

SAPOR NEWSLETTER

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PAGE 1 OF 5

Southern Association for Public Opinion Research

IN THIS EDITION

LETTER FROM THE PRESIDENT

SAPOR AT AAPOR

UPDATE FROM THE CONFERENCE CHAIR

SPONSORSHIP OPPORTUNITIES

CALL FOR OFFICERS AND VOLUNTEERS

CONTACT SAPOR

<http://southernassociationforpublicopinionresearch.org>

LETTER FROM THE PRESIDENT

MICHAEL LAWRENCE, PRESIDENT



With the recent passing of the July 4th Holiday, it's time to both give thanks for honor of being an American and to reflect with pride on the state of our industry. The field of public opinion research has never been stronger and more diverse, with innovations and adaptations to change seemingly arriving at every turn. At the same time, we face increased challenges from both funding sources facing restrictions in the resources they have to spend and the rising cost of research using traditional methods. The future of informed decision making is being challenged as never

before and we need to both understand the challenge and address these impending constraints directly.

To this end, the 2013 SAPOR Annual Conference will focus on our role in doing things at least as well as we historically have in the face of the pressure to do more with less. The conference theme for this year is **Better, Faster, Smarter – Maintaining Research Quality in a World of Intense Budget Pressure**. We believe both the individual presentations as well as the panel discussion will provide a stimulating atmosphere in which to consider these challenges and to imagine creatively how to address them. This year's conference will be held at the Research Triangle Park Marriott in Durham, NC and will be closer to both the airport and the major area employers than in past years. We hope to see you there.

Information about abstract submission and additional details about our conference are available at the SAPOR website:

<http://www.southernassociationforpublicopinionresearch.org>. Should you have any questions please do not hesitate to contact me or our Conference Chair, Gretchen McHenry, gmchenry@rti.org

SAPOR AT AAPOR

MICHEAL LAWRENCE, PRESIDENT ADAM SAGE, TREASURER



There were a number of SAPOR members at this year's AAPOR conference in Boston, and we enjoyed seeing everyone! Executive Council members worked the SAPOR booth at the All Chapter Reception and we were excited to meet a number of potential new members. To all of you that stopped by our booth –thank you! We hope that all current and new members will be able to join us in RTP for the 2013 Annual Conference.

Each year the AAPOR conference gives us an opportunity to see developments in the field of public opinion and survey research, and see how others are addressing tighter budgets and increasing pressure to innovate and develop more effective and efficient solutions for our research. We are looking forward to putting this knowledge to use in the coming year, and watching as SAPOR continues to expand as one of the most respected chapters of the AAPOR. To this end, and as always, we look forward to your participation and suggestions.

UPDATE FROM THE CONFERENCE CHAIR

GRETCHEN MCHENRY, CONFERENCE CHAIR



A pressing concern for contemporary survey research organizations is the growing financial concerns of our clients and funding organizations. To address this issue, SAPOR's conference theme for this year is **Better, Faster, Smarter – Maintaining Research Quality in a World of Intense Budget Pressure**. This theme is intended to encourage discussion of the future of public opinion research and the practical constraints affecting our industry. We are looking forward to the exchange of ideas, best practices, and lessons learned amongst our colleagues.

To promote open dialogue, we will be hosting an invited panel discussion with representatives from diverse research backgrounds. This panel will feature **Dr. J. Michael Dennis of GfK, Dr. Charles DiSogra of ABT SRBI, Dr. Zheng Wang of Avar Consulting Inc., Lisa Thalji of RTI International, and Dr. Paul Biemer of the Odum Institute**. The discussion will focus on the future of research and academic organizations of all sizes in the face of increasing budgetary constraints.

We are pleased to announce that this year we will be offering two distinct short courses as part of our program on Thursday and Friday from 8:00 to 10:00am. The title of our first course, which will be taught by *Dr. Mansour Fahimi* of GfK, is **Now That the Dust Is Settling: Practical Guidelines for Dual-Frame RDD Survey Methodology**. Our second course - **Digital Memories: Introduction to Digital Data Collection Methods** - will be taught by *Natasha Stevens* of GfK.

We are currently reviewing the abstract submissions and are working to compile a dynamic conference program. We expect that a preliminary program will be made available on the website by mid-August.

Registration for the 2013 SAPOR Conference is expected to open online on July 31st. Be sure to register early to take advantage of reduced fees.

We hope to see you in Research Triangle Park in October!

SPONSORSHIP OPPORTUNITIES

GRETCHEN MCHENRY, CONFERENCE CHAIR

We are asking that all participants and members of SAPOR encourage their company, university, or organization to support the SAPOR organization that means so much to all of us. As you know, our annual conference is an event that brings people together for mutual support, education, and inspiration. The SAPOR conference offers an opportunity to collaborate with research and public opinion professionals from academia, government, and private sectors.

In order to continue to make our conference a rewarding experience for researchers and students in the region, we are reaching out to all of our participants, members, and colleagues to seek sponsorships for the 2013 SAPOR conference. In appreciation for your contribution, we will be delighted to feature your name and logo in our promotional materials, and will acknowledge your assistance at all appropriate opportunities. If you are interested in sponsoring, please review our Marketing Prospectus on the website for sponsorship options. If you are unable to contribute at the Platinum, Gold, Silver, or Bronze level, donations of any amount will still be greatly appreciated. Sponsorships of specific activities/items are delegated upon first request, so please respond quickly if you have a preference for your sponsorship designation. Below is a link to Marketing Prospectus on our website:

<http://southernassociationforpublicopinionresearch.org/docs/marketingprospectus2013.pdf>

You can also contact Gretchen McHenry, the 2013 SAPOR Conference Chair, at gmchenry@rti.org for more information about sponsorship opportunities for the conference.

CALL FOR SAPOR OFFICERS AND VOLUNTEERS

CHRISTINA TOUARTI, VICE-CONFERENCE CHAIR



Would you or someone you know be a valuable addition to the SAPOR 2013-2014 Executive Council or one of the SAPOR volunteer committees? If so nominate yourself or them!

Serving on the Executive Council is a rewarding opportunity to contribute to the success of SAPOR. The elections for the 2013-2014 officers will be held in October. SAPOR is currently seeking nominations for the following offices:

- **Vice-President (2015 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.
- **Conference Vice-Chair (2015 Conference Chair).** Over three years, the elected officer 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.
- **Treasurer.** Over three years, the elected officer serves two years as Treasurer, and one year as Past Treasurer. The Treasurer will keep accurate records of SAPOR's debits and credits, work with the Secretary to maintain an updated membership list, and provide a treasurer report for monthly Executive Council meetings. During the SAPOR conference the Treasurer will oversee the registrations process, generate and send receipts for registration, and track conference expenses and revenues.

SAPOR is also seeking volunteers for the following committees:

- **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 conference.

Participation from volunteers is crucial to the continued success of SAPOR! If you are interested on serving on the SAPOR Volunteer committee please contact Gretchen McHenry (gmchenry@rti.org).

Please send nominations for the Executive Council to Michael Lawrence (michael.lawrence@gfk.com) by September 2, 2013.

CONTACT SAPOR

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