibbitts suggested that Council provide a yearly reminder to all committees, ad hoc committees and task forces that they serve at the direction of the Executive Council. The reminder should include information on conflict of interest. Mollyann Brodie recommended that the Committee on Committees to create a committee code of conduct. Cliff Zukin agreed to follow-up.

Frauke Kreuter asked for clarification on whether the Standards Committee is representing Council or the Standards Committee when they answer questions. It was agreed that they would be responding as representatives of Council.

Committee on Committees

Cliff Zukin reported on the work of the Ad Hoc Committee on Committees that he was working on with Susan Tibbitts. He reminded Council of the four principles that have guided their activity

1. Building expertise;
2. Adding stability;
3. Making room for participation by new people; and
4. Building future AAPOR leaders.

As part of preparing a recommendation, Cliff interviewed Eleni Delimpaltadaki Janis, Jenny Hunter Childs, Mary Losch and Frauke Kreuter. Based on the discussions, Cliff anticipated making a proposal to Council that would include:

1. Fixed term of three (3) years of service with one-third (1/3) of the members of each committee completing their service every year;
2. Limit service to no more than two committees simultaneously (exceptions for councilors may apply);
3. Limit service to two consecutive terms.

Cliff noted that task forces will not be covered by the recommendations.

Discussion following. Concern was expressed about establishing a fixed, limited term of service without offering some flexibility for special cases. Susan Tibbitts observed that many associations require members whose total term of service has ended, to sit out a year before they are eligible to serve again on the same committee. She added that establishing a more formal process will require committee chairs to become more involved in succession planning.

Cliff asked if the changes outlined so far would require additional amendments to the By-Laws. Mollyann Brodie and Susan Tibbitts responded that they had anticipated the review that Cliff was leading as they worked on amended language for the By-Laws.

Joe Lenski, Jenny Hunter Childs and Ron Langley offered to work with Cliff and Susan on the final recommendation.

Mobile Research in the Market World

Jenny Hunter Childs notified Council of a proposal for cross marketing that she has worked out with an organizer for the Mobile Research in the Market World (MRMW) Conference. Michael Link agreed that the conference would attract a lot of people with significant professional crossover with AAPOR.

Jenny advised the Council that she had received emails from five or six members reporting that they had problems with accessing the website, and they were unable to renew their membership online. There was agreement that accessibility and navigation need to be improved.

Review of Initiatives from June Planning Meeting

Michael Link reviewed the initiatives Council identified at the June 2014 meeting.

1. Transparency Initiative – Launched
2. Responsive Redesign of Website – Launched
3. Bylaws Review – Launched
4. Code Revision - Launched
5. Public Opinion Task Force - Launched
6. Survey Refusals Task Force – Completed
7. Substantive and Methodological Balance Task Force - Completed
8. Big Data Task Force – Completed
9. Future of General Population Telephone Surveys in the U.S. Task Force – In Process
10. Sustaining Sponsorship Ad Hoc Committee – In Process
11. Address-Based Sampling Task Force - Launched
12. Communications Initiative - Launched
13. International Initiative – Launched
14. External Partnerships and Relationships – In Process
15. Educational Committee Next Stages of Growth – In Process
16. National/Chapter Relationship – In Process
17. Committee on Committees – In Process
18. Regional Survey Methods Workshop – In Process
19. Reassessing Today's Survey Methods Task Force – In Process

III. EXECUTIVE SESSION

The regular meeting of the Council was adjourned and staff was excused, to permit the Council to meeting in Executive Session.

IV. ADJOURNMENT

Michael Link stated that meeting was adjourned at 11:00 a.m. EST.

Dan Merkle moved, seconded by Mary Losch to adjourn the Executive Council meeting. The motion carried unanimously.