An Introduction to AAPOR: A Meeting Place and More

Membership & Chapter Relations

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February 5, 2021
Helen Crossley: Author, first edition

• 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

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
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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 – 2nd Edition (2020)

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

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

• 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

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

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 by Ethnicity


- Hispanic
- Missing
Membership Average Age
Thank you!
Questions?