

MAPOR NEWS

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In this Issue:

- * Presidential Address
- * Winter Mixer - March 10th!
- * Upcoming Webinar
- * MAPOR 2019 Recap
- * AAPOR All-Chapter Afterparty Flyer & Sponsorship Opportunities

Key Take-aways

- * Planning for MAPOR 2020 is underway!
- * MAPOR is coordinating and co-sponsoring the Friday official after-party at AAPOR in Atlanta this May.
- * The member survey is upon us! Don't forget to fill it out to help shape MAPOR.
- * If you're presenting at AAPOR, and want to be featured in the "AAPOR @ MAPOR" highlights, don't forget to send us your information to info@mapor.org and include "MAPOR @ AAPOR" as the subject line!

A Message from the President:



**By: Ned English,
MAPOR President,
NORC at the University of Chicago**

Hello MAPORites, and happy February 2020! As your MAPOR president I am pleased to be able to provide a few highlights from 2019, announce upcoming MAPOR events and initiatives, and report on developments in 2020 thus far.

2019 Highlights and 2020 Plans: The 44th Annual MAPOR Conference took place at the Embassy Suites Downtown Chicago the weekend before Thanksgiving in November 2019, as we have for the past few years. While 2018 constituted our highest attendance year with 240 attendees, we smashed that record with 256 2019 attendees representing 50 institutions and 61 students (24% overall). I'd like to give special thanks to the Conference Organizing Committee for executing a fantastic MAPOR 2019; it is a huge job with a lot of moving parts. The 2019 Committee included Conference Chair Dana Garbarski, Associate Chair Sara Walsh, Patrick Hsieh, Ashley Hyon and Colleen McClain who all collaborated on the event.

We also hosted two well-attended webinars in 2019, organized by Patrick Hsieh. Last spring Antje Kirchner from RTI International and Trent Buskirk from Bowling Green State University presented on machine learning applications for social science data, a very timely subject. In October, Nola du Toit and Edward Mulrow from NORC at the University of Chicago gave a webinar on best practices in data visualization, a topic with wide applicability in our field. Additionally, we completed the refresh of our MAPOR logo and our communications design during 2019, including our website, newsletter, and social media presence. As part of that initiative we upgraded our inventory with the new design; our inventory refers to items like the MAPOR banners, conference tablecloth, and conference giveaways. With respect to finances, a subcommittee led by Ron Langley, Mary Losch, and Kevin Ulrich developed a policy for our operational reserves, ensuring that we maintain financial stability while being able to support key initiatives. Relatedly, we increased the MAPOR Fellows Student Paper Awards amount, as the Council approved a motion to increase the award amount from \$200 to \$500 for each of the two winning student papers.

It is clear that 2019 was highly-productive, and so what can we do in 2020 to maintain MAPORmentum? Your MAPOR Executive Council has been hard at work to plan new networking and educational opportunities in the upcoming year. First, we will be hosting a networking mixer on March 10th in downtown Chicago. This mixer will be at Monk's Pub at 205 W. Lake Street from 5-7 PM (next to the Clark and Lake CTA Station). Our goal with this event is to bring the research community in Chicago together. Our mixer is also coincident with an AAPOR executive council meeting, and so we will all have the chance to mingle with various luminaries in the public opinion space. So, we would like to invite all MAPOR members and those interested in learning more about MAPOR to come out. For more information about this event, please see page 6 in the newsletter. In addition, we are currently planning a second event outside of Chicago in the early fall and so stay tuned for further announcements. Beyond those, if you would like MAPOR to host a networking event in your area please contact me directly at english-ned@norc.org.

Beyond socializing, get ready for an upcoming MAPOR webinar in April by Rebecca Powell at RTI International. In this webinar Rebecca will present on the popular R statistical programming language and how specific functions available through the "Tidyverse" can make data management much simpler. Stay tuned for MAPOR announcements on how to register for the webinar and other detailed information through our communication platforms including MAPORnet, social media, emails to members.

I am also happy to report that your MAPOR Executive Council has been helping preparing for the chapter events at the 2020 AAPOR Annual Conference May 14-17 in Atlanta. Please keep an eye out for the two chapter events as great opportunities to both network with your MAPOR colleagues and to meet with other AAPOR chapters (in addition to securing geographically-appropriate tchotchkes). The first event is AAPOR's New Member/All Chapter Welcome Mixer and will take place on Thursday May 14th from 6:30 to 9:00pm at the conference hotel (Hilton Atlanta, Atlanta, GA). We then have the All-Chapter After Party organized by SAPOR, DC-AAPOR, MAPOR, and PAPER and sponsored by all AAPOR Chapters. The All-Chapter After Party will take place on May 15th from 8:00 to 11:00pm on the Roof at Ponce City Market (675 Ponce De Leon Ave NE, Atlanta) and promises to be one of the social highlights of the conference. MAPOR council would like to extend an invitation to all MAPOR members attending AAPOR to the All-Chapter After Party. Last but not least, your 2020 Conference Committee is working diligently on the 2020 Annual MAPOR Conference which will be here sooner than you think.

Please see 2020 MAPOR Conference Chair Sara Walsh's column for more information, including speakers and the conference theme, about our upcoming annual conference. I don't want to steal any of her thunder, but among other things we will be introducing formal networking sessions at the 2020 conference along the lines of the popular "Speed Networking" at AAPOR as a new initiative. We feel that the annual conference should be a place for specific opportunities for networking and interviewing, considering our emphasis on student and early career researchers. We will be providing more details later on but I am anticipating that students, early, mid, and late-career researchers and practitioners will benefit from new networking opportunities at MAPOR 2020. Please visit www.mapor.org for information about the dates and times of the upcoming MAPOR events as they are announced.

General MAPOR Updates: MAPOR currently has 310 members, 71 (23%) of whom are students. MAPOR has maintained a stable membership base for a number of years with relatively steady numbers, both for general and student members. We are pleased especially with respect to our our student membership counts, at least partly attributable to the student-friendly nature of our organization. MAPOR has also achieved a degree of financial stability in recent years due to the combined support of our generous sponsors, webinar revenue, and annual conference attendance. As of February 2020, we have \$28,263 on hand in our checking and \$45,023 in our savings accounts for total assets of \$73,026. Our financial health has enabled us to make organizational improvements and to create networking and educational opportunities to our members. Relatedly, we are convening a new subcommittee in 2020 to review and enhance student awards and support chaired by Past President Ipek Bilgen.

MAPOR Secretary-Treasurer Kevin Ulrich will be launching the annual membership survey next week. This survey is a chance for you to reflect on MAPOR in general as well as the annual conference. MAPOR council weighs the survey results very heavily in our planning and so we highly value your feedback and candor and ask you to participate. We'll release the survey results in the next newsletter and via social media. Beyond the newsletter and social media, I would like to invite you to read further about Executive Council's work through our publicly available Executive Council monthly meeting minutes posted on the MAPOR website: www.mapor.org/officers/minutes/. Finally, if you have any ideas, comments, questions, or concerns about MAPOR, please do not hesitate to reach out to me directly at president@mapor.org or at english-ned@norc.org. I am interested in hearing what your thoughts are with respect to MAPOR and how we can make it an even better community for public opinion researchers.



MAPOR's Winter 2020 Webinar: Data Management the Tidy Way: An Overview of the Tidyverse in R

Rebecca Powell, PhD
Research Survey Methodologist
RTI International

April 8th, 2020 (TIME CT)

ADMISSION:

\$10 for students, \$40 for non-student MAPOR members, \$50 for non-members

Among programming languages used in statistics and data science today, R is one of the more popular. For survey researchers and practitioners, the appeal of R extends beyond the fact that it is free, to the fact that it provides many packages suited for survey data analyses. This webinar provides an introduction to packages in the `tidyverse,' a simplified and cohesive environment that enhance data management and visualization. Specifically, this talk will discuss and illustrate several functions available through tidyverse packages that help you: import and merge datasets; create new and modify existing variables; and subset your data for analysis. Additionally, there will be a brief introduction to packages and functions for analysis of survey data. R code is provided that contrast these functions with their analogs in base R to help illustrate the power of the tidyverse. All examples provided in this webinar use datasets available in R packages so attendees can recreate these examples on their own.

Rebecca J. Powell, PhD is a research survey methodologist at RTI International with a specialty in questionnaire design and analysis. Her main research focus is on improving survey response rates and quality through improving visual design in self-administered questionnaires and contact materials. Dr. Powell also conducts analyses on both survey paradata and substantive data in an effort to improve data collection efforts. She has a doctorate in Survey Research and Methodology from the University of Nebraska—Lincoln, along with master's and bachelor's degrees in Applied Statistics from Rochester Institute of Technology.

Register online at <http://www.mapor.org/webinars/webinar-registration/>



MAPOR 2019 Conference Wrap-up

*By Dana Garbarski,
Vice President/President-Elect
Loyola University - Chicago*

We had a wonderful time at the 44th Annual MAPOR Conference this past November, with a record high number--256--of attendees. The presentations and conversations were stimulating, meaningful, and a true representation of the conference theme: "Where Methods and Substance Meet: Reflecting the Present and Shaping the Future of Public Opinion and Survey Research."

Many people kicked off the conference with the fifth meeting of the Interviewer-Respondent Interaction Working Group; we thank Kristen Olson and Jolene Smyth for moderating once again. Sixty of us began the conference in Brady West's short course on "Survey Weighting"; we thank Brady for sharing this important information with scholars both new and seasoned. Several of us participated in the sixth networking luncheon in the atrium. Our continued emphasis on student and early career events in at the 2019 conference was led by Colleen McClain, our outstanding student liaison. We were pleased to award the Doris Graber Student Award to Margaret Brower; special thanks to John Stevenson and Nora Cate Schaeffer for administering the review process among the MAPOR Fellows. Speaking of MAPOR Fellows, we were pleased to celebrate our newest, Tom W. Smith, at the conference.

We also want to thank once more our keynote and pedagogy hour speakers: Barbara Anderson and Justine Bulgar-Medina. The slides are available from the keynote address and pedagogy hour, as is a recording of the keynote address at <http://www.mapor.org/2019-annual-conference/>.

In addition, I would like to personally thank the Conference Committee for helping to execute all aspects of the conference: Ned English, Patrick Hsieh, Ashley Hyon, Colleen McClain, and Sara Walsh. Special thanks, as always, to the rest of the MAPOR Executive Council for being all hands on deck during the conference.

We are looking forward to returning once more to the Embassy Suites for the 2020 MAPOR conference. I am so excited for what Conference Chair Sara Walsh is already planning with the conference committee. Stay tuned!

Join us at MAPOR's Winter Mixer!

Tuesday, March 10th 5-7PM

We are excited to announce that MAPOR will be hosting AAPOR Council in Chicago on March 10th. In addition we will be bringing together the network of scholars and practitioners in and around Chicago, the home of the numerous academic programs, survey and public opinion researchers, and related professionals.



The Details:

Where: Monk's Pub at 205 W. Lake Street

When: Tuesday, March 10th from 5:00-7:00PM

What: A networking opportunity not to be missed, with MAPOR members and AAPOR Council.

FYI:

Appetizers will be served.

MAPOR members and those who sign up to become members also get a free drink ticket.

No RSVP required. We look forward to seeing you at MAPOR's Winter Mixer!

2019-2020 MAPOR EXECUTIVE COUNCIL

President

Ned English
NORC at the University
of Chicago
english-ned@norc.org

VP/President-Elect

Dana Garbarski
Loyola University
Chicago
dgarbarski@luc.edu



Past-President

Ipek Bilgen
NORC at the
University of Chicago
president@mapor.org

Conference Chair

Sara Walsh
NORC at the University
of Chicago
walsh-sara@norc.org

**Associate
Conference Chair**

David Sterrett
NORC at the
University of Chicago
sterrett-
david@norc.org

Secretary-Treasurer

Kevin Ulrich
University of Chicago
Survey Lab
ulrichkv@uchicago.edu

**Associate Secretary-
Treasurer**

Stephanie Chardoul
University of MI

Webmaster

Ashley Hyon
MSG
AHyon@M-S-G.com

**Communications
Coordinator**

Justine Bulgar-Medina
NORC at the University of
Chicago
bulgarmedina-
justine@norc.org

**Sponsorship
Coordinator**

Allison Sullivan
Civis Analytics
sullivar.pop@gmail.com

Webinar Coordinator

Patrick Hsieh
RTI International
yph@rti.org

Student Liaison

Evgenia
Kapousouz
ekapou2@uic.edu

Member-at-Large

Mary Losch
U. of Northern Iowa
mary.losch@uni.edu

Member-at-Large

Ed Ledek
Clear Insights
Group
edl@clearinsight
sgroup.com

Member-at-Large

Lindsey Witt-
Swanson
University of
Nebraska-Lincoln
lwitt2@unl.edu

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MAPOR acknowledges and thanks the following organizations for sponsoring MAPOR this year.

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(Contributions \$2,000+)

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ReconMR - Reconnaissance Market Research

Consider Supporting MAPOR!

Support from organizations like yours helps keep costs down for young researchers, and keeps MAPOR conference attendance high. In return, your sponsorship increases the visibility of your organization, both to future customers and to future hires of survey professionals.

Benefits of Sponsorship						
	MAPOR lunch + conference registration	Ad in the program	Large placard featuring your organization displayed at a major conference event	Link on the MAPOR Website	Acknowledgement in the newsletters	Sponsor table at conference
Gold Sponsorship (Contributions of \$2,000 or more)	✓ 2+ tickets	✓ full page	✓	✓	✓	✓
Silver Sponsorship (Contributions of \$1,000-\$1,999)	✓ 1 ticket	✓ full page	✓	✓	✓	✓
Bronze Sponsorship (Contributions up to \$1,000)		✓ half page		✓	✓	

Support MAPOR Today!

Visit: <http://www.mapor.org/sponsorship/>

Contact: Allison Sullivan: sullivar.pop@gmail.com



AAPOR 2020 All-Chapter After Party

Going to the AAPOR conference? Save the Date!

The All-Chapter After Party will be on **Friday, May 15th, 2020 from 8:00 PM to 11:00 PM on the Roof at Ponce City Market** located at **675 Ponce De Leon Ave. NE** and promises to be one of the social highlights of the conference! A perfect venue to catch up with old friends or to meet new ones! Come after dinner or plan to eat with us.



Sponsorship Opportunities

1.) Premier Sponsor & Co-Host = \$6000

- Sponsor named as co-host on invitation
- Attendee list provided
- Company logo included on event webpage
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2.) Food/Dessert Sponsor = \$5000 or 2 @ \$2500 each

- Sponsor-branded signage on or near buffet
- Company logo included on event webpage
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3.) Beverage Sponsor = 2 @ \$2000 each

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- Sponsor-branded signage on or near bar
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- Company logo included in event signage
- Sponsor mentioned and thanked over the micro-phone during the event

4.) Skyline Park Ticket Sponsor = 2 @ \$1500 each

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- Company logo included in event signage
- Sponsor mentioned and thanked over the micro-phone during the event

5.) Lyft Transportation Sponsor = 2 @ \$1500 each

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- Company logo included on event webpage
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- Sponsor mentioned and thanked over the micro-phone during the event

6.) DJ/Karaoke Sponsor = 1 @ \$1500 each

- Sponsor-branded signage on or near DJ
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- Sponsor mentioned and thanked over the micro-phone during the event

7.) Photo Booth Sponsor = 1 @ \$1500 each

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- Sponsor mentioned and thanked over the micro-phone during the event

8.) Event Contributors = \$600

- Company logo included on event webpage
- Hyperlink to sponsor's website from event webpage
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AAPOR 2020 All-Chapter Party Sponsorship Registration

Contact Information:

Company Name

Contact Name

Mailing Address

City, State, Zip

Email Address

Telephone Number

Sponsorship Level:

\$ _____

Total Sponsorship Fee
(Payment due with sponsorship form)

Premier Sponsor & Co-Host = \$6000

Food Sponsor = \$2500

Dessert Sponsor = \$2500

Beverage Sponsor = \$2000

Skyline Park Ticket Sponsor = \$1500

Lyft Transportation Sponsor = \$1500

DJ/Karaoke Sponsor = \$1500

Photo Booth Sponsor = \$1500

Event Contributor = \$600

Payment Instructions:

To pay by credit card, please email completed form to treasurer@sapor.us for invoice and instructions.

To pay by check or money order, please mail completed form and payment to:

Mandee Lancaster

SAPOR

PO Box 13531

Durham, NC 27709

If you wish to find out more about this event and/or sponsorship opportunities, please contact: Valrie Horton at (919) 294-7802 or Valrie_Horton@abtassoc.com
Cc: pastpresident@sapor.us