

## Meeting Summary October 28, 2016

**Participants:** Chris Arboleda, Indra Desai, Susie Geiss, Don Mintz, Marieann Shovlin

### 1) Education Program - plans to increase class registrations:

- **Online Meeting Nov. 4, at noon** with instructors to brainstorm re online meetings & instructors help with marketing:
  - Reduced prices
  - Online cert & other courses
  - See ideas from Fred S. below
  
- **New Education Chair: Susie Geiss – congratulations, Susie!**

### 2) Class summary & status as of Oct. 28:

Date	Class	No. Registrants as of Oct 28
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	2 – cancelled
July 22 moved to Sep 23	B112 Design Control	5
July 14 moved to Aug 8	B117 SPC	3
Aug 1	C103 CRE online	1 - cancelled
Aug 1 moved to Oct 8	C106 CMQ/OE	0 – cancelled
Aug 6	C105 CBA	4
Aug 11 moved to Oct 25	B127 Probability & Statistics	2 - held
Aug 13 moved to Oct 14	B114 CE Marking	1 - cancelled
Oct 22	C107 CSQE	0 - cancelled
Oct 29	C104 CQA	3 - will hold
Oct 7	B106 ISO 13485:2016	5 (3 paid)
Oct 20	B131 ISO 9001:2015	3
Oct 21	B132 ISO 9001 Risk	4
Oct 3	C102 CQE Online	3 – in process

Classes in blue were held as scheduled

- **New instructor for CQA will be George Marcel.**
- **Confirmed ITU facility charges waived for 2016**

### 2) Marketing

#### - Ideas for Increasing Membership:

- Invite ITU to do a dinner meeting presentation in 2017 – in process - **Marieann**
- Invite ITU Presents Corp presenters & Instructors to our Holiday dinner – **Marieann & John**

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

- 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 being planned for December 8; cap at 200**
- Provide enhanced time & space for networking at monthly dinner meetings

### - Student Membership Project:

- 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
- SJSU BMU Student Chapter (300 members) – at SJSU for >6years, Membership fees: \$30. Students; Full member \$200; early career (1<sup>st</sup> 3 years) \$80.; host conference at SJSU, networking for internships; monthly meetings with snacks & speakers, networking

### 3) Website:

- **Changes to incorporate – Chris & Marieann**
  - Monthly Chair letter
  - more photos
  - new members for each month
  - member comments from meetings & classes
  - Membership benefits page
  - Post photos and interviews with members talking about their experiences with quality implementations, business issues

### Past Projects' 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

**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.

**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: December 2, 2016.**

**Current conference call Info: 712.775.7031; access code 946685**

## Preview of November 4<sup>th</sup> Instructors Meeting

### Ideas to improve course attendance:

From Fred Schenkleberg:

- 1) conduct experiments via surveys and with actual courses on day/time combinations to find optimal
- 2) find or foster corporate accounts that cover the cost of the courses for their employees
- 3) lower the price of courses and find other funding sources to support the courses
- 4) if barrier is time, create on demand style courses with access to experts as part of the course for Q&A
- 5) provide micro-learning (prerecorded very short story based lessons or lectures - as samples of course delivery or material (free samples in blog or auto responder sequence)

You know I am a big fan of online delivery - both live and recorded.



## Attachment 5 Membership Report

From: Stephen Choy, Membership Chair

To: ASQ Section 0613 Chairman

1. SUBJ: Membership Chair Report for October 2016

1. **Membership Strength & Composition.**

- a. Based on the last membership data update, file dated OCT-2016
  - o Overall section membership decreased by 26 members between 2015 and 2016
  - 1. Month to month change is down by 1

Membership Type	Oct-15	Sep-16	Oct-16	Year to Year	Month to Month Change
FULL	502	472	459	-43	-13
SENIOR	366	338	338	-28	0
STUDENT	70	55	56	-14	1
ASSOCIATE	45	94	102	57	8
FELLOW	14	15	15	1	0
SITE	3	0	0	-3	0
ORGMEMBER	5	5	5	0	0
ORGANIZATION	2	3	4	2	1
EGFULL	0	0	2	2	2
<b>Total</b>	<b>1,007</b>	<b>982</b>	<b>981</b>	<b>-26</b>	<b>-1</b>

2. **New Members Welcomes**

- Welcome emails were sent on October 19<sup>th</sup> to new members (Section 0613) who joined in the month of September (per UNIT.CSV dated OCT-2016)
- 20 of the 21 (95%) 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. Discuss plan for actions to be implemented in 2017.
- c. Below are items discussed with Marieann and to review with leadership team

- 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**

## Attachment 5 Membership Report

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

No report for the month of November

**Attachment 7 – Voice of customer**

There is no VOC committee report because a survey was not done.