

MAPOR NEWS

Research Excellence | Leadership | Student-Friendly

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Key Highlights:

- Submit your abstracts and session proposals for MAPOR's fall conference – open through June 26th
- AAPOR is coming in a few short weeks. Be on the lookout for your fellow MAPOR members, and stop by our table at the all-chapter reception for a chance to win delicious midwestern foods, shipped to your home.



A Message from the President:

David Sterrett, MAPOR President

Hi MAPORites!

We hope everyone is enjoying your spring. On behalf of the MAPOR council, I want to thank everyone who attended our 50th anniversary conference in November and made it such a valuable and memorable event. We are looking forward to this year's conference and the call for abstracts was released earlier this month. The conference will be held a week earlier than usual this year, and you can read about all the details in Lindsey's message in the newsletter. I also encourage you to read Ben's message in this newsletter about the exciting updates that are planned for the MAPOR website in the coming months.

We hope we will have the chance to see many of you at the AAPOR Annual Conference next month in Los Angeles, and MAPOR will have a table with exciting raffle prizes at the all-chapter reception. Lastly, if anyone has any feedback or questions, don't hesitate to reach out to me at Sterrett-David@norc.org. We are especially interested to hear any ideas members have about continuing to enhance student engagement and participation. Thanks again for all your help and support!



Conference Update

By: Lindsey Witt-Swanson, Conference Chair, NORC at the University of Chicago

Navigating Shifting Challenges and Emerging Opportunities in Public Opinion Research

As you hopefully saw earlier this month, MAPOR is now accepting abstract submissions for the 2026 conference through June 26. As the field continues to evolve amid social, political, and methodological change, we are pleased to announce this year's conference theme: *"Navigating Shifting Challenges and Emerging Opportunities in Public Opinion Research."* This theme reflects the many ways public opinion researchers are adapting their approaches, responding to new challenges, and identifying opportunities to strengthen both research practices and impact.

In the spirit of embracing new opportunities, we also have two important updates for the 2026 conference. First, the conference will be held **November 13-14** in Chicago, two weeks before Thanksgiving, rather than the traditional weekend immediately preceding the holiday. With hotel room rates increasing each year, this shift allows attendees to take advantage of more affordable rates by avoiding overlap with the Magnificent Mile Lights Festival. Past conference evaluations also suggested that an earlier date would make it easier for some members to attend.

Also new this year, MAPOR is considering panel submissions that honor individual MAPOR members. We recognize that our organization is built on the contributions of many accomplished, long-standing members, and we are excited to explore a new way to celebrate their impact and service.

We look forward to learning about our colleagues' exciting research through abstract submissions and hope to see many of you in person this November. If you have any questions about abstract submissions or other conference details, please feel free to reach out to me at witt-swanson-lindsey@norc.org.



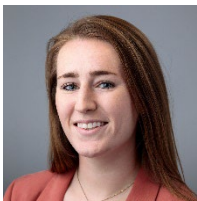
Communications Update

Benjamin Schapiro, NORC at the University of Chicago

It's been some time since MAPOR has refreshed our digital presence. Over the course of the next several months, you will see some changes to MAPOR's digital footprint. Currently, we are combing through the website looking for missing or outdated information – please reach out to me (Schapiro-benjamin@norc.org) if you happen to come across anything on the site which seems incorrect. In June, we hope to launch a website redesign, focused on making navigation easier for what you care about, and add a digital content library of previous webinars and recorded presentations accessible to all MAPOR members. We'll continue to refine the website over the summer, and have everything polished up before MAPOR's conference in November.

On the MAPORnet front, our longtime hosts at the University of Nebraska implemented more substantial security policies over the last couple of years, and MAPORnet, which had persisted for quite some time, was no longer able to add new members. As we value our growing and adapting community, the council made the decision to step away from the previous version of MAPORnet, and implemented a new listserv using mapor@simplelists.com as our home. MAPOR members have been added to the listserv automatically, and the council has been using this listserv to communicate for several months now. We look forward to lively conversations!

Finally, we have set up a new home for social media, on LinkedIn. Find us here: <https://www.linkedin.com/company/midwest-association-for-public-opinion-research>.



Secretary Treasurer's Update

Semilla Stripp, Secretary-Treasurer, NORC at the University of Chicago

MAPOR continues in great financial health. The bank accounts total to approximately \$62,000, and we expect our funds to grow when we turn to conference sponsorships. Like last year, we are focused on thoughtful spending that sets us up for success during these challenging times in our industry. Our focus is on making sure MAPOR is accessible to as many folks as possible, including finding ways to support student and early career members. Membership is also strong after yet another record year in 2025! We currently have 333 members, including 271 general members and 62 students, and anticipate our usual membership bump with conference registration in the fall. We look forward to seeing you at AAPOR and celebrating at the All Chapter Party!

Meet your new council members

MAPOR is thrilled to welcome five new council members this year – Nadia Assad, Betsy Broaddus, Brittany Creel, Jaime Faus, and Miranda Kaye. We've asked each new councilor for a fun fact about themselves, so you can begin to get to know them as well as the rest of MAPOR leadership has. Here are the first three – and you can be sure we'll share other fun facts from MAPOR council members in future newsletters.



Nadia Assad – University of Wisconsin Survey Center

I was named after legendary Romanian gymnast Nadia Comăneci. In a shocking plot twist, I turned out to be the least athletic person in my family.



Betsy Broaddus – University of Washington

Outside of work, my primary hobby is making ceramic works through sculpting, hand building, and wheel throwing techniques.



Jaime Faus – University of Wisconsin Survey Center

I like to bake and have made my niece and nephew's birthday cakes since they were 1 - they're 8 and 10 now!

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.

2025-2026 MAPOR Executive Council

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David Sterrett
NORC at the University of Chicago
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VP/President-Elect

Paul DiPerna
EdChoice



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Student Liaison

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Behavioral Research

Consider Supporting MAPOR!

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.

Support MAPOR Today!

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		✓			✓	

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