

MAPOR NEWS

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Key Highlights:

- Take the MAPOR Membership Survey with this QR Code



- Coming soon: Council Nominations and Elections (Send nominations to president@mapor.org)
- MAPORNet's new address: mapornet@lists.nebraska.edu



A Message from the President:

*Justine Bulgar-Medina, MAPOR President,
NORC at the University of Chicago*

Hello, MAPORites!

We hope this newsletter finds you well and enjoying your summer. MAPOR Council is hard at work planning the MAPOR conference for November, and we look forward to welcoming you to Chicago in a few short months. The call for participation is active, as are student awards and support grants. If you have any questions, please don't hesitate to reach out (president@mapor.org).

Council has been busy at work this year offering new programming and opportunities for our members. The Online Learning Committee (OLC) has completed two three-part webinar series, and is gearing up to offer another one this fall. The Conference committee has spent the year planning unique opportunities for members from all sectors within our industry to come together and speak about their shared experiences, and learning opportunities from differences, when we have our conference this November. Our Student Fellowship and Awards team has guided our applicants through the matching process, and have an opportunity to learn more about those experiences this fall.

We couldn't do all this work without the support from our wonderful MAPOR members—so thank you for attending webinars, submitting feedback, attending conferences, and making MAPOR the amazing and welcoming organization it is for all. As we continue our planning

efforts, we have a few asks of you to keep MAPOR serving our members to the fullest.

1. Complete our brief MAPOR member survey by September 1st. It should less than 5 minutes to complete, but your feedback is invaluable in guiding where we go next. <https://tinyurl.com/MAPORSurvey>
2. Nominate someone (or yourself!) to serve on Council. A formal call will come out in the fall, but you can always submit your nominations to president@mapor.org. We'll be filling an associate Secretary-Treasurer position, Vice-President/President-Elect, Associate Conference Chair, and member-at-large positions.
3. 'Introduce-a-colleague' to MAPOR by sharing this newsletter or call for abstracts with one person who might not know MAPOR yet. As our conference theme highlights this year, current and future MAPORites study and work in all types of sectors and places within our industry—and MAPOR gets to bring them all together!

As you enjoy the rest of your summer, please don't hesitate to reach out with any suggestions or requests for how we can enhance your MAPOR experience year-round, or during our planning for the upcoming conference (president@mapor.org or bulgarmedina-justine@norc.org)!



MAPORnet Update

By: Benjamin Schapiro, Webmaster, NORC at the University of Chicago

MAPORnet has a new home! Or, at least a new email address. The University of Nebraska has migrated to a new platform, and MAPORnet has moved with it. Please use mapornet@lists.nebraska.edu to reach out to MAPOR members going forward. The MAPOR Executive Council thanks Jolene Smyth for her help with this transition.



Secretary Treasurer's Report

Lindsey Witt-Swanson, MAPOR Secretary Treasurer, NORC at the University of Chicago

MAPOR is financially strong! The organization currently has almost \$70,000 between accounts with many plans to use funds to support colleague travel grants and student initiatives. MAPOR also has 395 members, including 311 non-students and 84 students. As discussed in the 2022 Business Meeting, MAPOR had a record number of members last year at 414 members. We are poised for another record year as new members continue to trickle in and we see the membership bump with conference registration.



MAPOR's 48th Annual Conference I

Y. Patrick Hsieh, Conference Chair, RTI International

Of Intersections And Opportunities: Exploring The Potentials Of Public Opinion Research

Planning for the 48th annual MAPOR conference is underway. As a multidisciplinary organization, we value and consider collaboration as the bedrock of our profession and research fields. As our research landscape continues to change and evolve as we have been witnessing since the pandemic, the council and I hope to broaden our pursuit of collaboration beyond survey and public opinion research disciplines.

To continue our learning about the changing research landscape, we are pleased to announce that this year's conference theme will be "Of intersections and opportunities: exploring the potentials of public opinion research." Specifically, we hope the 49th annual conference seeks to reflect and encourage a vibrant conversation regarding what and how survey and public opinion research can be integrated with other disciplines to address various research problems in the professional research landscape.

The conference will also change the format of Pedagogy Hour into a round table, inviting additional panelists to offer an engaging discussion of conducting research with multidisciplinary research toolkits in their respective research fields. The council and I are also pleased to announce the speakers for this year as we are finalizing the list for the conference:

Keynote: Greg Holyk NYAAPOR President, Senior UX Researchers at Google.

Pedagogy Hour: Gina Walejko, Senior UX Researchers at Google; Antje Kirchner, Research Scientist, Meta; and Caroline Smith, Client Services Manager, Morning Consult.

Short Course: How to conduct a survey in a new world of shifting modes of communication: Learning from the 2021 and 2022 General Social Survey.

The conference will be held at the Embassy Suites Chicago Downtown. The council and I are excited for this theme and group of speakers. I look forward to seeing the submissions it generates for MAPOR membership.

Abstracts can be submitted through July 28th, here: <https://cvent.me/nwQGaq>

For any questions, please contact me at abstracts@mapor.org



MAPOR's 48th Annual Conference – Industry Idea Exchange

Y. Patrick Hsieh, Conference Chair, RTI International

One major development for the 48th annual conference is the brand-new Industry Idea Exchange. The Industry Idea Exchange will enhance our pursuit of collaboration above and beyond the traditional survey and public opinion research avenues.

The Industry Idea Exchange session seeks to provide an engaging opportunity for connecting with organizations that conduct research such as marketing, consumers or users, audience, patients, or other social, behavioral, and data sciences research in applied contexts. Topics for the Industry Idea Exchange session may include, but are not limited to, promotion of cutting-edge research toolkits, talent acquisition for research organizations, hiring trends in labor market, and organizational branding.

MAPOR welcomes and encourages researchers, hiring and research managers, career advisors and recruiters, and job seekers working in any applied research field to participate in the Industry Idea Exchange session for scouting talents, identifying collaboration opportunities, and expanding professional networks.

For participation inquiries, please contact me at: abstracts@mapor.org using the subject line “[Industry Idea Exchange Participation] by 11:59 pm CDT on Friday, July 28, 2023.” In your inquiry, please briefly describe the discussion topics you and your organization may want to discuss with other practitioners in the session. The conference committee will orient the outreach session based on the interest and focus of the participants.

MAPOR 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.

MAPOR 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.

2022-2023 MAPOR Executive Council

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Consider Supporting MAPOR! Support from organizations like yours helps keep costs down for students and young researchers and keeps MAPOR conference attendance high. In return, your sponsorship increases the visibility of your organization, both to future customers and to future hires of survey professionals.

Benefits of Sponsorship

	Ad in the program	Conference registration	Link on the MAPOR Website	Acknowledgement in the newsletters	Opportunity to connect directly with conference attendees	Logo displayed during conference	Prominent sponsorship of pedagogy hour or keynote address
Gold Sponsorship (Contributions of \$2,000 or more)	✓ full page	✓ (two)	✓	✓	✓	✓	✓
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Bronze Sponsorship (Contributions up to \$1,000)	✓ half page		✓			✓	

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