

# Wapor Strategic Plan

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Actions for the next two years (2019-2020)

Presented at the Members Meeting-Toronto 2019

Marita Carballo

# OUR TEAM

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# WAPOR Executive Council



**Marita Carballo,  
President**



**Timothy Johnson,  
Vice President &  
President-Elect**



**Claire Durand,  
Past President**

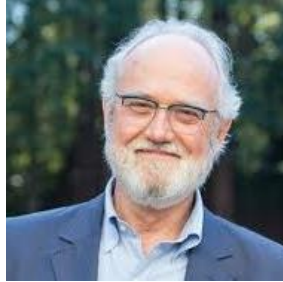


**Henning Silber,  
Secretary-Treasurer**

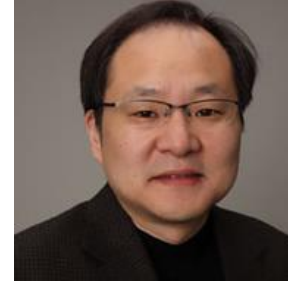
# WAPOR Council



**Janet Streicher, Chair of  
Professional Standards Committee**



**Doug Miller, Chair of  
Liaison Committee**



**Jibum Kim, Chair of  
Publications Committee**



**Tatiana Karabchuk, Chair of  
Conference Committee:**



**Tamás Bodor, Chair of  
Membership Committee**



**Michael Traugott, Chair of  
Education Committee**

# WAPOR



**Sergio Wals, General  
Secretary**



**Renae Reis,  
Executive Coordinator**



**Daniel Aguirre,  
Social Media Coordinator**

# OBJECTIVES

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# Objectives for the coming years

1

Growing expansion of WAPOR in all parts of the world

2

Continue building and improving relations with other organizations.

3

Strengthening Communications with our members and with the World

4

Making WAPOR recognized as the organization that sets standards for Public Opinion research in the world

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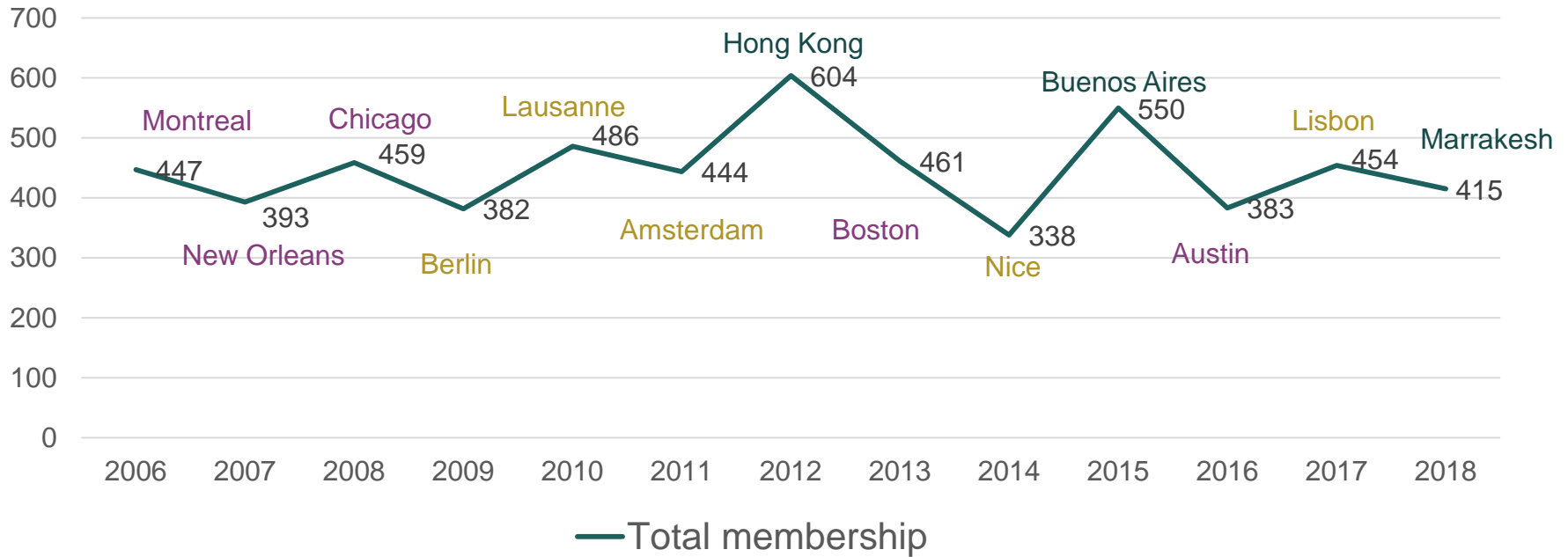
Continuing and increasing the number of conferences and seminars in all parts of the world.

# 1. Growing expansion of WAPOR

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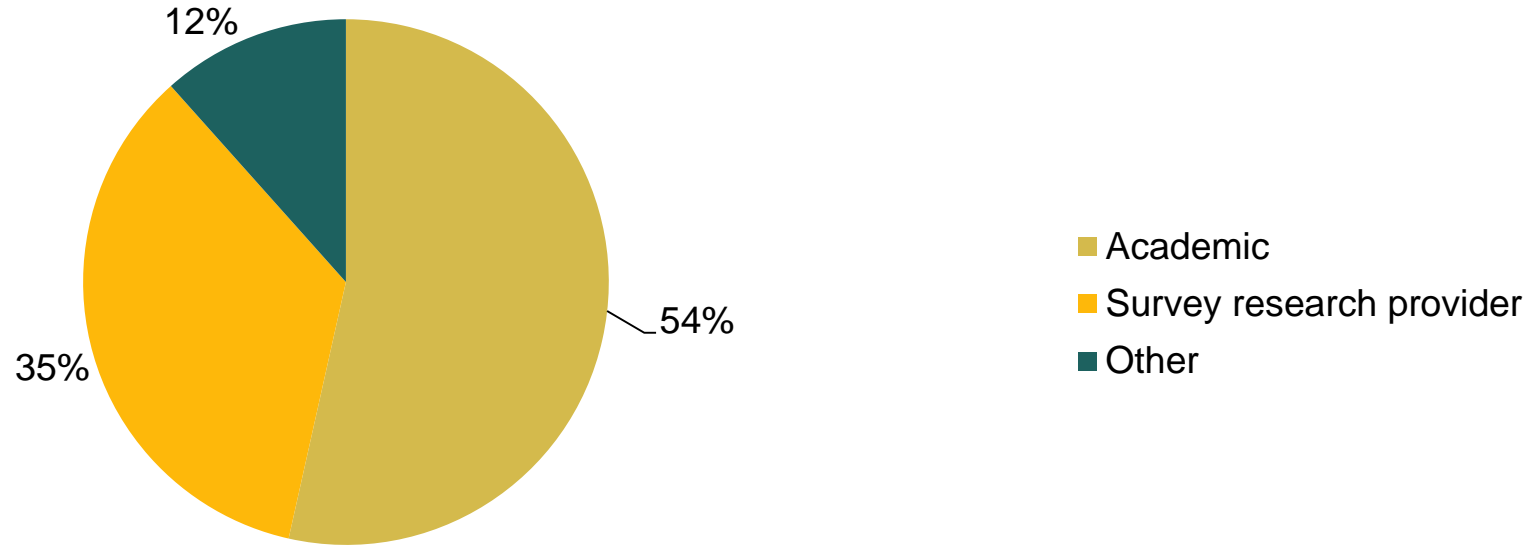


# 1 Growing expansion of WAPOR



# 1 Growing expansion of WAPOR

## Members' professional activity



# 1 Growing expansion of WAPOR

## Strategic actions

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- Working with **Regional Chapters**
- Growing **National Representatives Network**
- Improving service to members & attracting new ones



Strengthening bonds, planning for joint conferences



Very successful recruiting, in process of reorganizing the network



Developing plans for improving & strengthening our offer

# 1 Growing expansion of WAPOR

## Active Regional Chapters: LATAM

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- WAPOR Latin America was the first Chapter founded, and **started** its activities in **2007** with the **first** Latin American **Congress** in the city of **Colonia del Sacramento**, Uruguay.
- In **2018** they've held their **VII Congreso Latinoamericano** in the **same city**, and previous editions took place in other countries from the Region, such as Mexico, Brazil, Peru, Colombia, Chile.
- Plans to hold **joint conferences in 2020**, when WAPOR Latam has its Regional Conference in Salamanca
- **171 members in 2018**

**President:** Mariano Torcal,  
Spain

**Vice- President:** Gustavo  
Meixueiro, Mexico

# 1 Growing expansion of WAPOR

## Active Regional Chapters: ASIA

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- **WAPOR Asia** was **approved by council** on July 6, **2016**. Held its first Council Meeting in Dhaka in November 2017.
- **Robert Chung** is its first **President**, **Yashwant Deshmukh** the **Vice President**
- The **first Annual Conference** held in **Taipei** from May 24-26, **2018**.
- Their **next** Conference is scheduled for **Sept. 26-29, 2019** in **New Delhi**.  
The theme is ***Digital Democracy: The Scope and Limitations of Digital Advancement on Democratization in Asia***  
Co-host – Centre for Voting Opinion & Trends in Election Research (CVoter)
- Future Conferences are planned for Sept 2020 & 2021
- **48 members in 2018**

# 1 Growing expansion of WAPOR

## Active Regional Chapters: WANA

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- **WAPOR approved the regional chapter** in West Asia and North Africa (WANA) at a council meeting in Toronto, Canada on February 10, **2018** .
- The **Marrakesh Conference** in 2018 was the occasion for the **official launch of the WAPOR WANA Chapter** and its constitution was approved
- **Currently**, we are working with Chapter members to **organize their first elections of officers**, and a **first Conference** in the Emirates in **2020**.
- **14 members in 2018**

# 1 Growing expansion of WAPOR

We are calling & selecting National Representatives across the world, who wish to work and represent WAPOR in their local country

## National Representatives - Duties

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- **We have formalized the requirements and mandate of Country representatives. Their duties are:**
- Agree to be listed on WAPOR's website as a National Representative who is available to discuss WAPOR in general and/or specific polling issues in their country
- Provide annual reports and advice to WAPOR regarding polling-related issues within their county
- Contribute also to WAPOR's newsletter information regarding important relevant developments in their nation
- Include a link to WAPOR's website on their personal or organizational web page
- Encourage professional colleagues and students to also consider WAPOR membership and participation
- Maintain familiarity with WAPOR's Constitution and Code of Ethics.

# 1 Growing expansion of WAPOR

Currently we have  
**36** distinguished  
members who are  
confirmed as  
National  
Representatives

## National Representatives - Benefits

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- Formal recognition of their service on WAPOR's website
- In-person acknowledgment and appreciation of their important service during our conferences
- An annual Certification of Appreciation from WAPOR that recognizes this important service.



# National Representatives - 2019

- Argentina
- Australia
- Austria
- Bangladesh
- Belgium
- Brazil
- Bulgaria
- Canada
- Chile
- China
- Colombia
- Cyprus
- Czech Republic
- Georgia
- Germany
- Greece
- Hong Kong
- Japan
- India
- Iraq
- Lithuania
- Mexico
- Nigeria
- Pakistan
- Russia
- Romania
- Singapore
- South Africa
- South Korea
- Spain
- Turkey
- United Arab Emirates
- Ukraine
- United Kingdom
- United States
- Uruguay

2. Continue building and improving relations with other organizations

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## 2 Continue building and improving relations with other organizations

### Strategic Actions

- Continue and consolidate our relationships with AAPOR, ESOMAR, ISC, WVS, European Value Survey, and all the Barometers.
- Plans to reach out to new organizations, media & journalists



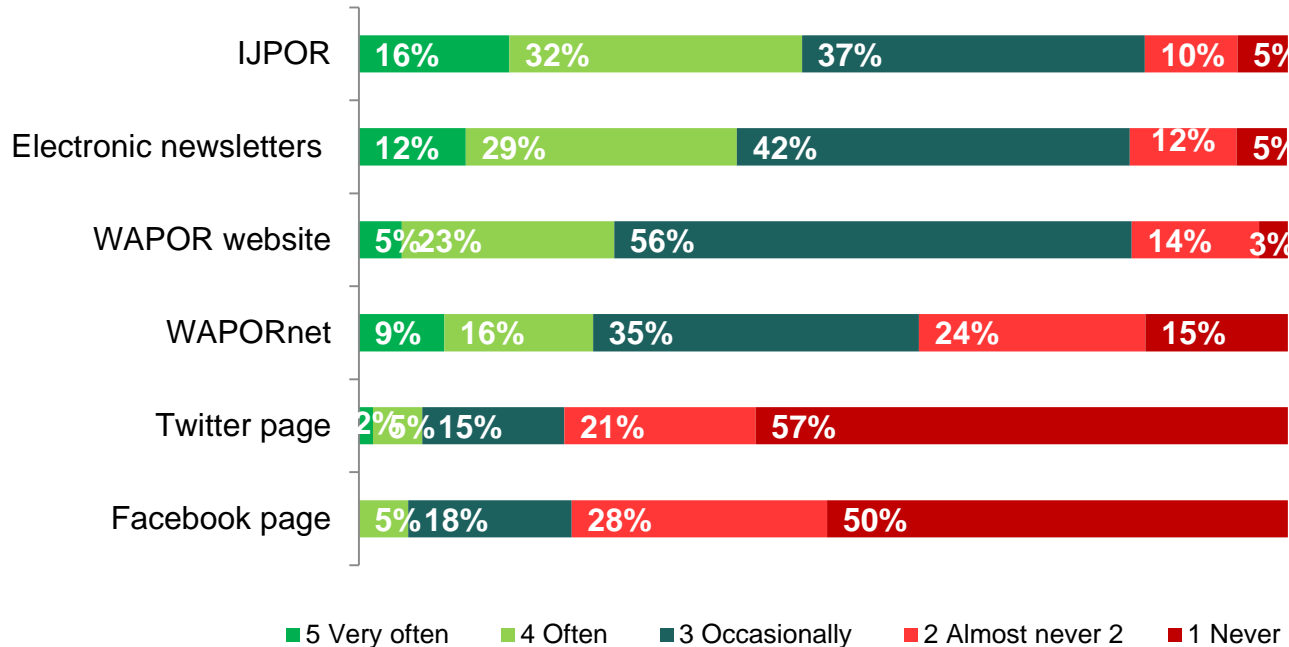
- Joint sessions in this Conference with AAPOR, ESOMAR and CRIC, the Canadian organization of pollsters
- Provide greater support to the role of liaison chair.
- Developing a more active offer to appeal to new organizations

# 3. Strengthening Communications with our members and with the World

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### 3 Strengthening Communications with our members and with the World

*How often, if at all, do you use, visit or read the following*



Last members' survey showed very high appreciation of IJPOR.

## 3 Strengthening Communications with our members and with the World

### **Strategic Actions: A Social Media Coordinator joins the team**

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Daniel Aguirre, professor of Communications (Universidad del Desarrollo) and International Studies (Universidad de Chile) is joining as Social Media Coordinator as of April 22nd.

He started by reviewing our Social Media sites and Website. Then, together with WAPOR's Council and Renae a Plan was designed to boost our presence in Social Media.

Communicate WAPOR's unique strength in its international scope in a combined a scholar-practitioner network that is scarcely found in other organizations

## 3 Strengthening Communications with our members and with the World

### Strategic plan to improve WAPOR's Social Media Presence

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#### Main goals for the social media plan:

- Stakeholder cultivation: Growth from inherently interested parties
- Stakeholder activation: Facilitating conversations; bringing others into a networked dialogue
- Creating an expanded and engaged community

#### How to reach these goals:

- Create an **online space for conversations & exchange** between WAPOR members
- Increase **online visibility of the organization** around the world
- Highlight the valuable and unique offer of WAPOR to **attract new members and partners**

### 3 Strengthening Communications with our members and with the World

#### Next Steps

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1. WAPOR will be **sharing relevant content on its SM regularly**, inviting members to **comment and share** as well.
2. **Video interviews** at the conference (to promote WAPOR on SM) & inviting everyone to use the **#WAPOR2019**

**WE EXPECT YOU TO JOIN THE CONVERSATION!!**





# Timetable for Social Media Plan

2019	May	June	July	Aug	Sept	Oct	Nov	Dec
Objectives	<ul style="list-style-type: none"> <li>a) Informing on conference details</li> <li>b) Growing followers on FB and Tw.</li> <li>c) Social media volunteers at the conference</li> </ul>	<ul style="list-style-type: none"> <li>a) Informing on the highlights of the conference (courses videos tool)</li> <li>b) Growing followers on FB and Tw.</li> </ul>	<ul style="list-style-type: none"> <li>a) Informing on future event and member achievements</li> <li>b) Growing followers on FB and Tw.</li> </ul>	<ul style="list-style-type: none"> <li>a) Informing on future event and member achievements</li> <li>b) Growing followers on FB and Tw.</li> </ul>	<ul style="list-style-type: none"> <li>a) Informing on future event and member achievements</li> <li>b) Growing followers on FB and Tw.</li> </ul>	<ul style="list-style-type: none"> <li>a) Informing on future event and member achievements</li> <li>b) Growing followers on FB and Tw.</li> </ul>	<ul style="list-style-type: none"> <li>a) Informing on future event and member achievements</li> <li>b) Growing followers on FB and Tw.</li> </ul>	<ul style="list-style-type: none"> <li>a) Informing on future event and member achievements</li> <li>b) Growing followers on FB and Tw.</li> </ul>
Outputs	<ul style="list-style-type: none"> <li>a) Three posts weekly</li> <li>b) 3-4 volunteers driving conversation (at the conference)</li> </ul>	<ul style="list-style-type: none"> <li>a) Three posts weekly</li> <li>b) Sharing and promoting video from the conference</li> </ul>	<ul style="list-style-type: none"> <li>a) Three posts weekly</li> <li>b) Sharing of video from members: - Schollars (1), Practitioners (1) and Grad Students (1) Profile (3 minutes each)</li> </ul>	<ul style="list-style-type: none"> <li>a) Three posts weekly</li> <li>b) Sharing of video from members: - Schollars (1), Practitioners (1) and Grad Students (1) Profile (3 minutes each)</li> </ul>	<ul style="list-style-type: none"> <li>a) Three posts weekly</li> <li>b) Sharing of video from members: - Schollars (1), Practitioners (1) and Grad Students (1) Profile (3 minutes each)</li> </ul>	<ul style="list-style-type: none"> <li>a) Three posts weekly</li> <li>b) Sharing of video from members: - Schollars (1), Practitioners (1) and Grad Students (1) Profile (3 minutes each)</li> </ul>	<ul style="list-style-type: none"> <li>a) Three posts weekly</li> <li>b) Sharing of video from members: - Schollars (1), Practitioners (1) and Grad Students (1) Profile (3 minutes each)</li> </ul>	<ul style="list-style-type: none"> <li>a) Three posts weekly</li> <li>b) Sharing of video from members: - Schollars (1), Practitioners (1) and Grad Students (1) Profile (3 minutes each)</li> </ul>
Outcomes	Increased number of followers							
Indicators	Levels of followers and conversations						Numbers based on membership figures	
Budget (if applicable)	N/A	Budget allocation for paid promotion		N/A	Budget allocation for paid promotion		N/A	

### 3 Strengthening Communications with our members and with the World

#### Continue implementation of surveys among members

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- **Post-conference and members' surveys** have proven to be **very important tools** in our commitment to improve the way we serve our members, **so please when you receive them take a few minutes** of your time **to answer** and share your views!
- We also intend to create a **survey** for those who **did not renew their WAPOR membership**, to better understand their reasons and plan upon this information

**SHARE YOUR VIEWS,  
WE'RE LISTENING!**

4. Making WAPOR recognized as the organization that sets standards for Public Opinion research in the world

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## 4 Making WAPOR recognized as the organization that sets standards for Public Opinion research in the world

### **Strategic Actions**

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- Creation of the **Education Committee**
- Development of an education platform
- Training workshops at the conference - Training for journalists

## 4 Making WAPOR recognized as the organization that sets standards for Public Opinion research in the world

### Creation of the Education Committee

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- **Michael Traugott** is the new Chair of this committee, working closely with **Janet Streicher** (Chair of Standards) & **Sergio Wals** (Secretary General)
- They are working to create a link for new training platform, where we will be offering webinars

## 4 Making WAPOR recognized as the organization that sets standards for Public Opinion research in the world

### **Education platform**

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- We aim to offer 4 webinars this year, and over 10 the next year
- Part of the training offer will be focused on journalist and how to publish polls.
- Additionally, training workshops held at this Conference will be recorded and made available online for members.

## 4 Making WAPOR recognized as the organization that sets standards for Public Opinion research in the world

### Ideas for new training offer

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The education committee is discussing different ideas for webinar trainings and seminars in these areas

#### Public Opinion Skills

E.g: Behavioral Economics and Research, Best Practices in Smart Phone Survey Design.

#### Technology and Survey Research

E.g: Survey Research and Data Science, Data Visualization.

#### Data Analytics

E.g: New data skills- "R", Python.

5. Continuing and increasing the number of conferences and seminars in all parts of the world

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## 5 Continuing and increasing the number of conferences and seminars in all parts of the world

### For this Conference we have prepared:

- **Three days** of the conference and **one** day of professional **workshops** for **junior researchers**. More than **260** registered **participants** from all continents of the world.
- **46 thematic sessions** and panels dedicated to the methodological issues, comparative surveys, public opinion and democracy research, electoral polls, political behavior, as well as news media communications and social media.
- Special featured **WAPOR panels and round tables with remarkable political scientists and sociologist**. **Joint sessions** with such organizations as WVS, Gallup International, NORC, ESOMAR and CRIC on issues in public opinion research and democracy.

# 5 Continuing and increasing the number of conferences and seminars in all parts of the world

## **Strategic Actions**

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- Looking for opportunities for holding joint conferences and seminars, with other organizations and participating in and organizing panels together.
- Active Regional Chapters organizing conferences

# 5 Continuing and increasing the number of conferences and seminars in all parts of the world

## Next Conferences

**2019**  
**(Sept. 26-29)**

WAPOR ASIA  
Regional  
Conference in  
New Delhi, India

**2020**

WAPOR WANA  
Regional  
Conference in  
United Arab  
Emirates?

**2020**

WAPOR  
GLOBAL &  
WAPOR LATAM  
Conference in  
Salamanca,  
Spain

**2021**

WAPOR ASIA  
Conference in  
Seoul, South  
Korea