

ASQ Leadership Team Meeting 12-08 2014 5:00 PM Conference Call

Attendees: Norval Johnston, Kevin Groth, Tee Whitesell, Sarah Rosebrock

I Business Plan

- Aligned with the business plan created by the Board of Directors
- Focus on increasing impact –
 - Increase member value creation
 - Create and send out a member survey to determine what members find valuable
 - In order to meet PAR goal, at least 70% of annual revenue must be spent on increasing member value. Kevin and Norval both expressed uncertainty about this percentage.
 - Increasing awareness of organization
 - Member meetings – cosponsor with other orgs
 - Minimum of 2 meetings
 - Awareness at college or grade-school level
 - JMU
 - CHS Sigma Lab
 - Increase awareness of QBOK
 - Promote within section via email, website, section events, Linked In, etc
- Grow MOC
 - Improve Member Retention
 - Retain 80% of members
 - Kevin asked “How do we measure retention?”
 - Increase Member Growth by 5%
 - ASQ Innovation Conference
 - Kevin requested to establish baseline to determine if 10% growth is possible
 - Increase Organizational Member Growth
 - Changed language – *Organizations* to *Businesses*
- Grow Means
 - Increase professional certifications
 - Goal: Four examinees
 - Unable to determine if testers passed

- Changed language to four that are taken
 - Increase use of ASQ training
 - Conference, and another training event TBD
- Improve process and operations
 - The number of assessed and/or improved key internal processes should number one (1).
 - Baldrige criteria
- Improve workforce engagement
 - Secure 2 members that can take over chair and treasurer positions by Nov. 2015
 - Identify and recruit members for section leadership roles
 - Sponsor a local member leader workshop, with participation from Blue Ridge and surrounding ASQ sections
 - Roanoke, Lynchburg
 - Cosponsor events
- Kevin discussed budget and account balances

Action Items

- Create VOC survey to determine what will bring value to members – 1st quarter
- Do four short surveys after member meetings
- Identify and contact at a minimum 5 full members who qualify for senior membership and encourage them to upgrade
- Determine percent growth over the past year – Tee