

# MAPOR NEWS

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## MAPOR 2019 Conference: Key Take-aways

- The 44th Annual Conference will be November 22nd & 23rd, 2019, Embassy Suites, Downtown Chicago.
- Theme: “Where Methods and Substance Meet: Reflecting the Present and Shaping the Future of Public Opinion and Survey Research”
- Keynote Speaker: Barbara Anderson, University of Michigan
- Short Course (Survey Weighting) will be offered by Brady West, University of Michigan
- **DEADLINE:** Student Competitions and Abstract Submissions are due **MONDAY JULY 1, 2019!**



## A Message from the President:

*By: Ipek Bilgen, MAPOR President, NORC at the University of Chicago*

Hello MAPORites! I am excited to provide a few highlights from 2019 along with our imminent plans in this quarter’s newsletter.

New and exciting organizational improvements have been in motion in 2019. One of the improvements we implemented this year is the upgrade of our inventory with the new MAPOR logo, including step & repeat and retractable banners, tablecloth, and giveaways. We have showcased MAPOR’s new and improved look and inventory at the MAPOR table during the annual American Association for Public Opinion Research (AAPOR) conference New Member/All Chapter Welcome Mixer. Moreover, the Executive Council has collectively worked on creating MAPOR Mission and Vision Statements this

year. During this process, we have also gathered feedback from MAPOR Fellows and Past Presidents. Earlier this month, we have finalized our mission and vision statements and will be highlighting these on different MAPOR platforms including but not limited to MAPOR website, newsletter, and social media. (You can read all about them below, on page 8.) Special thanks to MAPOR Member-at-Large, Mandy Sha for coordinating this effort!

Another organizational improvement is MAPOR Fellows Student Paper Awards amount increase. The Council approved a motion to increase the award amount from \$200 to \$500 for each of the two winning student papers. We are also brainstorming about networking and educational opportunities as well as additional travel awards for students to encourage student involvement at the annual MAPOR conference. Additionally, your 2019 Conference Committee is working diligently on the 2019 Annual MAPOR Conference, which take place on November 22-23, 2019 at the Embassy Suites, Downtown Chicago. Please see 2019 MAPOR Conference Chair Dana Garbarski's column for more information on the upcoming annual conference regarding abstract submissions, Student Paper Competition, Call for Conference Participation, and more!

I am also delighted to report that MAPOR was very active at different Chapter Events during the 2019 AAPOR Annual Conference. The first event was AAPOR's official New Member/All Chapter Welcome Mixer and Chef Tasting Party. It was great seeing and catching up with so many MAPOR members at this event. The second AAPOR event was the unofficial All Chapter Event organized by MAPOR, PAPOR, and SAPOR and sponsored by all AAPOR Chapters. Throughout the night, around 300 AAPOR attendees have joined the chapter event. I would like to thank all MAPOR members who attended this event and supported MAPOR and other AAPOR chapters. We hope that you also have taken a picture at the MAPOR sponsored photo booth.

#### **General MAPOR Updates:**

As of June 2019, MAPOR has 360 members, 101 (28%) of these are student members. MAPOR has retained a consistent membership base for some time. I am also pleased to report that our student membership counts have been steady over the years attributable to the student-friendly nature of our organization. Additionally, MAPOR has achieved financial stability throughout the years due to the consistent support from our generous sponsors, webinars, and annual conference attendance. As of June 2019, we have \$18,466 in our checking and \$45,019 in our savings accounts (Total Reserves = \$63,485). Our financial health enables us to make organizational improvements and to bring networking and educational opportunities to our members. MAPOR Executive Council also created a task force, led by past MAPOR President Ron Langley, to establish rules and regulations regarding MAPOR Reserves. Stay tuned for further updates from the task force!

This column provided several selected highlights from me but I would like to invite you to read further about Executive Council's work through our publicly available Executive Council monthly meeting minutes posted on the MAPOR website: [www.mapor.org/officers/minutes/](http://www.mapor.org/officers/minutes/). Lastly, if you have any ideas, comments, questions, or concerns about MAPOR, please do not hesitate to reach out to me at [president@mapor.org](mailto:president@mapor.org) or at [bilgen-ipek@norc.org](mailto:bilgen-ipek@norc.org).



**MAPOR Conference 2019:**  
**Where Methods & Substance Meet: Reflecting the Present and**  
**Shaping the Future of Public Opinion and Survey Research**

**Dana Garbarski, Conference Chair**  
**Loyola University Chicago**

MAPOR council is excited to announce that the 2019 MAPOR Annual Conference abstract submission website is now open! The 44th Annual MAPOR Conference will take place on November 22-23, 2019 at the Embassy Suites Downtown Chicago (600 N. State Street). Please go to <http://www.mapor.org/2019-annual-conference/> for the call for submissions, abstract submission link, and additional conference details. We will be accepting abstracts until July 1, 2019 for the following types of presentations: papers, methodological briefs, posters, and panels of papers. We especially encourage students to enter the competition for the Doris A. Graber Award for Best Public Opinion Paper or the Allan McCutcheon Award for Best Methodology Paper.

This year, our conference theme encourages us to extend the strengths of the MAPOR community in our methodological and substantive research interests and focus on their intersection—how they shape and are shaped by each other. For example, how interviewers' behaviors shape respondents' survey answers and vice versa, how methods of gathering public opinion data may shape public opinion, and so forth. We encourage abstract submissions on all facets of research related to public opinion, communication, survey research, and their methodologies.

As announced in our Winter Newsletter, we are excited about our featured speakers at MAPOR 2019. Our keynote speaker will be Barbara Anderson, Ronald A. Freedman Collegiate Professor of Sociology and Population Studies at University of Michigan and former member and chair of the Census Scientific Advisory Committee, who will speak about the past, present, and future of the US Census—timely and relevant as we approach 2020. The short course will be on survey weighting and given by Brady West, Research Associate Professor at the Survey Research Center in the Institute for Social Research at University of Michigan. Our pedagogy hour will be on the measurement of sexual orientation and gender identity in surveys and given by Justine Bulgar-Medina, Research Scientist at NORC at the University of Chicago. Our featured speakers were chosen for their varied experiences and expertise, to accompany our theme.

We are pleased to announce that hotel reservations in the MAPOR block are now open, which you can make at the Conference page. Please book in our block to obtain the best rates and to help MAPOR meet our room block obligation if you can.

Finally, I am working with the conference committee and the executive council to review the feedback on the annual conference communicated from the MAPOR 2018 Member Survey, the business meeting, and through other outlets. Thank you for providing this feedback, which allows us to weigh many options to maximize our two days together during the conference in November.

We will be providing regular updates about the conference plans via our newsletters and on [mapor.org](http://mapor.org) as we get closer to November. If you have any suggestions or feedback please do not hesitate to email me at [dgarbarski@luc.edu](mailto:dgarbarski@luc.edu).

## MAPOR 2018-2019 Member and Conference Survey Highlights

Kevin Ulrich, MAPOR Secretary - Treasurer

The Executive Council made several adjustments concerning the implementation of the 2018 survey. First, council members conducted a review of the previous year’s survey and removed questions they felt were not actionable or particularly insightful. The overall result was a greatly reduced survey compared to previous years. On addition, we added a few new questions to reflect inquiries from members and to gauge outcomes from the 2018 conference. The results will be used by Executive Council to inform decisions for the upcoming conference as well as future decisions concerning the membership. What follows is a summary of some of the survey questions.

### Response Summary

The 2018-19 Member and Conference Survey was conducted via an online survey in October and November of 2018. The survey was sent to all attendees of the 2018 conference as well as all MAPOR members for the years 2017-2018 (n=470). The 2018 Executive Council Members were excluded from taking the survey. Among those included, 165 responded for an AAPOR RR2 of 35%. Of those who responded, 72% were regular or honorary life members (n=118), 22% were student members (n=36), and 7% indicated they were non-members (n=11). Of those who completed the survey, 70% attended this year’s conference (n=115) whereas 30% did not attend the conference (n=50).

### Satisfaction with MAPOR and Conference

The majority of members reported being either very or somewhat satisfied with their MAPOR membership. About 55% reported being very satisfied (n=80), and almost 41% reported being somewhat satisfied (n=59). Only 4% reported being either somewhat or very dissatisfied with their membership (n=6).

Overall, how satisfied or dissatisfied are you with your membership to MAPOR?			
		Frequency	Valid Percent
Valid	Very dissatisfied	2	1.4
	Somewhat dissatisfied	4	2.8
	Somewhat satisfied	59	40.7
	Very satisfied	80	55.2
	Total	145	100.0

Almost 70% of those taking the survey reported attending the 2018 conference (n=115). Overall, members reported high rates of satisfaction. Of those, almost 95% reported being either very or somewhat satisfied with the conference. Close to 70% reported being very satisfied (n=78), and 25% reported being somewhat satisfied (n=28). A little over 5% reported being either somewhat or very dissatisfied with the conference (n=6).

Please rate your overall level of satisfaction with the 2018 MAPOR conference.			
		Frequency	Valid Percent
Valid	Very dissatisfied	2	1.8
	Somewhat dissatisfied	4	3.6
	Somewhat satisfied	28	25.0
	Very satisfied	78	69.6
	Total	112	100.0

### Barriers to attendance

Why can't more of our members attend the annual conference? For those who did not attend the conference (n=50), we asked a range of questions about why they were unable to attend. The most frequent response was that they had another academic or professional scheduling conflict (55% n=24). The next most common reason for not attending was a lack of funding (38% n=17). We asked if several other issues may have impeded members attendance, and no other reason exceeded 10% of respondents.

Did the following prevent you from attending the 2018 MAPOR conference? Academic or professional scheduling conflict			
		Frequency	Valid Percent
Valid	Did prevent attendance	24	54.5
	Did not prevent attendance	20	45.5
	Total	44	100.0

Did the following prevent you from attending the 2018 MAPOR conference? No funding			
		Frequency	Valid Percent
Valid	Did prevent attendance	17	37.8
	Did not prevent attendance	28	62.2
	Total	45	100.0

### Conference hotel timeline

This year MAPOR's contract with the Embassy Suites was up for re-negotiation. In order to inform our decision about whether or not to stay with the Embassy Suites, we asked members about their

satisfaction with the hotel. Members indicated a strong preference to remain at the Embassy Suites. Over 93% favored extending the contract with the current hotel (n=98).

Our current contract with the Embassy Suites runs until the end of the 2019 conference. Do you favor or oppose the extending our contract with the Embassy Suites?			
		Frequency	Valid Percent
Valid	Favor extending the contract	98	93.3
	Oppose extending the contract	7	6.7
	Total	105	100.0

For the first time on the member survey, we asked members’ opinions on the timeline of the annual conference and we asked about this in two ways. In the first question, we asked if they favored or opposed the traditional timeline of the conference. Almost 54% reported favoring the traditional timeline (n=60), 17% opposed the traditional timeline (n=19), and almost 30% had no opinion (n=33).

The MAPOR conference has traditionally occurred the weekend before Thanksgiving. Do you favor or oppose the traditional timeline?			
		Frequency	Valid Percent
Valid	Favor the traditional timeline	60	53.6
	Oppose the traditional timeline	19	17.0
	No opinion on the timeline	33	29.5
	Total	112	100.0

We then asked for members’ preferences for the timeline. Almost 57% reported a preference for the weekend before Thanksgiving (n=60), 27% favored two weekends before Thanksgiving (n=29), and 16% indicated that they preferred neither of the two proposed timelines.

What timeline would you prefer for the MAPOR conference?			
		Frequency	Valid Percent
Valid	Two weekends before Thanksgiving	29	27.4
	The weekend before Thanksgiving (current timeline)	60	56.6
	I do not prefer either of these timelines	17	16.0
	Total	106	100.0

**MAPOR current issues**

*Mixers*

In 2016, MAPOR began hosting mixers during the summer in Chicago and in March 2019 MAPOR hosted a mixer in Ann Arbor. We asked members if they supported hosting these types of events and almost 92% indicated support to continue hosting mixers.

Do you think MAPOR should continue to offer mixers or other informational networking events?			
		Frequency	Valid Percent
Valid	Yes, MAPOR should continue to host these events	125	91.9
	No, MAPOR should not continue to host these events	11	8.1
	Total	136	100.0

*What to do with an increase in submissions*

Each year our conference continues to receive more submissions than previous years. The physical space we have is limited and if the number of submissions continues to increase, at some point the Executive Council will need to make decisions about how to handle the influx. We asked members how to handle increased submissions if this trend continues in the future. Over 35% supported adding an additional concurrent session, almost 35% supported an additional methodological brief session, and 19% favored a second poster session. Eleven percent suggested alternative ideas.

MAPOR had a record number of submissions to the conference this year. If the number of submissions continues to be high in the future, which of the following responses should MAPOR consider:			
		Frequency	Valid Percent
Valid	An additional concurrent session	48	35.3
	Methodological briefs	47	34.6
	A second poster session	26	19.1
	Other ideas	15	11.0
	Total	136	100.0

*How to utilize MAPOR funds*

During the Executive Council meeting, attendees had a robust discussion concerning how MAPOR should utilize the funds in our checking and savings accounts. As a result of this discussion, we added an open-ended question asking members their thoughts about how MAPOR should utilize these funds. The question was asked as open-ended because we had little to no time to develop

and test a proper fixed-choice question. In fact, we launched the survey less than 24 hours after the business meeting. We received 49 responses to this question. Of these responses, 4 themes were most commonly mentioned:

- Twenty-two respondents mentioned some way to reduce costs to students, either through webinars, travel, reduction of conference fees, or student scholarships.
- Eleven respondents suggested keeping some type of a “nest egg”, “reserves”, or “rainy day” funds.
- Eight suggested using funds for social events or other types of networking sessions.
- Eight suggested some type of general reduction in costs (not associated with students) such as general travel awards or an overall reduction in registration.

We were pleased with the response from our members and appreciate the time respondents took to provide their thoughts and make suggestions about the direction of MAPOR. The Executive Council will continue to debate these issues in our monthly meetings and we encourage members to review our meeting minutes on the MAPOR website. We are also happy to hear from members about what they feel we are doing right or how we might improve the value of MAPOR membership. Please share your thoughts with Executive Council via MAPOR President Ipek Bilgen ([bilgen-ipek@norc.org](mailto:bilgen-ipek@norc.org)).

## (New!) MAPOR Mission & Vision Statements

Mandy Sha, Member-at-Large

Background: MAPOR vision and mission statements are created as part of MAPOR’s strategic planning process to help the organization grow and stay relevant. They are consistent with how MAPOR has identified ourselves:

- MAPOR is a regional chapter of AAPOR and a premier professional organization serving public opinion and survey researchers.
- With the motto “Midwest...it’s a state of mind”, MAPOR’s outreach extends from coast to coast - Washington (DC) to Washington (state).
- We have a trifecta tagline (deputed at the May 2018 AAPOR conference): Research Excellence. Leadership. Student-Friendly.

### Vision

MAPOR is a leading voice in public opinion, survey, and social science scholarship, methods, and practice among regional professional associations. We are an inclusive and supportive community that enables our diverse members to achieve their educational, professional development, and networking goals.

### Mission

We provide high-quality educational and conference programs to encourage scholarly exchanges across disciplines and geographies, broaden member access to mentors and resources, and bolster opportunities for leadership and innovations. We join forces with AAPOR, academic institutions, and government and industry employers to develop a thriving community that supports all MAPOR members, including students, scholars, and professionals in every stage of their career.

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