

**ASQ SECTION 0511
Board Vision Meeting
30 July 2016**

Present: Gregg Monaco, Seema Garg, Connie Brodie, Kristine Hejna, Barbara McCullough, Paul Mills, Jeff Parnes

Meeting came to order at 8:00 a.m. at Sully Government Center in Fairfax.

Meeting Speakers

- How do we go about getting new speakers and lining them up so that we don't have the issue every month of getting a speaker at the last minute?
 - Seema suggested we talk to Quest and get some of their Black Belts to come in and do a case study on some of the projects they have done.
 - Gregg suggested we look to some of the speakers that we've had previously.
 - Kristine Hejna sent an email about her friend Douglas as a possible speaker, who works at the Pentagon and lives in Springfield. He is a Six Sigma Black Belt and has a book published. She says he is willing to speak and Fiona's would be convenient for him. Douglas Brown: douglas.brown.ea.pmo@gmail.com
 - Gregg suggested a roofing project manager as a possible speaker on costs of shingles and re-roofing a home, since this is something that everyone will have to deal with at some point so should appeal to a wide audience.

Education

- Paul worked with Section 0509 and they have come up with a Memorandum of Understanding (MOU). They suggested we raise our rates and come up with ways to have the students do more instead of us having more contact hours. Paul passed out a copy of the MOU, a pricing list and a survey form Section 0509 passes out to gather certification information from their membership or people who are applying for exams.
- They are planning to send the survey out to the membership via email with a link to the survey. We should do this as well via a survey monkey survey to make it simple for everyone.

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- Gregg wants to make some flyers that advertise ASQ and take them to the Prometric site in Fairfax so that people who are not members will be aware of ASQ and what sections are near them. It would be good for ASQ HQ to send them out something when they sign up for the exam and that would make them aware of how to keep up to date with their certification.
- Most courses are 24 - 30 hours per course. The other instructors charge by the hour, not by the class. Paul hasn't raised his rates since he began instructing, so it makes sense to raise them.
- Require all students to supply their own tools - books, etc.
- CSRA is looking to go ISO 9001 Enterprise-wide. They asked all their people who are ready to instruct courses.
- Paul will send the hand-outs to the Board and ask them to vote on prior to the next meeting.

Region 05 Discussion

- Jim Kittredge is our Region 05 Director. He has talked about the Prometric testing and how our proctor positions are disappearing. HQ is trying to do all the courses online through webinars or virtual training classes. This phases out some of the things the sections were doing.
- Jim is concerned with what can we do at the Section level to help people with the certification exams? Paul Meyers had suggested we should give people a free meal for passing the test and getting their certification and we would recognize that at the meetings.
- ASQ is also taking a hard look at Membership. We discussed the fact that it should really be a job of HQ to get the word out about ASQ and put a membership drive on. While we may be able to do some small things, it really is their job. It seems info only goes out to people who are already members or are signing up for a certification course, but not a lot goes out to those people who are not even aware of ASQ. They should be making sure that member organizations are putting quality certifications in

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their position descriptions and in their division requirements. Notices should go out to upper management in these companies to get them behind ASQ and get it flowing down into the ranks. Information should be sent out to colleges, especially those now offering degrees in Quality Management.

- We need to post more tweets on Twitter and discussion items on LinkedIn.

Speakers

- We discussed having meetings that could be broadcast and people can dial in to them as on Go To Meeting and grow our presence.
- Several other organizations do this type of meeting and to get credit, you have to register online and then you receive the dial-in and if you are not signed in or participating in the polls during and at the end of the meeting, you don't get CEU or RU credits.

Annual Business Plan 2016

- Gregg read the current business plan outline for us. He had planned to make copies for everyone, but wasn't able to. He passed out one copy of the plan for everyone to take a look at.
- We need to follow ASQ HQ guidance on the plan this year. He will send it out to the Board to review. It is very similar to previous years.
- Once this is created and signed off on, we send it to ASQ and it's not updated. We only send them quarterly financial updates, but nothing that says if we are doing this or not. They look more at the PAR submissions for that type of information. Barbara thought that this should be updated once a quarter and sent in to keep them up to date on our status and if we require assistance. How else can the status's change? While we can contact our regional director, this seems like it would give a better status if they collected the metrics other than just financial ones quarterly.
- ASQ has 3 major objectives -

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1. accelerate growth
2. increase impact
3. achieve operational excellence.

ASQ Strategies include -

1. global expansion - promote ASQ globally
2. membership transformation
3. growing the organization
4. QBOK leadership
5. operational excellence - empower people to do quality
6. the gift of quality - be a good role model

We will continue to work on this through August and September meetings, but we got a good head start on getting the Plan scoped out.

What is Section 0511's objective for global expansion?

- We need to promote ASQ and Quality management programs in the colleges. You can now get a degree in Quality Management, so it only follows that we should be promoting membership in those colleges that offer such a degree.
- We can be guest lecturers at the colleges.
- We need a student liaison chair to go out to these colleges and promote ASQ. We could advertise for someone in the membership who could take on this role if they work in the colleges or just have a desire to work in the education field.
- Send out info to the college placement divisions.
- Order and send out advertising material to the various education departments.
- Order some ASQ bumper stickers to give out at meetings.
- Publish some articles in quality magazines.

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- Offer free memberships for students through the quality management division or possibly others.

This is a **HIGH priority** for us. We need to get younger people involved sooner and promote quality throughout organizations.

The Awareness for High School Students is a **Medium** priority.

Key actions - bumper stickers, ASQ advertising materials, career fairs, contact High School Guidance Counselors or Principals - (Paul has a list of High Schools in the area),

How to achieve these actions - order or have made bumper stickers, order ASQ advertising materials from ASQ HQ, Send out info to High Schools and College Guidance Counselors, volunteer to speak at school and college events, write papers for quality magazines or the various division newsletters.

The **role belongs to the board**, but should be accomplished by **All Members**. Add this to the agenda for our monthly meetings to get an update on any of these actions.

Due Date is Ongoing.

- Scholarships should be applied for by April
- Need a list of career fairs to get a date for one that we could attend as a vendor.
- For 2017 draft communication by Sept. Issue to School principals by October.

Actions and Roadblocks

There are no actions completed, one roadblock is that we will need more advertising than they offered. If there is a cost, allow us to order more and pay for it. Need to find relationship sponsors at the schools and colleges. Find out if ASQ has any contacts we can use.

Measures - What will we measure and how? SMART goals.

- Grow membership - measure by monthly membership numbers.
- Track contacts made, when and with what result.

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- Scholarship program, how many students applied.
- High School and College Student Memberships, track numbers of student memberships that are obtained as a direct result of contacts with those schools.

Strategy #2

For Section 0511 -

Objective: Provide actionable information that the members can use in their careers.

Provide knowledgeable speakers, networking events, resume posting, professional development opportunities.

Priority: **High**

Owner Role: **Section Board**

Strategy #3

Growing the Organization -

Go out to the larger organizations who have corporate memberships and ask if we can attend one of their general meetings to present ASQ and update them about us and how we can help them promote quality in their business.

Send out a DVD to their membership that contains a link to a You Tube presentation that tells all about what we are doing this year and updating them on meetings and membership etc...

Hand out business cards that have a QR code that points them to our ASQ Section or ASQ HQ site.

Coordinate with ASQ HQ for branding and outreach that may have worked better for them.

Priority - **Medium**

Owner Role: **Section Board - Chair and Membership Chair**

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Design and Develop Membership Benefits - Where do we want to put our focus?

Only members can go on the ASQ site and look at the QBOK and access the Quality Progress Magazine back issues.

Detail the membership benefits for people. We have nothing closed on our website. Anyone who gets on it can see all the presentations or notes etc.

For all Education opportunities we look for new information and videos and things to share.

Certification Courses - Yellow - offer consistent courses, have instructors lined up and continuously improve methods of delivery. Between us and Section 0509, can we coordinate enough to offer all the certification courses? (Paul will talk to them about that.)

Measures: Number of students taking exam, Number of students passing exam, Number of exams offered.

Strategy #5 - Operational Excellence

Have online broadcasts of speaker meetings each month - will raise attendance and provide member benefit.

Recording of all meetings and making them available.

Provide methods for people to receive credit for attendance virtually.

Planning such as this Vision Meeting throughout the year. - **Green**

Most of the rest of these items are at - **Yellow**

Strategy #6 - Enhance the ASQ Brand

Reduce cost of meeting and event staging.

Ask other government centers if we can use them for meetings and call and have pizza or another place cater the food to be brought in.

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Have Saturday events that offer value or hold meetings at companies where we can have a tour of their facilities and eat dinner as well (like Micron and Lost Rhino)

Assist other quality programs in other organizations, (IISE - Institute of Industrial System Engineers, ISACA, and others). Find the commonalities and promote quality.

Take advantage of the book program through ASQ HQ - provide them as give-aways at our meetings, you have to be present to win.

Provide a lending library on line for people taking exams or just for general knowledge.

Promote the benefit from ASQ of the membership gift each month.

Come up with a slogan we can promote for the next year to engender interest and draw people's attention to our section and to quality. Put it as a banner on meeting notes and on the website front page etc.

Show people how to take quality away from a "cost" center and make it a "profit" center which will really promote quality in an organization.

Priority - **Medium**

Status - **Yellow**

Upcoming meetings and speakers

- We still have no contacts for the big October meeting. We need to settle this and get it sent out to the membership so that we get a bigger turnout. This has to be a priority now. Paul has a lot going on and isn't able to concentrate on getting speakers.
- We all agreed that the Secretary will create a Thank You certificate for speakers at our meetings to be given to them the night they speak. Maybe we can also buy bumper stickers or pens or some sort of small thing to give them with the actual certificate.

Meeting adjourned at 12:00