

ASQ 1313 EC meeting minutes - 2/9/17

Element Bistro

(Called to order 6:17pm / Adjourned 7:59pm)

Attendance: Joe Wojniak, John Beachman, Mark Norby, Gerry Naugle,
Byron Murray, Nixon Mead, Dan Clark, Steve Reischel

Reports:

\$30,156 end balance (2 CD's + \$9175 cash) \$4749 in / \$3991 out (historically fairly even)
CD's can allow partial withdrawals - How should chapter assets be invested?
18 recerts (5 from out of chapter)
Conversion rate of re-certs from other sections ~50%
Most certs are career advancement tool - no further ASQ interest
Can ASQ move proctoring RU's to more meeting RU's (with CBT replacing in-chapter tests)?
Meetup costs \$180 / yr. Not sure how to leverage this best.
Need survey results to determine customer needs, improve value of membership.
Response from survey / internet requires motivation (value) "Bribe" may be career-build potential
Internet: website is only partial communication with "on-line" community (FB, twitter, etc.)

Status of action items:

Survey - Timing important (Sept/Oct works best) Send daytime, more likely response at business.
Education - Statistics course could be removed from the Newsletter - no reason to offer it.
LSS class - no progress, but agreed to focus on path and approach, rather than detail and content.
- need mentor(s) and instructors

New action items:

ASQ Nat'l data: who certifies as what? [Nix]
Newsletters/Updates: Find examples/benchmarks, model "The Look" to compete [Dan/Arnold]
Start with Joe's list for survey Q's - complete survey [Joe / Byron]
Asset investment - focus on financial stability or service/mission "BEST USE" [EC]
Outline, determine amount of time required, and schedule of dates for LSS seminar [Dan]
Methods of attracting attention to our content in the midst of the "media blizzard" [Dan]

Motions:

\$1000 for CU-Bus Sch Deming Chair endowment and joint projects with Stat Prof - PASSED
RMPEX attendees: fund 4x attendees at \$250/seat - PASSED
Spouse night - December: fund 18x tickets to BDT up to \$26 each - PASSED
Up to \$400 to hire a top-notch speaker for an event / meeting - PASSED
Increase meeting food/refreshment budget to \$800 / year + \$25 / event for raffle - PASSED

Further consideration:

Creative methods for picking and delivering awards to raffle winners.
Newsletter vs. continuously interactive social media?
Video and active "bait" vs. links or titles.
Who is ASQ's and our Chapter's audience and target market?
What is the Chapter's purpose or product/service that we can deliver to the community?
How can we continue to improve "outreach" via on-line and social media to younger audience?