

Meeting Summary December 30, 2016

Participants: Indra Desai, Don Mintz, Marieann Shovlin

On Travel: Chris Arboleda, Susie Geiss, Austin Lin

1) Education Program

- **Planning to increase class registrations:**
- **Education Chair setting up 2017 class schedule** based on attendance at previous classes
- **Education Chair to advertise for Course Coordinator position candidates**
- **ITU Meeting re future planning requested for Jan 10 or 12; ITU class venue confirmation for 2017 – Marieann & Susie to confirm**

2) Marketing

- Ideas for Increasing Membership:

- Invite ITU to do a dinner meeting presentation in 2017 – in process - **Marieann**
- Community Channel TV - Channel 15, CRTV & ITU potential resources to tape mini classes & interviews with members for posting on website.
 - **ITU & ASQ SV Evening of Quality Event held on December 8; about 100 participated**
 - Provide enhanced time & space for networking at monthly dinner meetings
 - **VOC Survey for ASQ SV mailing list – discussed during Dec. 30th meeting, update in progress; combine with Program Chair requirements – Desai, Gupta, Mintz, Shovlin**

ASQ SV Marketing Team Action Items

Activity	Due Date	Responsible Leader
1) Mini-conference on Dec. 8 at ITU – free for students and ASQ members – assignments made for event	12/08/2016 - completed	Shovlin
2) Develop VOC survey for our mailing list & include Program requirements	12/15/2016 – in process; complete in Jan.	Shovlin, Desai, Gupta
3) Identify companies to contact for Corporate classes	01/15/2016	Geiss, Shovlin
4) Develop Education/Section brochure	2/15/2017	Geiss, Desai
5) Research job title/class title curriculum	1/15/2017	Geiss
6) Develop free 1 hour lecture program for members	3/15/2017	Desai w/volunteer instructors
7) Enhance social media marketing program (Linkedin, Facebook, Meetup)	1/30/2017	Geiss
8) Complete & post 2017 class schedule	1/15/2017	Geiss, Paterson
Follow up progress at monthly Marketing/Education meetings	Monthly	Geiss, Shovlin

Attachment 4: ASQ Silicon Valley Education & Marketing Committee Meeting

- Student Membership Project – Christopher - Please update status:

- Membership Incentives: job boards, resume posting, job opportunities – need to communicate more effectively
- Chris to contact SJSU Biomedical Chair re presentation on ASQ membership, benefits, meeting attendance
- Propose offering free meeting attendance for Biomedical & Section for 3 months to students as an introductory offer

3) ASQ SV Website:

- **Changes to incorporate – Team**
 - Monthly Chair letter – **John Latimer to produce**
 - more photos
 - new members for each month – determined **not acceptable**
 - member comments from meetings & classes – **add to testimonials page from feedback forms – MS to request from VOC Chair & classes**
 - Membership benefits page – **add from ASQ HQ**
 - Post photos and interviews with members talking about their experiences with quality implementations, business issues - **Indra to contact Fred S. re his website work to share ideas**

Past Projects' Status Please update with your current status!

1) **Ellery Medal Essay Prize Proposal** – Austin submitted to Marketing Committee for comment; **Recommend it be presented at the next LC meeting Oct. 7 for Austin explanation & LC comment. – Austin – status?**

2) **Marketing presentation** – Vidhi updated with latest suggestions – need to determine how/where to present – **move to LC for decision. Suggestion that we present at the next dinner meeting as an introduction. – John L. status?**

3) **Corporate Leaders meeting** - John Latimer – invite 7 other participants from ITU Presents; other potentials for this project – **ask LC for contacts.**

Next meeting: Friday prior to LC meeting at noon: January 27, 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 December 2016

1. Membership Strength & Composition.

a. Based on the last membership data update, file dated DEC-2016

o Overall section membership decreased by 16 members between 2015 and 2016

1. Month to month change is increased by 6 due to full and associate memberships

Membership Type	Dec-15	Nov-16	Dec-16	Year to Year	Month to Month Change
FULL	503	450	457	-46	7
SENIOR	362	334	332	-30	-2
STUDENT	61	54	54	-7	0
ASSOCIATE	47	110	114	67	4
FELLOW	14	15	15	1	0
SITE	1	0	0	-1	0
ORGMEMBER	5	5	5	0	0
ORGANIZATION	3	4	3	0	-1
EGFULL	0	2	0	0	-2
Total	996	974	980	-16	6

2. New Members Welcomes

- Welcome emails were sent on Jan 4th to new members (Section 0613) who joined in the month of November (per UNIT.CSV dated DEC-2016)
- 29 of the 30 (97%) are newly joined members to ASQ
- Email included information about up-coming dinner forum

3. ASQ Section 0613 Membership Retention Plan

a. Purpose is to develop plans and activities to increase and retain members for the ASQ SV Section.

b. Plan for actions to be implemented in 2017.

a. Membership Benefits

1. Add a slide to the monthly meeting deck that summarizes membership benefits (reduced costs for meetings, classes, networking, learning, evidence of professionalism)
2. Reduce all class fees to 50% off regular price if members register for classes during the first 3-4 months of 2017.
3. Have a monthly drawing for a free dinner meeting for members

b. Survey the Silicon Valley Membership

1. Develop a 3 question (max) survey using Constant Contact to determine what our members' value most from being an ASQ SV member. Administer both at the monthly meetings and online.

c. Evaluate Developing Student Chapters

1. Our future members and leadership; we have contacts at UCSC, ITU & SJS who can connect us.

Attachment 5 Membership Report

d. Marketing Enhancement

1. Publish the dinner meeting speaker schedule 6 to 12 months out to generate more interest
2. Enhance web site with less wordiness on Home page, more graphics and content teaser links (paper of the month, etc.)
3. Develop ASQ SV blog "What's Your Quality IQ?" using members' input.
4. Quality Day Silicon Valley Event - free mini-conference open to anyone interested.

Attachment 6 – Social Media Report

Attachment 7 – Voice of customer