

## Attachment 5 Membership Report

From: Stephen Choy, Membership Chair

To: ASQ Section 0613 Chairman

1. SUBJ: Membership Chair Report for September 2016

### 1. Membership Strength & Composition.

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

o Overall section membership decreased by 28 members between 2015 and 2016

1. Month to month change is up by 41

Membership Type	Sep-15	Aug-16	Sep-16	Year to Year	Month to Month Change
FULL	501	450	472	-29	22
SENIOR	367	332	338	-29	6
STUDENT	71	53	55	-16	2
ASSOCIATE	47	83	94	47	11
FELLOW	14	15	15	1	0
SITE	3	0	0	-3	0
ORGMEMBER	5	5	5	0	0
ORGANIZATION	2	3	3	1	0
<b>Total</b>	<b>1,010</b>	<b>941</b>	<b>982</b>	<b>-28</b>	<b>41</b>

### 2. New Members Welcomes

- Welcome emails were sent on September 21<sup>st</sup> to new members (Section 0613) who joined in the month of August (per SECTION.CSV dated SEP-2016)
- 40 of the 40 (100%) 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

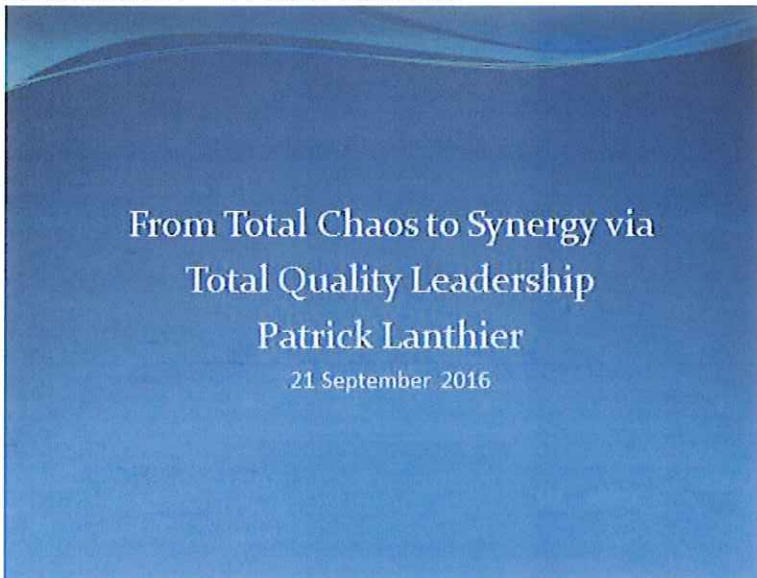
## Attachment 5 Membership Report

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 social media report for the month of September

## Attachment 7 – Voice of customer



## VOC Survey Questions

Survey completed by 24

- Q1 Rate presentation: speaker, topic and slides
- Q2 Topic preference for future meetings
- Q3 How did you find dinner forum meeting
- Q4 Meeting attendance (frequency)
- Q5 SVASQ member / other
- Q6 Speakers Recommendation
- Q7 Suggestions to improve meetings
- Q8 Interest in on-site training (current courses) by ASQSV

## Attachment 7 – Voice of customer

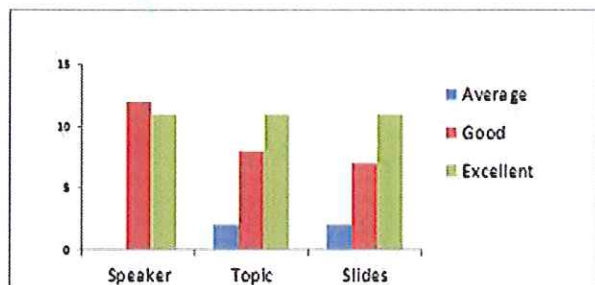
### Meeting Frequency Attendance Meeting Knowledge and ASQ Member

	Topic Dependent	Regular	Monthly meeting
Meeting Frequency Attendance	10	8	2

	ASQ-SV Website	Meet-up	News Letter	Email / Other
Meeting Knowledge	15	1	4	4

	ASQ-SV Member	Other
Membership	17	<ul style="list-style-type: none"> <li>• Section 708</li> <li>• East bay</li> </ul>

### Rate Speaker and Presentation

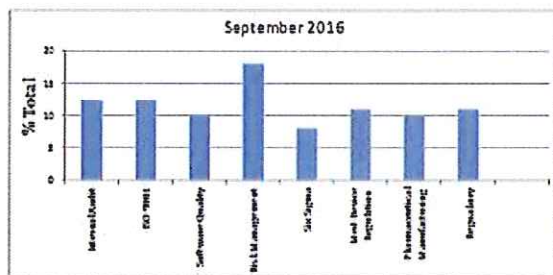


- Surprising good, could not follow the presentation
- Better discussion on how quality was affected in the examples in slides would be nice
- Nice to hear a different slant on quality topics
- Could not follow presentation
- Interesting topics, but lot of acronyms/jargon

## Suggestions to Improve Meetings

- Rotate location throughout SV
- Need more innovation
  - > More publicity to industry
  - > Expand email list. Advertise
  - > Contact Industry leaders in SV for their pain points and for innovation
- Make the presentation shorter so can leave by 8pm.

## Topic Preference (future)



## Speaker Recommendation

Phil Covington: (contact: Ravenswood Solutions)

- > Topic: Psychology and Human Factors
- > Phone: 858-413-5383



## ASQ SV Training Request

- ❖ Genentech (Matt Pearson)
- ❖ Northrop Grumman (Ralph Devloariis: 408-735-2832)
- ❖ Ravenswood Solutions (Phil Covington: 858-413-5383)