

MAPOR NEWS

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Register online at <http://www.mapor.org/webinars/webinar-registration/>

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



A Message from the President:

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

Hello MAPORites! Hope your fall is off to a good start. As we start a new season, a couple of MAPOR events are quickly approaching. I am excited to provide you updates on these upcoming events, Executive Council's work during this summer, as well as MAPOR membership and budget information in this newsletter. First, please mark your calendars for an upcoming MAPOR webinar by Edward Mulrow and Nola du Toit on October 9th from 12 to 1pm (CST). Ed Mulrow is a Vice President and Nola du Toit is a Senior Research Methodologist at NORC at the University of Chicago. Ed and Nola will present about data visualization best practices and will provide several examples and tips! They have presented numerous courses on this topic to variety of audiences. I am very much looking forward to this webinar as I know it will be very informative and innovative! Detailed information on this webinar along with the registration link is provided below in the newsletter.

Our annual conference is also quickly approaching (in less than two months!!) Your 2019 Conference Committee is working diligently on the 2019 Annual MAPOR Conference, which will take place on November 22-23, 2019 at the Embassy Suites, Downtown Chicago. We have a great line-up of speakers and presentations this year! Special thanks to our Conference Chair, Dana Garbarski, our Associate Conference Chair, Sara Walsh, and to our Conference Committee for their diligence and hard work. Hope you can join us! As you plan your travel for the conference, please check out the conference venue, Embassy Suites which is located in the beautiful Chicago River North area. We have negotiated a rate of \$212/night for a king suite and \$242/night for a double suite with the hotel. The rooms include a full breakfast and a nightly reception. Please consider staying at the conference hotel as this will help us keep conference costs lower. In the upcoming month, we will provide further updates about the conference through our communication channels (email, social media, website, AAPORnet, and MAPORnet). Please take a look at our Conference Chair Dana Garbarski's column for more information on conference registration, program, conference venue, and more!

Also, I am excited to announce an excellent slate of candidates for the 2019-2020 MAPOR Executive Council. Please note that the election will be open to all MAPOR members and will take place from October 30 to November 10. You can find more information about the candidates below.

MAPOR Executive Council Face-to-Face Meeting - In addition to the monthly MAPOR Executive Council meetings, the Council holds an all-day in-person meeting once a year that allows for more in-depth discussions. This year's in-person meeting was held at NORC's downtown Chicago office on September 16th. Some of the main topics discussed in this meeting were our budget, short and long term spending, elections, communication strategies, succession planning, and the forthcoming conference. We also thoroughly deliberated about guidelines on "in memoriam" activities to commemorate members, founders, Council members, and Fellows who have passed away in the previous year. We also reviewed the conference program, event orders and budget, communication strategies and outreach, discussant and chair assignments, student volunteering process, student and early career member activities at the conference, and more! It was a very fruitful meeting and we came out of this meeting with many action items.

Lastly, some general updates: As of October 2019, MAPOR has 369 members, 104 (28%) of these are student members. MAPOR's membership has been gradually increasing throughout the year in 2019. 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 October 2019, we have \$26,013 in our checking and \$45,021 in our savings accounts (Total Assets = \$71,034). Given our increasing funds over the years, MAPOR Executive Council also created a task force, led by MAPOR Past President Ron Langley, to establish rules and regulations regarding MAPOR Reserves. For more information on the new MAPOR operating reserves policies, please read Ron's column in this newsletter.

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/. Lastly, if you have any ideas, comments, questions, or concerns about MAPOR, please do not hesitate to reach out to me at bilgen-ipek@norc.org. It has been a pleasure serving the amazing MAPOR community. I look forward to seeing you at the annual MAPOR conference in November!

New MAPOR Operating Reserves Policy

***By: Ron Langley - MAPOR Past President,
University of Kentucky***

Over the past several years, MAPOR has been able to build a small nest egg while keeping conference registration and member dues stable. At the Business Meeting in 2018, a question was raised about how the Executive Council planned to use these funds. This led to lengthy Council discussions over the past several months about how much MAPOR should keep in reserve to cover unanticipated loss of funding, a sudden increase in expenses, or one-time unbudgeted expenses. This will allow us to make informed decisions about how we can enhance our benefits to members with the excess funds we have beyond the reserved funds. A committee (Mary Losch, Kevin Ulrich and myself) did some research on recommended reserve holdings for nonprofit organizations and presented a couple of recommendations to Council for consideration. After additional input and discussion, Council approved an Operating Reserves Policy on 6/17/19.

The approved policy mandates that MAPOR maintains a minimum Operating Reserves Fund equal to 75% of MAPOR's average annual expenses for the most recent three budget years. This policy will be reviewed by Council at minimum every two years to determine if the amount held in reserves needs to be increased or can be decreased.

With this policy in place, Council has had several discussions about how to spend some of our extra funds beyond the reserves to enhance benefits to our members, particularly student and early career members. More to come on that soon!



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

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

The 44th Annual MAPOR Conference is just around the corner, taking place on November 22-23, 2019 at the Embassy Suites Downtown Chicago (600 N. State Street). I am pleased to announce that the conference registration website is now open, thanks to the hard work of Secretary-Treasurer Kevin Ulrich and the MAPOR Council. Please note that early bird registration ends October 30th (11:59 PM CST), and so we ask you to register today to take advantage of the best rates. The registration link is available on the 2019 conference page: <http://www.mapor.org/2019-annual-conference/>.

As we did last year, we have reserved a room block for our conference attendees to secure the best hotel rate. Please reserve your room at the following link as soon as you are able or prior to October 30th to help MAPOR meet our room block obligation if you can. A link is available on the conference webpage: <http://www.mapor.org/2019-annual-conference/>.

The Conference Committee has been hard at work planning an exciting program focused on “Where Methods and Substance Meet: Reflecting the Present and Shaping the Future of Public Opinion and Survey Research.” The preliminary program is now available on the conference website as well: <http://www.mapor.org/2019-annual-conference/>. We are currently working on assigning chairs to all sessions and discussants to some sessions, and so many thanks to those who have volunteered to be a chair or discussant. If you did not get a chance to volunteer but would like to be a discussant or a chair at this year’s conference feel free to email me at dgarbarski@luc.edu along with your area of expertise.

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. Our program reflects the many excellent panel, poster, and paper submissions we received on all facets of research related to public opinion, communication, survey research, and their methodologies. For the second year in a row, we received more submissions than in prior years. In order to include as many high-quality papers as possible while following our mission of supporting students and researchers at all levels--and because this year we had the space at the Embassy Suites to do so--we decided to include a fifth concurrent paper session during several of the sessions. Be sure to let us know in the membership survey what you thought of this approach.

We are looking forward to our keynote address from Barbara Anderson, Ronald A. Freedman Collegiate Professor of Sociology and Population Studies at the 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 the 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.

Consistent with last year we will have a working-group session on Friday, November 22nd from 8:00-10:00am on Interviewer-Respondent Interaction. This year, the working group will continue a discussion on the nexus between research on interviewer behaviors and practice in training interviewers, which started during the February 2019 Interviewers and Their Effects from a Total Survey Error Perspective workshop at the

University of Nebraska-Lincoln. Drs. Kristen Olson and Jolene Smyth are the organizers of this working group. You will be able to sign-up for this session during conference registration, and there is no fee for doing so. Also consistent with last year is the networking lunch tradition--which we are offering FREE TO STUDENTS this year. In addition to enjoying a delicious gourmet buffet, you will get to network with your colleagues and discuss a topic of your interest. Proposed discussion topics include: Getting involved with MAPOR and AAPOR, "big data" and machine learning, cross-cultural research, exploring careers in public opinion and survey research, use of emerging technologies for measuring public opinion, news and media, reporting scientific truth in a fake news world, total survey error, and #socialmedia and public opinion. You will be able to register for lunch when you register for the conference.

In summary, our conference planning committee is still hard at work and we will continue providing regular updates via our email list, MAPORnet, AAPORnet, and through our social media pages (Facebook: @MidwestAPOR; Twitter: @MidwestMAPOR). If you have any questions and feedback about the conference, please do not hesitate to contact me directly at dgarbarski@luc.edu. I look forward to seeing you in Chicago next month!

MAPOR's Fall 2019 Webinar: Discussion and Practical Application of Data Visualization Best Practices

Edward Mulrow, Ph.D., Vice President

Nola du Toit, Ph.D., Senior Research Methodologist



NORC at the University of Chicago



October 9th, 12-1 pm central time

ADMISSION:

\$10 for students, \$40 for non-student MAPOR members, \$50 for non-members

The purpose of this webinar is to present best practices for creating graphics and provide guidance for developing a critical eye that will allow participants to evaluate data visualizations for quality and accuracy. We will demonstrate how these best practices lead to visual displays that enhance reports and presentation that avoid common pitfalls. At the end of the session, attendees will be able to recognize common graphical mistakes that lead to inaccuracies and less effective graphics.

Edward Mulrow is Vice President at NORC at the University of Chicago, an Accredited Professional Statistician™ and Fellow of the American Statistical Association (ASA). He has over 30 years of statistical consulting experience and has organized data visualization workshops and seminars that provided training, in-person consultation, and strategies for communicating statistical analyses in a visual way.

Nola du Toit uses her experience as Senior Research Methodologist at NORC at the University of Chicago to inform and create infographic reports and data visualizations. Her activities covers the entire information visualization process, including data measurement and conceptualization, user understanding and interpretation, and design principles.

Register online at <http://www.mapor.org/webinars/webinar-registration/>

2019-2020 MAPOR Executive Council Elections:

The Candidates

Candidates for Vice-President/President Elect



Dana Garbarski is an Assistant Professor in the Department of Sociology at Loyola University Chicago. In 2018, she started a 3-year concurrent position as the Farrell Endowed Assistant Professor in Gannon Center for Women and Leadership. In this position, Dana is in charge of developing programming for faculty at her university that aids in fostering their research and professional development, in direct alignment with the goals of MAPOR Council's updated Mission and Vision statements. As a sociologist, Dana's research goals are to examine and inform the valid and reliable collection of survey data on health and well-being, with an intersectional focus on dimensions of race/ethnicity, gender, socioeconomic status, and sexuality. Her methodological focus is on survey methodology, as surveys are a core methodology through which social, behavioral, and medical researchers learn about the health and well-being of populations. Her work has been published in several journals in the fields of sociology, public opinion, survey research, and health. Dana has been a member of MAPOR since moving to Chicago in 2014. She has been serving on MAPOR Council since November 2015, first as a member-at-large and member of the MAPOR Conference Committee, then as Associate Conference Chair (2018) and now Conference Chair (2019). In addition, she organized the 2017 Interviewer-Respondent Interaction Working Group meeting at the MAPOR conference, and planned, organized, and moderated a panel on Women and Leadership in 2018. Dana has enjoyed working with and learning from the many wonderful volunteers on MAPOR Council and is looking forward to continuing her MAPOR service as Vice President/President-Elect.

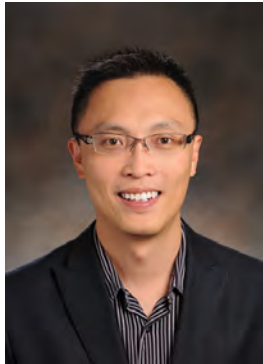


Ed Ledek is currently the Chief Research Officer / Co-Founder at Clear Insights Group. A public opinion research firm, headquartered in Lehi, Utah. He is directly involved and oversees a variety of tasks, involving both client facing activities and internal operations and data delivery. Ed has been a professional researcher since 1980. And, even before that, he was introduced to the world of public opinion, voting and polling as young boy and into his teenage years. Over his career, he has worked with the Census Bureau, full service research firms and field service operations firms. Ed has additionally held various leadership and volunteer positions within the MRA, PAPOR, AAPOR and the SWMRA. Additionally, he has worked with NGOs teaching an "Applied Research Methods" course in developing democracies around the world. In his "non-work" time, Ed enjoys reading, sports (participating and watching) and travel. He hopes to put his Brigham Young University (1984-1989) history degree to work in a more formal capacity — teaching High School students — when "done" with his research career. Ultimately, Ed's length and breadth of experience across the research vertical, will assist in understanding both the needs of our MAPOR members and, in a broader context, how to succeed in today's business climate.

Candidates for Associate Conference Chair



David Sterrett is a Senior Research Scientist at NORC at the University of Chicago. He has attended and presented at the last eight MAPOR conferences, and served as the student liaison to the MAPOR executive council from 2013-2014. David is involved in AAPOR as well, presenting regularly and is currently serving on the Education Committee. In addition, David is a past member of the AAPOR Transitions from Telephone to Mixed Mode Survey Taskforce and past chair of the Chapter Liaison Subcommittee of the Membership and Chapter Relations Committee. David’s research focuses on political attitudes, survey methodology, and the public’s news habits. His research has been published in journals including Public Opinion Quarterly, Digital Journalism, and Political Behavior. He earned his PhD. in Political Science from the University of Illinois at Chicago and his B.S. in Journalism from Northwestern University.



Y. Patrick Hsieh is a research survey methodologist and digital sociologist in the Survey Research Division at the RTI International. His expertise includes developing mixed-method research, designing social media campaign for sample recruitment, and integrating digital technologies and technology-enabled research practices, such as crowdsourcing and citizen science, into survey methodology to improve research design and data quality. Patrick has served on the MAPOR Council as the webinar series coordinator since 2016 and is a member of MAPOR Conference Committee since 2018. He also assisted the AAPOR Education Committee’s Diversity Subcommittee to organize and host the very first SurveyFest in Chicago in 2018. Patrick earned his Ph.D. in media, technology, and society at Northwestern University’s School of Communication in 2014, prior to joining RTI International. Patrick’s dissertation has won the best student paper award of MAPOR in 2013 and he has been attending MAPOR since then. He looks forward to continuing his MAPOR service as Associate Conference Chair.

Candidates for Associate Secretary Treasurer



Lindsey Witt-Swanson has been with the Bureau of Sociological Research (BOSR) at the University of Nebraska - Lincoln for eight years. As the Associate Director, Lindsey assists clients and researchers with their research and evaluation projects, ensures that BOSR is utilizing the most up-to-date methods and knowledgeable of changes in the field, oversees BOSR's staff of 125 employees, and is responsible for BOSR's financial health and growth. Lindsey currently serves as the chair of the Survey Committee for the Association of Academic Survey Research Organizations (AASRO) and co-treasurer for the International Field Directors and Technologies Conference (IFD&TC). Lindsey has been a member of AAPOR and MAPOR since joining BOSR. Lindsey received her BA in Political Science at Creighton University and her MS in Survey Research and Methodology at the University of Nebraska - Lincoln.



Stephanie Chardoul is the Director of Survey Research Operations (SRO) at the University of Michigan's Survey Research Center (Institute for Social Research). She started in her current Director position February 2019, but has been with the Survey Research Center since 1990. During her tenure at SRC, she has been the Manager of the Survey Services Laboratory (telephone facility and more), a Survey Director, Director of the Project Design and Management Group (project managers and directors), and Director of Proposals (new project intake and design). Her substantive interests include cross-cultural survey methods, building survey research infrastructure, and mental health. Her presentation at MAPOR last year was on using event history calendars to improve recall and reporting rates on a survey of mental health in Nepal. Stephanie has been a member of the Data Collection Coordinating Centre for the long-running World Mental Health Survey Initiative (30+ countries, since 1999), and is the Director of the WHO Composite International Diagnostic Interview (CIDI) Training Centre. As SRO Director, she leads a department of 170 full-time staff and up to 1000 interviewers across the country. Throughout her career, Stephanie has been involved with both IFDTC and AAPOR, and more recently has become active with MAPOR and AASRO and values these organizations especially for their smaller size and opportunities for learning and sharing.

2018-2019 MAPOR EXECUTIVE COUNCIL

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Contact: Allison Sullivan: sullivar.pop@gmail.com