



## SAPOR 2025 Newsletter

### Letter from the President

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Hello SAPOR family!

I hope that you all are all doing well and have enjoyed some time off for summer fun! SAPOR is gearing up for another great conference in Raleigh **at Frontier RTP** on **November 7<sup>th</sup>, 2025**, located at 800 Park Offices Drive, Research Triangle Park, NC 27709. To include more presenters and attendees, we're bringing back the hybrid virtual conference option. Don't forget to carve out the time to join us Friday night for heavy appetizers and drinks in Full Steam at Boxyard RTP.

The Annual Conference is an excellent opportunity for individuals in the research community to engage and learn from fellow researchers from across our region, which stretches from Virginia to Texas. SAPOR is accepting abstracts of up to 250 words through **October 12<sup>th</sup>, 2025**. Those interested in presenting at SAPOR can submit electronically via our website at: <https://www.sapor.us/submissions/>

SAPOR conference registration includes a buffet-style breakfast and a buffet-style lunch on Friday plus an offsite networking event in Full Steam at Boxyard RTP (just across the street from the conference). <https://www.sapor.us/registration/>

Like many of our members and their organizations, SAPOR leadership is navigating some changes this year, in various ways. These changes have three things top of mind.

1. Q: How can we support and promote our members to assist in their growth?
2. Q: How can we offer more content to our members?
3. Q: How can we get more members involved in volunteer and networking opportunities?

I have some ideas to answer these questions and would like to hear from you too. Please email me with any suggestions you may have.

Additionally, to help us maintain our contact list, I encourage you to confirm or update your contact information to continue receiving communications from SAPOR. If you're reading this on our website and did not receive it in your inbox, please reach out to [communications@sapor.us](mailto:communications@sapor.us) to provide your new *and* old email address and any other updates we should make to your contact information.

I'm pleased to announce our newly appointed Vice President, Adam Kaderabek (formerly elected Conference Chair). We are so grateful for Adam's willingness to step into this leadership role, and I am in awe of his ability to hit the ground running. A heartfelt thank you and shout out to Matthew Anderson for his many years of volunteering and now serving a second term as Conference Chair for Adam to step into the VP role.

While navigating this solution, we realized that the Vice Conference Chair is outlined in our bylaws as an appointment, and it took no time at all for Adam and Matt to know that Ilia Richey Plunkett was the ideal candidate for Vice Conference Chair. Ilia has been a pleasure to work with, and we can't wait to see what she does next year for the conference. In addition to these necessary appointments, we also reached out to Edward Paul Johnson to spearhead the newly appointed role of Communications Chair to help us get organized for consistent and timely communications moving forward. Please help us welcome and applaud these folks for stepping up and stepping in to support this wonderful community.

With gratitude and best wishes,

Angelique Uglow  
SAPOR President, 2025

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## Recap of the 80th Annual AAPOR Conference

This past May, SAPOR members made a remarkable showing at the 80th Annual Conference of the American Association for Public Opinion Research (AAPOR), held in St. Louis, Missouri. Themed "Reshaping Democracy's Oracle: Transforming Polls, Surveys,

and the Measurement of Public Opinion in the Age of AI,” the conference brought together over 1,000 attendees to explore the evolving role of public opinion research in a rapidly changing technological and political landscape.

SAPOR was the host chapter for this year’s ever-popular All-Chapter Reception, supported by generous contributions from the [Roper Center](#), [Dynata](#), and [SurveyBot](#). In addition to the All-Chapter Reception, SAPOR was proud to be represented by 47 members, with 28 contributing directly to the conference program. These contributions included:

- 23 paper presentations
- 9 session moderators
- 4 poster presentations

Our members’ work spanned a wide range of timely and innovative topics—from AI-assisted survey design and longitudinal health studies to political behavior, civic trust, and methodological advances in mixed-mode surveys. Notable contributions included:

- **Maxwell Allamong and D. Sunshine Hillygus (Duke University)** on integrating AI in focus group research and analyzing incivility in cross-partisan social media interactions.
- **Edward Paul Johnson (Harris Poll)** for his multifaceted contributions, including a paper on incorporating visual semiotics into Bayesian modeling, a session on machine-assisted questionnaire development, and a co-authored paper exploring the role of religion in personal identity.
- **Emily Geisen (Qualtrics)** on using generative AI to enhance open-ended survey responses.
- **Krishna Epps and Heather Morrison (Decision Information Resources, Inc.)** on improving web survey participation and helpdesk efficiency.
- **Angelique Uglow and Lindsey Hendren (ReconMR)** on sustaining community health surveys over time in the face of declining response rates.

SAPOR members also played key roles in shaping the conference experience through session moderation and leadership in networking events, including **Gretchen McHenry (RTI International)** and **Melissa Dunn Silesky (SSRS)**.

The conference featured 110 sessions, five short courses, and a compelling plenary discussion on the performance of 2024 election polls. The prestigious AAPOR Award for

Exceptionally Distinguished Achievement was presented to Nora Cate Schaeffer, recognizing her outstanding contributions to the field.

SAPOR extends heartfelt congratulations to all members who participated in this milestone event. Your work continues to elevate the visibility and impact of our regional chapter on the national stage. We are proud of your achievements and look forward to seeing how your research continues to shape the future of public opinion and survey methodology.

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## Call for SAPOR Officers and Volunteers

Would you or someone you know be a valuable addition to the SAPOR 2026-2028 Executive Council or a Volunteer Committee? If so nominate yourself or them! Serving on the Executive Council is a rewarding opportunity to contribute to the success of SAPOR. As with the conference, we encourage student participation as well. The elections for SAPOR officers are held in October at the annual conference.

Participation from volunteers is crucial to the continued success of SAPOR! If you are interested in serving on the SAPOR Executive Council or one of the Volunteer committees, please contact Angelique Uglow ([Angel.Uglow@ReconMR.com](mailto:Angel.Uglow@ReconMR.com)) and copy [President@SAPOR.us](mailto:President@SAPOR.us) Please send nominations by October 20, 2025.

SAPOR is currently seeking nominations for the following offices:

**2026 Vice-President (2027 President).** Over three years, the elected officer serves one year as Vice-President, then serves one year as President, and one year as Past President. As president, the elected officer is responsible for fulfilling the purpose of SAPOR, serving as Chairperson of the Executive Council, and serving as the official representative of SAPOR in its relations with other organizations and the public.

**2026 Associate Secretary/Treasurer (2027 Secretary Treasurer).** The Secretary/Treasurer serves a two-year term and sits on the SAPOR Executive Council. This elected officer will keep the minutes of all the proceedings and meetings of the Executive Council, will keep accurate records of SAPOR's debits and credits, is responsible for submitting to the Executive Council an annual report on SAPOR activities, and will submit the Treasurer's annual financial report. The Treasurer/Secretary will work with the Communications Chair to maintain and update the annual membership and contact lists. During the SAPOR conference the Secretary/Treasurer will oversee the registration process, generate and send receipts for registration onsite, and track conference expenses and revenues. The Secretary will also be responsible providing a treasurer report during the monthly Executive Council conference call.

SAPOR is also seeking volunteers for the following:

**2026 Conference Vice-Chair (2027 Conference Chair).** Over three years, the appointed position serves one year as Conference Vice Chair, then serves one year as Conference Chair, and one year as Past Conference Chair. The Conference Chair will be responsible for arranging the annual conference in form and content. He/she shall seek approval of the Executive Council on conference plans.

**Communications Committee.** The Communications Chair, currently Paul Johnson will be responsible for appointing and organizing the committee members, communication platforms, and calendar for communicating with the Membership. The Chair will also serve as Chief Editor of the biannual newsletter.

**Graphic Design.** SAPOR is seeking assistance from individuals who have the skills and software to design printed materials (theme-related program book cover, signage, and nametags) for the annual conference.

**Website Administration.** Website administrators are responsible for updating content on the SAPOR website throughout the year and ensuring that the website is portraying the correct message. They will be responsible for managing and reviewing website updates and suggesting new tools for use on the website by SAPOR users.

**Event Operations.** Volunteers are needed to assist with event promotion and operations for the annual SAPOR conference and AAPOR All Chapter Event.

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## We Want to Hear from You

We want to know what you are doing! Whether it is teaching a class, writing a book or serving on a committee, we are interested in what SAPOR members are involved in and want to share this information with the rest of SAPOR. If you have something to share with SAPOR, please e-mail Paul Johnson [paul.johnson@harrispoll.com](mailto:paul.johnson@harrispoll.com) and copy [communications@sapor.us](mailto:communications@sapor.us) with SAPOR in the subject line. We look forward to hearing what members are involved in!