

MAPOR NEWS

Research Excellence | Leadership | Student-Friendly

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Key Highlights:

- We are still looking for sponsors for this year's conference! Please visit us at <http://www.mapor.org/sponsorship/> for more details.

- New! Student Fellowship

Key Highlights: MAPOR 2020 Conference

- The 45th Annual Conference will be held virtually this year 11/20-21
- Theme: "Why Representation Matters"
- Networking opportunities, registration and other key info inside!
- Check out the program! <http://www.mapor.org/mapor-2020-preliminary-program/>



A Message from the President:

**Ned English, MAPOR President,
NORC at the University of Chicago**

Hello MAPORites! We hope your early fall has been off to a good start with the calendar turning to October. As we start the new season, we wanted to highlight some major upcoming and recent MAPOR events. I am pleased to provide you updates on our fall schedule, Executive Council's work during this summer and early fall, as well as MAPOR membership and budget information. First, we hope you were able to attend our recent webinar by Ana Gonzalez Barrera on October 21st. Ana Gonzalez Barrera is a Senior Researcher at the Pew Research Center and she presented on "The Challenges of Surveying U.S. Latinos", a very current topic in survey methodology, demography, and social science research in general. We hosted this webinar with our special "*Pandemic Pricing™*" model to increase accessibility for any friends of MAPOR who would like to attend, including being free for students, which had positive impacts on participation. I'd like to thank Patrick Hsieh and Lindsey Witt-Swanson for organizing such great webinars this year with very relevant topics.

Our primary focus these days is to building-up to our 45th annual conference November 20th and 21st, which will be virtual this year instead of at the Embassy Suites as usual. One advantage of being virtual will be to accommodate folks who wouldn't otherwise be able to attend due to travel, expense, or other scheduling conflicts, and so potentially broaden our attendee footprint. Our Conference Chair, Sara Walsh, and the rest of the MAPOR Conference Committee have been hard at work for months assembling a very exciting and high-quality program following our theme "Why

Representation Matters". We are very pleased that Trent Buskirk of Bowling Green State University will be giving a Short Course on Data Visualization, Claudia Deane of the Pew Research Center will deliver the Keynote Address, and Burton Reist from the US Census Bureau will be presenting our Pedagogy Hour. Another benefit of the virtual format is that we are able to have a special panel on "Why Representation Matters in Research", involving individuals across the industry. We will also be introducing "speed networking" at our conference as a formal way for students, early-career members, and anyone else to meet potential employers or have an informational interview. So, we very much hope to see you at MAPOR in late November. We will be providing further updates about the conference over the next several weeks through our communication channels (email, social media, website, AAPORnet, and MAPORnet). In addition, please take a look at our Conference Chair Sara Walsh's column for more information on conference registration, our program, the technology platform, and more!

I am also excited to announce an excellent slate of candidates for the 2020-2021 MAPOR Executive Council, with detailed information and biographies below. Please note that the election will be open to all MAPOR members and will take place from October 30 to November 10 with electronic ballots to be shared via email.

In addition to our monthly MAPOR Executive Council meetings, Council typically holds an all-day annual meeting that allows for more in-depth discussions. This year's meeting was held via Zoom due to COVID on September 18th. 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 reviewed the preliminary conference program, budget, communication strategies and outreach, discussion and chair assignments, student volunteering process, student and early career member activities at the conference, as well as plans for speed networking.

Lastly, I'd like to provide some general MAPOR updates: As of October 2020, MAPOR has 358 members, 275 (77%) are non-students and 83 (23%) are student members. MAPOR has continued to achieve financial stability throughout the years due to the consistent support from our webinars and annual conference attendance. Even with the pandemic affecting organizations' abilities to provide support to MAPOR, our sponsors' support has remained generous and strong. As of October 2020, we have \$29,807 in our checking and \$46,966 in our savings accounts (Total Assets = \$76,773).

Looking ahead to 2021, MAPOR is seeking new ways to add value to our members with a focus on supporting students and early-career researchers. MAPOR Executive Council is currently exploring new grants focused on student travel and attendance at the annual conference. Thinking beyond the annual conference, we are planning on increasing the number of networking opportunities (virtual or otherwise) if possible. As always, MAPOR is committed to further diversify its membership and Executive Council and is seeking ways to accomplish that goal. We will continue to reach out to organizations, corporations, departments, and scholars who may not be aware of MAPOR or have not been a part of MAPOR for a while in order to provide the best and most-inclusive experience for everyone.

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/. Finally, if you have any ideas, comments, questions, or concerns about MAPOR, please do not hesitate to reach out to me at english-ned@norc.org. It has been a

pleasure serving the MAPOR community, and I look forward to seeing you at the annual virtual MAPOR conference in November!



MAPOR (Virtual) Conference 2020: Why Representation Matters

**Sara Walsh, Conference Chair
NORC at the University of Chicago**

One of my favorite moments of being conference chair this year was sending out the abstract acceptances. Reading the abstracts reminded me of why MAPOR is so great – we have such a smart, talented group of researchers, academics, and professionals hailing from institutions based all over the US, and the world (by my count, four continents!). Then, receiving the replies from presenters, many of whom shared how happy they were to participate and how much MAPOR meant to them, was an unexpected delight. Our MAPOR community, even during the unique circumstances of a global pandemic and a shift to a virtual format, continues to embody a passion for research and collegiality. I am so looking forward to connecting with you all at the annual conference and I am very excited for what promises to be yet another excellent annual conference filled with interesting and thought provoking research presentations. In addition to the high quality program of presentations we have this year, we have an impressive lineup of speakers. Trent Buskirk from Bowling Green State University will lead the Short Course on interactive graphics in R, our Keynote Claudia Deane from Pew will review the 2020 Elections, and our Pedagogy Hour on the 2020 Census will be led by Burton Reist from the US Census Bureau.

Now onto some conference logistic updates!

Registration:

Please keep an eye out for the upcoming registration announcement, which will contain registration information and link. We have reduced registration fees dramatically this year in order to make the conference more accessible for everyone: Early bird registration before November 9th will be \$50 for all non-student members and \$0 for students. Our Short Course on Interactive Graphics in R led by Trent Buskirk will also be available at a reduced rate.

Virtual Conference Platform Access:

Non-presenter Attendees: After registration, you will receive credentials to access the MAPOR conference platform. This information will come in a separate email.

Presenter Attendees: You will receive two sets of login credentials: credentials & instructions to upload your slides, as well as credentials to access the MAPOR conference platform as an attendee. These will come in two separate emails and will contain detailed instructions.

Opportunities to Chat, Network, and Catch up:

In addition to the high quality programming, I know I look forward to coming together and just catching up with my colleagues from other institutions as well as meeting new colleagues. We have built in casual coffee break video chats, speed networking opportunities, and a virtual happy hour in order to allow our MAPOR community to connect with each other. We will also host an In Memoriam session where colleagues may gather together to honor the memories of colleagues whom we have lost in the past year, including MAPOR's own council member Ashley Hyon. The conference program and upcoming communications from MAPOR will have more details on these opportunities to connect in-person.

Alright – Back to work on the conference! Looking forward to seeing you all soon (virtually).



Announcing MAPOR Student Fellowship Program

**Evgenia Kapousouz, Student Liaison
University of IL at Chicago**

We are very excited to announce that MAPOR will soon launch a Student Fellowship Program. Students will be invited to submit an abstract about a project they wish to work on and present during the MAPOR conference in 2021. The students who will be selected for the Fellowship Program will be matched with a MAPOR fellow based on the topic of the abstract. This is a unique opportunity to work with a MAPOR fellow and receive guidance on the project. Stay tuned for more information!

Announcing 2020-2021 MAPOR Executive Council Nominees

We are pleased to present the candidates for 2020-2021 MAPOR Executive Council, shown in alphabetical order by position as follows:

Vice President/President Elect

Bob Davis

Kevin Ulrich

Associate Conference Chair

Leah Dean

Hillary Hanson

As per Article IV: Section 2 of our bylaws "any group of at least twenty-five (25) members entitled to vote at any annual or special meeting of the members may nominate another candidate or candidates for office by so notifying in writing the President within twenty (20) days after the delivery, mailing or e-mailing of such names." Please note that any candidate must be current AAPOR and MAPOR members and you should check that they are willing to serve. The deadline for adding candidates to the ballot is October 14. Because MAPOR Secretary Treasurer is now a two year position, there is no election for Associate Secretary Treasurer this year.

Brief biographies of the candidates are provided below and will be posted on the MAPOR website. The election will take place from October 30 - November 10.

Candidate Bios:**Vice President/President Elect**

Bob Davis is the president and second generation owner of the public opinion research company Davis Research. Bob has served on the board of PAPOR for 10 years, including the 3 year president track, membership chair and councilor at large in charge of education. Bob is an engaged member of the AAPOR membership family including heading up AAPOR's Task force on TCPA. A lot has changed in research since his first job in the early 1970's where his mom paid him \$0.25 an hour to tape quarters to mail surveys. He looks forward to learning from MAPOR and sharing his learning from his years on PAPOR's council.

When he is not geeking-out on public opinion research, Bob enjoys free range parenting of his 3 teenagers, traveling domestically and internationally, reading, hiking, and cooking. In addition to a lifetime of practical experience with survey research, Bob holds a B.S. in Computer Science from UC San Diego and a Master's in Business Administration from the Anderson School of UCLA.



Kevin Ulrich is the Director of the University of Chicago Survey Lab. In this role he plans, implements, and oversees data collection and consulting services for academic and non-profit organizations. His expertise includes developing and applying strategies to efficiently maximize recruitment and retention of survey participants. Kevin regularly develops and conducts training on survey methodology and data collection procedures with research assistants and staff. Kevin previously managed the Survey Research Program at Group Health Research Institute (now the Kaiser Permanente Washington Health Research Institute). In that role he oversaw and managed data collection for all survey-related studies and provided methodological consultation to the Institute's faculty and their collaborators.

Kevin has been an AAPOR and MAPOR member since 2006. He joined the MAPOR Executive Council in 2015 and served as the webinar coordinator in 2015 and 2016. He was the Associate Secretary Treasurer in 2017 and 2018 and has been the Secretary Treasurer since 2019. In 2019, Kevin led the group that developed MAPOR's Operational Reserve Policy. Kevin was a member of AAPOR's online education subcommittee from 2016-2020. He has also served on the Executive Council of the Association of Academic Survey Research Organizations (AASRO). Kevin holds a BA and MA in social science from the University of Chicago. He is a US Navy veteran.

Kevin has significantly benefitted both professionally and personally from being a MAPOR member and is eager to continue his MAPOR service and collegueship as Vice President/President-Elect.

Associate Conference Chair

Leah Dean is a survey scientist in the Survey Research Division at RTI International. Her expertise is in health surveys and health policy. She has served on the MAPOR Council and as a member of the MAPOR Conference Committee since 2020. She also serves as a member of AAPOR's Transparency Initiative Committee. Leah earned her Ph.D. in Political Science from the University of Cincinnati, where she worked at the Institute for Policy Research prior to joining RTI International. She is also a member of the board of directors for the Red River Gorge Climber's Coalition, a non-profit organization dedicated to the preservation and conservation in the Red River Gorge region of Kentucky. Leah serves as secretary to the organization and assists in the planning and execution of their major fundraiser.



Hillary Hanson is the Assistant Director of the University of Chicago Survey Lab. She started her survey research career at the Survey Lab in 2011 as a project coordinator and currently specializes in web surveys and in planning, staffing, training, and monitoring progress for field studies. She especially enjoys the opportunity to train students in data collection methods and to introduce them to the field of survey research. Hillary has been a member of MAPOR since 2011 and appreciates the approachable nature of the conference and the opportunity to learn from other attendees who do similar work. She also regularly attends and presents at the International Field Directors and Technologies Conference (IFD&TC). Hillary received her BS in psychology from Iowa State University and completed the Master of Arts Program in the Social Sciences at the University of Chicago.

2020-2021 MAPOR Executive Council

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Student Liaison

Evgenia Kapousouz
U. Of IL at Chicago

MAPOR Sponsors

MAPOR acknowledges and thanks the following organizations for sponsoring MAPOR this year.

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(Contributions \$2,000+)

NORC at the University of Chicago

Silver Sponsors

(Contributions above \$1,000-\$1,999)

Dynata (Formerly ResearchNow/SSI)

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The University of Michigan - Michigan Program in
Survey Methodology

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Bronze Sponsors

(Contributions up to \$1,000)

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Loyola University Chicago

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Behavioral Research

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and Social Research, Office for Survey Research

Indiana University Center for Survey Research

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Consider Supporting MAPOR!

Support from organizations like yours helps keep costs down for 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)	✓	✓	✓	✓	✓
Silver Sponsorship (Contributions of \$1,000-\$1,999)	✓ full page	✓ (one)	✓	✓	✓	✓ (at major conference event)	
Bronze Sponsorship (Contributions up to \$1,000)	✓ half page		✓	✓		✓	

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<http://www.mapor.org/sponsorship/>