

## Letter from the President

Greetings, SAPOR Members! I hope this newsletter finds you well and enjoying the beginning of fall in the southern region!

I wanted to thank everyone who came out to the 39<sup>th</sup> Annual SAPOR Conference at the beginning of this month. We packed quite a bit into the two days we spent together! A huge thank you to Michelle Vrudhula, our 2019 SAPOR Conference Chair, and Dakisha Locklear, our 2019 Vice Conference Chair, for all their hard work and dedication in making our annual conference a huge success! Look for Michelle's Conference Highlights article in the pages that follow for a more detailed recap of our two days together. Also, please make sure to complete the conference follow-up survey that will be emailed this month. Your feedback is important and critical to the success of future conferences.



As we come to the end of our SAPOR calendar year, I wanted to share with you a bit about this great SAPOR board that I've had the privilege to work with this year. I've never worked with a more dedicated group of individuals. Our SAPOR board year runs January through December; we meet monthly, sometimes more, so we kicked off 2019 with our first meeting nine days after New Year's Day - yes, planning starts early! I reviewed the January agenda. The items we discussed were vast, but my personal goals as president for 2019 were to have more SAPOR events - educational and social - and to wrap up a couple of lingering items that had been around for a while: updating the SAPOR by-laws and refreshing the SAPOR logo. I am happy to report, that with the support of this tremendous board, all of these goals were accomplished and there's more to come - the year isn't over yet!

Kurt Johnson, our Secretary/Treasurer, reviews the bylaws and Mande Lancaster, our Associate Secretary/Treasurer, introduces the new logo in articles that follow. As far as new events, both educational and social - I hope everyone saw our SAPOR Summer Series and Networking events. Prior to AAPOR, the board discussed the possibility that not many of our members would be able to attend the Toronto conference, so we decided to bring the highlights to you with a webinar series. In June, we kicked off this

series with in-person networking events in both Texas and North Carolina. We hope you enjoyed the series, but if you missed it, we have recordings! Nicole Lee, our Vice President, reviews the Summer Series below and provides details on the recordings. I would like to thank all of our presenters that helped us with this effort. It was so nice being able to hear sessions that I wasn't able to attend at AAPOR and also to be able to share this with our colleagues who were unable to attend the conference. I'd also like to thank the board for supporting this initiative, but especially Mandeel Lancaster. She spent countless hours organizing this series and doing all the behind-the-scenes set-up and communications with the presenters and attendees. She was all-in! Thank you, Mandeel for your time and dedication to SAPOR and this series!

Your 2019 board is not finished yet! We have one more social event coming up! Based on the great response from our June networking event, the board has decided to hold holiday parties in TX and NC. These events will be the 1<sup>st</sup> week of December, so please watch your email for more information!

The SAPOR Board hopes that you all have a wonderful fall, and we can't wait to see you again at holiday events this December!

Sincerely,  
Valrie Horton  
2019 SAPOR President

## SAPOR Annual Conference Recap



### Buskirk Steals the Show

Our 2019 conference keynote speaker, Trent D. Buskirk, PhD, stole the show. His topic was Where's Waldo and Wanda – Survey Participation in the Era of Big Data. He made us all realize that we share a common love language...survey data!

### #SAPORSpeaks

### Increasing Response Rates in an Ever-Changing Research World

Thank you to our sponsors. This year's sponsors were RTI International, Abt Associates, Ipsos Knowledge Panel, Nielsen, ReconMR, Marketing Systems Group, Televergence, Headway In Research, Data Force, Voxco, Greene Resources, and the Odum Institute at the University of North Carolina at Chapel Hill.

What a successful conference. We tried a few new things this year that we believe were a hit. From a new networking venue, to a poster session (7 posters were presented) to LOUD tables (which was said to be a favorite). Our panel on the 2020 Elections, with Meghann Crawford from Siena Research Institute, Andy Smith from the University of New Hampshire, and Robert Oldendick with the University of South Carolina, spoke about the challenges we are to face next year. Moderated by Jennifer Hunter Childs with the US Census Bureau, it was quite an interesting discussion.

Our keynote speaker, Trent D. Buskirk, PhD, stole the show. His topic was Where's Waldo and Wanda – Survey Participation in the Era of Big Data. You can hear more about this topic here in his interview with Brian Southwell, <http://measureradio.libsyn.com/new-technology-and-the-future-of-surveys>. "The measure of everyday life" is a weekly public radio program featuring researchers, practitioners, and professionals discussing their work to improve human condition.

We are pleased to again congratulate, Brian Orleans from UNC Chapel Hill Gillings School of Global Public Health, our winner of the Student Paper Competition, hosted by Odum Institute for Research in Social Science at the University of North Carolina at Chapel Hill.

Thank you to Abt for donating their time to create our new logo, to Mike Lawrence for taking photos for us again this year, to Shane Trahan for making all of the needed changes to our website that is required to pull off an event like this. Thank you to Mandeel Lancaster of RTI, Carlye Gates of RTI, David Roe of Abt Associates for being session chairs, and Nicole Mack with RTI for moderating. The 2018-2019 board has been a pleasure to work with. A big thank you to our Vice Conference Chair Dakisha Locklear with RTI. She really stepped up and did a lot to make this year's conference a success.

Elections were held for the 2020 open positions and the new Vice President will be Matt Anderson with Abt Associates, the new Vice Conference Chair will be Alan Zdanowski with Headway in Research, and our new Associate Secretary/Treasurer is Rachael Rosenberg with RTI.

A special thank you to our outgoing President, Valrie Horton with Abt Associates and to our Conference Chair Michelle Vrudhula with ReconMR.

Check your email soon for a conference survey!



2020 Election Panelists Meghann Crawford, Andy Smith, and Robert Oldendick (left to right)



2020 Election Panel Moderator Jennifer Hunter Childs





Michelle Vrudhula  
congratulates Brian  
Orleans, winner of the  
Prothro Student Paper  
Competition



The poster session was a hit!



Valrie Horton (2019 President) passes the  
gavel to Nicole Lee (2020 President).



Past and future SAPOR Presidents Victoria  
Albright, Tamara Terry, Angel Uglow, Valrie  
Horton, and Nicole Lee share a moment.

## SAPOR Completes Inaugural Summer Series

This year, SAPOR presented the "SAPOR Summer Series," three sessions that featured presenters from the 74<sup>th</sup> Annual

Our third and final Summer Series session focused on data collection modes: web versus paper versus phone. The session

AAPOR Conference in Toronto. This was a chance for our members who missed AAPOR to sample some of this year's presented work. We were honored to have a variety of speakers and proud to offer this opportunity to our members.



included presentations from Daniel Gundersen (Dana-Farber Cancer Institute), Tabitha Ostrout (RTI International), Virginia Lesser (Oregon State University), and David Kashihara (Agency for Healthcare Research & Quality).

We appreciate everyone's enthusiasm in the Summer Series. Those who registered but were unable to attend the live sessions are able to view recordings of each session. If you did not register to attend and would like to access the recordings, please let us know and we will discuss your options.

## Updated SAPOR Logo Design

Recently, SAPOR enlisted the help of Abt's in-house creative studio to assist with a refresh of the association's brand. A friendly design challenge among the team yielded a variety of potential options for the new identity.

Congratulations to Puneet Kaur, a senior multimedia designer within Abt Creative, who had the winning design selected by SAPOR's leadership board.



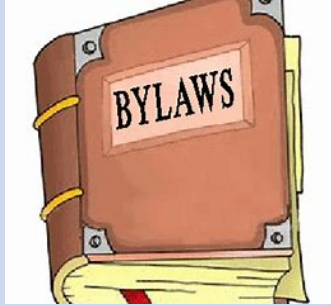
The new brand features a vibrant color palette, combined with a sleeker font, and a design element that further accentuates the importance of public opinion in helping to shape solutions to today's toughest challenges.

Thank you again Puneet and Abt Creative!

## From the Secretary/Treasurer

### Bylaws, Budget, and Annual Dues

After some time in development, the membership



of SAPOR has ratified updates to the SAPOR Bylaws. The updated bylaws reflect greater detail about executive roles and functions as well as standardizing SAPOR's bylaws with other AAPOR Regional Membership Groups. The committee would like to thank the Past Presidents Tamara Terry, Angel Uglow and Valrie Horton for guiding the amendment of these bylaws.

### SAPOR 2019 Bylaws

SAPOR continues to maintain a stable budget. With the addition of the Summer Series and associated fees accrued with the series, we have maintained our budget at or around \$15,000 in the account at any given time. With strong sponsorship and increased attendance, we were largely able to run the annual meeting this year with little impact on the standing budget. A full report on the conference expenses will be forthcoming.



SAPOR Preconference account balance				
31-Jul	Balance			\$11,080.84
	(Debits)	(\$3,788.37)		\$7,292.47
	Credits		\$7,064.32	\$14,356.79
30-Sep				\$14,356.79

If you have not had the opportunity to renew your SAPOR membership, it only takes a few minutes. You can join through AAPOR and renew annually or go directly to our website and pay your dues online.

[Click Here to Renew Your Membership](#)

