

MAPOR NEWS

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Key Highlights: MAPOR Member Survey

- Data collected in March 2020 with a 30% response rate
- Overall conference satisfaction was very high
- Overall, most people support MAPOR continuing to hold mixers and offering other networking opportunities

Key Highlights: MAPOR 2020 Conference

- The 45th Annual Conference will be held virtually this year
- Theme: “Why Representation Matters”
- Stay tuned for more info on the virtual format!



A Message from the President:

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

Hello MAPORites! I hope you have been having as positive a spring as possible, given the extreme circumstances we all have been living under. Our last newsletter was in February 2020, which was a very different world for a number of important reasons. We would like to take this opportunity to say how much we value your support of MAPOR, and hope we can offer some professional support during a time of crisis as in normal years. Difficult times notwithstanding, your Executive Council has been hard at work on a number of items as described before.

It seems like a very long time ago, but we were able to hold a well-attended joint MAPOR/AAPOR council event at Monk’s Pub in downtown Chicago on March 10th, right before COVID-19 became the dominant issue. AAPOR council happened to be meeting in Chicago that day, and so MAPOR members and friends in attendance were able to chat with AAPOR councilors as described in more details in Justine Bulgar-Medina’s column below. We are also considering holding one or more virtual events later this year if an in-person event isn’t possible, and so stay tuned for more updates.

In addition, Rebecca Powell of RTI International held a record-breaking Spring Webinar on April 8th with 238 attendees; MAPOR council decided to make this event free for all attendees due to the COVID-19 crisis. She presented on the popular R statistical programming language and how specific functions available through the “Tidyverse” may make data management much simpler, a topic of considerable interest to many. Patrick Hsieh is currently planning another webinar for early fall, and so please stay tuned for more updates.

While we weren’t able to see you at AAPOR in Atlanta as expected, we did have the chance to virtually mingle during the “VAPOR”

Zoom event on June 10th and other Q&A opportunities. The VAPOR event was a great time, and I'd like to think MAPOR had the most interesting trivia questions (but I am likely biased). I would like to thank all MAPOR members who attended this event and supported MAPOR and other AAPOR chapters. Overall, MAPOR was very well-represented among AAPOR presenters, attendees, and councilors and I very much hope to see you in person at AAPOR 2021 in Los Angeles.

Clearly, the most important current issue for MAPOR council is planning for our virtual conference in November 2020, as recently announced via MAPORnet and email. The Conference Committee is currently hard at work reviewing options for software and best-practices to facilitate interaction in situations like this. While we were looking forward to seeing you in-person at the Embassy Suites in November, having a remote conference became the only practical option in this environment. One advantage of being remote is we will be able to accommodate more attendees than otherwise, removing the need to travel and reducing costs for attendees. 2020 Conference Chair Sara Walsh will describe plans in her column in more detail, but we are still planning on holding major initiatives regardless of platform. Specifically, we will be introducing formal networking sessions at the 2020 conference along the lines of the popular AAPOR "Speed Networking". 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. Sara will describe the planned process for abstract submissions, Student Paper Competition, Call for Conference Participation, and more in her column.



MAPOR (Virtual) Conference 2020: Why Representation Matters

**Sara Walsh, Conference Chair
NORC at the University of Chicago**

MAPOR Virtual Conference – Open for Submissions!

Hello and Happy Summer to our MAPOR members and friends,

The past few months have been busy for the MAPOR conference committee! We have a very exciting program planned: Trent Buskirk will lead the Short Course on Data Visualization, Claudia Deane will deliver the Keynote, and Burton Reist from the Census will be presenting the Pedagogy Hour. One unexpected benefit of the new virtual format is that we are able to add a special presentation panel on "Why Representation Matters in Research". This panel will focus on issues of representation among some of our common research areas and at a higher level, in our industry – more to come!

Of course, no MAPOR program could be complete without the high quality presentations, panels, and papers that our members share. We are officially accepting abstracts and I am so looking forward to what this year's abstracts will bring. Please go to <http://www.mapor.org/2020-conference-call-for-participation/> for the call for

participation, abstract submission, and additional conference information. As a reminder, the abstract Submission Deadline is August 21st!

To our students, I want to share that registration for the MAPOR 2020 Virtual Conference will be FREE for ALL students. One of MAPOR's core values is supporting our students and during such uncertain times where many factors may present a barrier for our students wishing to attend MAPOR, we want to eliminate cost as one of those barriers. I highly encourage our students to submit abstracts, and those students who submit abstracts, please consider participating in the Student Paper Competition for the Doris Doris A. Graber Award in public opinion and the Allan L. McCutcheon Award in survey research methodology where each prize winner will receive \$500. You may visit this link to find out more about the Student Paper Competition: <http://www.mapor.org/2020-student-paper-competition/>

Wishing you all a wonderful summer and looking forward to reviewing your abstracts,

Sara Walsh
MAPOR 2020 Conference Chair



MAPOR Secretary Treasurer

Kevin Ulrich
University of Chicago Survey Lab

Thanks to MAPOR Student Liaison, Evgenia Kapousouz, for her significant assistance with this year's survey results.

The MAPOR Executive Council launched the **Member and Conference Survey** in March of 2020. The goal of the survey was to solicit members' opinions and ideas regarding the previous MAPOR conference and MAPOR objectives for the upcoming year. Executive Council members utilized the previous year's questionnaires as a foundation and tailored the current survey to reflect recent topics and issues. What follows is an overview of some of the responses from the survey.

Response Summary

We collected the survey data in March 2020. The sample was composed of MAPOR members from the current and previous year. Including the previous year's members allowed us to gauge opinions of those who had decided not to renew their membership. It also allowed us to solicit opinions and ideas of those who were unable to attend the 2019 conference. Members of the current Executive Council were excluded from the sample.

We attempted to contact 529 current and former members and received 161 fully or partially completed surveys. The response rate for the survey was 30% (AAPOR RR2). Approximately 75% of the respondents were regular members (n = 114), 16% were student members (n = 24), 9% were not current members (n = 14), and

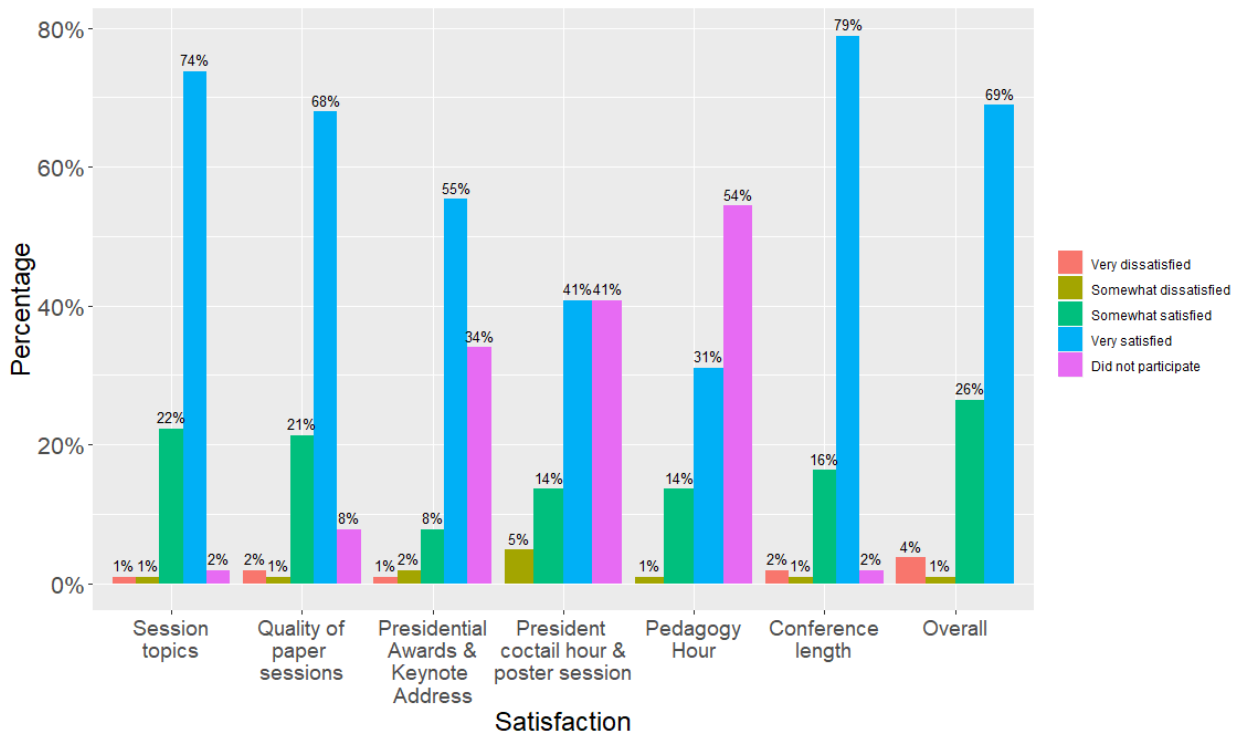
a single respondent was an honorary life member (n = 1). Of the respondents, roughly 70% attended the 2019 conference (n = 106) whereas 30% did not attend the 2019 conference (n = 47).

Satisfaction with Conference

A significant goal of the survey was to learn about the members’ experiences with the conference and to learn how the Executive Council could improve future conferences. We asked a range of satisfaction questions concerning various aspects of the 2019 conference including “*session topics*”, “*the quality of the paper sessions you attended*”, “*Friday afternoon Presidential Awards and Keynote Address session*”, “*Friday President’s cocktail hour and poster session*”, “*Saturday Pedagogy Hour presentation*”, and “*conference length*”. We included one global satisfaction question, “*Please rate your overall level of satisfaction with the 2019 MAPOR conference*”.

Satisfaction across all dimensions of the conference was very high. For the global satisfaction question, 69% of respondents reported being very satisfied, and 26% reported being somewhat satisfied. Only a few participants reported being somewhat (1%) or very dissatisfied (4%). Across all specific dimensions, no dissatisfaction level was higher than 5%.

Satisfaction with 2019 Conference

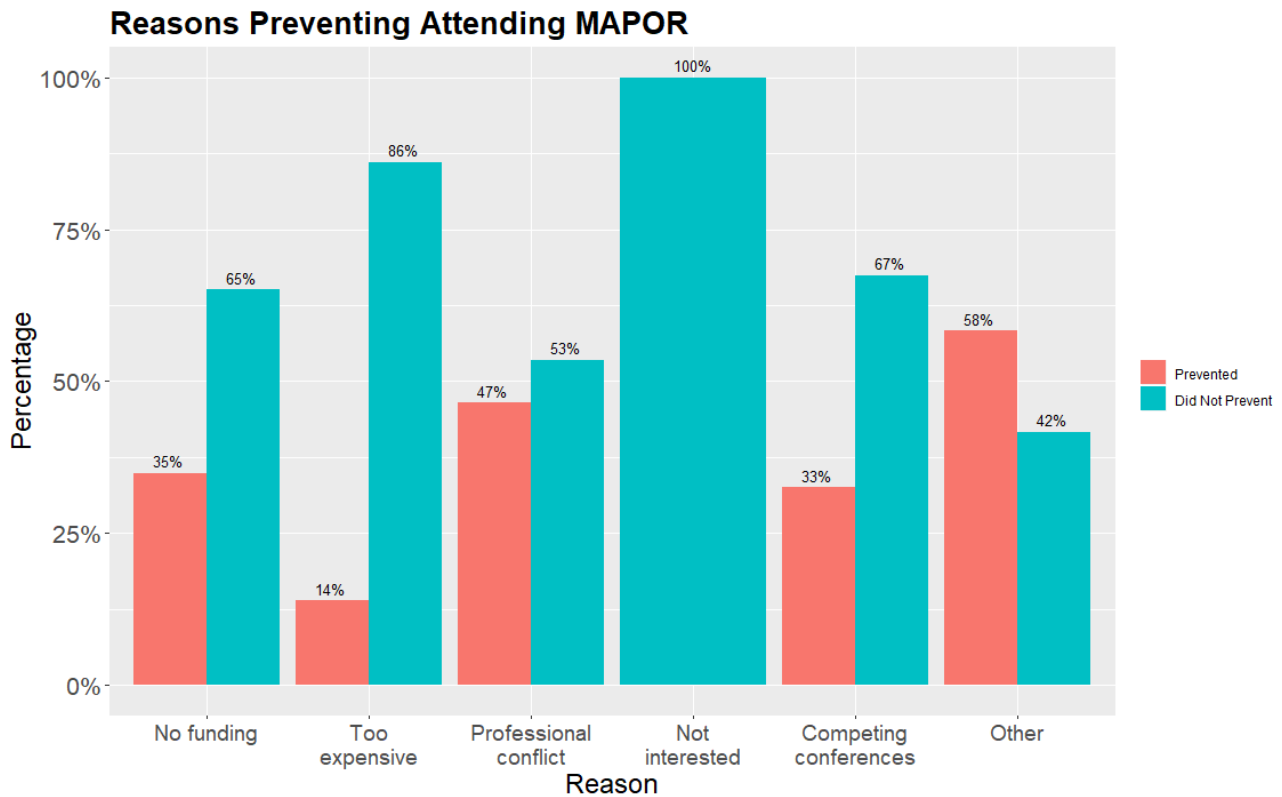


Barriers to Attendance

Almost 30% of members reported not attending the conference and we wanted to learn about the reasons for these decisions. Those who did not attend received a subset of questions about barriers to attendance. Specifically, we asked “*You indicated that you did not attend the 2019 MAPOR conference. Please indicate whether or not each of the following prevented you from attending the 2019 MAPOR Conference.*” The first question was “*no funding*”, the second “*too expensive*”, the third “*academic or professional scheduling*”

conflict”, the fourth “no longer interested in being a MAPOR member”, the fifth “too many competing conferences in 2019”, and the sixth “other”.

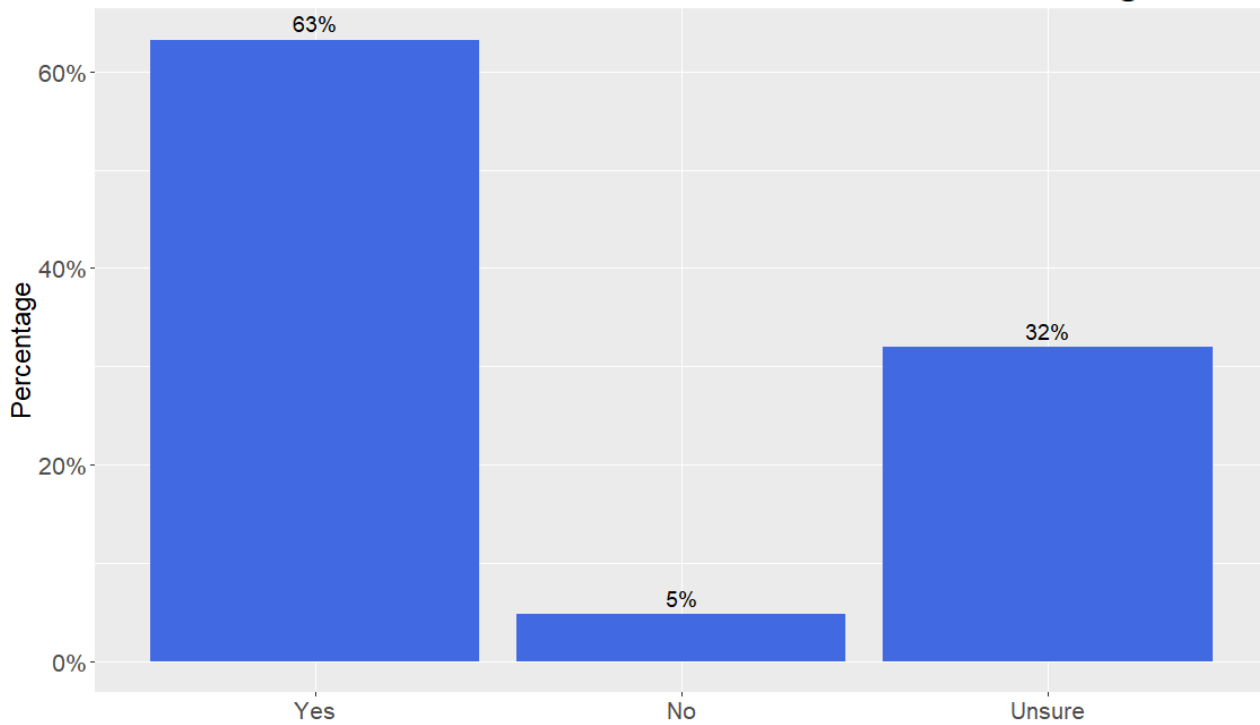
The most common reason for not attending the conference was “other” reasons not listed. The majority of the open-ended responses provided described personal circumstances unrelated to the conference. The next most cited reason for not attending was an “academic or professional scheduling conflict” (n = 47%), “no funding” (35%), “competing conferences” (33%), and “too expensive” (14%). No non-attendee reported that a “lack of interest” in attending the conference was reason that prevented their attendance.



Mixers

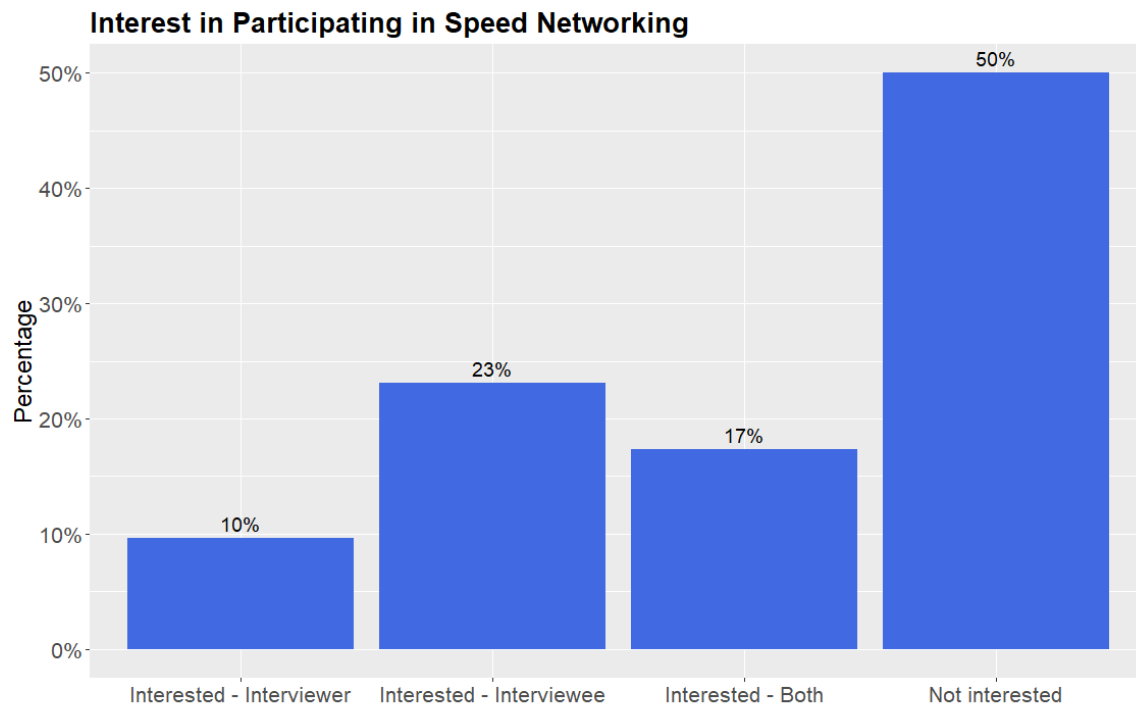
Starting in 2016, MAPOR has held mixers and other informal networking events in different cities. Mixers are funded through membership dues and the Executive Council was interested in gauging members’ opinion about whether or not we should continue these types of events. We asked, “In the past 2 years MAPOR has hosted mixers in Chicago and Ann Arbor. In order to increase attendance at these events, we scheduled the mixers to occur while other conferences or meetings took place in those cities. The mixers were advertised to all persons in the field so that we might attract non-members to MAPOR. Attendance for the mixers has been between 15 and 30 people. MAPOR has spent between \$75 and \$600 when hosting these events. Do you think MAPOR should continue to offer mixers or other informal networking events?”. The majority of the respondents answered yes (63%), followed by unsure (32%). Only 5% of respondents indicated the MAPOR should stop holding these events.

Should MAPOR Continue to Offer Mixers or Other Informal Networking Events?



Speed-networking

Increasing the variety of events at the annual conference is important to us. The Executive Council is considering whether or not to include a speed-networking event at future conferences. To gauge interest in the event, we asked *“MAPOR will be introducing formal opportunities to network and interview at the 2020 annual conference. One option is “speed networking”, which would be 15 minute informational interviews designed for those getting started in their career, interested in making a change, or simply interested in learning more about key organizations. A second option would be more formal interviews with sponsors or other attending organizations.”* A reasonable number of participants expressed interest in participating as an interviewer or interviewee in this event. More importantly, approximately half of the student participants expressed interest in participating in a speed-networking event (n = 13).





MAPOR 2020 Winter Mixer!



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

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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							
	Ad in the program	Conference registration	Link on the MAPOR Website	Acknowledgement in the newsletters	Opportunity to connect directly with conference attendees	Logo displayed during conference	Prominent sponsorship of pedagogy hour or keynote address
Gold Sponsorship (Contributions of \$2,000 or more)	✓ full page	✓ (two)	✓	✓	✓	✓	✓
Silver Sponsorship (Contributions of \$1,000-\$1,999)	✓ full page	✓ (one)	✓	✓	✓	✓ (at major conference event)	
Bronze Sponsorship (Contributions up to \$1,000)	✓ half page		✓	✓		✓	

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