

ASQ Group 0511 Vision Meeting

29 August 2020

Start: 9:07 am

Adjourn: 12:32 pm

Attendees (all remote via Zoom):

Michael Kirchner – Regional Director (first hour)
Barbara McCullough – Section Chair
Mike Coleman – Treasurer
Ken Rapuano – Secretary
Jeff Parnes – Past Section Chair/Nominations Chair/Webmaster
Kyu Jang – Treasurer-Elect
Connie Broadie – VOC Chair
Eric Jansen – Certification and Recertification Chair
Leslie Braun (by phone) – Finance Chair
Bill Eastham – Membership Chair
Cyndi Reichardt – Database Chair
Muzaffar Zaffar – Education Chair

Action Items:

- Barb: Make a list of known Section assets and place on SharePoint.
- Connie: Complete survey to profile member interests and send out to membership.
- Cyndi: Will take lead on investigating venues and planning for outdoor meeting in late spring 2021.
- Cyndi: Get attendance database from Cory.
- Jeff: Put an alert in the Section site and in the monthly emails that using the Section site to register for Section events will be phased out by January 2021 and MyASQ will be required for registration.
- Ken: Prepare pdf certificates of appreciation for our speakers since we went to virtual meetings.
- Mike C: Will reach out to contacts in Harrisonburg section to see about speakers/joint meetings.
- Mike C: Will distribute minutes from the 8.26.20 regional meeting to the Section Leadership (**Completed 8.31.20**)
- Mike C: Will reach out to Woodbridge office of VA Employment Commission to see about providing a career resource professional to provide information on career planning (resume preparation, &c.).

Minutes:

Chair: Did everyone read the materials? Will turn floor over to Mike K. Hard to plan right now as nothing can occur in person.

Cyndi: Need to present ourselves more on the virtual field. Need to be more of a networking org. How do we do virtually? How do we establish metrics? Visibility of jobs. Unless you have pre-established connectivity with people, it's hard to do as well virtually. Goals of networking, supportability, informative.

Mike K: That's the heart of the matter. Need to find a way to connect with people. Some sections hold networking events. Like a happy hour; have a discussion topic as an icebreaker. Breakout into rooms for ~15 to discuss icebreaker (if enough people for multiple groups). E.g., Raleigh section themed it with a glass of wine – why did you like it? If you do often enough, people become familiar with each other. Not talk about work, just interpersonal connection. Success varies with inclinations of the audience.

For next year, plan for next few months to be remote, then perhaps 3-4 in-person meetings. Explore outdoor options for meet and presentation. Rent a room bigger than usual for size of group. Talk about your face masks. Tour a facility that is large enough to allow for spacing. Could have lottery – something like a gift card for people who are present for whole presentation.

Get conversations going on MyASQ portal. Use as a job forum. It's hard at the beginning, but people will contribute more as they get used to it. Be welcoming for unorthodox ideas as long as they are professional.

Barb: Normally we meet at a restaurant; so we don't pay for meeting space because we commit to a number of meals.

Cyndi: Outdoor pavilions book up fast in this area. Some communities have a community space available for events. (ref Jeff) Can have the event catered.

Mike K: Some restaurants will also provide a server. Usually cost-effective and there's even leftover food.

Jeff: His **CM** working group cycles through a series of ethnic restaurants.

Barb: Biggest issue is finding a speaker. A networking event will get people involved, but hard to get speaker lined up.

Mike K: Quality Management Division is working on getting a pool of speakers to supply to sections. Easier now that everything is remote. Once go back to in-person, the Section can pay expenses for speaker (gas, hotel, food). Look at membership list to see what certifications members have. The Audit Division has speakers all over the country. Can put out a request on MyASQ for speakers available in this area.

Bill: If we are scheduling for virtual meetings, we can get people from wider area. When we talk about having meetings, we haven't profiled the membership for certifications, but also for job titles. Average ~25-35 members for in-person events. Often dependent on speaker; but that's a small percentage of the membership. If we have to plan for events, and 4 is the minimum, we can try to attract non-local high-reputation speakers. How do we reach out to companies and

Commented [RK1]: Jeff – what's this? Did I mis-type "QM"?

organizations to have more people attend, not just membership? Is there a way to get senior fed employee – those attract people because of the networking opp as well as talk.

Have virtual meetings with other sections involved; host discussion boards?

Mike K: Can do with other organizations that have aligned missions. Can reach out, even with just one other.

Bill: We need to get a better profile of what the membership wants.

Mike K: Internal resources are available.

Barb: Did we send out a survey?

Jeff: It's still in draft.

Connie: I did some surveys in Qual.

Jeff: Was something final sent.

Connie: It was discussed in some meetings, but doesn't remember finalization.

Bill/Jeff: Start up process again; get it out and profile the membership.

Mike K: Atlanta section has decided to forgo in-person meetings (even before COVID) due to the traffic and the costs associated with parking, meals, room. Loss sometimes of ~\$70 per member per meeting.

Ken: It appears that our Section's membership participation in remote meetings is up around 25% over in-person meetings, based on a rough comparison.

Bill: At an allotment rate of 10.50 per member, that's about \$5500/yr. Zero-balance budget – did Barb find out how that works?

Mike C: We will keep our funds.

Mike K: All sections – when move external funds into BillHighway. BH is a management tool. Section has an account, but doesn't lose existing money. Account not controlled by ASQ.

Bill: The term "zero-balance" has a specific meaning in accounting.

Mike K: Term is used as accountants use. Budget starts at zero, then you look at the business plan. Activities, operational costs. Account for revenue. Total up expenses vs. revenue. Amount can be negative if there is sufficient money in account to cover losses. Start with a zero budget, not with a zero bank account.

Mike C: We haven't been getting interest on our account.

Commented [RK2]: Connie – I'm not sure what I meant when I wrote this. Do you remember? Was it the survey medium?

Mike K: Hard to optimize, same as with accounts in general. Managed by HQ. The PNC quarterly statement should show some money coming in. 2Q last year, everyone lost money.

Mike C: Follow-up on request for info.

Commented [RK3]: Mike – I might have been a little in the weeds here and don't remember the context for this. Can you expand?

Mike K: Will provide – haven't had a chance to work on.

Mike C: Contains ideas for conversation starters.

Mike K: Logged off.

Barb: Business plan needs to be in by Sept 25. Need to focus energy on linking with student branches at college.

Mike C: Need to have 4 events, start from there. Start with an outdoor meeting in the summer months.

Cyndi: Plan it out in advance for the summer. Breakout sessions, networking; fun, not oriented around a speaker.

Barb: We could spin the wheel for topics, like at the ASQ conference.

Cyndi: Need a central location. Need to examine cost for residents to see if a member would be eligible for lower cost.

Mike C: Fort Hunt Park has picnic areas.

Cyndi: Will help take lead. Find location, vision for event, leadership adds details. Re: Student – send out an email to tap any members who are affiliated with a university for outreach/POC. Set up a student quality group.

Barb: MZ was working on that.

Cyndi: Expand that so MZ isn't stuck with 100% of it. Will take on the outdoor meeting. Estimate \$300 for the pavilion.

Barb: Plus cost for food – another ~\$300.

Jeff: Double the food cost.

Cyndi: Then estimate \$1000? Looking for member experience and interest; learning event.

Mike C: Plan a virtual meeting with DC and Baltimore sections?

Cyndi: \$50 Amazon card lottery at meetings?

Leslie: Could get more people to participate.

Cyndi: Let people know up front how chosen.

Mike C: Harrisonburg section gets good speakers through people at/coming to JMU. Could we link virtually with them?

Barb: If we link with another group, would need to be flexible with moving our meeting.

Mike C: Will reach out.

Cyndi: If no cost for speakers through JMU, not needed as a budget item. ASQ conference will be half-virtual and half live. The half-live will be in multiple locations around US; eg, we would go to a live event in DC. If there is a live event close to us, go as a group?

Jeff: How to pick the people the Section subsidizes? Will need a detailed procedure for reimbursement.

Cyndi: Job board type meeting? Some tips, networking for members seeking positions. Jai used to use the biomedical group of ASQ to get back to work.

Bill: Meeting for career planning would be good. There are firms in the area that help technical people find jobs. Could they provide a facilitator to discuss how to be prepared in today's job market?

Mike C: VA Employment commission had a person to help prepare a resume. Consensus – see if a resource could be provided. Mike will check with Woodbridge office.

Cyndi: Make it a series of three programs: resume, interviewing, &c.

[?]: The Section is no longer getting reimbursed per member certification because due to remote learning/testing, we aren't putting the hours in mentoring and proctoring.

Commented [RK4]: I couldn't catch who said this at the time. Does anyone recall?

Cyndi: As a tax-exempt org, aren't we not allowed to collect interest?

Jeff: For many accounts, fees outweigh interest. Does not recommend E-Ply for tracking meeting registration because it charges per-login. So would have to charge for events to offset.

General: Discussion of attendance, tracking beforehand if food provided.

Cyndi: Needs to get the database from Cory. Last communication about 2 months ago. Bottom line is DB needs to be available to the whole board so Cyndi is not the linchpin.

Jeff: Was on the E-Ply training. Lots of feedback was given on the types of reports and forms people needed. Recommended generic and customizable be provided.

Commented [RK5]: Jeff – I'm pretty sure I didn't summarize this completely.

Leslie: With MyASQ, do we need to hire any assistants to get transfer set up?

Barb: Would probably need to be a member.

Leslie: Can we solicit help from members, and budget money?

Barb: Expense line item for temporary help. Any pricing we don't have right now, need to get before 9.15.20.

Jeff: What are we trying to accomplish?

Leslie: Migrate to new SP site.

Jeff: Has some documentation from other sections on how to migrate over but still maintain Section history. MyASQ has a different philosophy for purpose of web page. Do we want to jettison our historical record?

Barb: We don't really need to have web pages made, just move over to SP.

Jeff: But if it's in SP, only available to leadership.

Barb: Can move the presentations over to MyASQ to preserve and keep available.

Cyndi: So a past presentations page?

Jeff: No "pages" in MyASQ. Uploading to file repository.

Barb: Need a way to email the membership.

Jeff: There is a mailchimp list with about a thousand names, but not all of them have a MyASQ account. So limitation on MyASQ as a communication. Has been including bullets in each emailing about how to set up a MyASQ account.

Barb: What are BH processing fees?

Mike C: Clover \$1.04 each. Prepaid card order fee is \$6.

Jeff: Recommended budgeting for four cards.

General Agreed to by consensus.

Barb: What are the banking fees for BH?

Mike C: We aren't being charged.

Bill: Isn't fee ~\$22/month for access to the system? Thought he recalled an email about that.

Mike C: We haven't been charged for anything except Clover and the card fee to date.

Barb: FYI – Clover going away, being replaced by E-Ply.

Jeff: E-Ply Is also the registration platform, but there is a fee for using it as registration.

Mike C: Only 79 members are on MyASQ, so can't use for program registration.

Barb: Require use of MyASQ to register.

Jeff: Can put a countdown clock – and on older web pages put note that this page can no longer be used after Jan 2021 and members need to move to MyASQ to register.

Barb: Is there a date to pay for website?

Jeff: Just paid - we're through July 2021.

Ken: Was agreed to in an earlier monthly meeting.

Jeff: Section needs a chair-elect.

Barb: Diana was thinking about treasurer-elect, but doesn't think she's ready to commit to taking over as chair at the end of the year.

Jeff: Will send his original "call for involvement" message to Barb for update and distribution.

Cyndi: Need to buy more ASQ trinkets – eg, to use as swag at the outdoor meeting.

Connie: still has a bag; Cyndi does too.

Cyndi: What about the "lottery" gift cards.

Barb – added lottery cards and speaker reimbursement to line items 5278 (6 x \$25) and 5551 (4 x \$50), respectively.

Ken: Would that come under the promotion line item?

Bill: Continue scholarship?

Barb: 2k in there.

Bill: Used to give guest speaker plaques. Cost about \$25-50.

Jeff: Probably double now.

Action Item: Ken – make Certificates for speakers for emailing.

Bill: Can we set aside money for the World Conference? Set aside \$1500?

Jeff: Need to subsidize in a fair and impartial manner.

Bill: Need to focus on increasing and serving membership.

Barb: Once job fairs start up again, need a presence there.

Consensus: 2k for conference. Put on “Membership Awards” (6311).

Mike C: BH can set aside scholarship funds in separate accounts. Make it 2040 to be divisible by 12 (easier for per-month budgeting).

Ken: Don’t need to assign specific number of awards now – just need to have the rules in place before conference next year. Can even look at using the money for partial reimbursement.

Cyndi: Attendance database goes back many years; any reason to go back more than 6 years.

Ken: ASQ attendance can be used for other professional certs that may be on longer cycles.

Consensus – 6 years.

Jeff: Speaker for Sept?

Barb: Don’t think so.

General discussion on filling in Strategic Objectives form.

Jeff: All our postings go to MyASQ, Twitter, Facebook, LinkedIn. Not in Instagram.

Commented [RK6]: Jeff, I think you mentioned a fifth platform here.

Bill: Add a QM tip of the day?

Ken: Easier to keep up with if we make it “of the week”.

During discussion – should the section get a popup display.

Jeff, these run about \$600. Thought we had one at one point, but unable to recall what happened to it.

Cyndi: Need an assets manager as an officer.

Barb: Will make a list of known assets and put in SP.

Mike C – will send meeting minutes from regional meeting last wed to board.

Adjourned

