



ASQ SECTION 0511  
DRAFT BOARD VISION Minutes  
JUNE 27, 2015

## Section 0511 Vision Meeting

**Present:** Jai Singh, Barbara McCullough, Mike Coleman, John Mullins, Paul Meyers, Gregg Monaco

### Section 0511 Website Redesign

- Gregg - we have approved up to \$5,000 to use on the website redesign - we need to make a decision to move forward or not today and get this moving.
- Gregg showed the website mock-ups. Suggested changes were:
  - Change “Abroad” under membership to “Outside Core Counties”
  - Fix the Vision\Value Statement and make sure all spelling is correct.
  - Move Recertification link on top right as a sub-bullet under Certifications.
  - Then have Recertification link under Certification page
  - Remove the Twitter feed at the bottom, put a link to our Twitter at bottom and instead of Twitter feed, add an Announcements section.

Look at Section 0509 to see how they have it set up to sign up for meetings. Jai likes how that is set up.

- Ask for a firm quote and timeline from Bryan C. on finishing the site with updates as requested. Gregg thinks he can have by July 8.

### Section 0511 Integrated Marketing Plan

Increase Diversity of Topics, Attendance (Age and Demographics) and Build motion forward.

Gregg and Carolyn put together the Integrated Marketing Plan with the Venues, Messages and Speakers on a table so that everyone can see it on the website.

- Keep the full 12 months on it and fill in TBD when not set but update it as soon as we know who will be speaking and where.
- For the October Meeting. John has several names from PWC - the first consulting firm to ever win the Baldrige award. He wants to get one of them to be the speaker at the Maggiano’s location. He would like to invite John Kosinski - from IBM and he himself would speak with him on a panel then. (Use the first 10 minutes to intro ASQ 0511 and what we do, build support.) During dinner have a slide show of past meeting pictures going

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and update as needed. Must have AV support and someone roving with the microphone. Have board members sit at each of the tables so we are all spread out. John will finalize plan from Paul and include October content.

- Social 6-6:30
- Dinner 6:30 - 7:30
- Panel Discussion 7:30 - 9:00

### Section 0511 Scholarship Committee - Education

- Give our compliments to Paul Mills and the committee at the next meeting for getting this moving. We have the following concerns:
  - Need to find out the legal responsibilities for us with getting any donations for this scholarship fund and how would we account for it and do we need a separate bank account for it? What are the rules?
  - We can't move forward with this until we know the legal ramifications.
  - Ask ASQ if they have an attorney that can advise us on this.
- **AI:** Paul will be the one to follow up with ASQ on this.

### Section 0511 Business Plan Status

The only deficiency John found was the ASQ Section 0511 website and our meeting venues and speakers. Rebuilding the Brand Value. We are currently doing that.

Many new people are coming to and becoming involved in the meetings.

Trina Perez (not sure of name) - expressed interest in helping with website and the Board.

Mike Coleman would like us to nominate some long standing members as Fellows. You have to have a Certification Chair to nominate and work through this as part of their position description. You have to have another Fellow who would sponsor you as a Fellow. Having a Fellow would assist us with National and could promote Section 0511.

Need to make sure meetings are recorded and posted on the website. Then as we figure it out, move into live streaming of the meetings. Need to have a way to track people attending virtually if we allow them to get recent units for it. Maybe at the end of the presentation have them print a certificate and mail to DB chair to get credit.

Gregg put our Section in for a PAR Award:

- For redoing position descriptions



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- Slideshow at start of meeting
- Rotating venues
- live broadcast

Gregg set up the Bedrock of the AQ slide show to run at the start of meetings while people network and during dinner.

Add to that the Annual Reliability Division Conference and that Bob and Mike went to National to update the tests for certifications.

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**AI:** John will work with Paul to get speakers from PPC and IBM for the October Mtg.

**AI:** Gregg will ask Bryan C for a firm quote and timeline for website.

**AI:** Mike will look into the Fellows program and sponsorship.

**AI:** Make sure our Integrated Plan goes through how we will engage the younger generation in everything we are doing - website, meetings, etc.. to tie everything all together.

**AI:** Paul will be the one to follow up with ASQ on this.

**AI:** Ask existing Board Members if anyone has interest in becoming the next Chair Elect. Need to aggressively seek a Treasurer Elect.

**Stone Tower** - Do an ASQ reception out there (Rt 50 - Rt 15 North) Balfort Furniture owns it. Say on a Sunday in July as the Board - invite everyone on the site. This would be just