Wapor Strategic Plan

Actions for the next two years (2019-2020)
Presented at the Members Meeting-Toronto 2019
Marita Carballo
OUR TEAM
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
Sergio Wals, General Secretary

Renae Reis, Executive Coordinator

Daniel Aguirre, Social Media Coordinator
OBJECTIVES
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
5. Continuing and increasing the number of conferences and seminars in all parts of the world.
1. Growing expansion of WAPOR
Growing expansion of WAPOR

Total membership

- Montreal: 447
- Chicago: 393
- Lausanne: 459
- Amsterdam: 382
- Hong Kong: 486
- Buenos Aires: 444
- Boston: 604
- Nice: 461
- Austin: 338
- Lisbon: 383
- Marrakesh: 454
- New Orleans: 415

Years: 2006 to 2018
1 Growing expansion of WAPOR

Members’ professional activity

- 54% Academic
- 35% Survey research provider
- 12% Other
Growing expansion of WAPOR

Strategic actions

• 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
Growing expansion of WAPOR

Active Regional Chapters: LATAM

- 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 form 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
Growing expansion of WAPOR

Active Regional Chapters: ASIA

- **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
Active Regional Chapters: WANA

• **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
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 country
- 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.
Growing expansion of WAPOR

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

**National Representatives - Benefits**

- 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
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
### How often, if at all, do you use, visit or read the following?

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<tr>
<th>Service</th>
<th>Very often</th>
<th>Often</th>
<th>Occasionally</th>
<th>Almost never</th>
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<tr>
<td>IJPOR</td>
<td>16%</td>
<td>32%</td>
<td>37%</td>
<td>10%</td>
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<td>Electronic newsletters</td>
<td>12%</td>
<td>29%</td>
<td>42%</td>
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<td>WAPOR website</td>
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<td>23%</td>
<td>56%</td>
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<td>WAPORnet</td>
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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

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

3 Strengthening Communications with our members and with the World

Next Steps

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
# Timetable for Social Media Plan

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<th>2019</th>
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<th>June</th>
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<td>a) Informing on conference details</td>
<td>a) Informing on the highlights of the conference (courses videos tool)</td>
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<td>a) Informing on future event and member achievements</td>
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<td>b) Growing followers on FB and Tw. Social media volunteers at the conference</td>
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<td>c) Informing on the highlights of the conference (courses videos tool)</td>
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<td><strong>Outputs</strong></td>
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<td>b) 3-4 volunteers driving conversation (at the conference)</td>
<td>b) Sharing and promoting video from the conference</td>
<td>b) Sharing of video from members: - Scholars (1), Practitioners (1) and Grad Students (1) Profile (3 minutes each)</td>
<td>b) Sharing of video from members: - Scholars (1), Practitioners (1) and Grad Students (1) Profile (3 minutes each)</td>
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<td>Levels of followers and conversations</td>
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<td><strong>Numbers based on membership figures</strong></td>
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<td><strong>Budget (if applicable)</strong></td>
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<td>Budget allocation for paid promotion</td>
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<td>Budget allocation for paid promotion</td>
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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
Making WAPOR recognized as the organization that sets standards for Public Opinion research in the world

Strategic Actions

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

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

**Public Opinion Skills**

**Technology and Survey Research**
- E.g: Survey Research and Data Science, Data Visualization.

**Data Analytics**
- E.g: New data skills- “R”, Python.

4 Making WAPOR recognized as the organization that sets standards for Public Opinion research in the world
5. Continuing and increasing the number of conferences and seminars in all parts of the world
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.
Continuing and increasing the number of conferences and seminars in all parts of the world

Strategic Actions

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