

Attachment3: Income vs. Expense, end-March report

11:55 PM  
04/29/16  
Cash Basis

**American Society for Quality, Income vs. Expense**  
January through March 2016

<b>Ordinary Income/Expense</b>	<u>                    </u>
<b>Income</b>	
<b>Administrative Revenue</b>	
001.4000 - Membership Dues	803.00
001.4871 - Interest	0.12
<b>Total Administrative Revenue</b>	<u>803.12</u>
<b>Conference Revenue</b>	
003.4300 Registration	1,730.51
<b>Total Conference Revenue</b>	<u>1,730.51</u>
<b>Education Course Revenue</b>	<u>1,219.49</u>
<b>Total Income</b>	<u>3,753.12</u>
<b>Expense</b>	
<b>Administrative Expense</b>	
510 Printing and Production	
001.5101 Printing	29.59
<b>Total 510 Printing and Production</b>	<u>29.59</u>
530 Committee	
001.5360 Committee Expense	1,233.75
<b>Total 530 Committee</b>	<u>1,233.75</u>
550 Contract and Professional	
001.5567 Web Server Fees	760.00
<b>Total 550 Contract and Professional</b>	<u>760.00</u>
560 Equipment	
001.5660 Purchases	336.56
<b>Total 560 Equipment</b>	<u>336.56</u>
580 Meetings and Meals	
001.5803 Dinners	1,988.10
<b>Total 580 Meetings and Meals</b>	<u>1,988.10</u>
<b>Total Administrative Expense</b>	<u>4,348.00</u>
<b>Conference Expense</b>	
580 Meeting and Meals	
003.5803 Dinner	2,579.82
<b>Total 580 Meeting and Meals</b>	<u>2,579.82</u>
<b>Total Conference Expense</b>	<u>2,579.82</u>
<b>Total Expense</b>	<u>6,927.82</u>
<b>Net Ordinary Income</b>	<u>-3,174.70</u>

## Meeting Summary April 1, 2016

**Participants:** Indra Desai, Vidhi Doshi, Austin Lin, Don Mintz, Soly Paterson, Dave Pickett, Roxana Rhode, Marieann Shovlin

1) **ASQ SV Intern:** John Latimer initiated proposal for Marketing Intern; Roxana presented this proposal at the meeting:

As part of the marketing activities for ASQ Silicon Valley, under management of the Marketing team, an intern would participate & assist in the following activities:

**Duties:**

- Promote ASQ activities through social media including LinkedIn, Meet-up, and Twitter.
- Membership outreach, satisfaction, data collection and analysis.
- New member engagement & follow-up.
- Assist with in person event registration, meeting management, & ASQSV website updates.

**Key skills:** Great written & verbal communication, data analysis, MS office

**Estimated time commitment:** 10-20 hours per month including monthly leadership & marketing planning meetings.

**Intern benefits:**

- Paid student membership in ASQ SV
- Access to free quality technical training & certification prep classes offered through the section
- Free access to dinner meetings (worked as a volunteer)

2) **ITU Partnership** – Soly, Vidhi & Marieann met with ITU representatives on March 29. Discussions included:

- **ITU Dinner meeting Presentation** in an upcoming month – waiting on a date from Sunil.
- **Classes - schedule confirmations:** class cancellations should be done 1 week (7 days) prior to the event if inadequate registrations (5 minimum for regular classes; 4 for cert classes) – note will be added on website & CC – “You must register at least 1 week prior to the class date”; Course Coordinator to email any students to advise of closure & close registration on CC.
- **Co-Marketing activities** - cross-info on ITU & SQ SV websites, Facebook, Twitter;
- Invite members to ITU Presents events via website;

**3) Marketing activities**

- **Social Media:**

- o Facebook account to be created & managed by Vidhi
  
- o New postings of events & cross-postings to Twitter;
- o Vidhi to present Section Facebook page mock-up at Apr 6 LC meeting; Austin & Roxana to assist.
- o Useage of Twitter to announce & cancel events – Austin managing

**Attachment 4: ASQ Silicon Valley Education & Marketing Committee Meeting Friday April 1, 2016**

- **Corporate program status** - John & Indra will propose a date, agenda & venue for initial (executive breakfast) meeting – will present at an upcoming LC meeting

- **Section presentation** – Vidhi will do for April 6 LC meeting

- **Other marketing suggestions:**

- Use social media more
- Share articles on LinkedIn: Roxana will post courses on LinkedIn; Intern can also post articles

**4) Class registration status** – Soly – B102 cancel; CSQE Class – no registrations yet; CQE OK; Apr 21 & 22 – OK, Apr 29 B108 OK.

**5) Next meeting:** Fridays prior to LC meeting at noon: **April 29, 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 March 2016

### 1. Membership Strength & Composition.

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

o Overall section membership decreased by 89 members between 2015 and 2016

1. Month to month change is down by 19, but gained 2 associates

Membership Type	Mar-15	Feb-16	Mar-16	Year to Year	Month to Month Change
FULL	534	504	485	-49	-19
SENIOR	385	364	362	-23	-2
STUDENT	59	54	54	-5	0
ASSOCIATE	54	42	44	-10	2
FELLOW	14	15	15	1	0
SITE	8	0	0	-8	0
ORGMEMBER	4	6	6	2	0
ORGANIZATION	1	4	4	3	0
<b>Total</b>	<b>1,059</b>	<b>989</b>	<b>970</b>	<b>-89</b>	<b>-19</b>

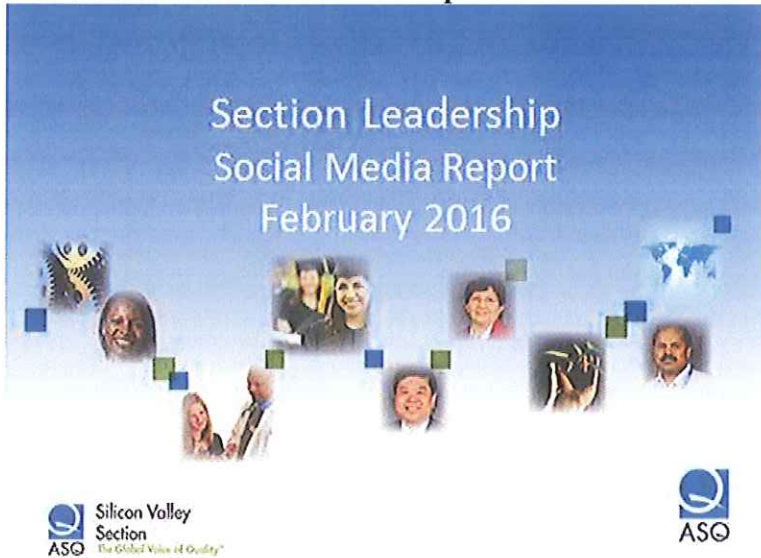
### 2. New Members Welcomes

- Welcome letters were sent on March 30<sup>th</sup> to 14 new members (Section 0613) who joined in the month of February (per NEW.CSV dated MAR-2016)
- 13 of the 14 (93%) are newly joined members to ASQ
- Letter included information about up-coming dinner forum

### 3. ASQ Intern Assistance Proposal

- a. Membership Outreach and Satisfaction
  - Data Collection and Analysis
- b. New member engagement & follow-up

# Attachment 6 – Social Media Report



## ASQ SV Meetup Group

Members	179
Joined since February	4
Expectations from the group	Networking, Learning, Knowledge sharing and New ideas/ Innovation, Jobs
Events outside dinner meetings	<ol style="list-style-type: none"> <li>Coffee &amp; Networking * <ul style="list-style-type: none"> <li>Meet monthly on the first Thursday of the month</li> </ul> </li> <li>Use meetup as platform for any kind of events (e.g. info session for certifications &amp; training, as job board etc.)</li> </ol>

\*Next Coffee & Networking meetup is scheduled for Thursday, April 7<sup>th</sup> at Pete's on Tasman Drive, Sunnyvale – RSVP 4



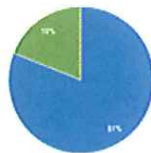
## Meetup Analytics (Feb 28- Mar 29 2016)

### How people find us:

Top Channels



■ New Visitor ■ Returning Visitor



### How they access meetup:

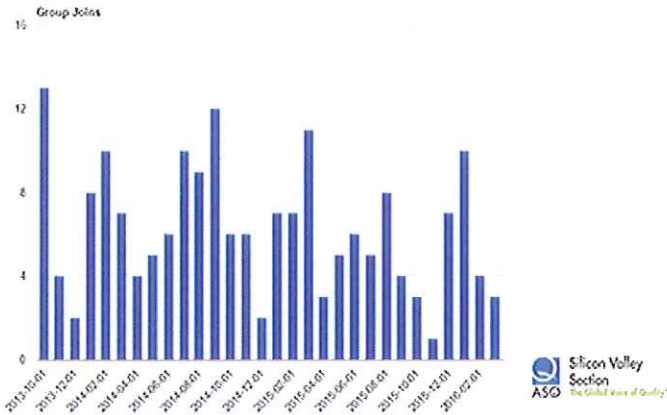
1 desktop	68 (80.55%)
2 mobile	15 (17.86%)
3 tablet	1 (1.15%)



# Attachment 6 – Social Media Report

## Meetup members join - Overview

Inactive members for 6 consecutive months are being removed automatically from the group!



## ASQ SV LinkedIn Group – 150 members (0 new)

Demographics:*			
SENIORITY	FUNCTION	LOCATION	INDUSTRY
→ 28% Seniors	→ 43% QA	↓ 91% SF Area	→ 21% Med. Devices
→ 19% Entry	↓ 10% Engineering		↓ 10% Electrical/ Electronic Man.
→ 19% Managers	↓ 4% Consulting		→ 11% Semi
↑ 10% Director	↑ 6% IT		↑ 6% Mechanical
→ 5% Owners	→ 2% Operations		→ 5% CS
↑ 3% CXO	↑ 3% Project Mgmt.		→ 6% Telecomm.

LinkedIn Groups hasn't registered growth since October 2015. We need to take actions!

Link to a video on how to engage with your network using LinkedIn:  
<https://www.youtube.com/watch?v=W70lvG5Z9Mk>

\*Demographics: not update since June 2015 → functionality not available on LinkedIn anymore



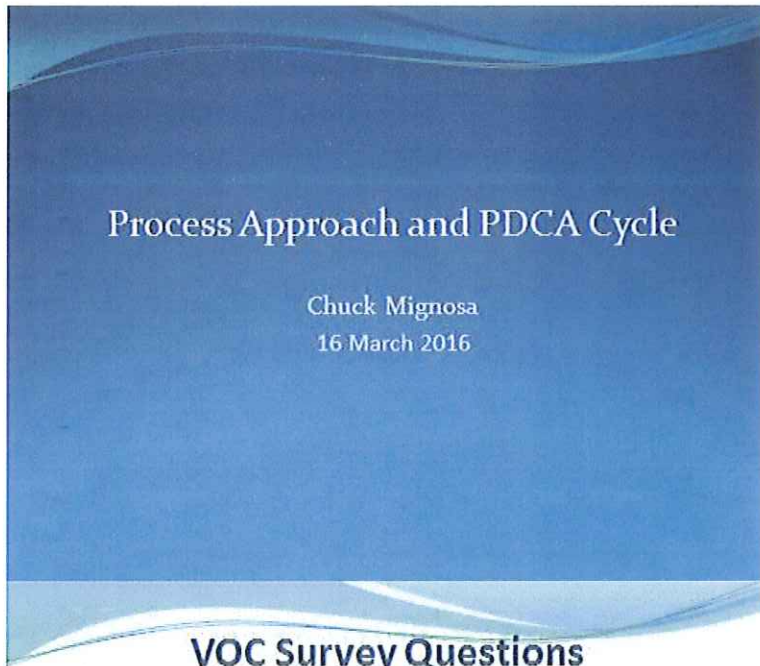
## ASQ SV on Twitter:

@ASQ_SV	
Tweets	191 (11 new)
Followers	28 (7 new)
Likes	46 (22 new)

## Website Analytics Feb 1- Feb 29 2016:

asq-silicon-valley.org	
Users	468 (-218)
New Visitors	33.6%
Returning Visitors	66.4% (23.3% more)

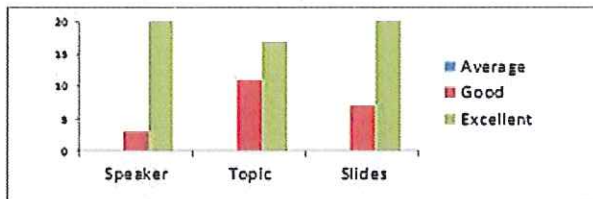




Survey completed by 21

- 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 Recommend
- Q7 Suggestions to improve meetings
- Q8 Interest in on-site training (current courses) by ASQSV

## Rate Speaker and Presentation



- > Great presentation, wish lecturer at my school
- > Best presentation attended at SV-ASQ.
- > Energetic, interesting speaker. Excellent thought provoking
- > Very impressive content and lecturer style; excellent job, knowledgeable and interesting
- > Add examples of process and other concepts



## Attachment 7 – Voice of customer

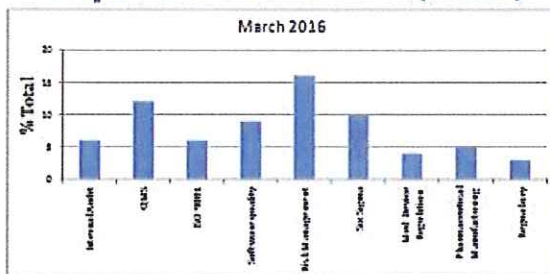
### Meeting Frequency Attendance Meeting Knowledge and ASQ Member

	Topic Dependent	Regular	Monthly meeting
Meeting Frequency Attendance	12	13	1

	ASQ-SV Website	Meet-up	News Letter	Email / Other
Meeting Knowledge	20	1	8	1

	ASQSV Member	Other
Membership	20	<ul style="list-style-type: none"> <li>• Section 708</li> <li>• Boston, MA</li> <li>• Students (2)</li> <li>• San Francisco section</li> </ul>

### Topic Preference (future)



### Suggestions to Improve Meetings

- Meetings are very interesting and informative
- Shadow ASQ-SV officers to support becoming a future officer.



## Attachment 7 – Voice of customer

### Speaker Recommendation

- **Presenter: Todd Harrington**
  - Topic (any quality topic)
  - Contact: **Ask Don Mintz**
  
- **Presenter: Jim Harrington**
  - No further details

### Topic Suggestion for Future Meetings

Sample planning

DOE

Proposed changes to ISO 13485

Planned changes to MDD and IVDD

Electronic Reliability

### ASQ SV training Request

- **Corporate Social Responsibility**
  - No contact information available