

SAPOR

SOUTHERN ASSOCIATION FOR PUBLIC OPINION RESEARCH

SAPOR 2025 Winter Newsletter

Letter from the President

Angelique Uglow, ReconMR

Happy Holidays Y'all!! This year has been full of change with a few blessings in disguise. For me personally, this year has been yet another reminder to stay nimble and grateful for community and collaboration. SAPOR has the most wonderful membership and leadership support! A heartfelt thank you to our members and volunteers who make SAPOR such a supportive and welcoming community.



Remember to add SAPOR when you renew your AAPOR membership. If you're not renewing AAPOR membership this year, remember to renew SAPOR via our website. SAPOR only membership is \$20 per year and \$10 for students. If you're not renewing either membership at this time, and would like to stay on our contact list, I encourage you to confirm or update your contact information if you'd like to continue receiving communications from SAPOR. Reach out to communications@sapor.us to provide your new and old email address and any other updates we should make to your contact information.

We're excited to welcome our newly elected and appointed board members!

Vice President, Stacey Bell

Associate Secretary/Treasurer, Brandon Marsh

Vice Conference Chair, Emily Hitchner





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I passed the gavel to Adam Kaderabek at conference last month and will stay involved as past president to continue to support SAPOR council in 2026. Happy holidays and cheers to the new year ahead!

With gratitude and best wishes,

Angelique Uglow

SAPOR President, 2025

Post-conference Recap:

The SAPOR Conference was successfully held on Friday, November 7, at the Frontier in Research Triangle Park. Originally planned for October, the decision to move the conference to November 7 was very well received and resulted in increased attendance from both presenters and participants. This year, SAPOR also offered a hybrid format, allowing members to join either in person or virtually. We welcomed 45 in-person attendees and 17 virtual participants, making for a strong and engaging turnout.





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The program featured a full day of informative presentations, highlighted by our **keynote speaker, Emily Geisen from Qualtrics**. Her session, *“The Ins and Outs of Leveraging AI-powered Tools in Research,”* was both educational and highly engaging, generating positive feedback from attendees. We extend our sincere thanks to all of our presenters for sharing their expertise, as well as to our sponsors, committee members, and volunteers whose efforts made the conference a success.



Special appreciation goes to Jessica Grant and The Odum Institute for their ongoing support of SAPOR. We were especially pleased to see our largest student participation to date. Thank you for extending sponsorship of two student paper award winners this year as well!

Inés Martínez Echagüe from The University of North Carolina at Chapel Hill won the qualitative paper award for her paper, *“Equality Takes Work: A Process to Understand Why Women Still Do Most of the Household Labor.”*

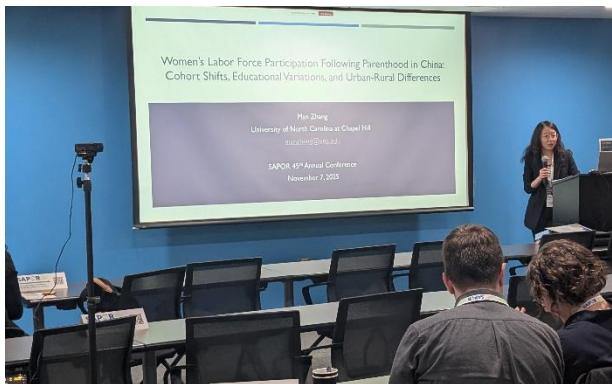
Man Zhang, also from UNC-Chapel Hill, was this year's quantitative research paper winner with her paper, *“Women’s Labor Force Participation Following Parenthood in China: Cohort Shifts, Educational Variations, and Urban-Rural Differences”*.

Additionally, we invited four other student presenters to share their work. Thank you to NPC for covering student admissions for the third consecutive year, helping to make the event accessible to emerging professionals in our field.



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Following a productive day of learning and discussion, attendees enjoyed the Social Networking Event, where we wrapped up the conference on a fun note with a caricature artist, Cartoon Jordan. Overall, the 2025 SAPOR Conference was a rewarding and memorable experience for our members, and we look forward to building on this momentum in the year ahead. We're happy to report the feedback we received from the post-conference survey indicates that attendees approved of both the November conference date and the virtual offering. Effectively half of respondents to the survey expressed a preference for the November conference and there was almost no preference for October. Many virtual attendees reported that they would not have been able to participate without the virtual option. Virtual and in-person conference attendees gave high marks for the quality of the presentations, the audio and video for presentations, and the Frontier facilities. Unsurprisingly, everyone ranked our post-event social as EXCELLENT!

Special shout out to one of SAPOR's past Presidents, Mike Lawrence for bringing his fancy camera gear and shooting some great pictures of our conference attendees and speakers in action. Thank you, Shreyas Tirumala for helping us turn the camera on him and then capture a picture of the past, present, and future SAPOR board members at the social event.

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SAPOR Year End Financial Report:

SAPOR began the year with a balance of **\$8,501.44**, and we're excited to say that this year's Annual Conference was both a financial and community success. Thanks to the incredible support of our sponsors and attendees, the conference generated a total of **\$6,691.87** in revenue.

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We extend our sincere appreciation to our generous sponsors, **NPC**, **UNC Odum Institute**, **ReconMR**, **SurveyTester**, **MSG**, **Docusource**, and **Miravoice**, whose contributions totaling **\$4,349.70** made this event

possible. Your partnership continues to strengthen our association and elevate the experience we're able to provide each year.

Conference registration brought in **42 attendees**, contributing **\$2,318.17** in registration revenue. We were thrilled to welcome both returning and first-time participants, whose engagement helped create a vibrant and memorable event.

The funds raised from the conference were used to support a high-quality experience for all, covering:

Catering by Design

Frontier RTP facility rental

Caricature art by Cartoon Jordan

Vendor gratuities

Fullsteam's social event, including food and open bar



Thank you again to everyone, our sponsors, attendees, volunteers, and planning committee, who contributed to another successful year. SAPOR continues to thrive because of your commitment and participation, and we look forward to seeing you at future events!