



# An Introduction to AAPOR: A Meeting Place and More

## Membership & Chapter Relations

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# Helen Crossley: Author, first edition

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- A founding member of both AAPOR and WAPOR
- Graduate of the University of Denver (1948)
- Worked in radio audience measurement
- First female President of WAPOR (1960-62)
- Secretary-Treasurer of AAPOR
- President of DC-AAPOR (1977)
- Winner of the inaugural DC-AAPOR Outstanding Achievement Award (2007)
- Among many other accomplishments!

# Membership & Chapter Relations

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## Co-authors

- Past Chairs of AAPOR Membership & Chapter Relations (Adam 2011-2012; Morgan 2017-2018)
- DC-AAPOR Past Presidents (Adam 2007; Morgan 2015)
- DC-AAPOR Past Program Chair (Morgan 2012)

## Contributors

Karen Goldenberg, Kyley McGeeney, Mandy Sha, Gretchen McHenry, Ana Gonzalez, Justine Bulgar-Medina, Margaret R. Roller, Randal Ries, Ipek Bilgen, Jennifer Dineen, Mira Rao, Krista Jenkins, Nicole Lee, Tamara Terry, David Kashihara, & Tom W. Smith

# Membership – 1<sup>st</sup> Edition (1992)

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### *Membership* Helen Crossley

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AAPOR members represent a broad and diverse range of occupations and interests. Most are practitioners of survey research: polltakers, market researchers, and employees of academic research centers or government agencies. Many are professors who teach courses in survey methods. Others are users of survey data in such fields as business, sociology, political behavior, public health, education, journalism, economics, or the law. Some represent public or private funding agencies that commission surveys to provide needed data on particular problems. What brings them together in AAPOR is a common interest in the methods and applications of public opinion and social research.

Members join AAPOR as individuals, not as representatives of their employer firm or agency. The only requirements for membership are an interest in the field, subscription to the AAPOR Code of Professional Ethics and Practices, and the payment of annual dues. In return, members receive a subscription to AAPOR's official journal, the *Public Opinion Quarterly (POQ)*, and to *AAPOR News*, a periodic newsletter, as well as the opportunity to participate in the Association's activities. These include the annual conference, for which all members are invited to submit papers, service on the various standing and ad hoc committees of AAPOR, the right to vote and to stand for elected office in AAPOR, and attendance at local chapter meetings.

1. What Is an AAPOR Member?
2. Types of Membership
3. Directories of AAPOR Members
4. Characteristics of AAPOR Members
5. Why AAPOR?
6. Why Not AAPOR?
7. Chapters

# Membership & Chapter Relations – 2<sup>nd</sup> Edition (2020)

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1. Membership Overview
2. Membership & Chapter Relations Committee
3. Membership Types
4. Membership Community (Directory)
5. Membership Growth & Recruitment
6. Membership Engagement
7. Membership Characteristics
8. Student- & Early-Career- Recruitment & Retention
9. Membership Diversity
10. Regional Chapters
11. Membership Satisfaction and Summary

# Affinity Groups & Diversity

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## Affinity Groups

- Cross-cultural and multilingual research affinity group, 2016
- Gay AAPOR (GAAPOR), 2012
- The Hispanic/Latino/Latinx affinity group (HISP-AAPOR), 2016
- Qualitative Research AAPOR (QUALPOR), early 2000s

## Women in AAPOR Leadership



Pictured: Diane Colasanto, Kathy Frankovic, Nancy Mathiowetz, Nancy Belden, Nora Cate Schaeffer, and Mollyann Brodie  
Photo contributed by Kyley McGeeney

# Membership & Chapter Relations Committee

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- In 1981, AAPOR created an official membership committee responsible for handling both membership relations and chapter affairs.
- Responsibilities: recruiting and retaining members; communicating and supporting the chapters; connecting volunteers with committees; reporting to Executive Council on membership trends, composition, and retention; identifying new member benefits; conducting surveys of AAPOR members; and providing committees with information about potential volunteers.
- Composition: Chair, Associate Chair, 8 subcommittee chairs, and all subcommittee members (approximately ~45 individuals).



# Membership & Chapter Relations Subcommittees

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1. Chapter Liaison and Support Subcommittee
2. Data Analysis and Reporting Subcommittee
3. Diversity Subcommittee
4. Membership Communications Subcommittee
5. Student Engagement Subcommittee
6. Volunteer Coordination Subcommittee
7. Roper and Student Travel Awards Subcommittee
8. Database Improvement Subcommittee (new)

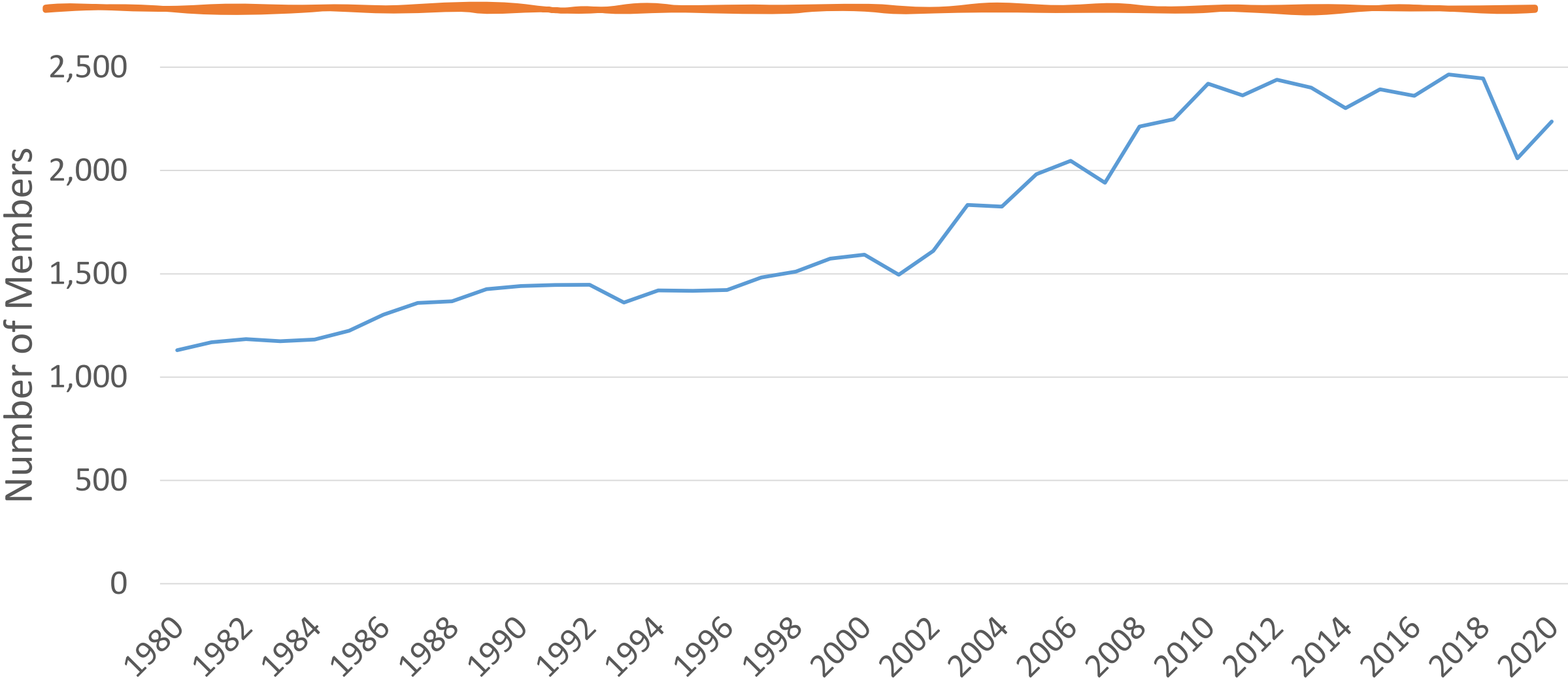


# Challenges & Solutions

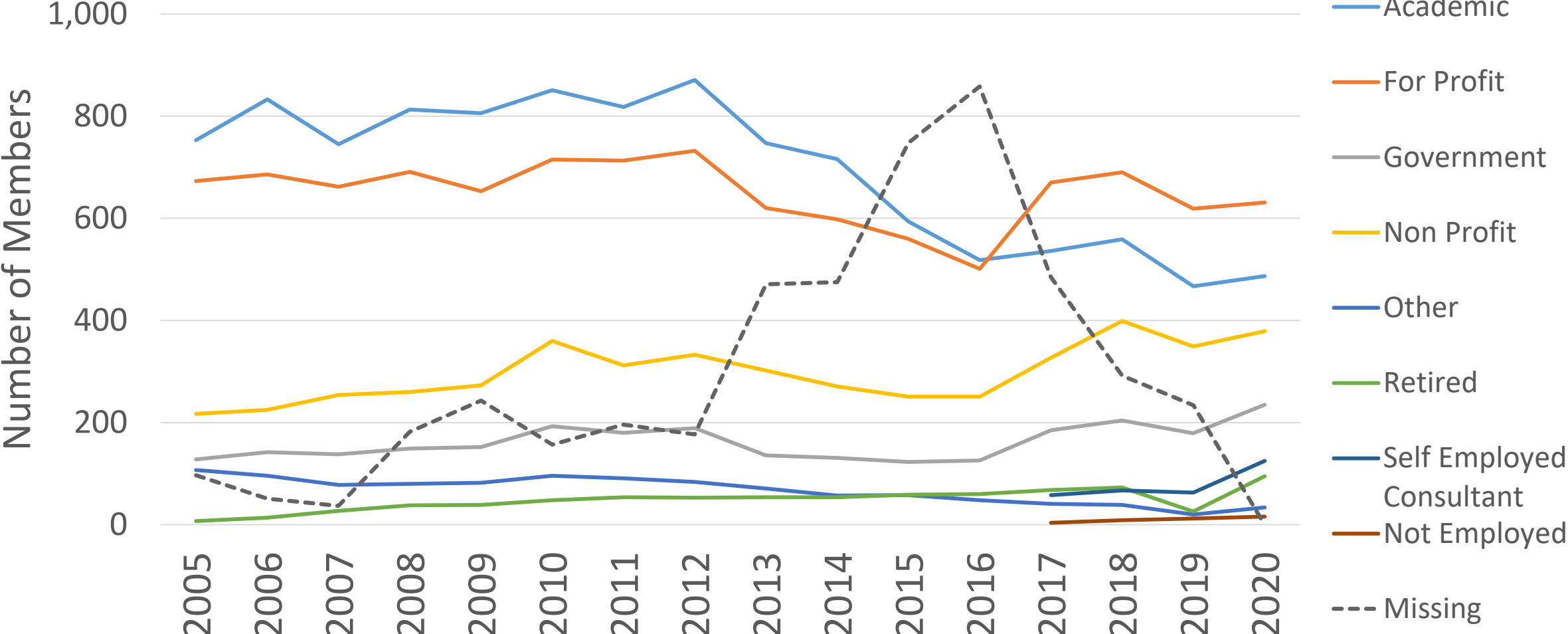
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1. Missing membership information by year
  - ✓ University of Chicago designated a student intern to scan and upload archival records
2. Missing variables or inconsistent record keeping by year
  - ✓ AAPOR volunteers combed past issues of POQ for published business meeting notes
3. Missing person level data by year
  - ✓ Determined that demographic data missing predominantly due to error in join process
4. Demographic data from the 2017 & 2018 membership survey not incorporated until 2019
  - ✓ Demographic data from the 2017 through 2020 membership survey were matched and imported into the membership database for consenting survey respondents (after the release of the report)

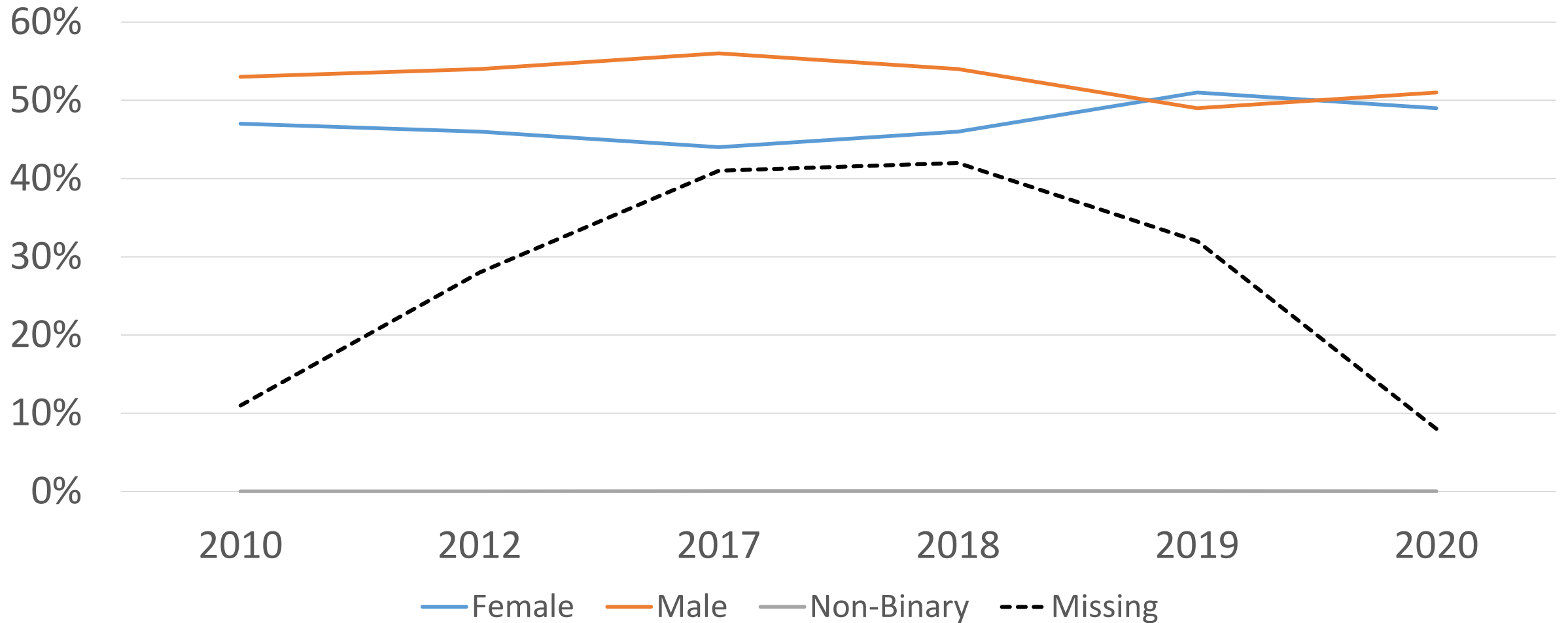
# Membership Overview



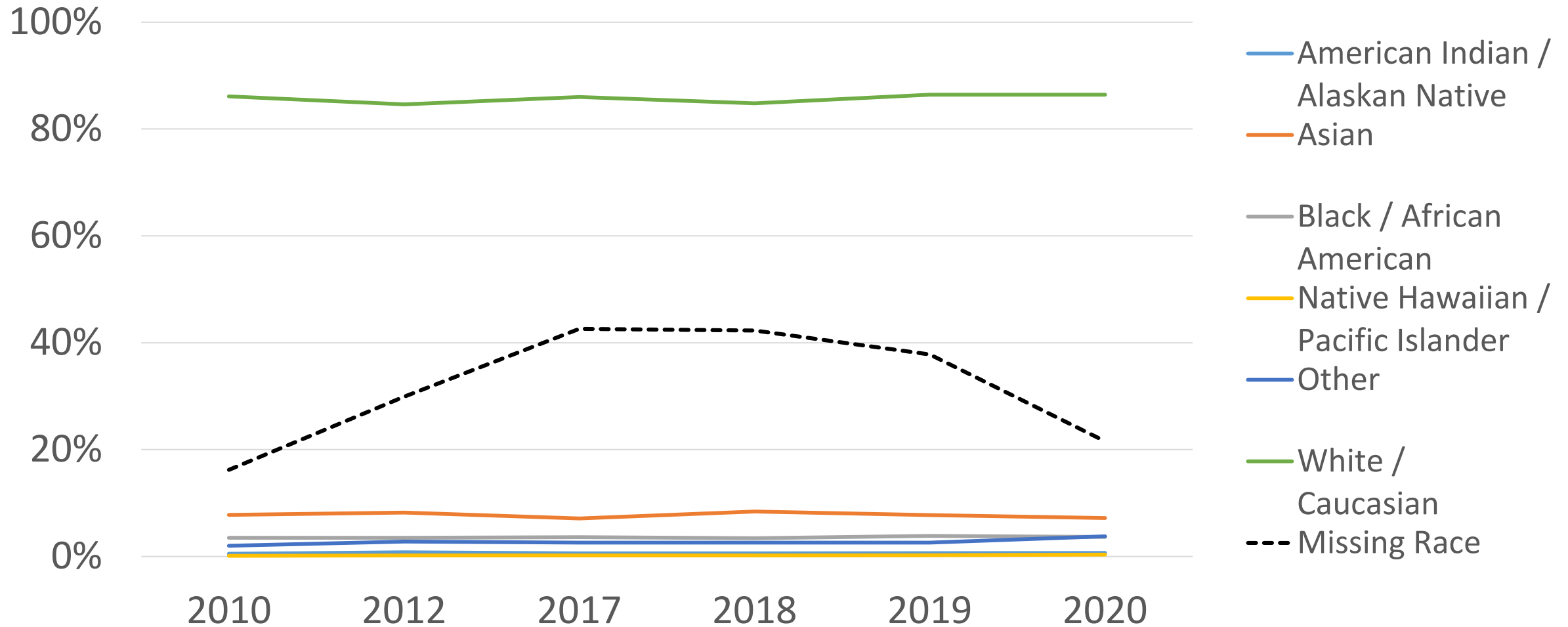
# Membership Affiliation



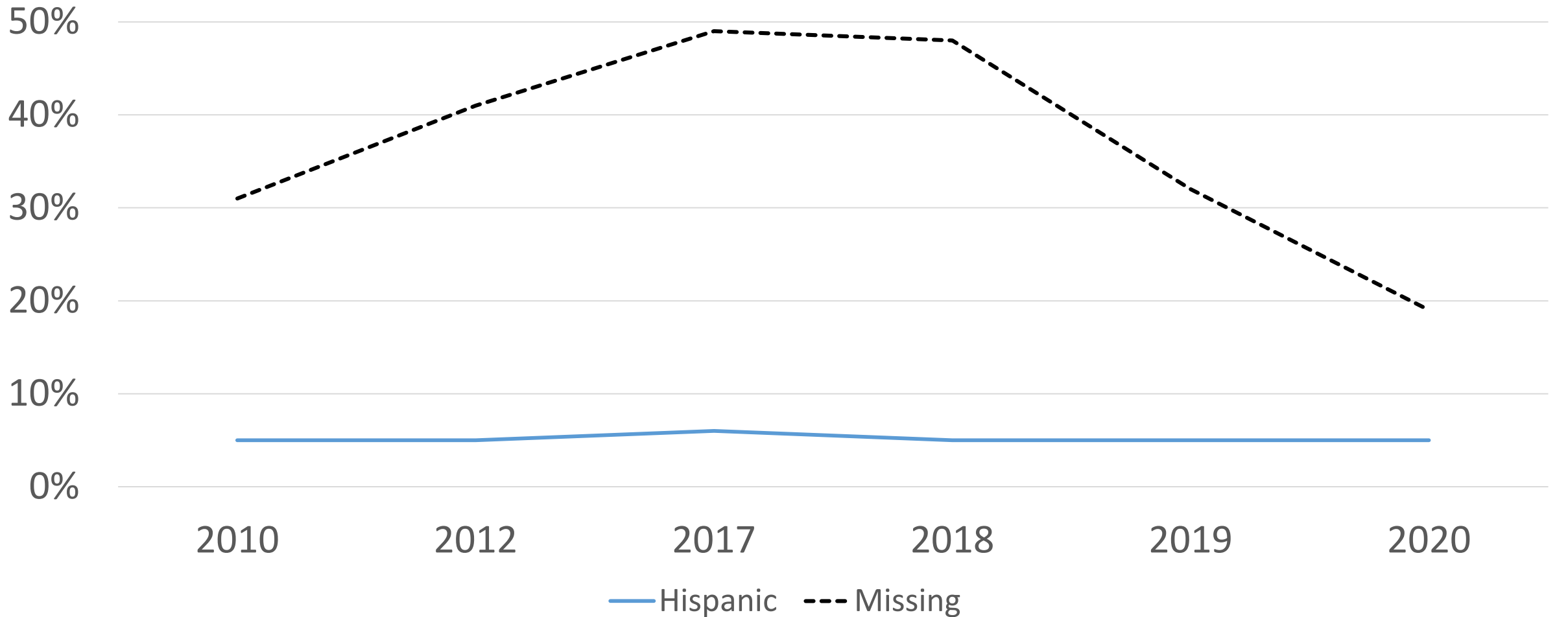
# Membership by Gender



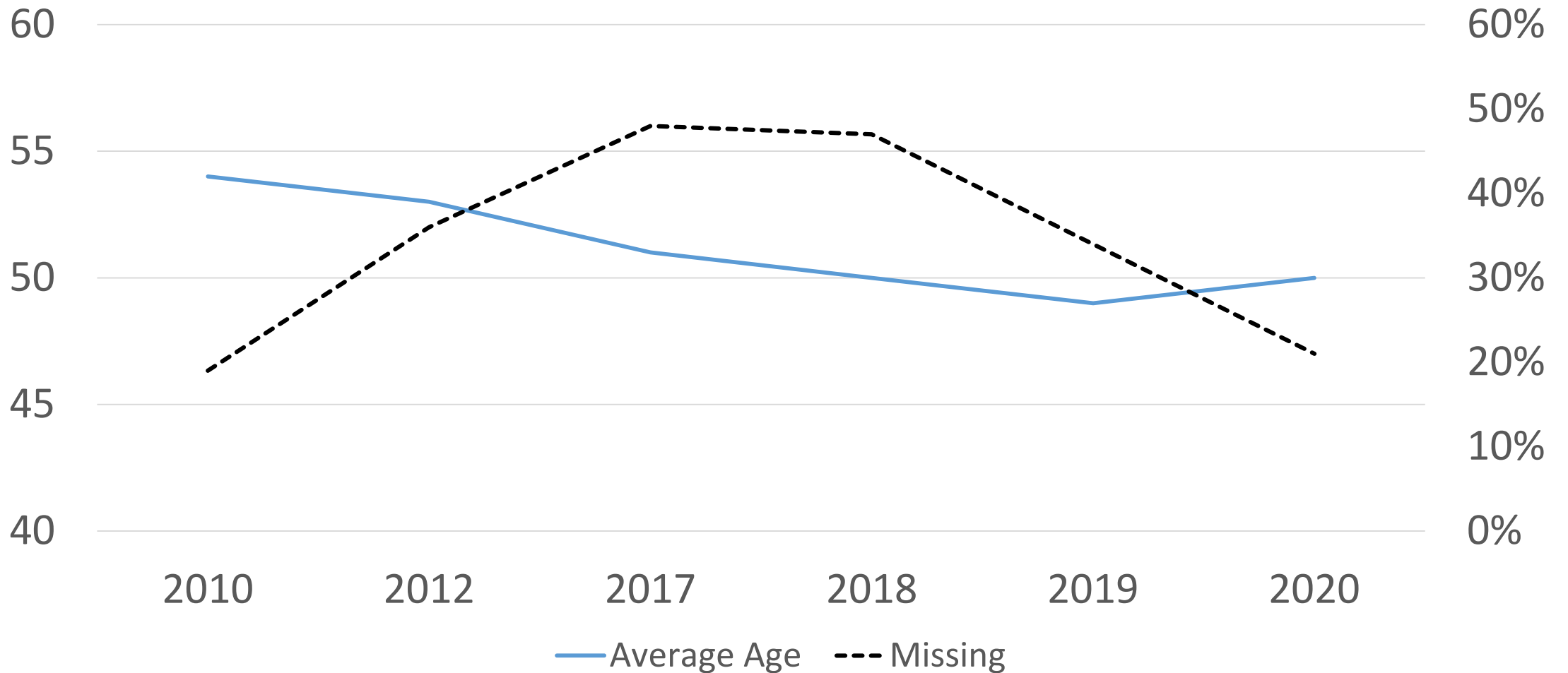
# Membership by Race



# Membership by Ethnicity

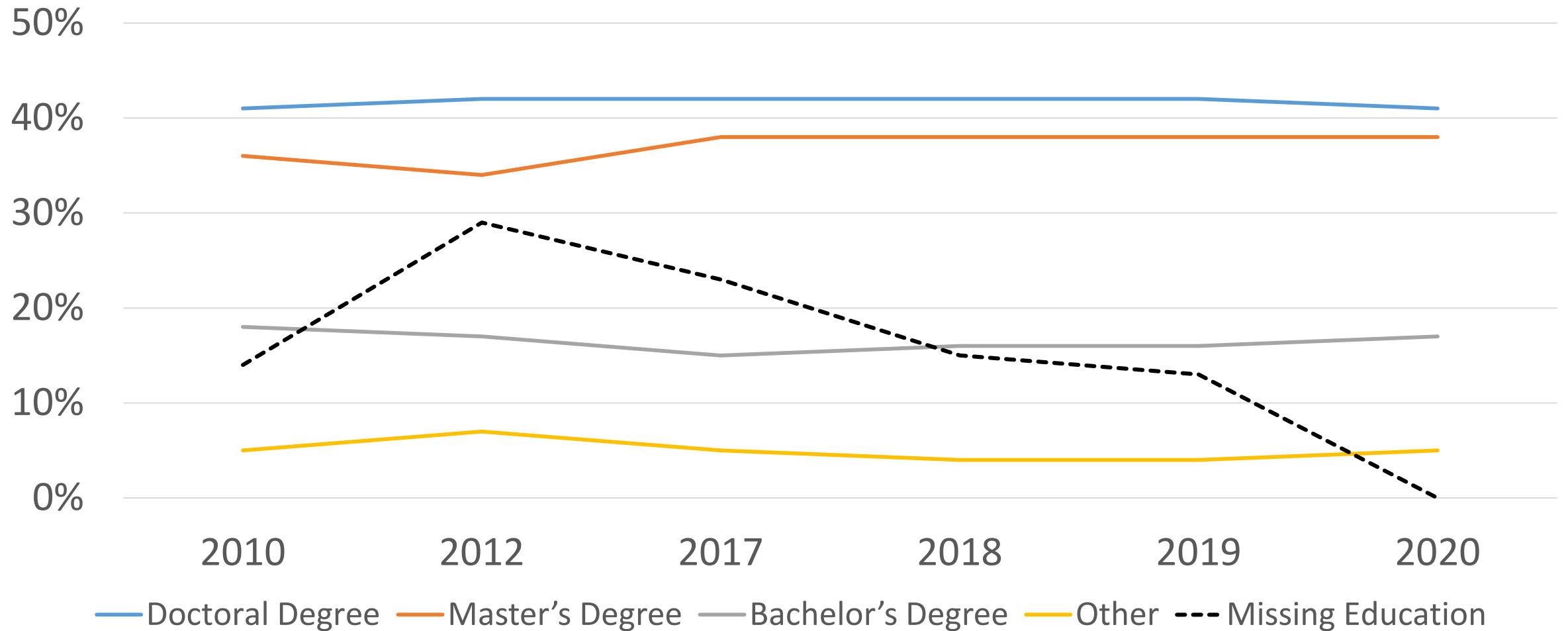


# Membership Average Age





# Membership by Education





Thank you!

Questions?