



**Silicon Valley  
Section**  
The Global Voice of Quality™

**ASQ Silicon Valley  
Education & Marketing  
Program**

**Meeting Summary July 29, 2016**

**Participants:** Susie Geiss, David Pickett, Don Mintz, Austin Lin, Marieann Shovlin

**Absent Members:** Christopher Arboleda, Soly Paterson, Roxana Rhode, Vidhi Joshi, John Latimer

**July Meeting Summary**

**1) Social networks status - hits, errors, changes? – \*Roxana & Vidhi, please update with your inputs:**

Facebook - <https://www.facebook.com/ASQsiliconvalley/>  
<https://www.facebook.com/ASQsiliconvalley/>

Twitter - @asq\_sv

Meetup – Attendance?

**- Austin to do training on Twitter in a separate meeting on Aug. 1, 2016 at 6PM**

**2) Marketing presentation – Vidhi to update with latest suggestions – need to determine how/where to present**

**3) Education Program**

**Class summary & status:**

Date	Class	No. Registrants
April 4	C102 CQE online	5
April 8	B102 Biomed Intro	5
April 21	B131 ISO 9001:2015	10
April 22	B132 ISO 9001 Risk	11
April 29	B108 Complaint Handling	7
May 6	B107 CAPA & Deviations	6
June 10	B105 Internal Audits	9
June 3	B120 Software Risk V & V	6
July 12	B110 Risk Management	8
July 16 moved to Sep 30	B113 510K's	0
July 22 moved to Sep 23	B112 Design Control	2
July 14 moved to Aug 8	B117 SPC	3
Aug 1	C103 CRE online	1
Aug 1	C106 CMQ/OE Online	2
Aug 6	C105 CBA	5
Aug 11	B127 Probability & Statistics	1
Aug 13 moved to Oct 14	B114 CE Marking	0
Oct 22	C107 CSQE	0
Oct 29	C104 CQA	0
Oct 7	B106 ISO 13485:2016	2
Oct 20	B131 ISO 9001:2015	0
Oct 21	B132 ISO 9001 Risk	0

## Attachment 4: ASQ Silicon Valley Education & Marketing Committee Meeting

4) New instructor for CBA will teach Aug 6 classes; new instructor for CQA being sought.

4) Corporate Leaders event – John L. – meeting is scheduled for August 17, 2016; two confirmed participants to date. Progress report – Marieann to contact John re status

5) Other marketing opportunities/ suggestions:

- Outreach to Career Development departments with Industrial engineering, biomedical engineering, quality engineering – building career, certifications,

- Colleges, Universities - who can we contact at

DeAnza & Foothill

San Jose State

UCSC

Santa Clara

Stanford

Other local schools

\*Please fill in any contacts you know!

\*Volunteers to make contacts: Austin, Marieann

- Professional organizations:

SME – Marieann – attended June 9 Conference with ASQ SV handouts at a table.

\*ASQ Sections – should we contact?

\*IEEE – joint session with Statistics & Reliability – Don Mintz to contact John Flaig

\*Others?

6) Website Update –

Website tracking – what do we track, statistics? Roxana may have data – Marieann to contact Kurt & Roxana re stats (mobile vs. static, pages viewed, class registrations, etc.)

What changes do we want incorporated – Monthly Chair letter, more photos, new members for each month, member comments from meetings & classes?

7) Education Program Guide - any more changes? Will send Revision M for inputs for discussion at August meeting.

8) Ellery Medal Essay Prize Proposal – Austin to submit for discussion

10) Next meeting: Fridays prior to LC meeting at noon: August 26, 2016.

Current conference call Info: 712.775.7031; access code 946685

## Attachment 5 Membership Report

From: Stephen Choy, Membership Chair

To: ASQ Section 0613 Chairman

1. SUBJ: Membership Chair Report for July 2016 (for meeting minutes, July 6, 2016)

### 1. Membership Strength & Composition.

- a. Based on the last membership data update, file dated JUL-2016
  - o Overall section membership decreased by 128 members between 2015 and 2016
  - 1. Month to month change is down by 1

Membership Type	Jul-15	Jun-16	Jul-16	Year to Year	Month to Month Change
FULL	554	468	460	-94	-8
SENIOR	405	354	352	-53	-2
STUDENT	51	50	52	1	2
ASSOCIATE	54	68	77	23	9
FELLOW	14	15	15	1	0
SITE	10	0	0	-10	0
ORGMEMBER	4	7	5	1	-2
ORGANIZATION	1	4	4	3	0
<b>Total</b>	<b>1,093</b>	<b>966</b>	<b>965</b>	<b>-128</b>	<b>-1</b>

### 2. New Members Welcomes

- Welcome emails were sent on July 26<sup>th</sup> to **30** new members (Section 0613) who joined in the month of JUNE (per SECTION.CSV dated JUL-2016)
- 30 of the 30 (100%) are newly joined members to ASQ
- Email included information about up-coming dinner forum

### 3. ASQ Section 0613 Membership Retention Plan

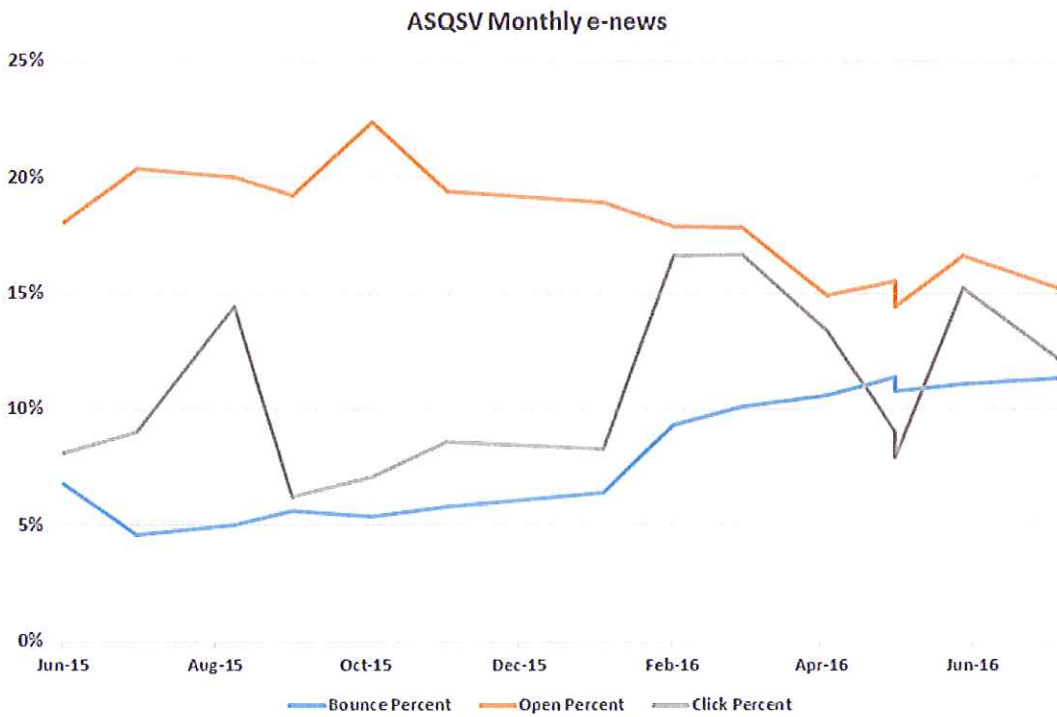
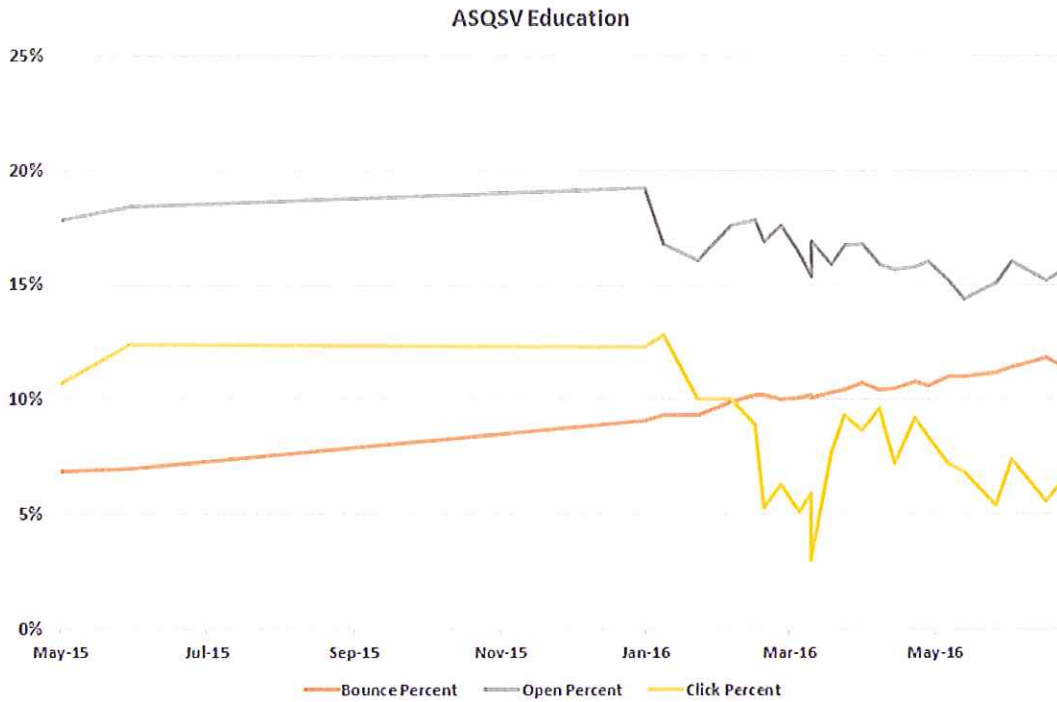
- a. Meetings held to establish phone interview criteria
  - o Focusing on unpaid members (153 total)
  - o In the order of membership types:
    1. Senior ASQ Certified
    2. Senior
    3. Full ASQ Certified
    4. Full
    5. Associate ASQ Certified
    6. Associate
    7. Student ASQ Certified
    8. Student
- b. Phone script has been developed
- c. ASQ intern will begin contacting the unpaid members starting week of June 19<sup>th</sup>
- d. **20% Response Rate:** Of 25 members where emails were sent and phone dialed, successfully contacted 5 via only phone.
- e. **Feedback for Continuous Improvements**

## Attachment 5 Membership Report

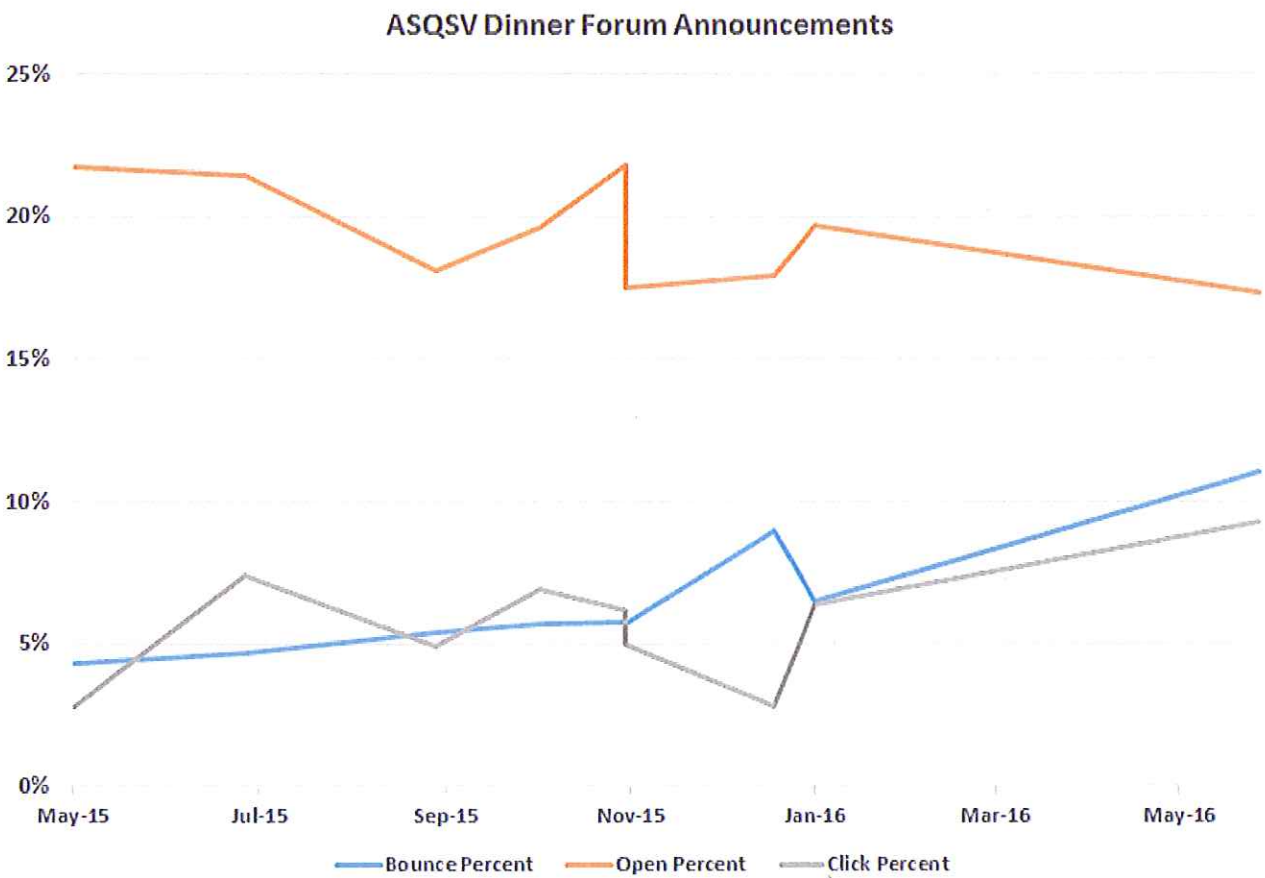
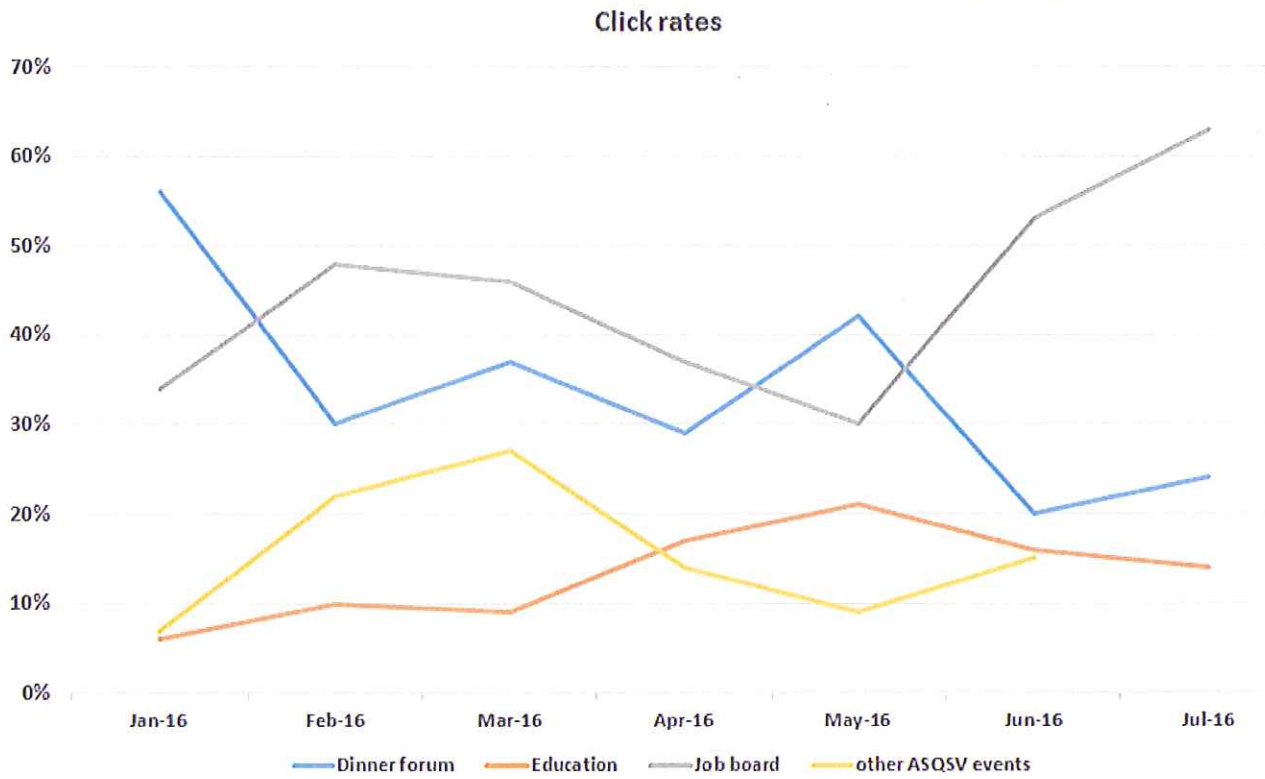
- a. **Re-Certification Requirements**
  - 1. ASQ certifications were obtained by 2 members, and felt further participation in membership is not required
- b. **Membership Benefits**
  - 1. Membership is not providing the specific needs to 2 members. They did not do anything with the membership.
- c. **Different Profession**
  - 1. 1 member changed profession from quality and thus membership is not needed.
- f. ASQ leadership team will gather to discuss solutions/next steps (member newsletter awareness, dinner meetings announcement, etc.)

# E-mail Marketing Statistics

## Education & e-News



Attachment 6 – Social Media Report



**Attachment 7 – Voice of customer**

No survey / no report

Attachment 7 – Voice of customer

Topic Suggestion for Future Meetings

None

ASQ SV Training Request

❖None