

SAPOR NEWSLETTER

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WINTER ISSUE

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LETTER FROM THE PRESIDENT

LAUREN COHEN, PRESIDENT



Greetings SAPOR Members! I hope this newsletter finds everyone healthy, happy and enjoying the start of a new year!

We want to give special thanks to those of you who joined us for the 2010 conference in Raleigh, NC. Thanks to the 2010 SAPOR Executive Council members and volunteers for their contributions to a great event. The conference was well planned, productive and successful.

I would also like to take this opportunity to extend a warm welcome to our new Executive Council members. Our newest members are:

- Vice-President/President-Elect – Mansour Fahimi (Marketing Systems Group)
- Secretary - Stacey Weger (RTI International)
- Conference Vice-Chair – Amber Rumsey (RTI International)

The SAPOR Executive Council has been busy planning for the 2011 conference. Part of that planning process includes identifying a theme for the annual event. At this time, I would like to announce the theme for SAPOR's 2011 conference and invite you to take part in our event this year.

Considering the ever changing social climate in which we live and the major political and economic issues that have impacted everyone, including the research community, SAPOR's theme for this year will be *Public Opinion and Survey Research in Changing Political, Societal, and Economic Times*. This year's theme is intended to promote research-based discussions regarding how our society's outlook has changed in recent years given the political, social and economic state of our country and that of the world, to help identify hindrances in conducting credible research, and to elicit sharing of knowledge and lessons-learned about how we overcome those obstacles.

Our 30th Annual Conference will be held in the Research Triangle area in North Carolina from October 5-7, 2011. The call for papers and further details about the conference will be announced this spring so please be on the lookout and consider participating! Check our website to learn more about SAPOR:

(<http://www.southernassociationforpublicopinionresearch.org/index.htm>).

Best Wishes,
Lauren Cohen
2010-2011 SAPOR President

REVIEW OF THE 2010 SAPOR CONFERENCE

KRISTIN FULLER, CONFERENCE CHAIR



Below is a brief recap of the highlights from our 2010 conference. First, we would like to acknowledge Emily Geisen, the 2010 Conference Chair, Kristin Fuller, the 2010 Conference Vice-Chair and current Conference Chair, and the many conference volunteers for all of their efforts in coordinating a great conference. Many thanks to all of you!

The conference began Wednesday afternoon, with a short course by Kristen Olson, Ph.D., from University of Nebraska at Lincoln and Jill Montaquila, Ph.D., from Westat. The short course, *Practical Tools for Nonresponse Bias Analysis*, received many positive reviews from those who were able to attend.

The presentations and posters at the conference were engaging and provided timely and actionable information for SAPOR members to take back to their organizations. We were especially pleased by the increased student participation from Duke University and hope that this will continue in future years as we attempt to diversify our membership. Our panel discussion, *The Challenge of Cell Phone Surveying in the U.S.: An Update from a 2010 AAPOR Task Force*, also received many positive reviews. We want to extend a special thank you to our presenters, Paul Lavrakas, Tom Guterbock, and Trent Buskirk.

As we began our Thursday evening activities with the social hour we were pleased to see SAPOR members chatting and networking with both old and new colleagues. That truly is one of the best parts about the SAPOR Conference – the connections between people in the research community. We were extremely fortunate to have Howard Hogan of the Census Bureau as our keynote speaker and his presentation about trends over the past decade and beyond was informative as well as entertaining.

We especially want to take a moment to thank our sponsors for the 2010 annual conference. Given the current economic conditions with which many organizations are struggling, we are really grateful for the kindness and support of our sponsors. We'd like to thank RTI International and Avar Consulting for their continued support of SAPOR. Additionally, SAPOR was pleased to have a new sponsor this year, Nielson, with whom we hope to establish a long relationship. Because of our sponsors we are able to offer a high-quality professional conference while trying to minimize the cost to our members.

The enthusiasm, dedication, and energy that our SAPOR members brought to the 2010 annual conference can only mean that even better things are to come for SAPOR in 2011. We hope to see you all at the annual conference in the fall. We will strive to make it the best one yet!

JSAPOR INTRODUCTION AND CALL FOR PAPERS

KRISTIN FULLER, CONFERENCE CHAIR

JSAPOR, The Journal of the Southern Association for Public Opinion Research, is a new annual online scholarly journal to be published by the Southern Association for Public Opinion Research.

The Journal aims to publish selected material presented at the Association's annual conference, those submitted by the Association's membership at large, and other original materials commissioned by the editorial staff.

We are now seeking submissions for our first volume, which we intend to publish in the Fall of 2011.

Submission Guidelines

- We are especially seeking submissions related to presentations made at the 2010 Annual conference last October, but are also interested in those presented at previous annual conferences and other original works authored by our SAPOR membership at large.
- All submissions should include a cover letter that contains the author's name, phone number, email address, and the title of the article.

- All submissions should be submitted in APA format with a standard 12 pt font. Illustrations and graphs should be camera-ready and in EPS or JPG format.
- Please do not include your name on the manuscript itself since authors will be anonymous to the peer-review panel.
- Manuscripts themselves will not be returned.
- The deadline for submissions is April 1, 2010.

**Email papers and cover letters as separate Word attachments to: Mark West,
Editor, JSAPOR, at west@unca.edu.**

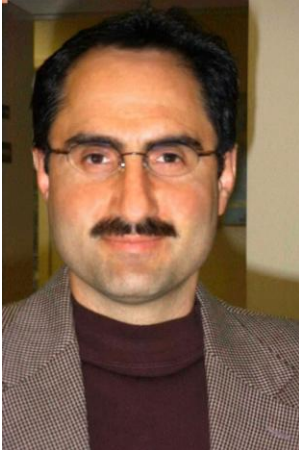
Please direct all questions to the editor, Mark West, at west@unca.edu

WELCOME NEW SAPOR EXECUTIVE COUNCIL MEMBERS

We are happy to announce that we have three new additions to the Executive Council this year. Elections for the open positions were held at the annual SAPOR Conference in Raleigh this past October. We thank all of our members who attended and participated in the election of these individuals. In 2010, the positions of Vice-President/President Elect, Conference Vice-Chair, and Secretary were all open for nominations. Please also note that in 2011 we will hold nominations for open offices again, and keep a look out for our call for nominations for the 2011 elections.

Several extremely qualified candidates were included on the ballots for each of the openings, and the races were all quite close. We would like to thank you for your nominations and express our gratitude to all who ran for office for being willing to take on a larger role with SAPOR. Below is a welcome and introduction to the three new Executive Council members.

MANSOUR FAHIMI, VICE-PRESIDENT/PRESIDENT ELECT



With over 20 years of experience in survey research methods, Dr. Mansour Fahimi is the Vice President of Statistical Research Services at Marketing Systems Group. Mansour received his B.S. in Psychology and Mathematics, and holds an M.S. and Ph.D. in applied statistics from the University of New Mexico, Albuquerque. He has worked on design and administration of complex surveys; is familiar with sampling techniques; and has years of experience with postsurvey procedures including nonresponse bias analysis, imputation of missing data, computation of survey weights, and estimation of sampling errors.

In addition to this, Mansour has extensive experience with data analysis involving multivariate techniques, nonparametric methods, experimental designs, as well as designed-based procedures for analysis of data from complex surveys. As a leading researcher in address-based sampling and multi-mode methods of survey administration, Mansour conducts workshops on these topics. We are very happy to welcome him as SAPOR's new Vice-President!

AMBER RUMSEY, CONFERENCE VICE-CHAIR



Amber Rumsey is a survey specialist at RTI International with experience in field operations including managing staff, monitoring field observations, responding to field inquiries, developing data quality reports, and assisting with staffing and client deliverables. Before joining RTI, Amber was a researcher for a national study on state retiree health care. She holds a BA in History and a Secondary Teaching License from the University of North Carolina at Wilmington, and a Masters in Public Administration from North Carolina State University. She has been an active SAPOR member since 2008, serving as session chair in 2009 and as a conference planning volunteer in 2009 and 2010. Amber is motivated toward growing the SAPOR conference and expanding its focus in the upcoming

years. Welcome to the SAPOR team, Amber!

STACEY WEGER, SECRETARY



Stacey Weger joined RTI in 2006 as a survey manager and has over ten years of experience in survey research and data collection practices. Stacey is well versed in questionnaire development, data collection monitoring, data processing, and quality control methods, with a particular emphasis on epidemiology and public health research. Familiar with multiple data collection modes, including field research, computer assisted interviewing (CAI), and mail surveys, she has worked as a data collection task leader and a supervisor, overseeing data collection activities and monitoring the progress of field and call center interviewers. She also has an extensive background in writing and editing, including study reports, training materials, and questionnaire specifications.

Stacey received her B.A. in professional writing from Western Carolina University and is currently working on her thesis towards the completion of an M.A. in Sociology at North Carolina Central University. She resides in Raleigh, NC, and in her spare time serves as the arts editor for a local blog and volunteers with several film festivals. We are excited to have Stacey on the SAPOR team and look forward to working with her.

SAPOR MEMBERS - WE WANT TO HEAR FROM YOU!!! STACEY WEGER, SECRETARY

The purpose of the SAPOR Newsletter is to keep you informed throughout the year about upcoming events and opportunities related to SAPOR. However, we feel it is equally important that you keep us up to date on your accomplishments as well. We would like for the biannual Newsletter to be a way for all SAPOR members to stay connected throughout the year.

Please feel free to send us any relevant updates that you would like to share with your fellow SAPOR members, and we'll do our best to make sure that your information is included in our Newsletter. Maybe you're teaching a course, having an article published, or have received an honor or award – your achievements are important to us. We want to share in your success and know how our members are doing!

Whether you have recently joined SAPOR or if you are a longtime member, you can find a wealth of information on our website, and our Executive Council members are here to support you, so please don't hesitate to contact us with questions. We would like to encourage all of our members to remain involved in our organization's activities. Please plan on attending our upcoming conference, or if you can play a bigger role, we have many opportunities for volunteers throughout the year. Check out the Newsletter and our website for details.

Finally, if you have any suggestions for ways we can improve your SAPOR experience, please let us know. You can contact Stacey Weger at sweger@rti.org if you have any suggestions, or if you would like to share information about your work accomplishments or other research opportunities. We are always looking forward to hearing from you!

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