

## Letter from the President

Hello Fellow SAPOR Members!

I hope everyone is looking forward to what 2022 brings! After some reflection, as your new President, I want to encourage a more collaborative and engaging SAPOR for 2022 and beyond.

The past two years have been extremely difficult to navigate as an organization, but every board member has been doing everything possible to balance the constantly changing landscape while offering value to our members. As we continue to navigate through ongoing uncertainty, I would like to thank each of our members, sponsors, and officers on the accomplishments of the past two years. Most importantly, we held a successful annual conference in both 2020 and 2021, with part of the conference being in person in 2021! With an all-volunteer board and changing plans up to the minute of each conference, I am extremely proud to be part of this flexible and forward-thinking organization and affiliated with all involved.



In the spirit of becoming more engaging and collaborative, we are planning not one, but **TWO** SAPOR conferences this year and will release more details shortly as plans become finalized. In addition, we are committed to holding both virtual and in-person events to connect with members about current research and SAPOR activities. Our main goal for 2022 will be continuing to increase our SAPOR presence amongst students (undergraduate and graduate) and young professionals who are new to the field of public opinion research. We also want to re-engage past members and grow our membership base among more veteran professionals to serve as mentors for those newer to the field.

It is vital for SAPOR to help foster diversity, equity, and inclusivity among our membership and the organizations represented to build an engaged and collaborative environment for public opinion research. Please feel free to contact us with any ideas you may have that will help further these objectives. I look forward to the year ahead and am excited that this organization will have continued growth in engagement, collaboration, and innovation.

Hope to see everyone soon!

Warm Regards,  
Mandee Lancaster  
SAPOR President

[Register for the Spring Conference Today!](#)

## The 2021 SAPOR Conference – #SAPORSpeaks

### The New Wave: Adapting Public Opinion Research in a Dynamic Social Landscape

Thank you to our sponsors! This year's sponsors were *Abt Associates, RTI International, Ipsos Knowledge Panel, ReconMR, Headway In Research, Data Force, Voxco, UNC-The Odum Institute, University of Michigan Institute for Social Research and Issues and Answers*



Most of us could agree that we have had a lot of “firsts” since the start of the Covid-19 pandemic. This conference was no different, with many “firsts” for SAPOR. The most significant being that this was our very first hybrid virtual / in-person conference, and what a successful first it turned out to be! It was truly inspiring to see how interactive the virtual and in-person populations could be with one another. The interactive environment allowed the two populations to continue with the creative discussion and engagement between speakers and the audience that is such a productive component of our SAPOR annual Conference.

None of this could be possible without great content from our wonderful presenters, which due to our virtual component were able to join us from all over the country! Additionally, the insight provided by our Expert panel on the Evolution of Data Collection featuring Panelists Sanjay Vrudhula, Clark Letterman and Kurt Johnson was irreplaceable.

Our key-note, Tamara Terry, stole the show. Her topic of Diversity, Inclusion and Belonging gave us inspiring words to live by and could not have been a better way to kick off our conference highlighting Public Opinion Research in a Dynamic Social Landscape

We are pleased to congratulate again, Brittany Alexander from Texas A&M University, our winner of the Student Competition, hosted by Odum Institute for Research in Social Science at the University of North Carolina-Chapel Hill.

A special thank you to all the 2021/2022 SAPOR Officers. It truly takes a team effort to make this event successful and absolutely every member played an integral role to the events success!

Elections were held for the 2022 open positions and the new Vice President will

be Dakisha Locklear with RTI International, the new Associate Secretary-Treasurer will be Jason Hill with Ipsos, and our new Vice Conference Chair will be Rachael Buffkin.

A special thank you to our outgoing President, Matthew Anderson with Abt Associates.

Alan Zdanowski,  
2021 Conference Chair

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## Welcome Your 2022 SAPOR Executive Committee

Elections were held after the 2021 SAPOR conference in October. Thank you to Matthew Anderson for a great 2021 as SAPOR President and to all of the other officers who are transitioning off of the executive board. 2021, like 2020 before it, was challenging, but we continued to innovate and overcome obstacles together!

We are happy to welcome Mandee Lancaster as the 2022 SAPOR President and the rest of the executive board. The SAPOR executive board is already off and running planning networking and membership events for 2022, including the [1st Annual Spring Conference](#), in addition to the 2022 AAPOR conference in May and the 2022 SAPOR conference in the Fall.

Our Spring Conference will focus on engaging with students and young professionals, and provide opportunity for them to gain experience in presenting their research, as well as networking with professionals in our field.

We are actively looking for students and new professionals to join SAPOR. If you have any questions about SAPOR events or membership activities, please feel free to reach out to the executive board at any time. Look for more fun information about the officers in the next newsletter!



Mandee Lancaster, President  
RTI International  
[president@sapor.us](mailto:president@sapor.us)



Dakisha Locklear, Vice President  
RTI International  
[vicepresident@sapor.us](mailto:vicepresident@sapor.us)





Victoria Albright, Secretary-Treasurer  
RTI International  
[treasurer@sapor.us](mailto:treasurer@sapor.us)



Jason Hill, Associate Secretary-Treasurer  
Ipsos  
[assoctreas@sapor.us](mailto:assoctreas@sapor.us)



Michelle Vrudhula, Conference Chair  
ReconMR  
[conferencechair@sapor.us](mailto:conferencechair@sapor.us)



Rachael Buffkin, Vice Conference Chair  
RTI International  
[viceconferencechair@sapor.us](mailto:viceconferencechair@sapor.us)



Matthew Anderson, Past President  
RTI International  
[pastpresident@sapor.us](mailto:pastpresident@sapor.us)



Alan Zdanowski, Past Conference Chair  
Headway Workforce Solutions



Shane Trahan, Website and  
Communications Committee Chair  
RTI International  
[webmaster@sapor.us](mailto:webmaster@sapor.us)



Robert Agans, Prothro Student  
Paper Competition Chair  
UNC Chapel Hill  
[prothro@sapor.us](mailto:prothro@sapor.us)

