



ASQ SECTION 0511  
BOARD AGENDA  
February 10, 2018

**Location:** Prosperity Avenue, Fairfax

**Attendees:** Attendance Document Attached

\* Actions Detailed below:

Cory called the meeting to order at 9:00

Attendance: Cory Sherb, Muzaffar Zaffar, Connie Broadie, Barbara McCullough, Eric Jensen, Jeff Parnes

### **Review of Strategic Plan for 2018:**

#### **1. Growing Organizations**

1. We are at around 68% Membership Retention numbers since September. We need to figure out why people are leaving and who is staying and is it due to retirement or why.
2. Try to keep a record of the professional memberships that our speakers have and find out why they belong to them and what resources they have available that ASQ can compete with.
3. Find out what the Organizations are that are members and find out what the pitch and/or approach is to support them and raise their awareness and participation. Find a POC and start giving them a spot on our calendar to talk to us about something that involves quality and promotes their membership. That would be a win win on our part.
  1. Maybe offer them free dinner for 4 people so they can bring a team to talk about quality in their organization.
  2. Figure out who dropped from our membership and get a member-level retention report that we can take action on with age and zip. If age is not available we could check their member number for the year they joined ASQ.
  3. Once we know who is dropping, we can figure out how to try to get them to renew or if not, how to enlist new members.

**AI:** Suggest to HQ to keep the last months' membership numbers in the workbook and have a new worksheet so we can compare them. We need some sort of historical view of who is dropping and who is coming in.

Strike the QR Code information from #3. Later we can think about reinstating that as a goal.

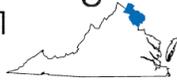
We will leave Global Expansion blank.

#### **2. Membership Transformation**

Promote: at College Career Fairs -

- Promote ASQ Section 0511 and Certifications that they can use without any work experience.
- Provide the salary survey to show them how much a Quality Certification will benefit them.
- Make sure we have lists of the certs that don't require any work experience and the ones that do.

In Action Description: Develop a marketing strategy based on years of work experience. CQIA and CQT and Yellow Belt don't require any work. Show them how much it costs on



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the street and how much it costs as a member and then promote them getting a student or other membership.

Do we have enough of a program going at the moment to attract them to come to meetings and maintain a membership? We offer networking and job opportunities and quality education. Need to maybe poll student members to see what they are looking for in particular. Maybe let student members put on a night that they can speak and tell about what they are working on. Offer a discounted dinner for any student members.

Add a line item in the balance sheet for Scholarships. There is an Administrative Expense 630 Other 001.6327 Scholarships on the Reimbursement Forms

We have 2 \$1,000 scholarships earmarked each year for this. Muzzaffar had an email from Paul Mills regarding these and we will add it as a line item for our next board meeting.

**3.** Provide actionable information for jobs. Move that line item up to #2 under Interact at High Schools because it fits well with that. We can provide them with all the information that pertains to careers in Quality.

**4.** QBOK Leadership

Add to the next board meeting agenda for Muzzaffer to give us a list of what courses we have for certifications and he has all the course material from Paul Mills.

**AI** Get an inventory of all instructor materials for our Certification Education Courses that we can teach.

**AI** Solicit for instructors at all of our next meetings. See who volunteered to teach and create a list of available dates they can teach and which course they can teach. Partner with several sections to advertise.

If a Section 509 person is teaching then have that section collect payments. If it's our teacher then have our section getting the money and paying the teacher.

Connie has a Go To Meeting Account we can use on Saturdays if we do this virtually.

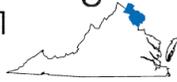
What would it literally cost for us to go ahead and teach a class?

Delete row 7 under QBOK

**5.** Operational Excellence

Offer dial in Go To Meeting attendance for all our meetings. We will have to make sure that everyone of our venues has Wi Fi access or we need to remove them from our list. We will then have anyone who dials in make sure they sign in with their name so we can give them credit for the meeting.

Make sure if someone wants to be a speaker and wants to give a presentation over the virtual meeting we can accommodate that.



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**AI:** Develop infrastructure for virtual meetings. Create a process for how they will be accounted for and get credit for the meetings.

**AI:** Ask ASQ if they have any resources for Go to Meeting or WebEx.

Cory: **AI:** Promote the membership gift for each month in our monthly meeting as part of your introductions and notes.

## 6. Gift of Quality

Look for more venues where we can rent the room and just get a big meeting room and have dinner catered in. That way we can lower the price of dinner to \$15.

See if we can compress the schedule a little. Get people out by 8:00 or so.

If we want to experiment with start times we need to do it at a place like the Country Inn and Suites so we are in total control of when the food gets there etc..

Look into buying our own account on Go To Meeting or Web Ex if ASQ doesn't have an account we can use.

Eric thought maybe we could do the Board Meeting at the end of our monthly meetings so others could leave earlier. Cutting costs would make it better for those who can't afford it and ordering dinner in will cut down on the amount of time spent in waiting for dinner to be served.

Find out what other organizations our members belong to. What do we have in common and what do we offer that they don't? Find out why they belong to other organizations and do an analysis.

**AI:** Send a Linked-in invitation to all our members. See if we can get all of them involved and then we can start hitting their orgs for organizational memberships. Then we can put those lists on our new SharePoint site and add new members as they join.

Use the membership list to import into our SharePoint.

The meeting was adjourned