Section 502 – Baltimore

November 11, 2008

Program Meeting

ASQ "Make Good Great"

for

Richard A. (Rick) Litts

Region 5 Regional Director
2005-2007-2009

by

J. Eric Whichard

Deputy Regional Director / Section Chair

Agenda

- **ASQ Vision, Roles, Objectives**
- **Maps: Regions, Region 5 Sections**
- **The SOCIETY – now global**
- **The REGION (5)**
- **The SECTION (Baltimore 0502)**
- **Section Volunteer Community**
- **Plan / status for Region 5**
- **Plan / status for Baltimore Section**
- **Summary**
- **Thanks**

ASQ Vision

- By making quality a global priority, an organizational imperative, and a personal ethic, the American Society for Quality becomes the community for everyone who seeks quality technology, concepts, or tools to improve themselves and their world

Roles and Long Term Objectives

- To be stewards of the quality profession by providing member (customer) value.

- To be stewards of the quality movement by providing increased society value from ASQ activities.

ASQ Regions

American Society for Quality: North America Region Map
06
04
06
12
10
02
01
03
13
08
05
09
11
07
14
15
ASQ Regions
1
2
3
4
5
6
7
8
9
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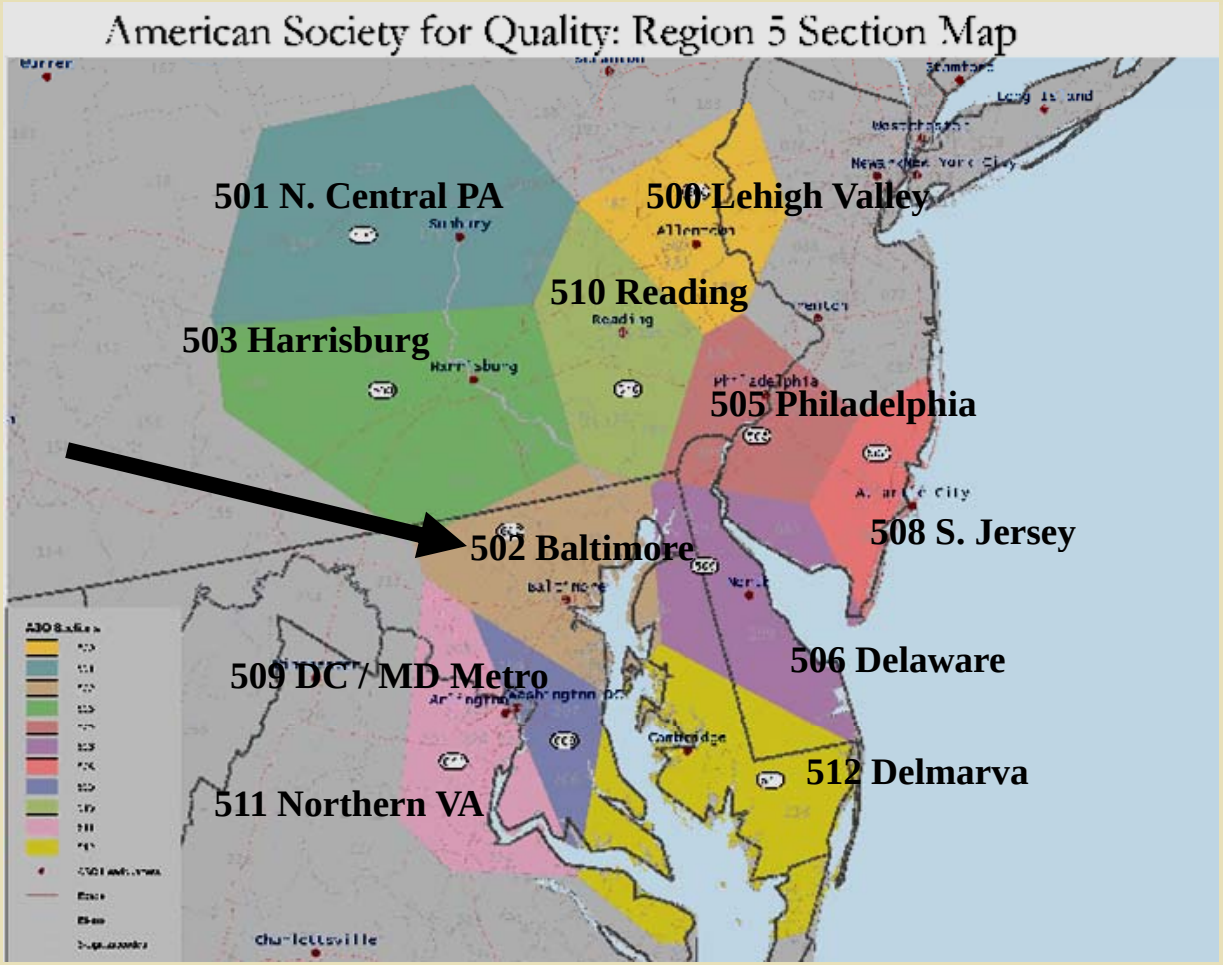
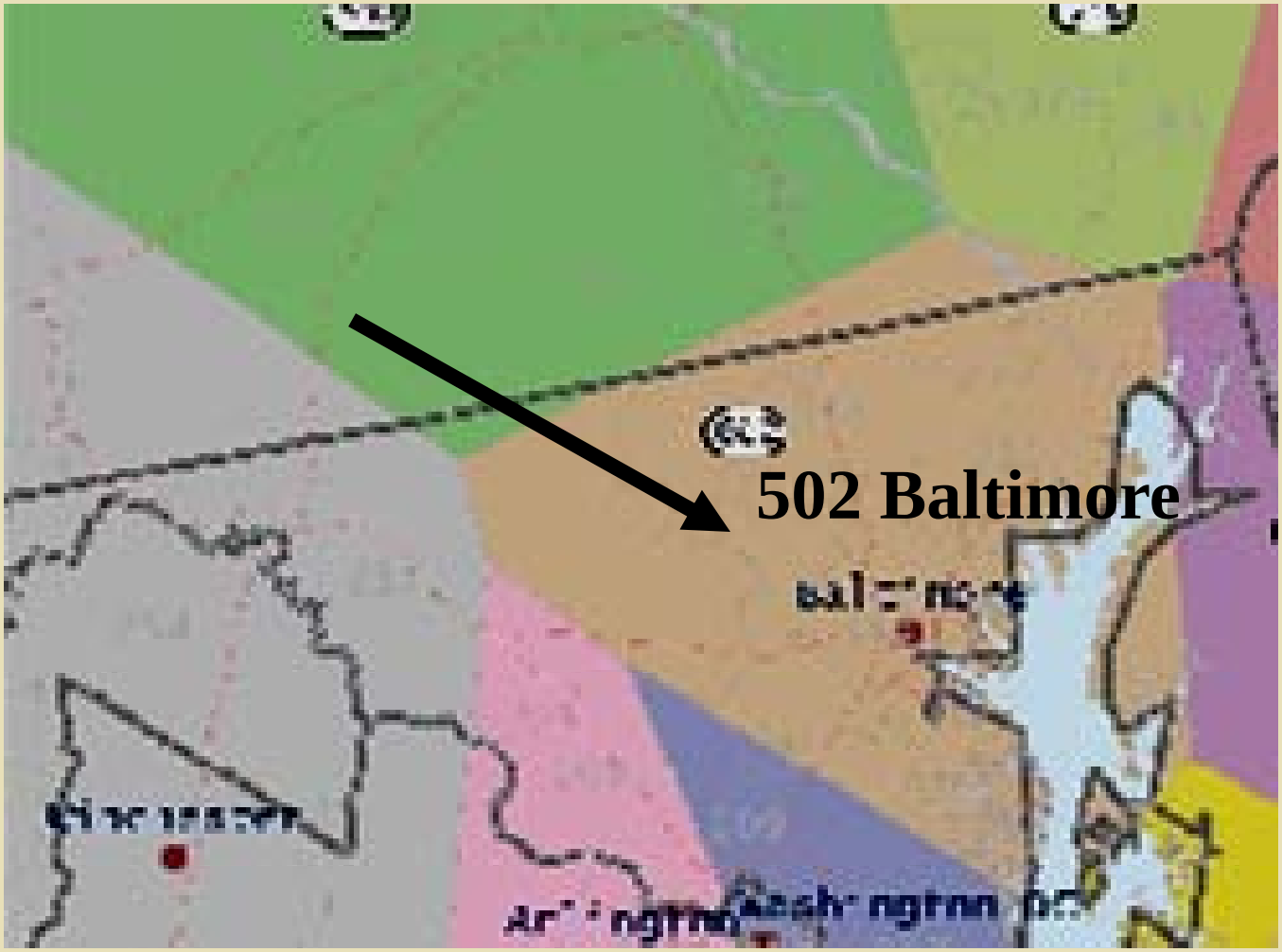
11
12
13
14
15

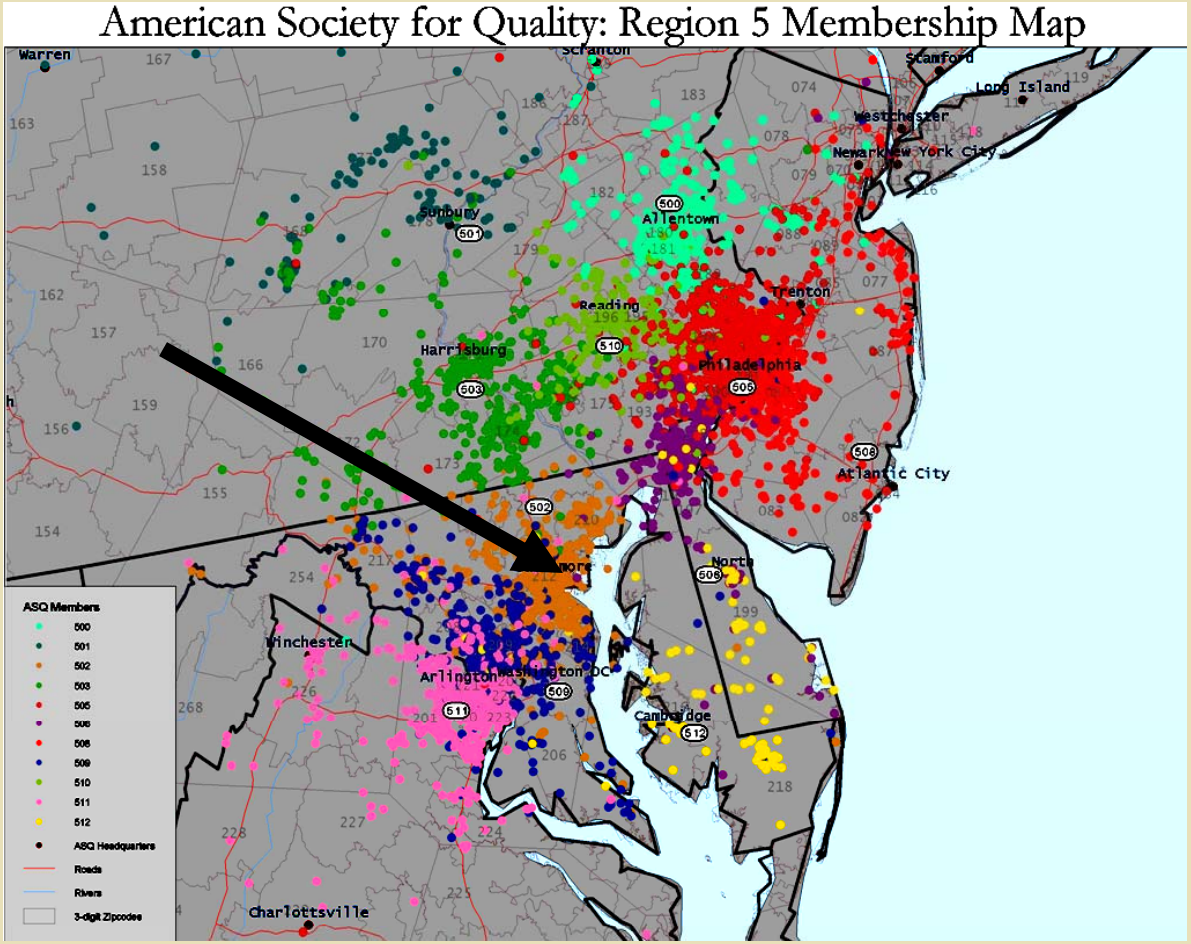
Region 5 Sections



Section 0502 Baltimore



Region 5 Sections



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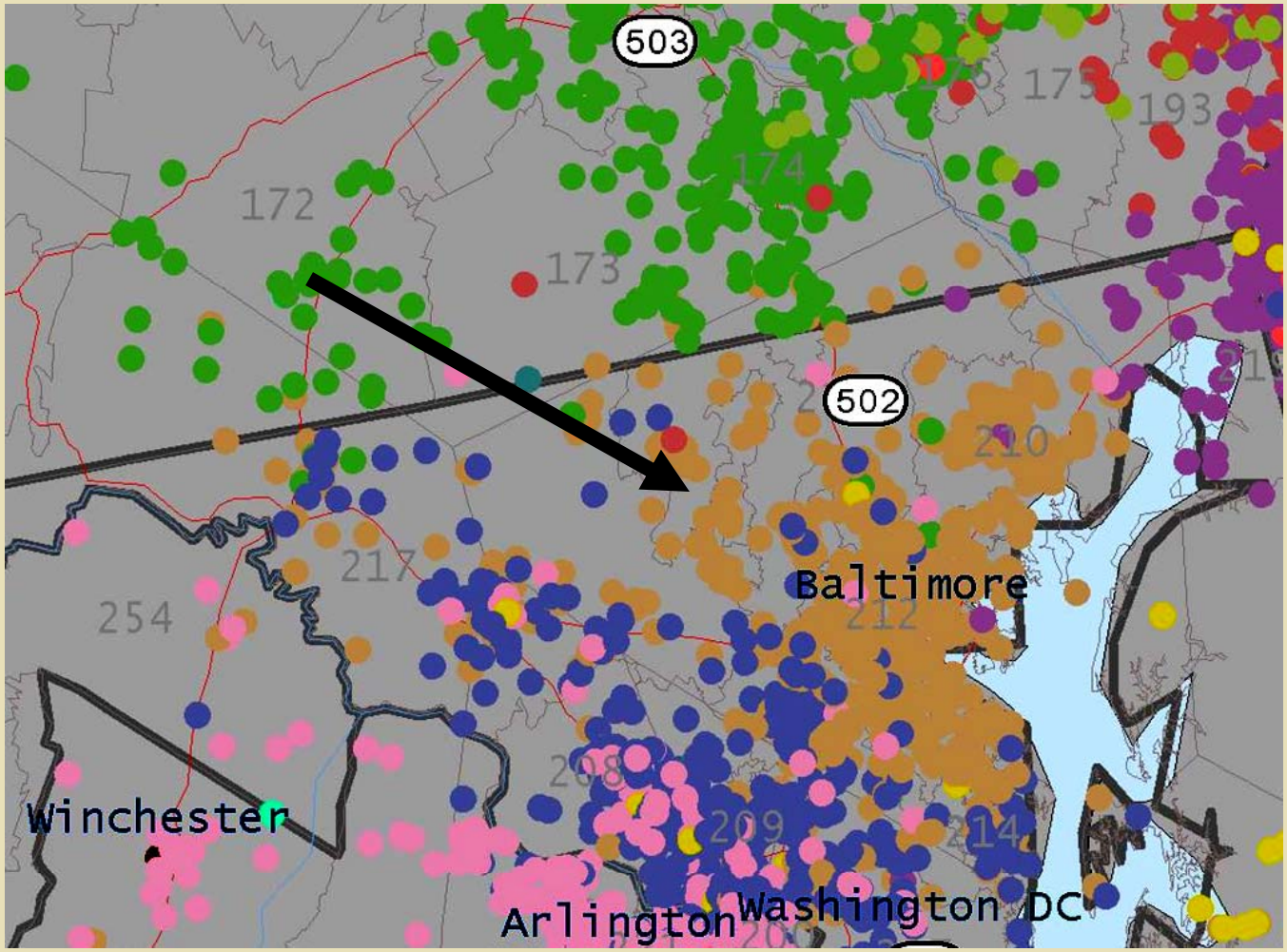

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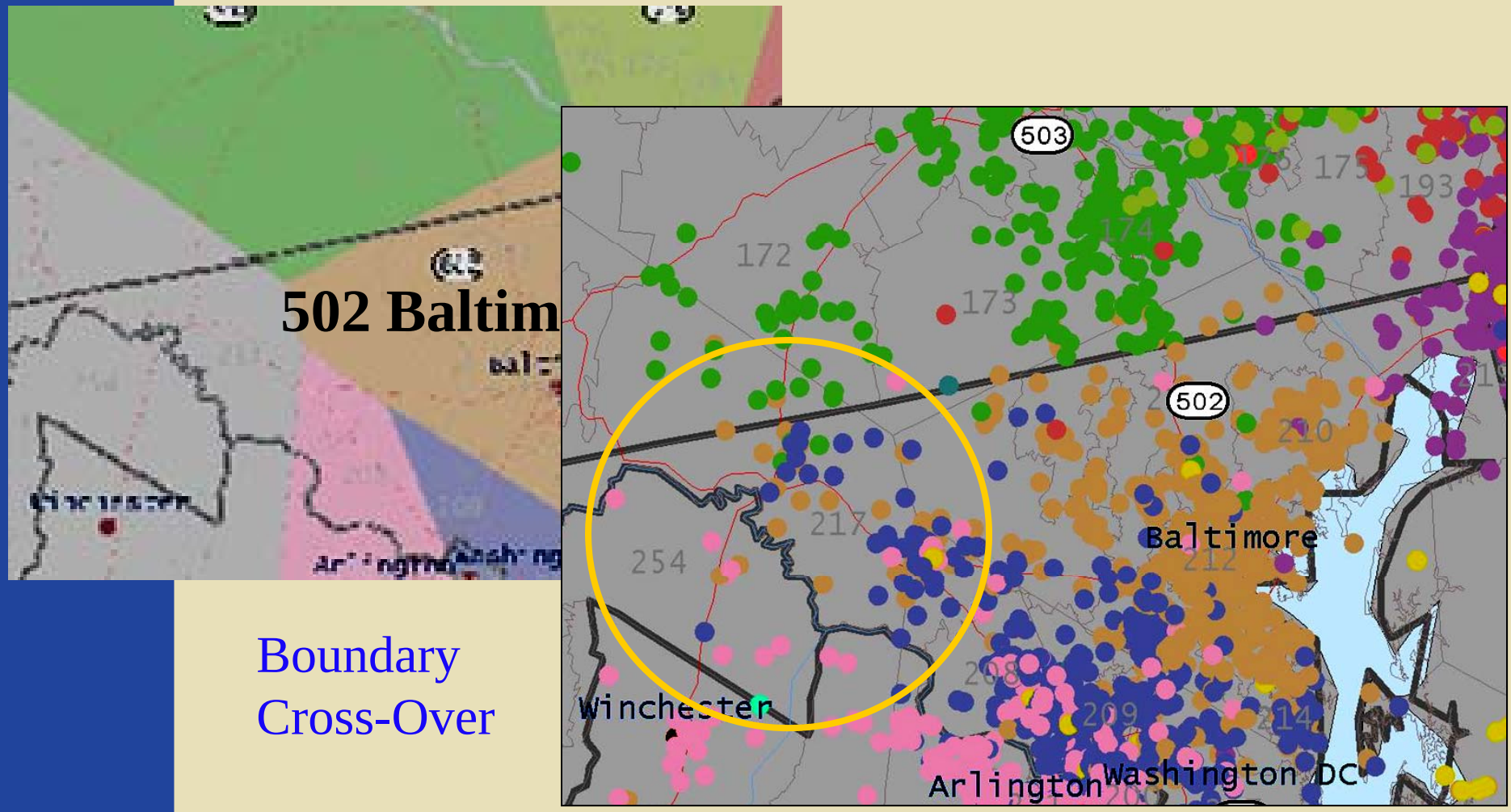
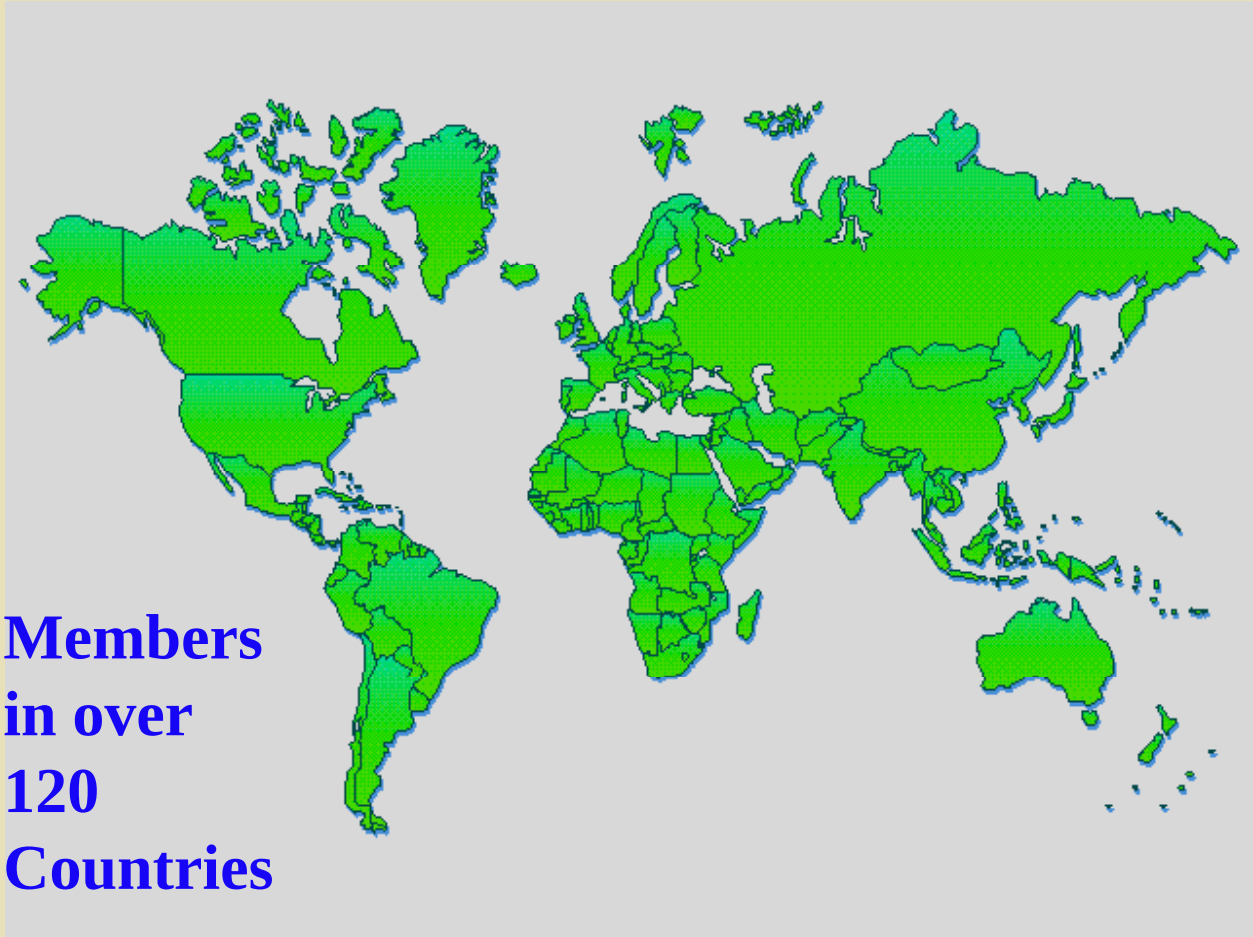


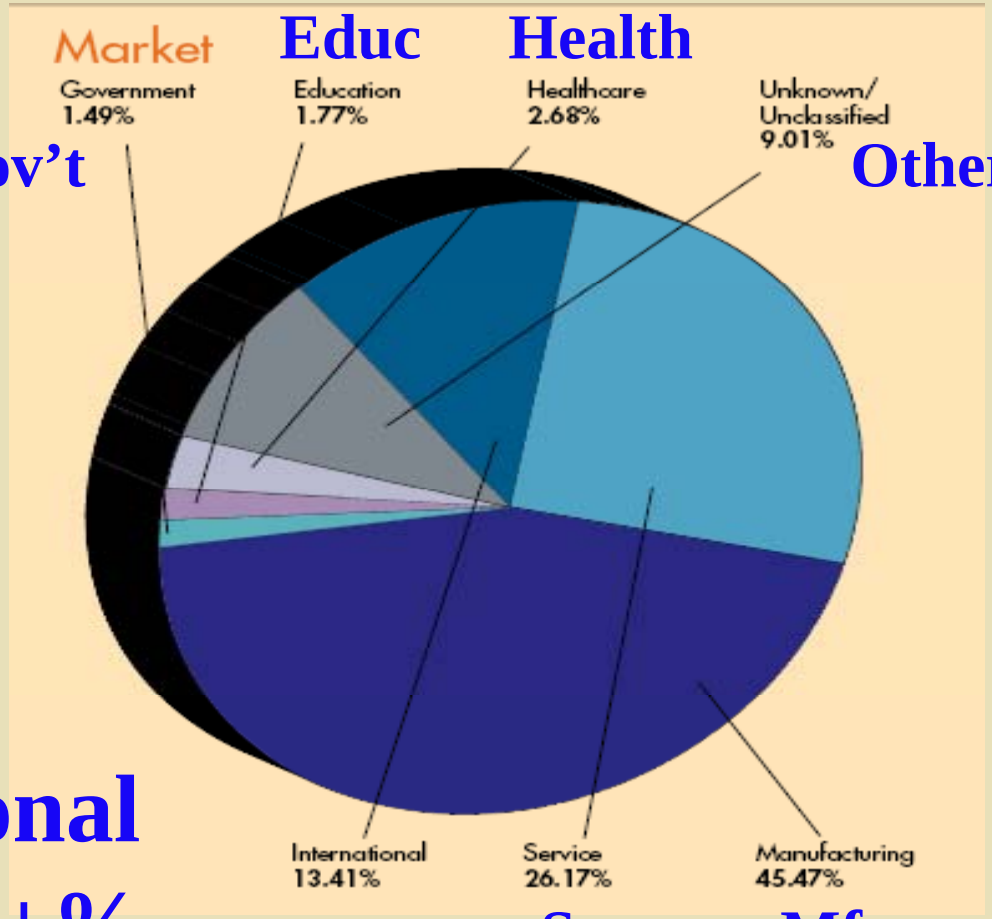
Boundary
Cross-Over

The Society – American?

The Society – now GLOBAL



Who are we? Markets Served



Gov't

Educ

Health

Other

International

(Sect. 2500) 13+%

Svs

Mfg

Global Community

- World Partners
  - **Hong Kong Society for Quality (HKSQA)**
  - **Japanese Union of Scientists and Engineers (JUSE)**
  - **Korean Standards Association**
  - **Singapore Quality Institute (SQI)**
  - **European Organization for Quality (EOQ)**
  - **Excellence Finland**
  - **Excellence Ireland**
  - **Spanish Association for Quality (AEC)**
  - **German Society for Quality**
  - **Israel Society for Quality (ISQ)**
  - **Instituto Profesional Argentino para la Calidad y la Excelencia (IPACE)**
  - **National Quality Institute (Canada)**
  - **PGQP – Regional Program of Quality and Productivity (Brazil)**

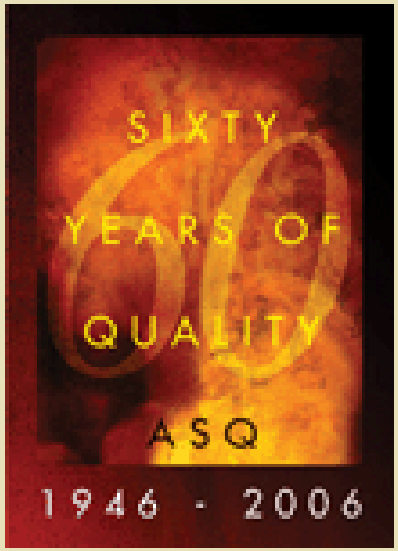
ASQ Members

	2006	2008	
• Manufacturing	65%	46%	⇩
• Service	19%	26%	⇧
• Health Care	5%	3%	
• Government	3%	2%	
• Education	2%	1%	
• Other	6%	9%	⇧
• International		13%	

Market Diversity: Service & Other are UP
... Int'l added

Society Membership

- **Mid-Year '04 100,881**
- **Mid-Year '06 93,715**
- **Mid-Year '08 90,755**

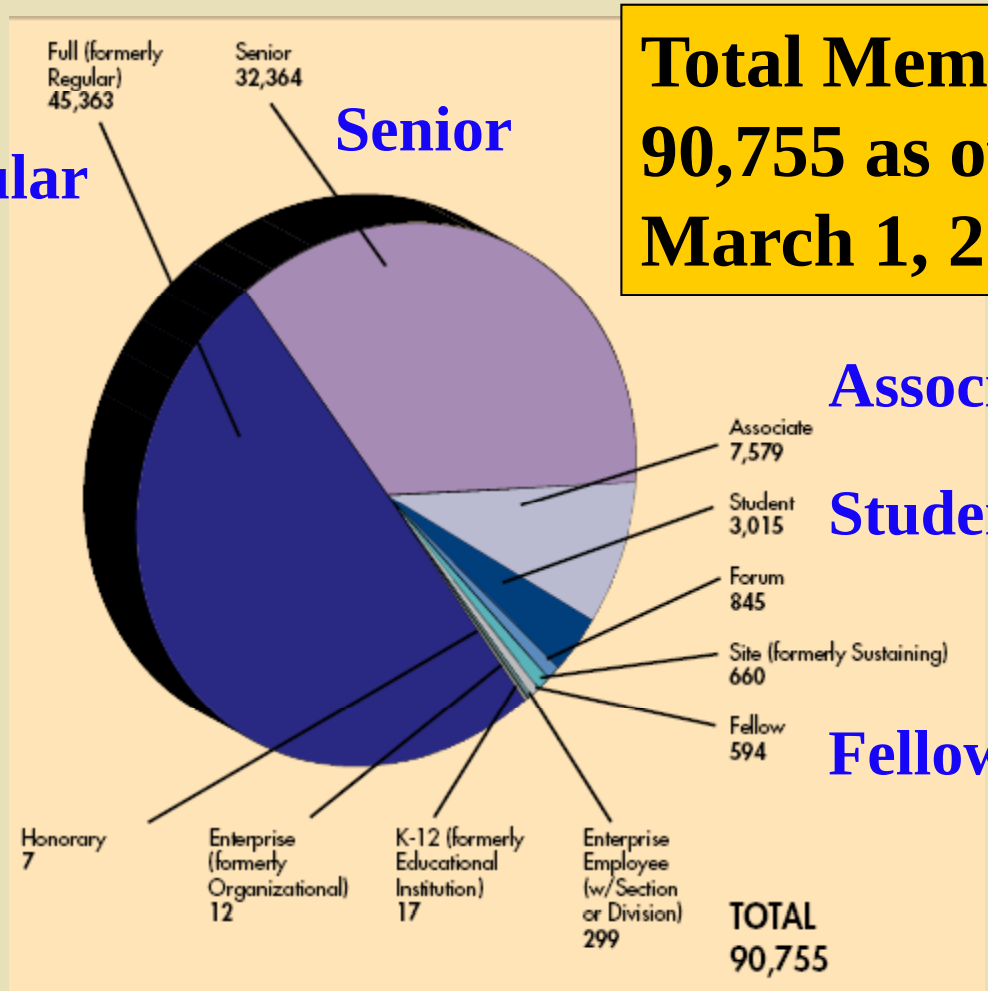


68% percent of members are 36-55 years old and 77% are male.

Overall membership...
Downward trend continues

Who are we? Society Membership

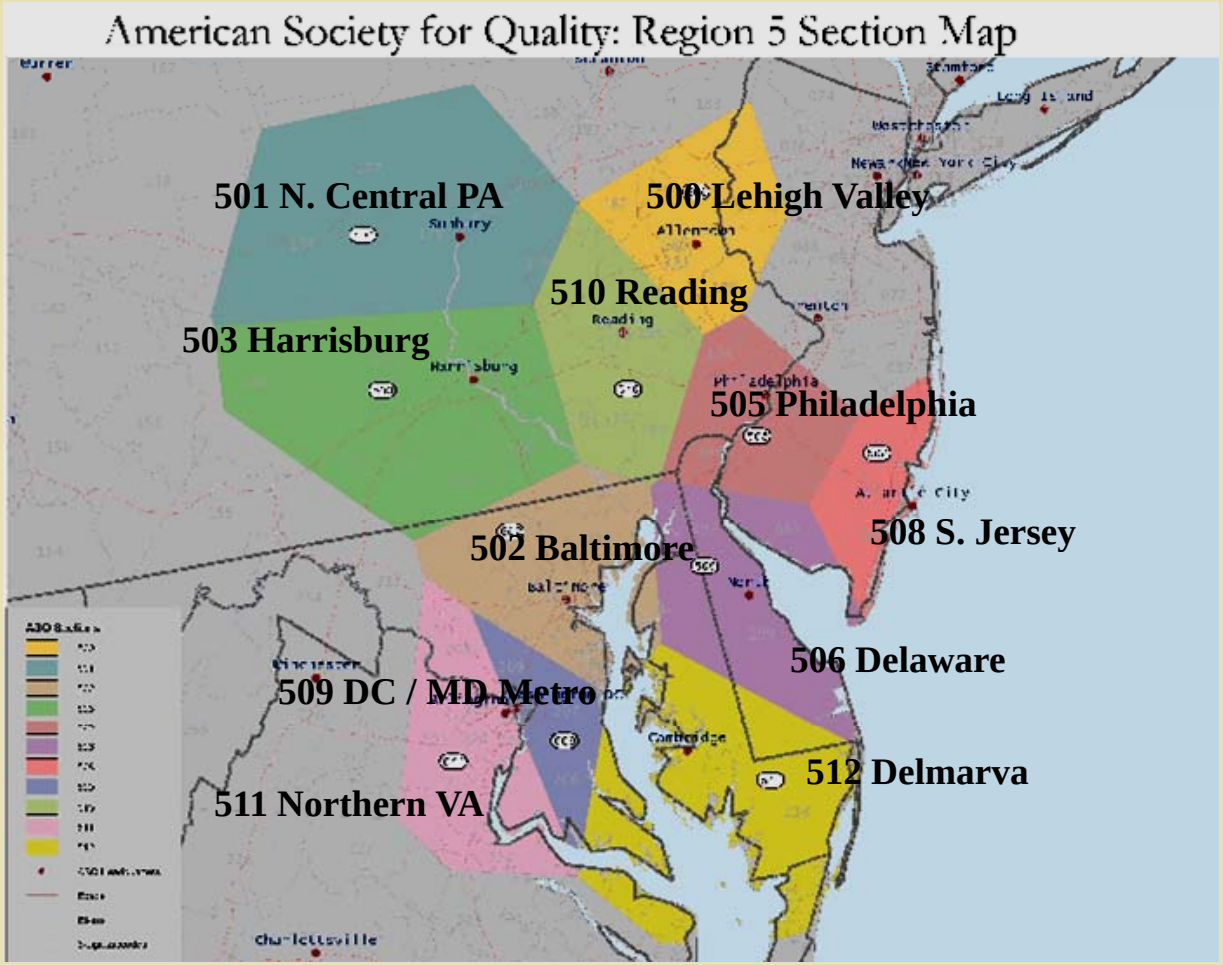
Total Membership 90,755 as of March 1, 2008



Living Community Model (LCM)

- Student
- Forum – Q-Specific Industry or topic
- Associate – Q-Tools & Techniques
- Regular
- Senior
- Fellow
- Sustaining – Company Site Specific
- Organizational (Pilot)

The Region (5)


American Society for Quality: Region 5 Section Map
501 N. Central PA
500 Lehigh Valley
510 Reading
503 Harrisburg
505 Philadelphia
508 S. Jersey
502 Baltimore
506 Delaware
509 DC / MD Metro
512 Delmarva
511 Northern VA

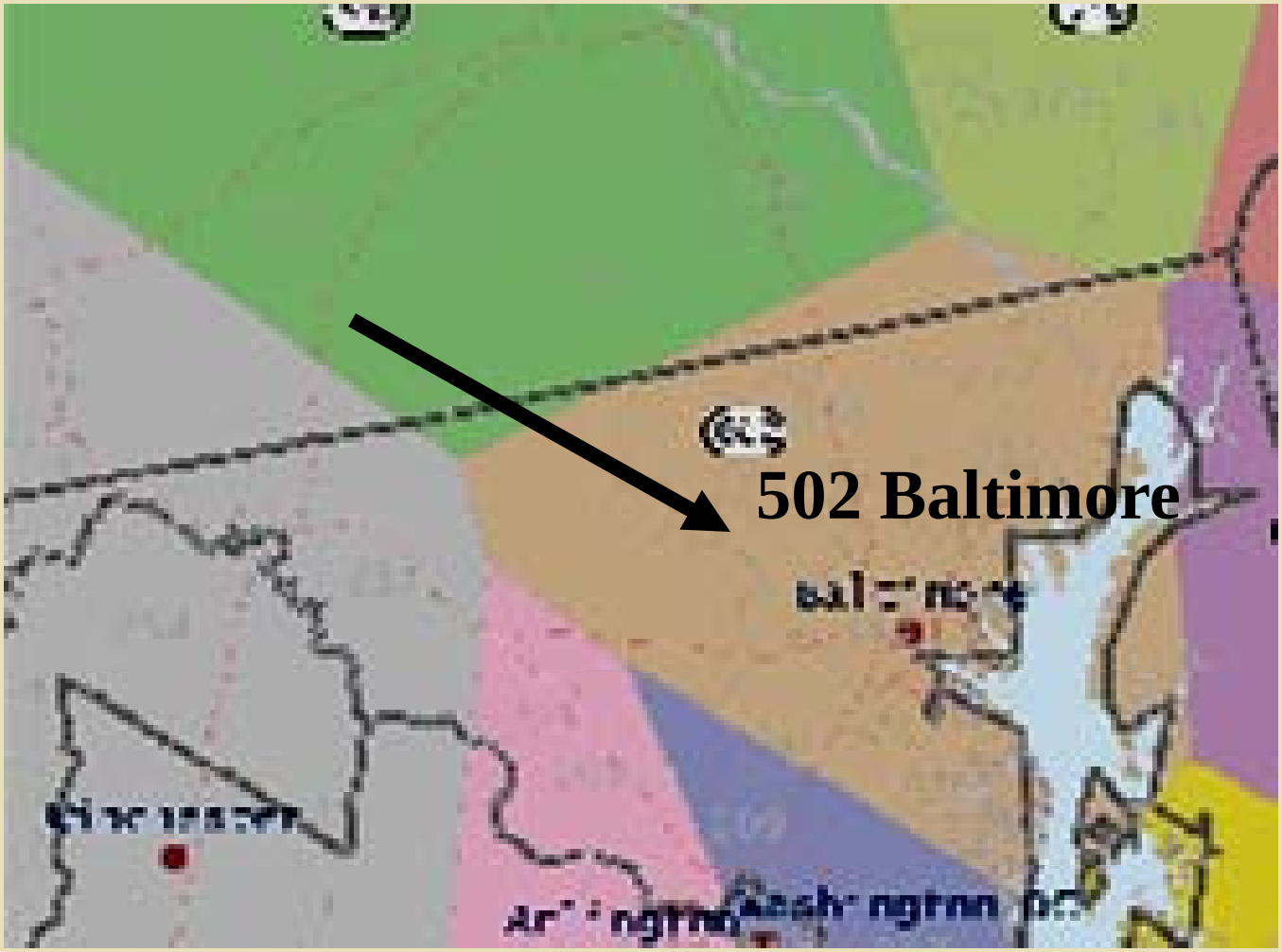
Region 5

- **Eastern MD, little bit of PA**
- **5,354 members**
- **30,376 Square Miles**
- **One member per 5-6 Square Miles**
- **Much greater density in metro areas**

Region 5

REGION 12 (Western Lakes)	9805		
REGION 11 (just below 5)	6911		
REGION 14 (Southwest / Mexico)	6533		
REGION 15 (Southeast)	6397		
REGION 07 (Southern West Coast)	6058		
REGION 06 (Northern West Coast	5761		In Member -ship
REGION 05	**5354**	**7th**	
REGION 04 (Canada)	4900		
REGION 13 (Central US)	4753		
REGION 10 (Central Lakes)	4673		
REGION 01 (New England)	4519		
REGION 09 (KY area)	4340		
REGION 03 (just above 5)	3950		
REGION 08 (OH area)	3609		
REGION 02 (East Lakes)	2110		

Section 0502 Baltimore



Section 502 – Baltimore

Region 5
Sections = 11
Total 5,354

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0502
Baltimore

676 members

4th in the Region

Rank 31st out of 255 + 2 sections

505	Philadelphia Section	1105	11th
511	Northern Virginia Section	793	23rd
509	Washington (DC) Section	776	25th
502	**Baltimore Section**	**676**	**31st**
503	Harrisburg Section	511	48
500	Lehigh Valley Section	473	57
506	Delaware Section	364	72
510	Reading Section	243	100
508	South Jersey Section	173	131
501	North Central Pennsylvania	150	147
512	Delmarva Section	90	197

Section 502 – Baltimore

- **Membership by Type**
- **A loss of REGULAR members**
- **A gain of SENIOR members**

	Mid'06	Mid'08
FORUM	1	1
STUDENT	9	10
ASSOCIATE	8	6
REGULAR	459	320
SENIOR	233	326
FELLOW	6	6
SUSTAINING	3	5
HONORARY		
ORGANIZATION		
ORGMEMBER		1
SCHOOL		
DISTRICT		
TOTAL	719	676

Section 502 Baltimore

- **Fellow Members**
  - **?** Who's next? **20??**
  - **Joel Glazer 2003**
  - **James Cooper 2001**
  - **Melvin Alexander 1999**
  - **Jack West 1998**
  - **Petro Kosmides 1986**
  - **Sidney Lewis 1971**

ASQ Member Retention Rate

- **Society** **62%**
- **Region 5** **63%**
- **Baltimore** **67%**

Section Volunteer Community

A Resource for
Section Members and Leaders

"Leta Thrasher"

"THE GO TO PERSON"

Region 5
Community Care Administrator
1-800-248-1946

Plan for Region 5

- **Visit all 11 Sections within 2 yr period**
  - **this is one of those visits**
- **Appoint Several Deputy Regional Directors**
  - **next slides**
- **Promote Volunteer Excellence Award**
  - **next slides**
- **Promote Fellow Membership**
  - **section has 6... who's next?**
- **Provide Regional Member Leader Training**
  - **recently in Dover**
- **RD -- DRDs -- Section Chairs: Communication**

Plan for Region 5

- **Appoint Several Deputy Regional Directors**
  - **Tom Mudge (506 Delaware, 508 Jersey)**
  - **Wayne Paupst (500 Lehigh, 505 Philly, 510 Reading)**
  - **Jim Pasquali (501 N. Cent. PA, 503 Harrisburg)**
  - **Bob Scanlon (509 DC, 511 N. VA)**
  - **Eric Whichard (502 Baltimore)**

  - **David Little (special projects)**

Plan for Baltimore Section

- **Enhance member**
  <u>value >> satisfaction >> retention</u>
  - **Certification: Prep, Exams, Recertif**
  - **Education: CCBC, fall, spring**
  - **Meetings: Breakfast, Dinner, Social**
  - **Communication:**
    - **Announcements, Newsletters, Web Site, Voice**
  - **Feedback: "check, act"**
  - **Community:**
    - **Science Fair, other organizations**

What Members Value

1. Networking
2. Training, Certification, Events
3. Stay up to date with Quality Progress
4. Flexible Levels of Membership
5. Identify self as striving for excellence
6. Grow profession with Body of Knowledge (BoK)
7. Articles/White Papers
8. Web-based training courses
9. Resources for certification preparation
10. ASQ worlds' leading authority on everything Quality for the past 60 years and will be for generations to come

Summary

- Make good GREAT
  - As a Global Society
  - As a North American Society (roots)
  - As a Region
  - As a Section
  - As Section Member Leaders
  - As Section Members of all types
  - As INDIVIDUALS

Section 502 – Baltimore

- What do YOU want to see
  - from ASQ
    - Society / organization leadership
  - from the Region
    - Regional Director (RD)
    - Deputy Regional Directors (DRDs)
  - from the Section
    - Section Member Leadership

Section 502 – Baltimore

- Thank You for attending. It is appreciated!
- Have a safe trip home!!!
- See you at an ASQ Event!

ASQ "Make Good Great"