

## Attachment 4 Membership Report

From: Stephen Choy, Membership Chair

To: ASQ Section 0613 Chairman

1. SUBJ: Membership Chair Report for January 2017

### 1. Membership Strength & Composition.

- a. Based on the last membership data update, file dated JAN-2017
  - o Overall section membership increased by 3 members between 2015 and 2016
    - 1. Month to month change is increased mostly by associate and trial memberships

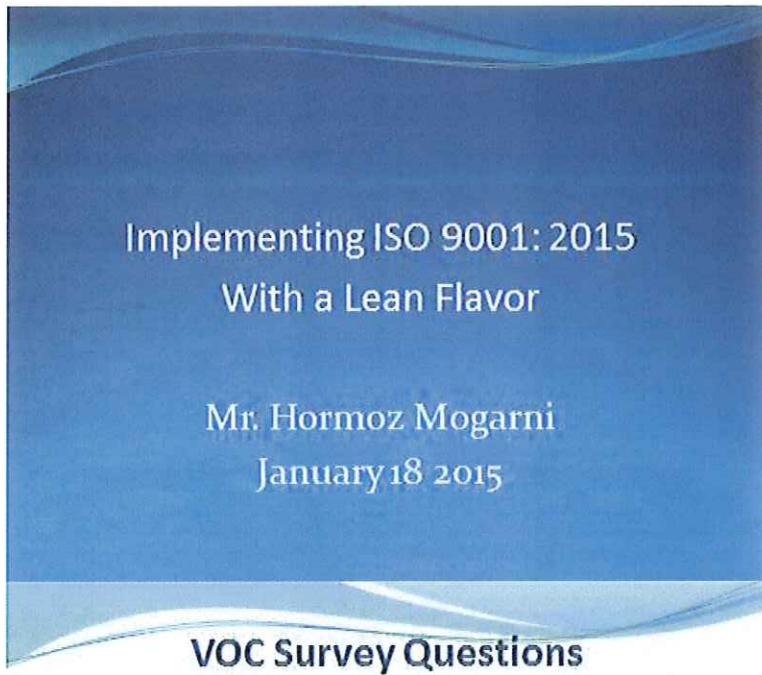
Membership Type	Jan-16	Dec-16	Jan-17	Year to Year Change	Month to Month Change
FULL	507	457	443	-64	-14
SENIOR	364	332	331	-33	-1
STUDENT	56	54	56	0	2
ASSOCIATE	41	114	125	84	11
FELLOW	14	15	15	1	0
ORGMEMBER	5	5	5	0	0
ORGANIZATION	4	3	4	0	1
FULL ASQ TRIAL	0	0	13	13	13
FULL EG TRIAL	0	0	2	2	2
<b>Total</b>	<b>991</b>	<b>980</b>	<b>994</b>	<b>3</b>	<b>14</b>

### 2. New Members Welcomes

- Welcome emails were sent on Jan 31<sup>th</sup> to new members (Section 0613) who joined in the month of December (per UNIT.CSV dated JAN-2017)
- 27 of the 27 (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.
  - 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.



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

Meeting Frequency Attendance Meeting Knowledge and ASQ Member

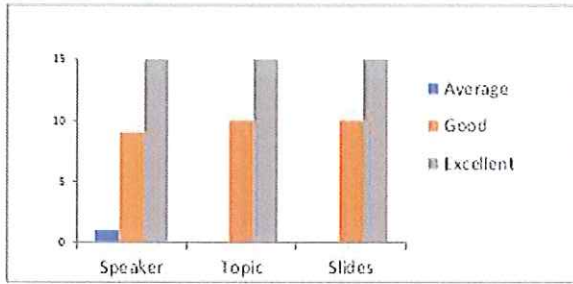
	Topic Dependent	Regular	Monthly meeting
Meeting Frequency Attendance	11	7	2

	ASQ-SV Website	Meet-up	News Letter	Email / Other
Meeting Knowledge	11	1	4	3

	ASQ SV Member	Other
Membership	14	<ul style="list-style-type: none"> <li>• Section WA0627</li> <li>• 3 Not Members</li> </ul>

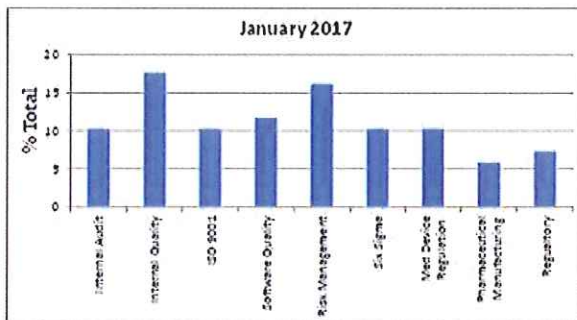
## Attachment 5 – Voice of customer

### Rate Speaker and Presentation



- Informative, good topic
- Thought provoking, helpful
- Enjoyed presentation but did not agree with some of the conclusions about ISO role of QC

### Topic Preference (future)



### Suggestions to Improve Meetings

- Enjoy ISO topics

## Attachment 5 – Voice of customer

### Speaker / Topic Recommendation

- Counterfeit Products, Security , Hacking / Phishing

### ASQ SV Training Request

- None