

Regional Director's Overview Region 05



The Society, Region, and Section



**World Conference
on Quality and
Improvement (May 2009)**

**International Team
Excellence Award Winners**

**Gold Winner:
HD Supply – Facilities
Maintenance
San Diego, California**

for

Section 0502 Baltimore March 2010

(data as of July 2009 unless otherwise noted)

Regional Director's Overview

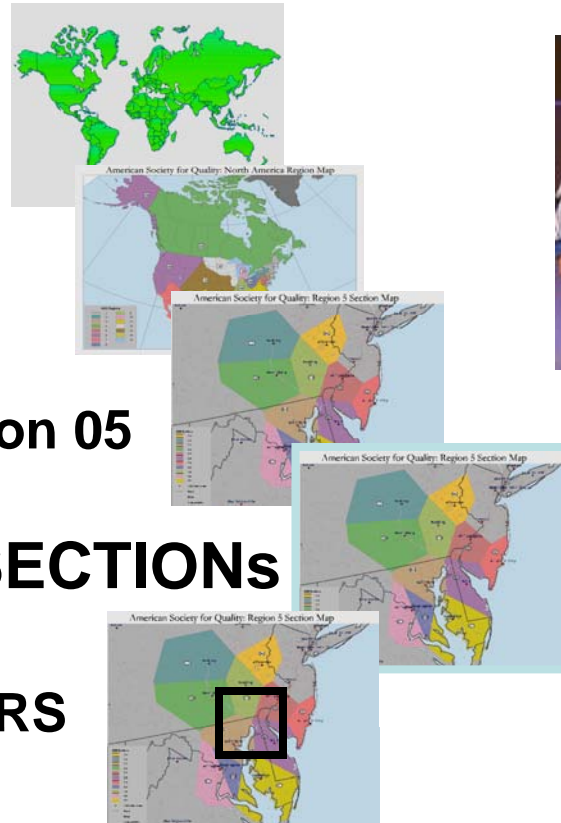
J. Eric Whichard

**Regional Director, Region 05
2009-10 & 2010-11**



Agenda

- **The SOCIETY**
- **The REGIONS**
 - including Region 05
- **The Region's SECTIONS**
 - including YOURS
- **Feedback / Thanks**



**World Conference
on Quality and
Improvement (May 2009)**

**International Team
Excellence Award Winners**

**Silver Winner:
Littelfuse Phils., Inc.
Lipa City, Malvar, Batangas,
Philippines**



The Society



- Founded in 1946
- Not-for-Profit professional society
- Includes the ASQ and...
 - RABQSA International, Inc.
 - ASQ China, LLC
 - » offers membership, exams, exam prep



**International Team
Excellence Award Winners**

**Bronze Winner (tie):
Pershing LLC
Jersey City, New Jersey**



The Society



- Revenues of approx. \$40 million from
 - Dues, sponsorships, contributions
 - Sales, advertising, conferences
 - Accreditation, certification, education
 - Subscriptions, publishing
 - Royalties, licensing
 - Contract services
- Publishes a Business Plan
- Audited financials



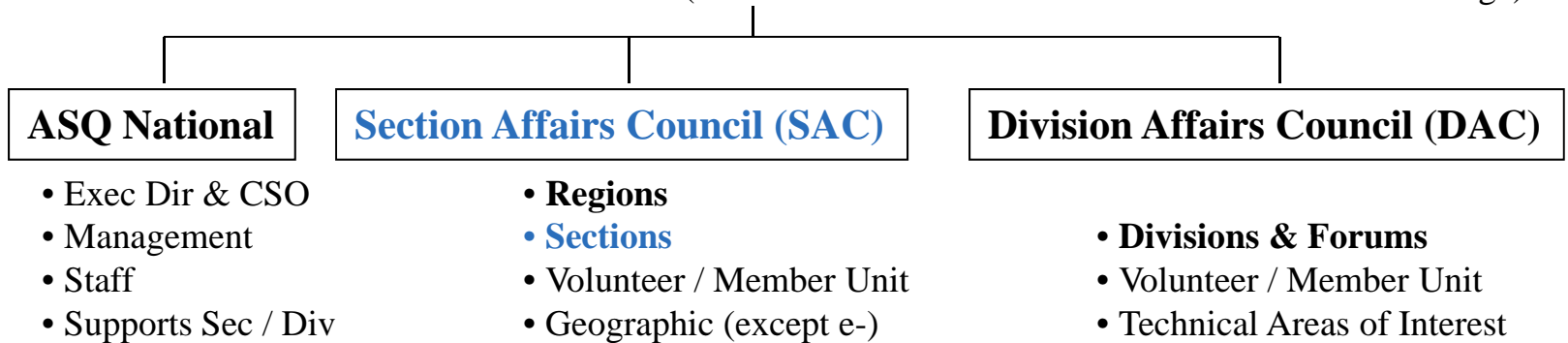
The Society (Structure)



Org Chart:

ASQ Board of Directors (BoD)

- 11-20 members including
- Chair, President, President-Elect, Treasurer
- Plus Directors (**4-6 from SAC**... 4-6 from DAC... 4 Members at Large)



Roberto M. Saco
President

Paul Borawski
Executive Director & CSO

see Org Manual



The Society



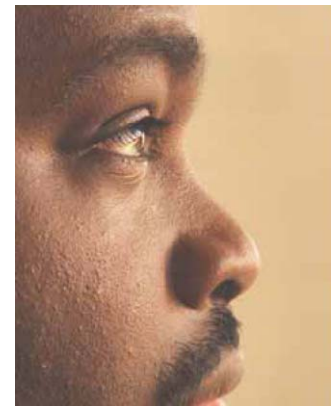
- Operates a number of business groups and programs
 - Administers MBNQA for NIST
 - Accreditation (RABQSA) & Certification
 - Publishing & Education
 - Member units (eg. Sections, Divisions, Forums)
 - Membership & Customer Service
 - Public Relations
 - Strategic initiatives...



The Society



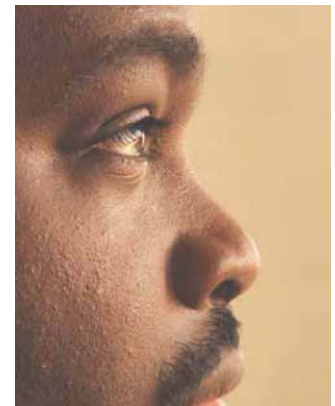
- Strategic Initiatives
 - Global Transformation
 - » expand ASQ's presence in the world
 - » China, India, Mexico
 - Education & Training (ETI)...
 - ... now the **Learning Institute**
 - » courses, calendar, plans & records
 - » “visit... and set up your profile now!”



The Society



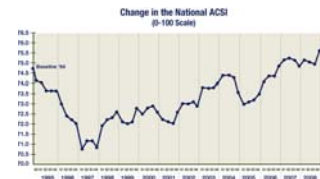
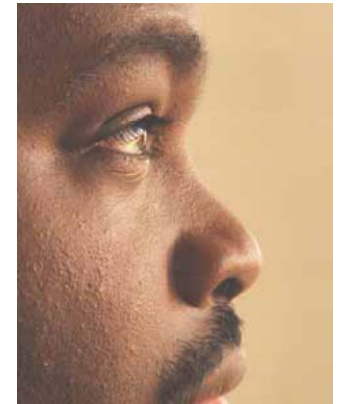
- Strategic Initiatives
 - Social Responsibility
 - » SRO: the socially responsible organization
 - » ISO 26000
 - Ideas to Actions
 - » Community Good Works
 - Strategic Partnerships
(eg. ANAB, RAB)



The Society



- Strategic Initiatives
 - World Conference on Quality & Improvement
 - Quarterly Quality Report
 - measures customer perceptions of the quality and reliability of products and services
 - a detailed look at a variety of quality-related topics and issues
 - sponsor American Customer Satisfaction Index (ACSI)



The Society



**Members in over
120 Countries**

- **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)
 - PGQP – Regional Program of Quality and Productivity (Brazil)
 - German Society for Quality
 - Instituto Profesional Argentino para la Calidad y la Excelencia (IPACE)
 - Israel Society for Quality (ISQ)
 - National Quality Institute (Canada)



Score Card

- Impact
- Community
- Customer
- and other internal

(Business Plan 2009)

American Society for Quality Scorecard										
	Trends			Current Fiscal Year			FY09 Forecast	Projections		
	2006-06	2006-07	2007-08	Mar. 08-09 Year to date		YTD Status		EOY Targets/Goals		
	EOY Actual	EOY Actual	EOY Actual	Actual	Target	Indicator (G,Y,R)		2008-09	2009-10	2010-11
Impact										
Total number of media impressions	197M	211M	620M	1B	474.3M	G	1.4B	632.8M	1.5B	1.6B
Total number of web site visits	3.1M	3.7M	4.7M	5.1M	3.6M	G	7.2M	4.8M	7.0M	8.0M
Web Visitors*	NA	0.6M	2.6M	2.4M	2.8M	Y	3.2M	3.3M	3.9M	3.68M
Web Visitor Conversion Rate*	NA	1.08%	2.66%	2.30%	2.00%	G	2%	2%	2%	2%
Community										
Total number of individual members	114,003	123,337	170,138	161,808	192,190	R	160,296	195,740	164,294	211,938
- Total number of non-dues paying members	20,285	30,095	79,303	75,590	101,290	R	74,030	107,955	97,344	128,494
- Total number of dues paying members	93,718	93,242	90,835	86,218	90,900	R	86,226	90,785	66,950	83,444
- Total number of new individual members	21,600	22,062	20,771	15,439	16,022	R	20,102	20,994	21,300	22,482
Total number organizational members	616	661	701	773	688	G	802	720	770	809
- Total number of new org members	112	217	213	213	177	G	275	219	246	257
Customer (p-4 measures)										
Percent of customers loyal to ASQ (Level 1)	NA	23.7%	NA	29.9%	29%	G	NA	29%	NA	35%
Percent of customers loyal to ASQ (transaction surveys)	NA	NA	35.7%	31.8%	36.7%	R	TBD	36.7%	TBD	TBD
Percent of customers satisfied with key products & services	45.5%	46.0%	48.5%	53.9%	49.4%	G	53.5%	48.4%	50.2%	51%
QBoK Relevance*	NA	NA	NA	NA	NA	NA	NA	NA	TBD	TBD
Total number of renewing individual members	69,535	66,961	59,375	62,924	64,246	R	67,500	59,375	63,600	67,825
Total number of renewing org members	495	483	359	372	390	R	525	539	525	551
Financial (p-4 measures)										
Total consolidated operating revenue	37.6M	35.8M	35.4M	25.3M	22M	G	36.1M	36.8M	35.8M	37.6M
Total consolidated operating surplus/deficit	0.9M	0.6M	(2.9M)	(2.4M)	(4M)	G	(2.4M)	(1.3M)	0.1M	0.16M
Liquidity*	NA	NA	NA	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Reserve Fund as a percent of operating expenses	25.9%	33.2%	36.5%	25.2%	25%	G	25%	25%	25%	25%
Process & Operations (p-6 measures)										
Customer Experience Index*	NA	NA	3.80	3.9	3.80	G	3.9	3.80	3.80	3.80
Total number of new products (BoK) launched	46	51	41	50	57	R	57	55	70	75
Percent of new products launched on time	81%	90%	75%	86%	95%	Y	92%	85%	95%	95%
Percent of revenue from new products	NA	NA	NA	10.3%	6.70%	G	6.2%	6.7%	7.0%	7.4%
Percent of MARCOM tactics executed on time	NA	80.5%	75%	84%	80%	G	83%	80%	85%	90%
Learning & Growth (p-8 measures)										
Employee Engagement	69%	73%	72%	70%	79%	R	NA	79%	79%	79%
Staff retention	81%	82%	89%	87%	88%	G	87%	85%	84%	88%
Member leader satisfaction	NA	NA	29%	41.2%	>29%	G	NA	>29%	>41.2%	>43%
Revenue per staff	197K	184K	175.6K	192K	176K	G	154.9K	176K	155K	194K
Compensation/Operational Revenue	34%	35%	36%	36%	41.9%	G	35%	41.5%	39.5%	37.5%
Average total number of staff hours spent in company-offered training	10.3	15.2	8.9	5.25	11.25	R	9.5	15	15	15

Green = ahead of last year and plan. Yellow = ahead of last year, but behind plan. Orange = at or above plan.

Vision



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

(State of the Society, sos, 2009)



Roles and Objectives



- To be stewards of the quality profession by providing member (customer) value.
- To be stewards of the quality movement by providing increased value from ASQ activities.



Member Value Proposition



By belonging to ASQ, I am part of a membership organization and professional association that:

- helps me grow in knowledge and skills;
- provides me with opportunities to network with other professionals, practitioners, and leaders;
- keeps me aware and informed of developments in the field;
- presents learning and professional certification options; and
- creates opportunities for my inspiration, passion, and energy to make a difference in my career, my organization, and the world.



Key Metrics



- Membership **Growth** through **Recruitment** and...
 - **Retention**
 - per Growth Report (plots follow)
 - as driven by...
 - **Satisfaction**
 - Customer Measurement Survey (CMS)
 - **Loyalty**
 - Customer Measurement Survey (CMS)

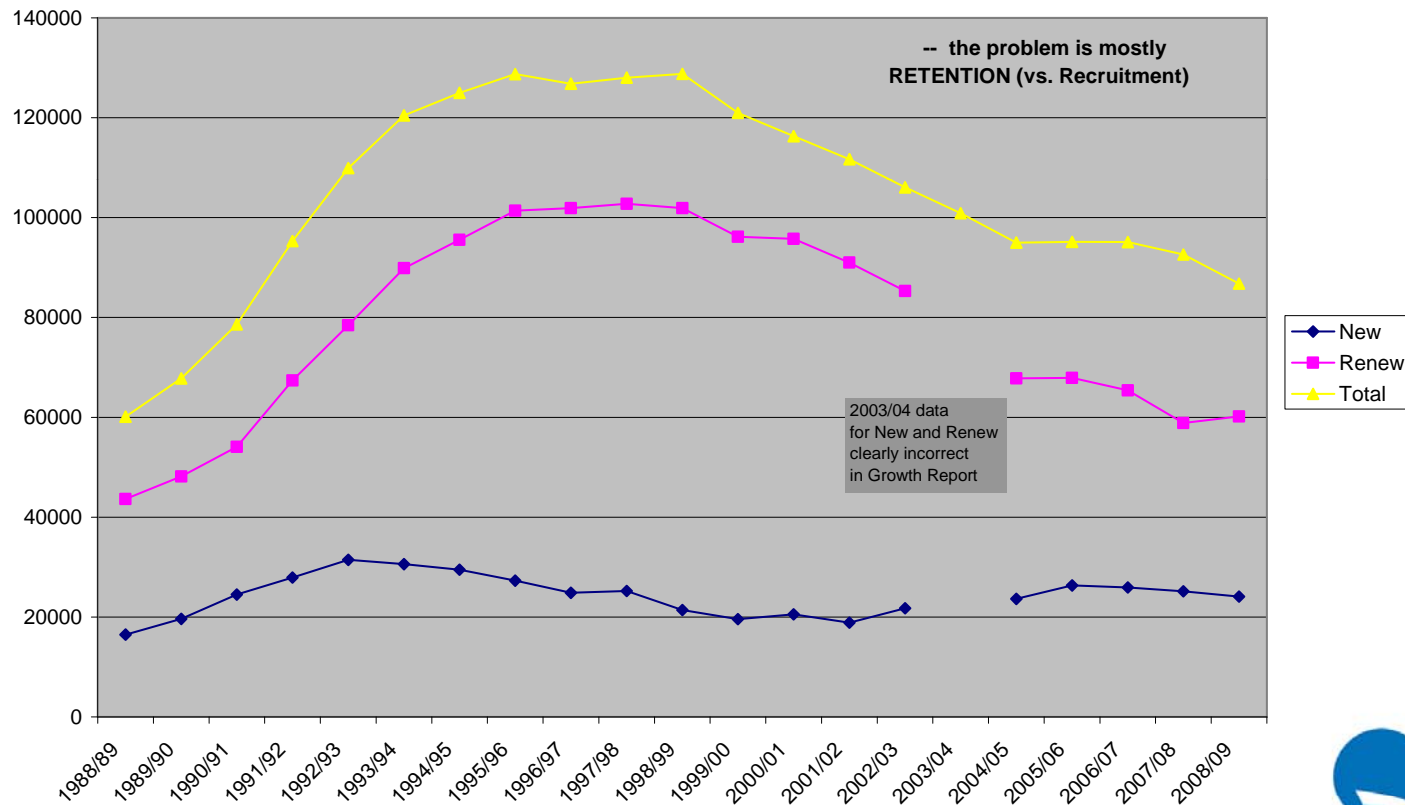


Society

Membership & Trends



ASQ Society Membership Trends by Year
 New + Renewing = (roughly) Total Members

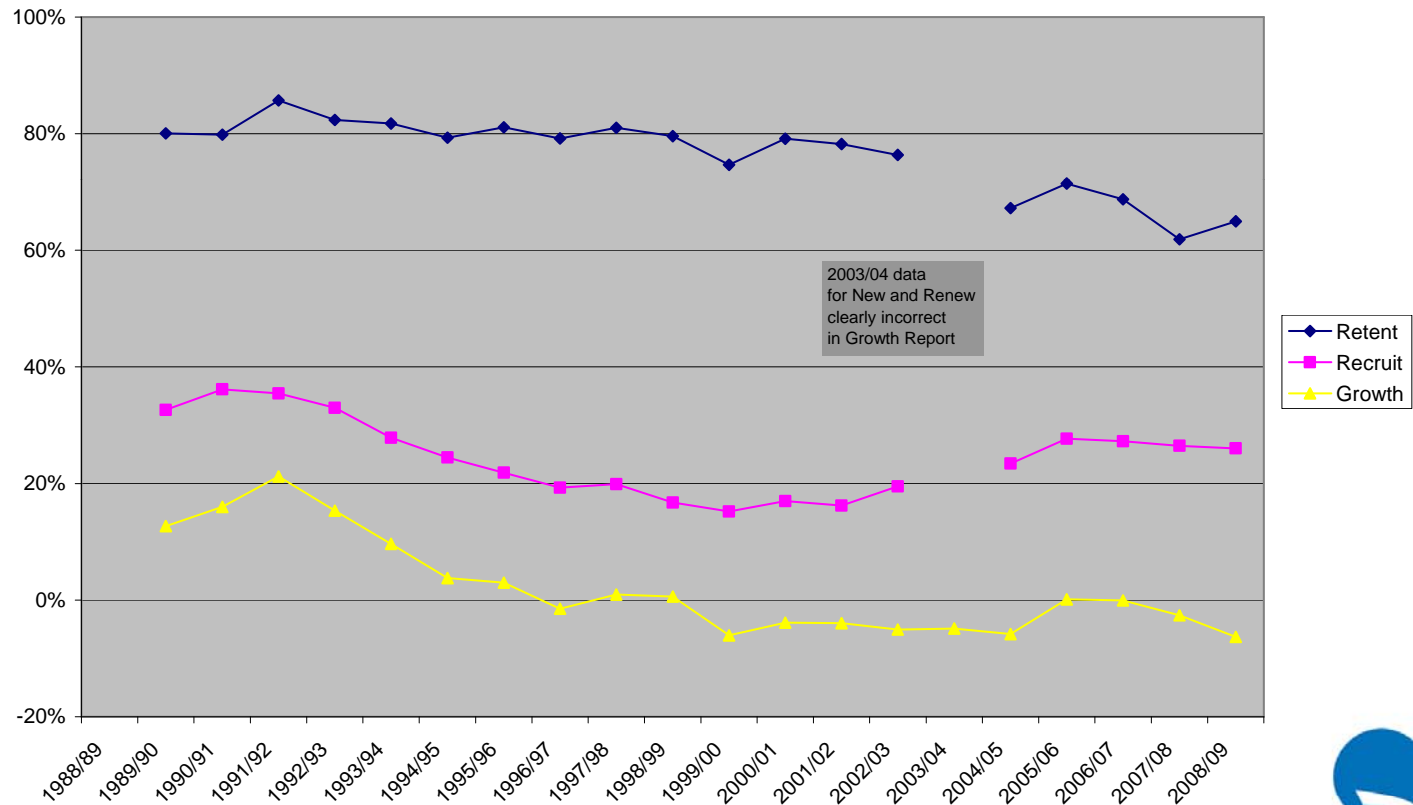


Society

Membership & Trends

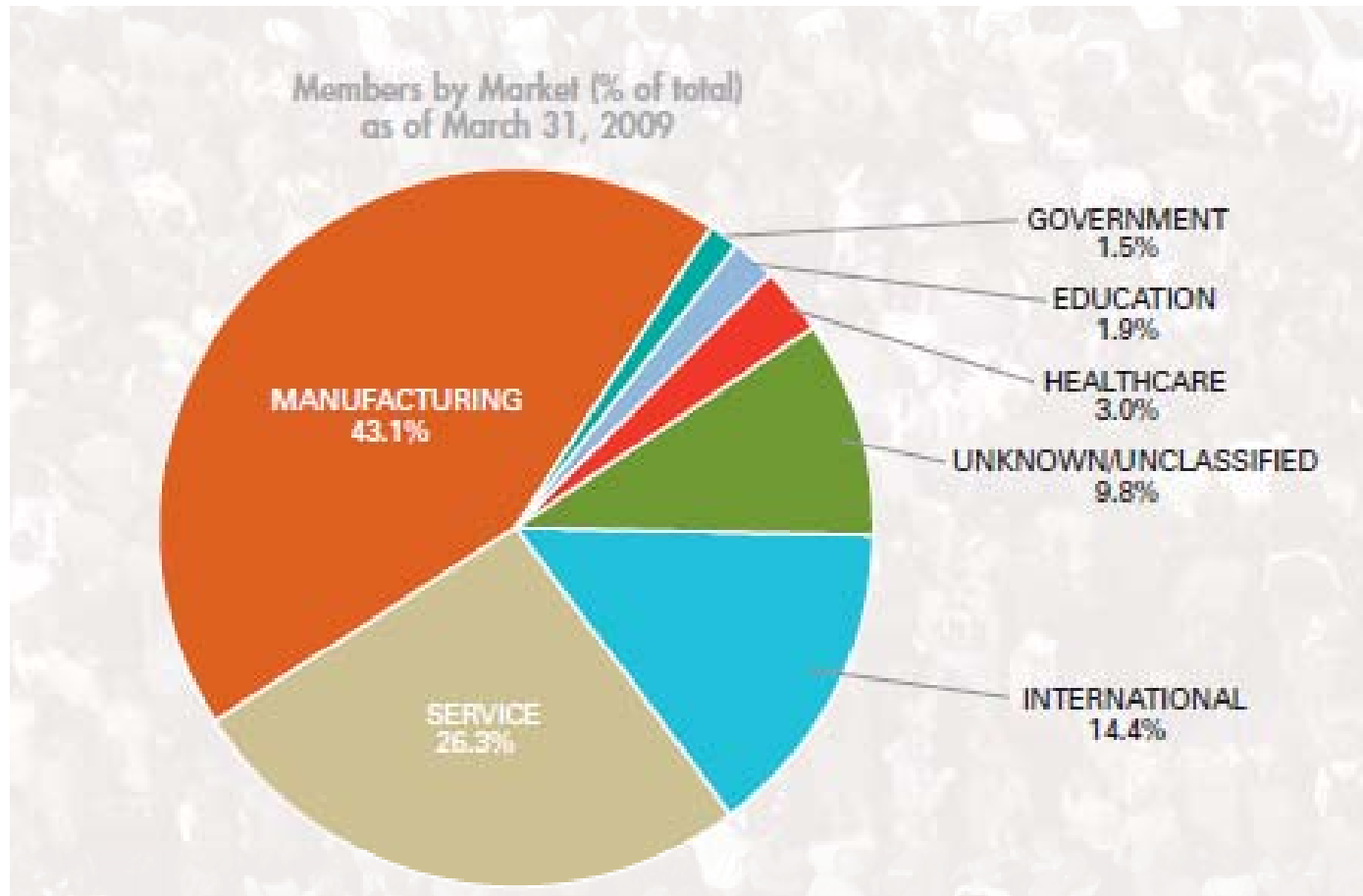


ASQ Society Membership Trends by Year
 (Retention + Recruitment) - 100% = (roughly) Growth



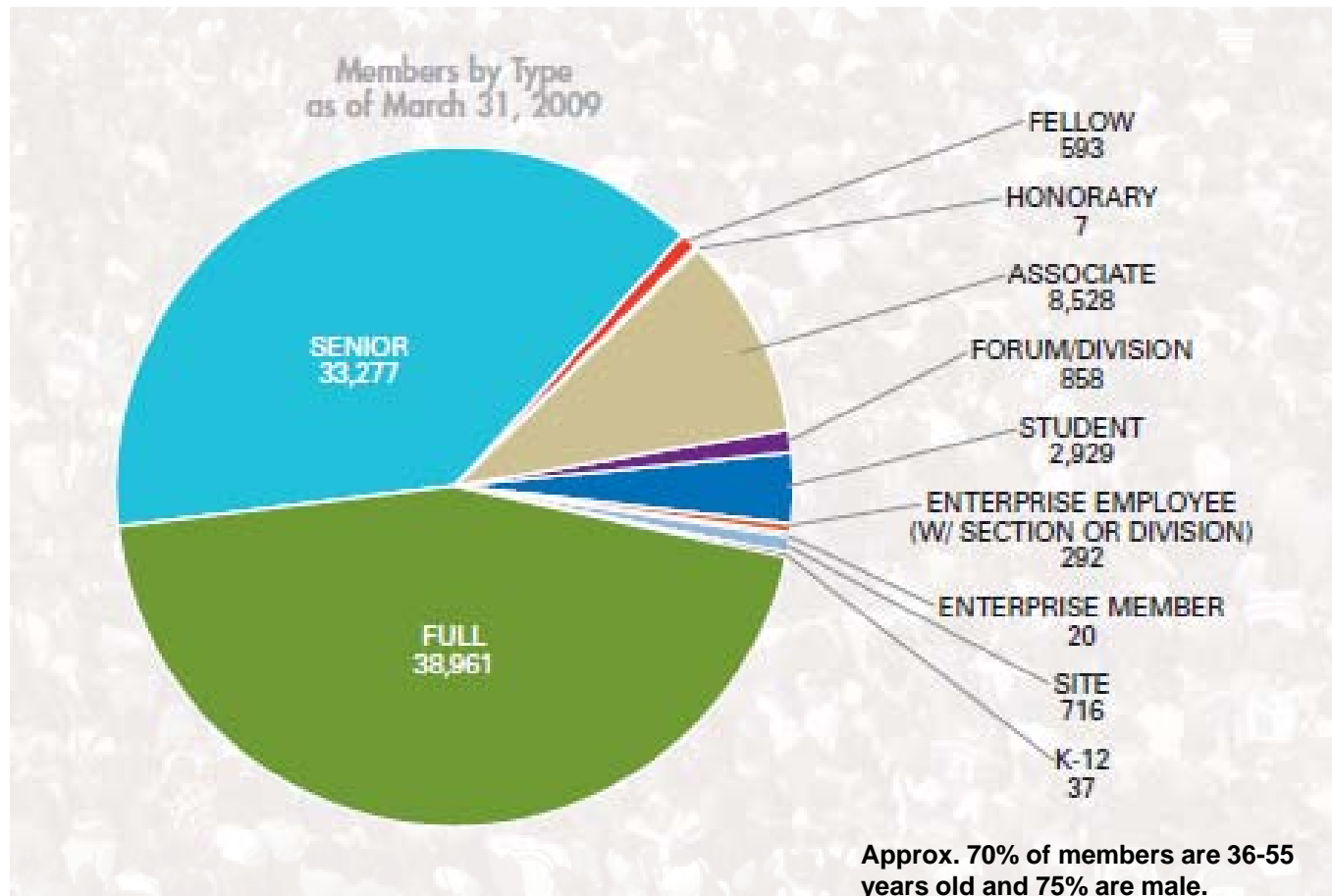
Society

Membership & Trends



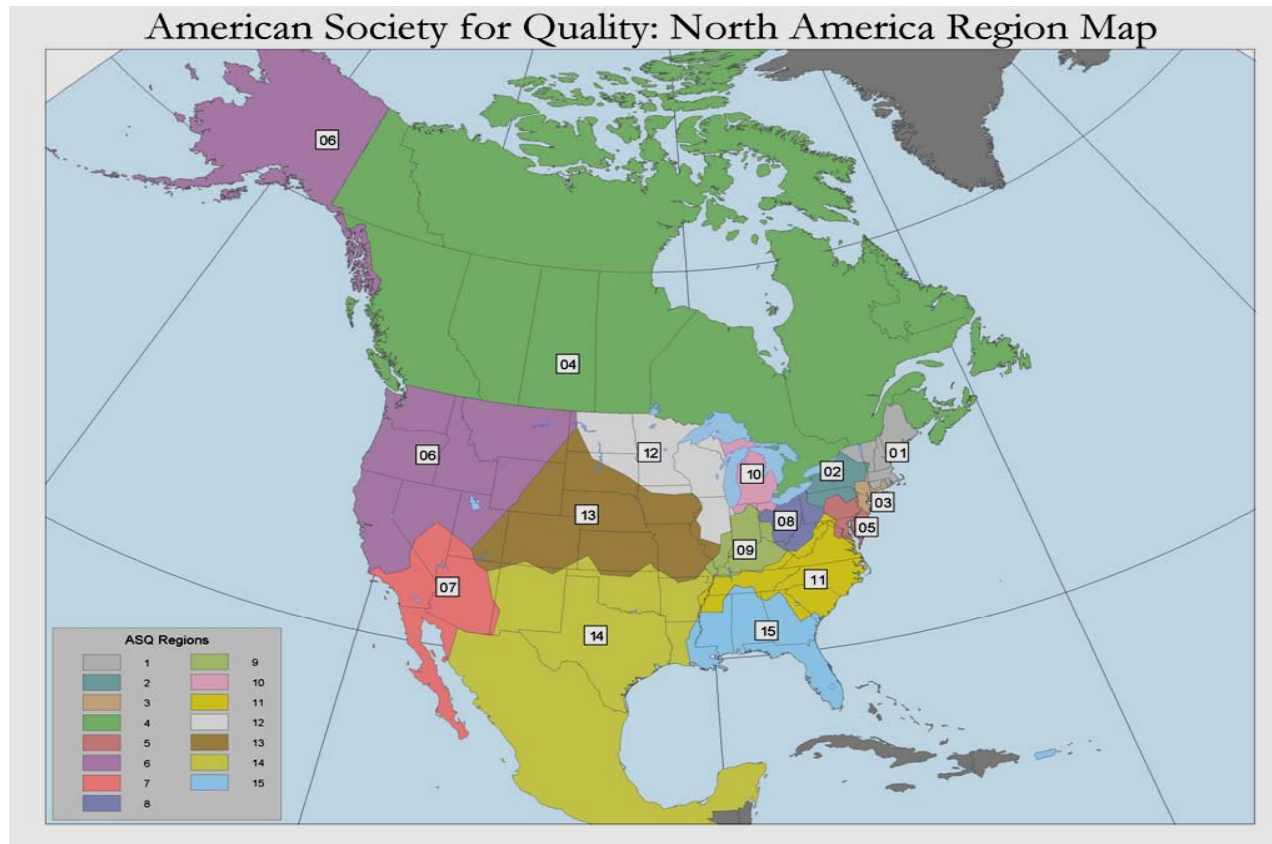
Society

Membership & Trends

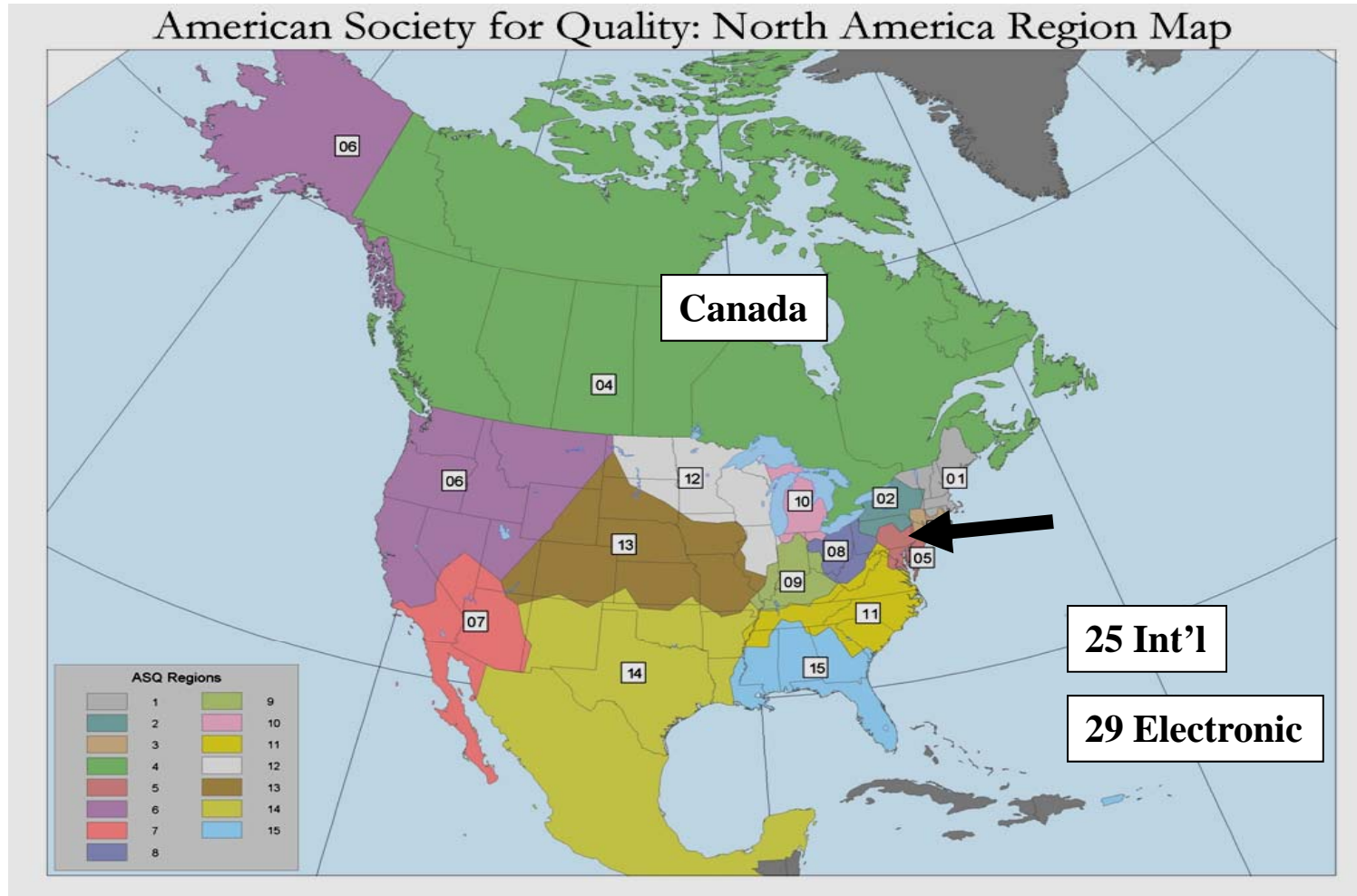


Approx. 70% of members are 36-55 years old and 75% are male.

The REGIONS



The Regions



The Regions



- REGION 01 (New England)
- REGION 02 (East Lakes)
- REGION 03 (just above 5)
- REGION 04 (Canada)
- REGION 05**
- REGION 06 (Northern West Coast)
- REGION 07 (Southern West Coast)
- REGION 08 (OH area)
- REGION 09 (KY area)
- REGION 10 (Central Lakes)
- REGION 11 (just below 5)
- REGION 12 (Western Lakes)
- REGION 13 (Central US)
- REGION 14 (Southwest / Mexico)
- REGION 15 (Southeast)



The Regions (four were split)



- | | | |
|-----|-----|-----|
| 01 | 07 | 12 |
| 02 | 08 | 13 |
| 03 | 09 | 14A |
| 04 | 10 | 14B |
| 05 | 11A | 15A |
| 06A | 11B | 15B |
| 06B | | |



Plus:
REGION 25 Int'l
REGION 29 Electronic

19 NA Geographic Regions

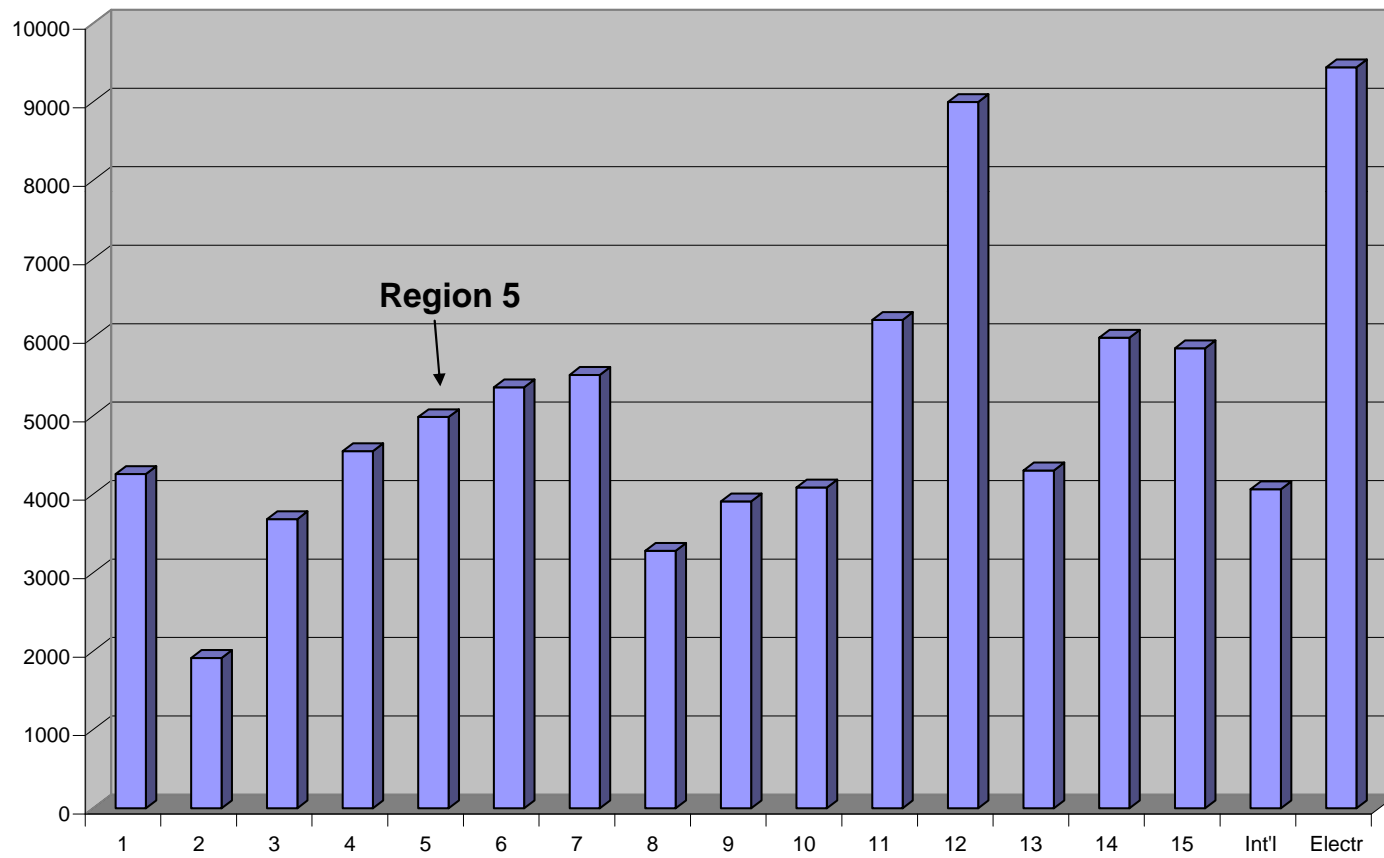


Region

Membership & Trends



Members by Region

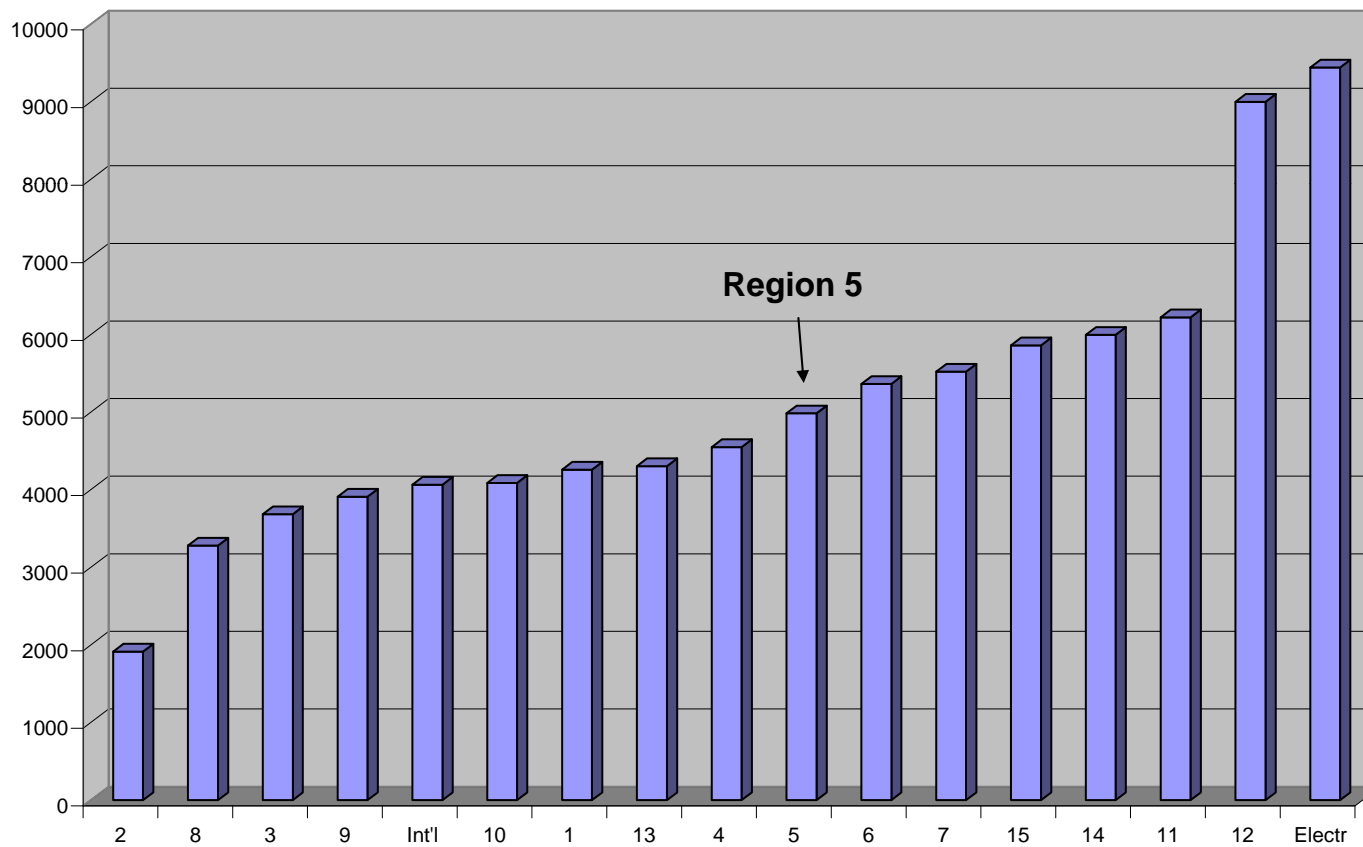


Region

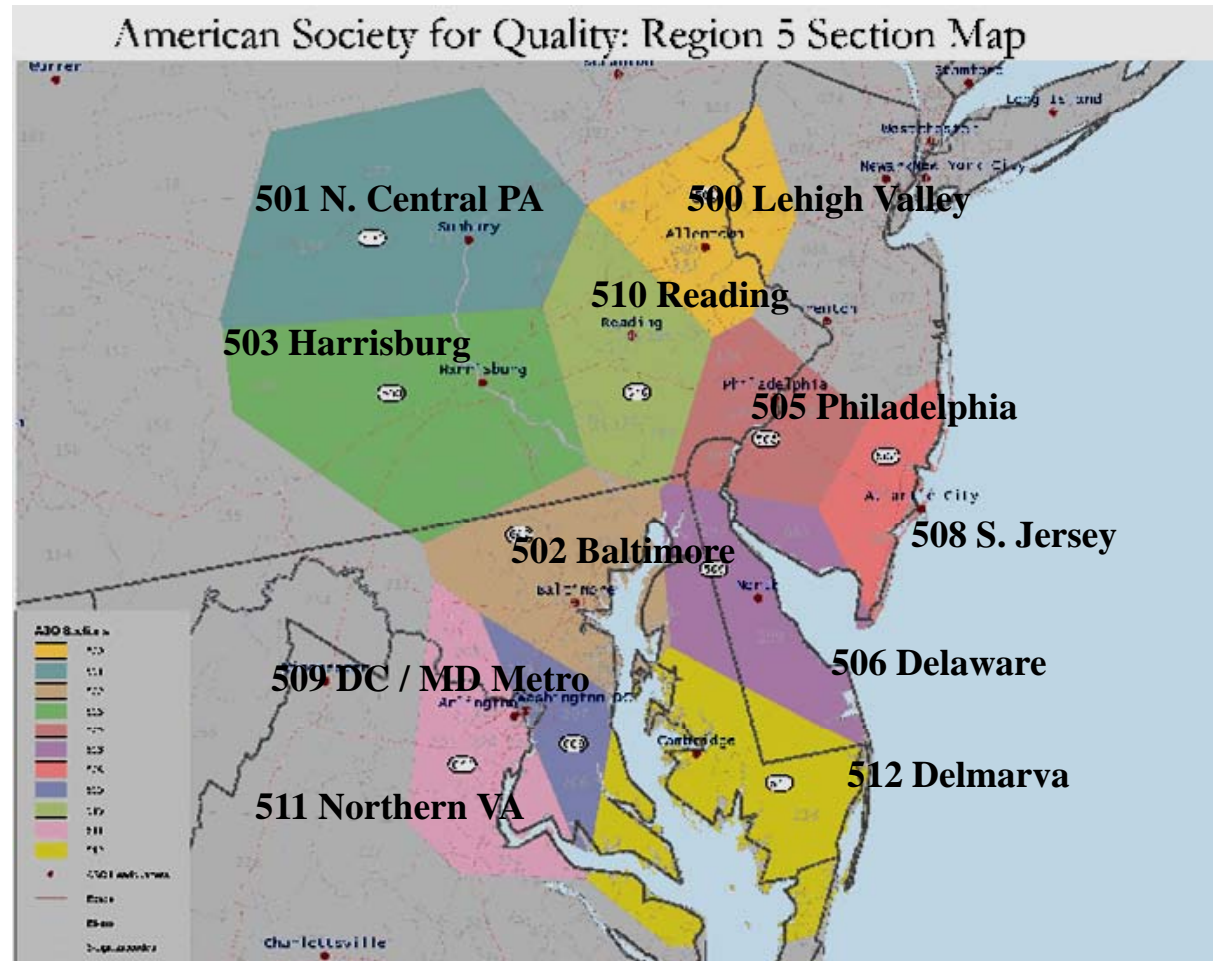
Membership & Trends



Members by Region



REGION 05

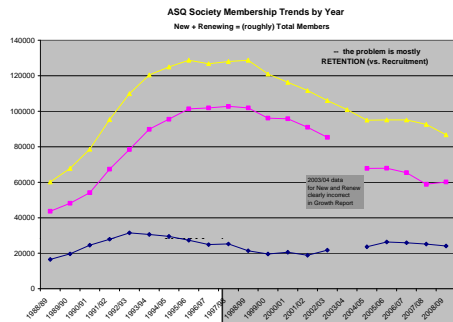


Region 05

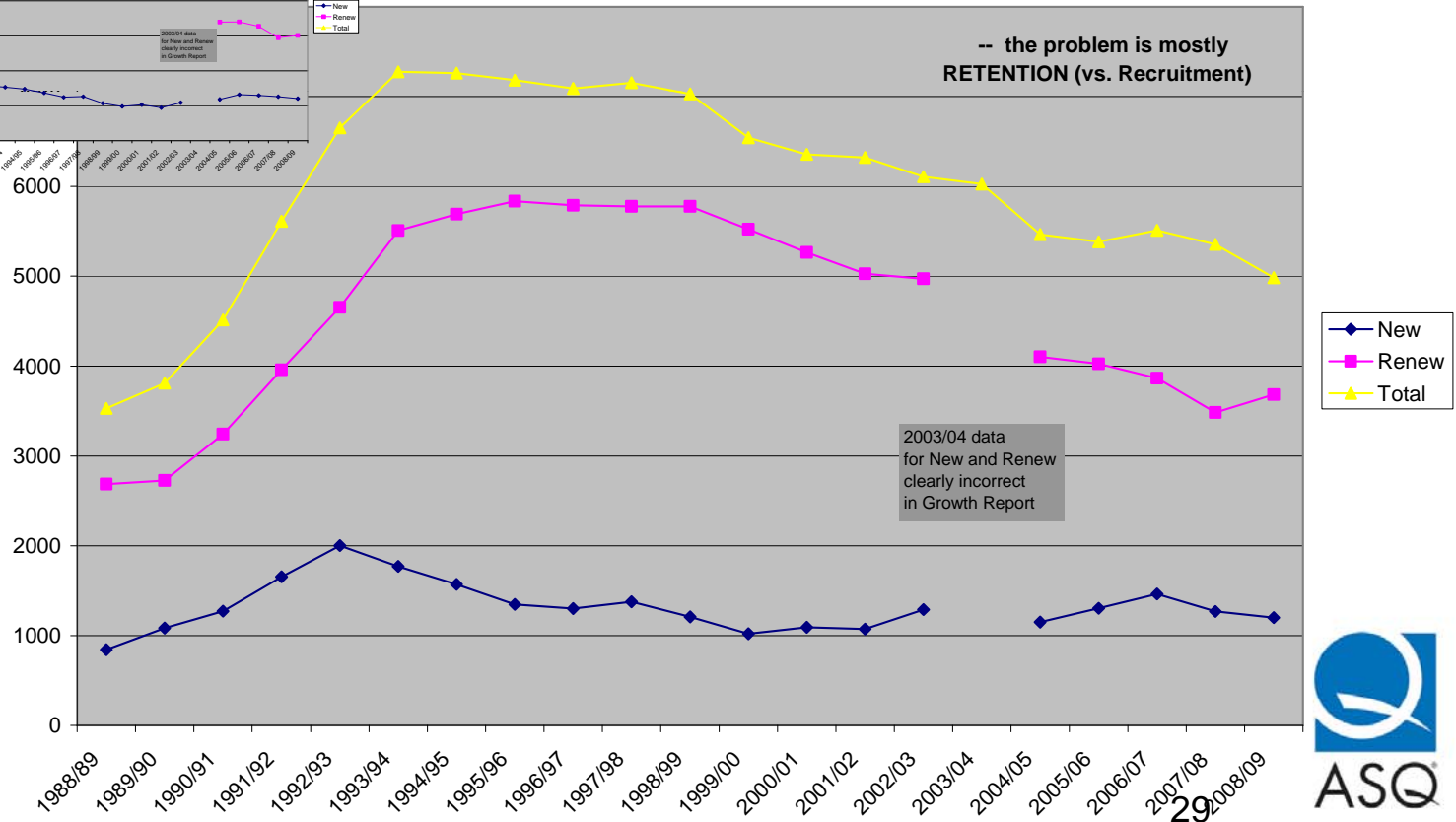


- **South-Eastern PA, parts of NJ, DE, Eastern MD, DC, and Northern VA**
- **approx. 5,000 members**
- **approx. 30,376 Square Miles**
- **One member per 5-6 Square Miles**
- **Much greater density in metro areas**

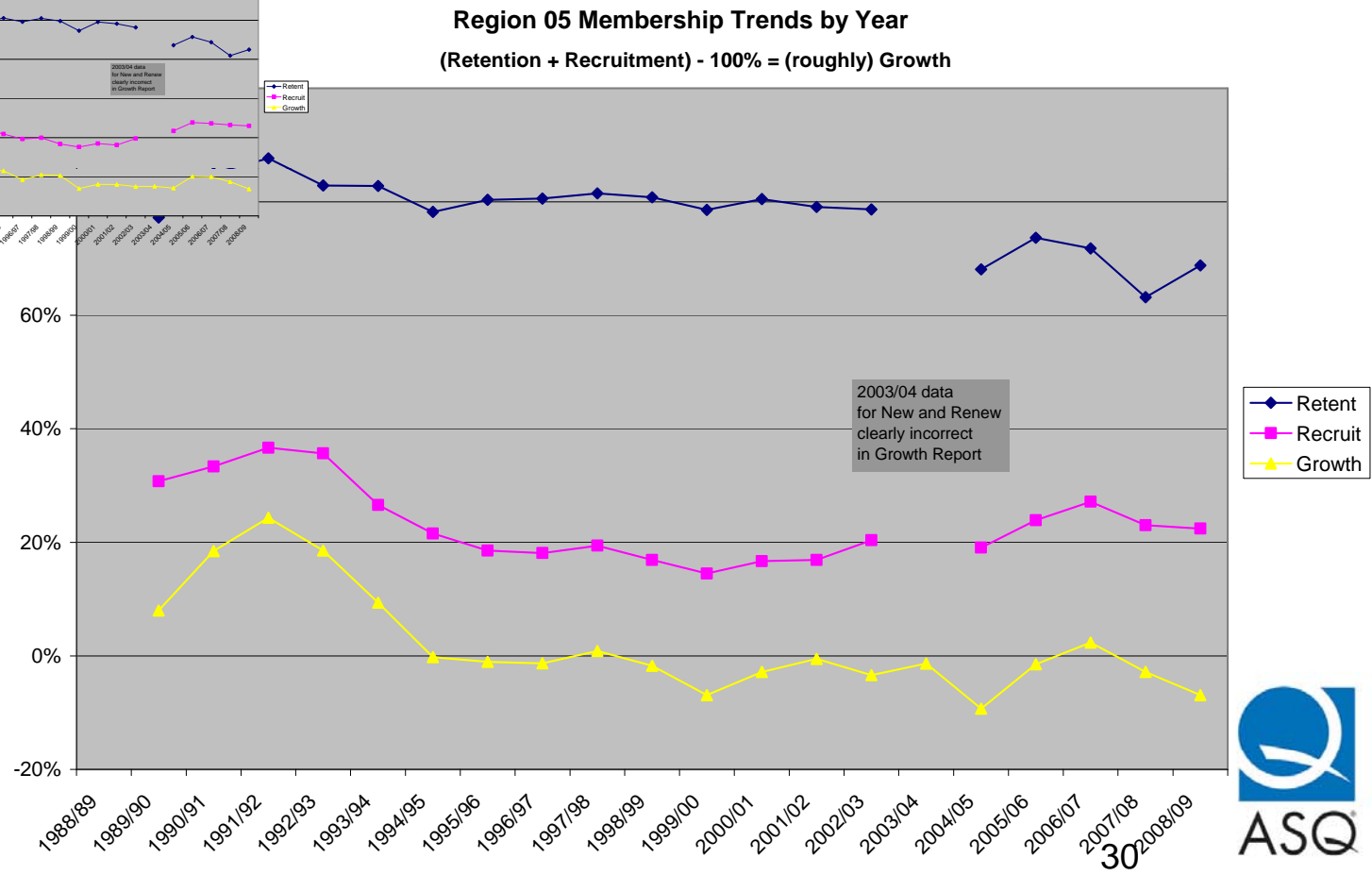
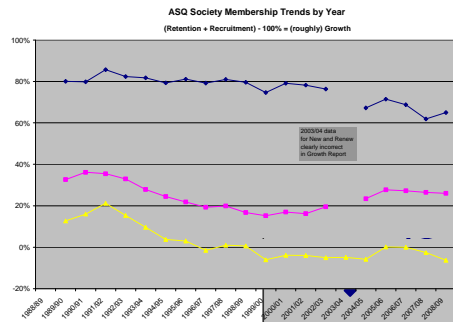
Region Membership & Trends



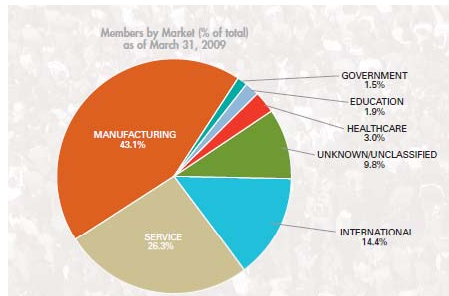
Region 05 Membership Trends by Year
New + Renewing = (roughly) Total Members



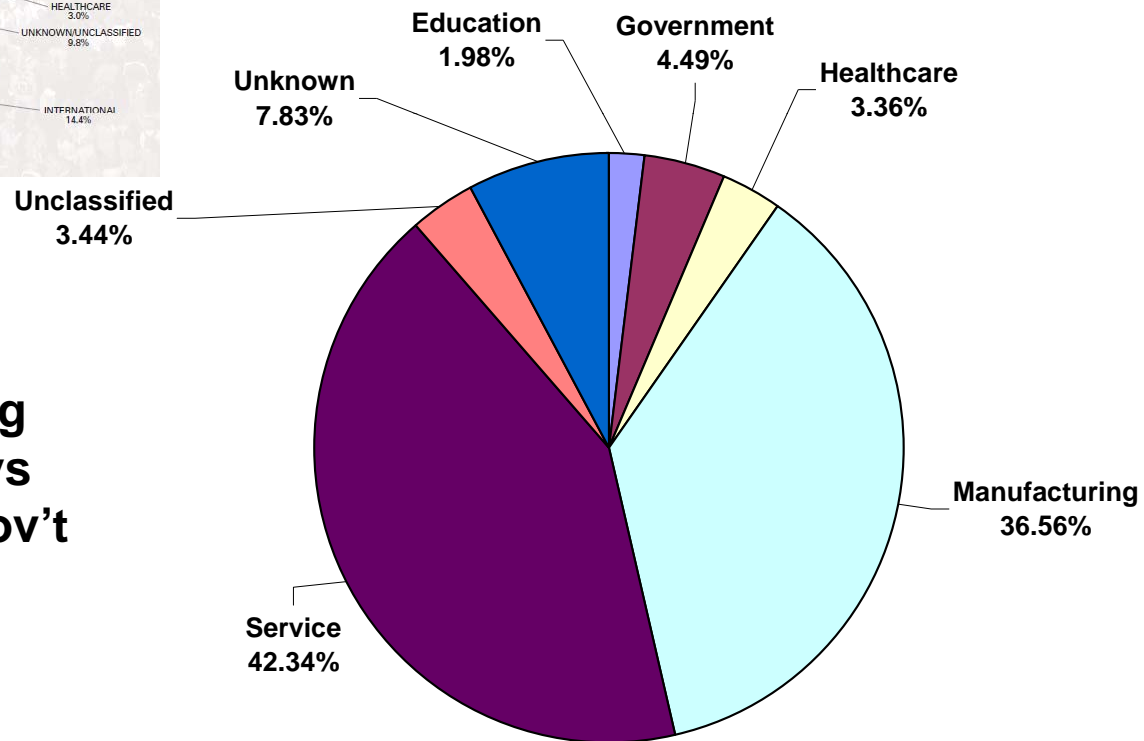
Region Membership & Trends



Region Membership & Trends



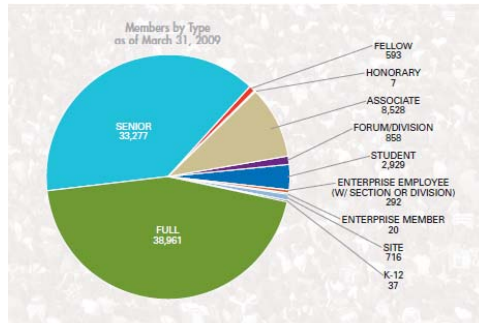
Region 05 Members by Market (Oct'09)



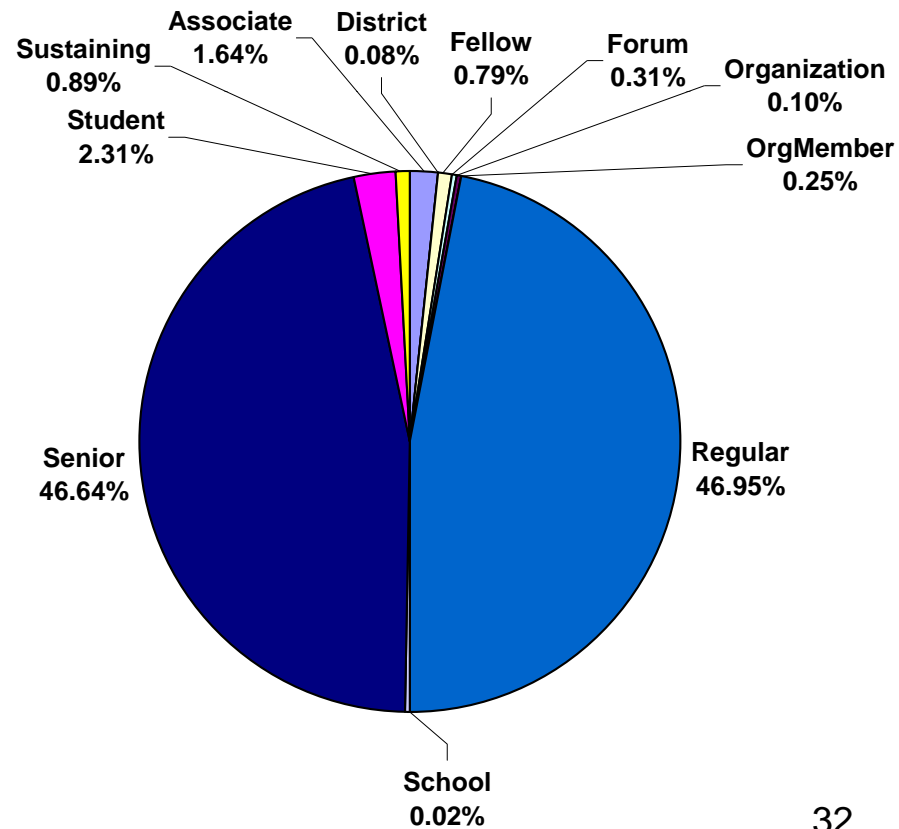
- No Int'l
- Less Mfg
- More Svs
- More Gov't



Region Membership & Trends



Region 05 Members by Type (Oct'09)

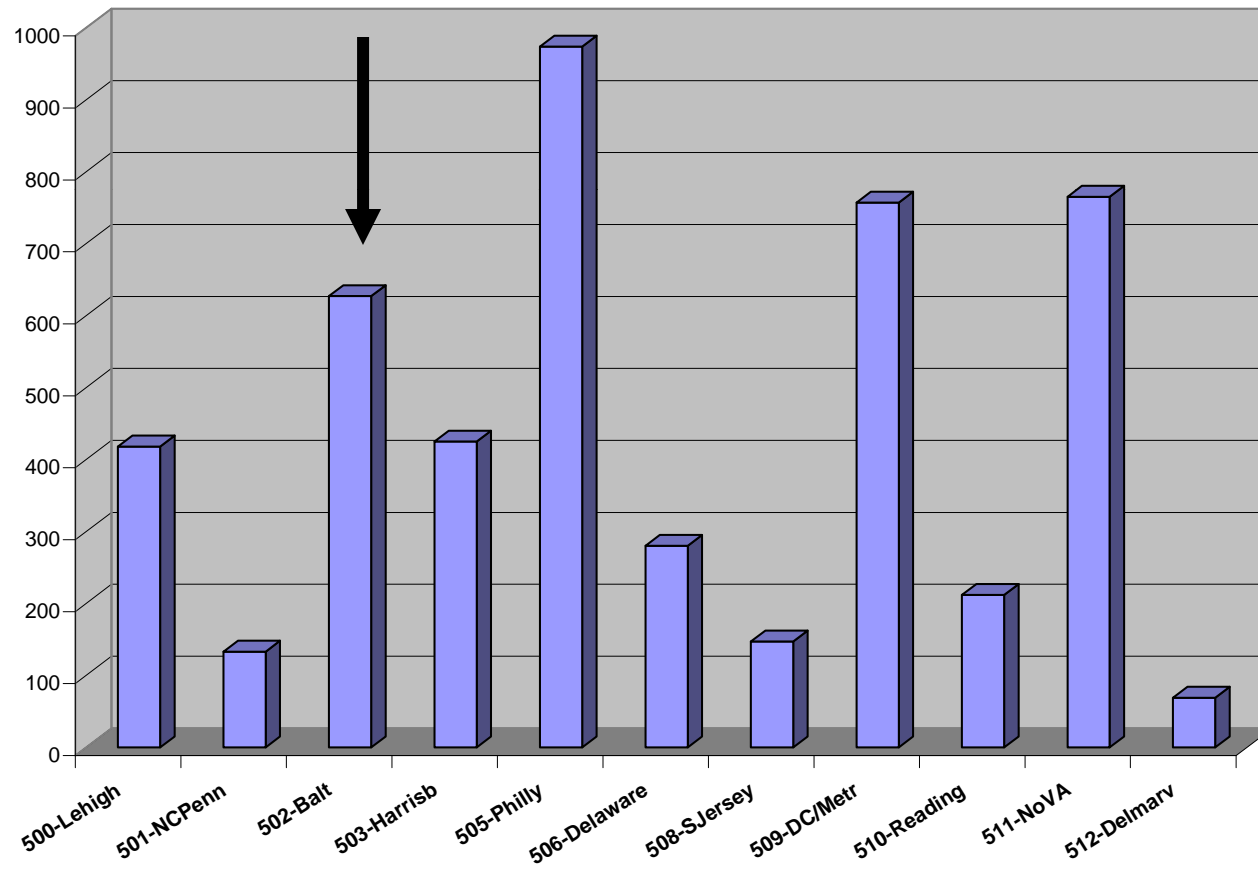


- More Senior
- More Reg
- Less Assoc

The Region's 11 Sections



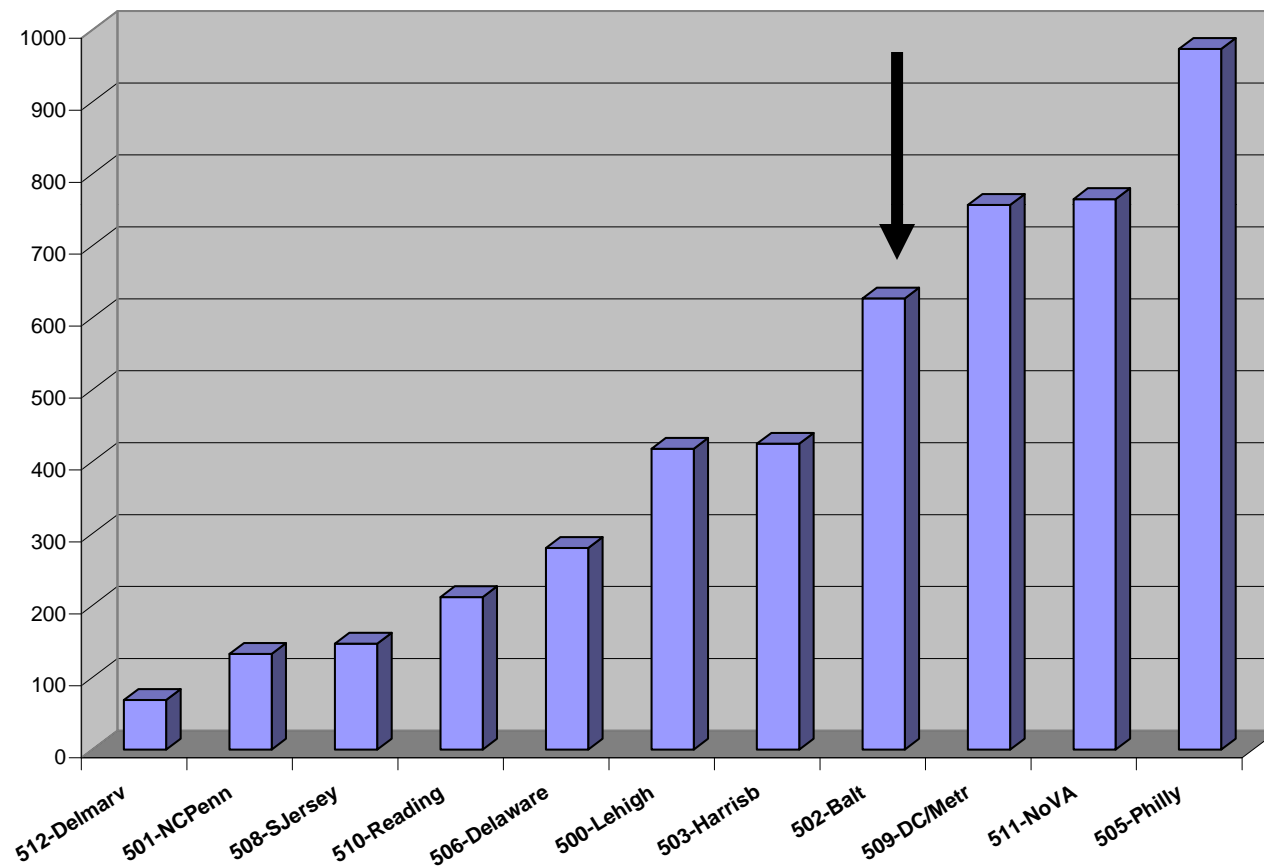
Membership by Region 05 Section



The Region's 11 Sections



Membership by Region 05 Section



The Sections



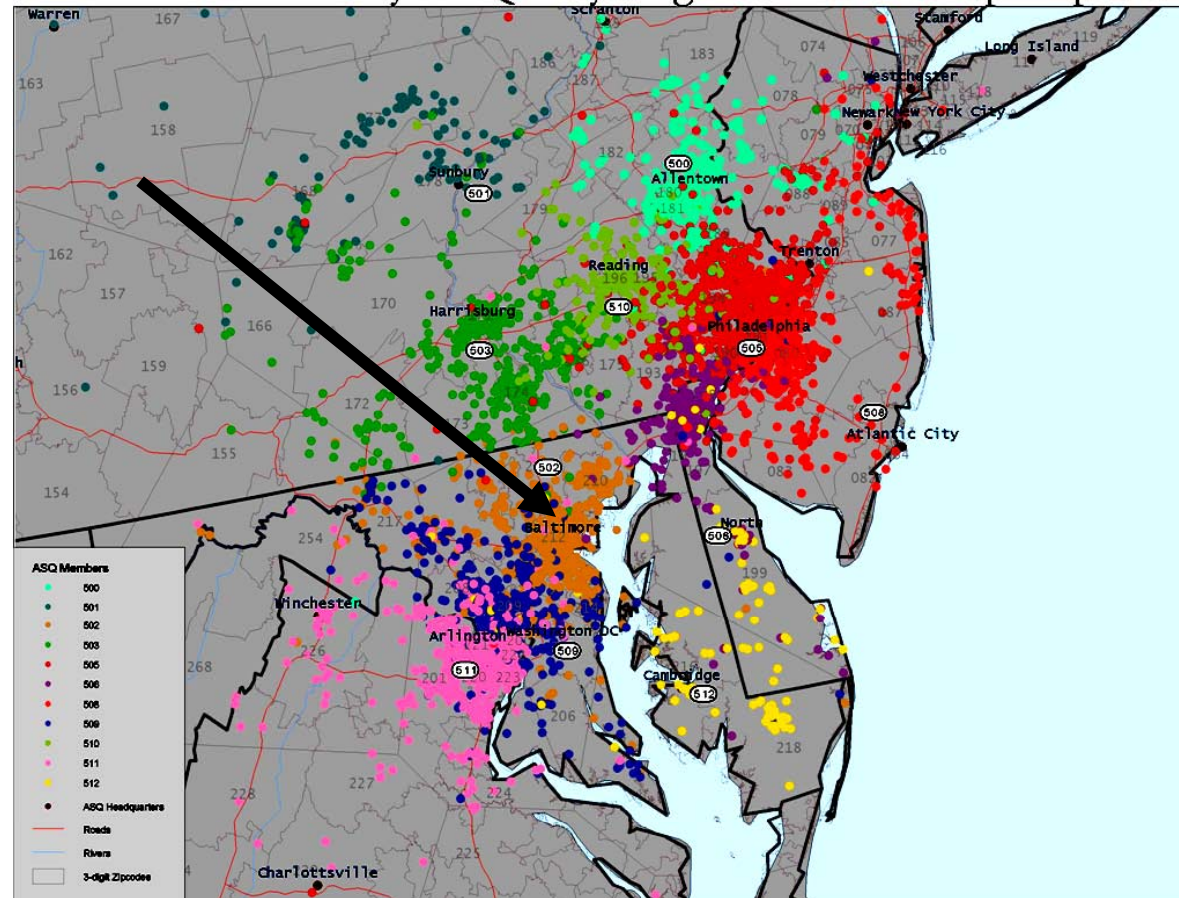
- 500 Lehigh Valley Section
- 501 North Central Pennsylvania Section
- 502 Baltimore Section
- 503 Harrisburg Section
- 505 Philadelphia Section
- 506 Delaware Section
- 508 South Jersey Section
- 509 Washington (DC) Section
- 510 Reading Section
- 511 Northern Virginia Section
- 512 Delmarva Section



Member Distribution by Section



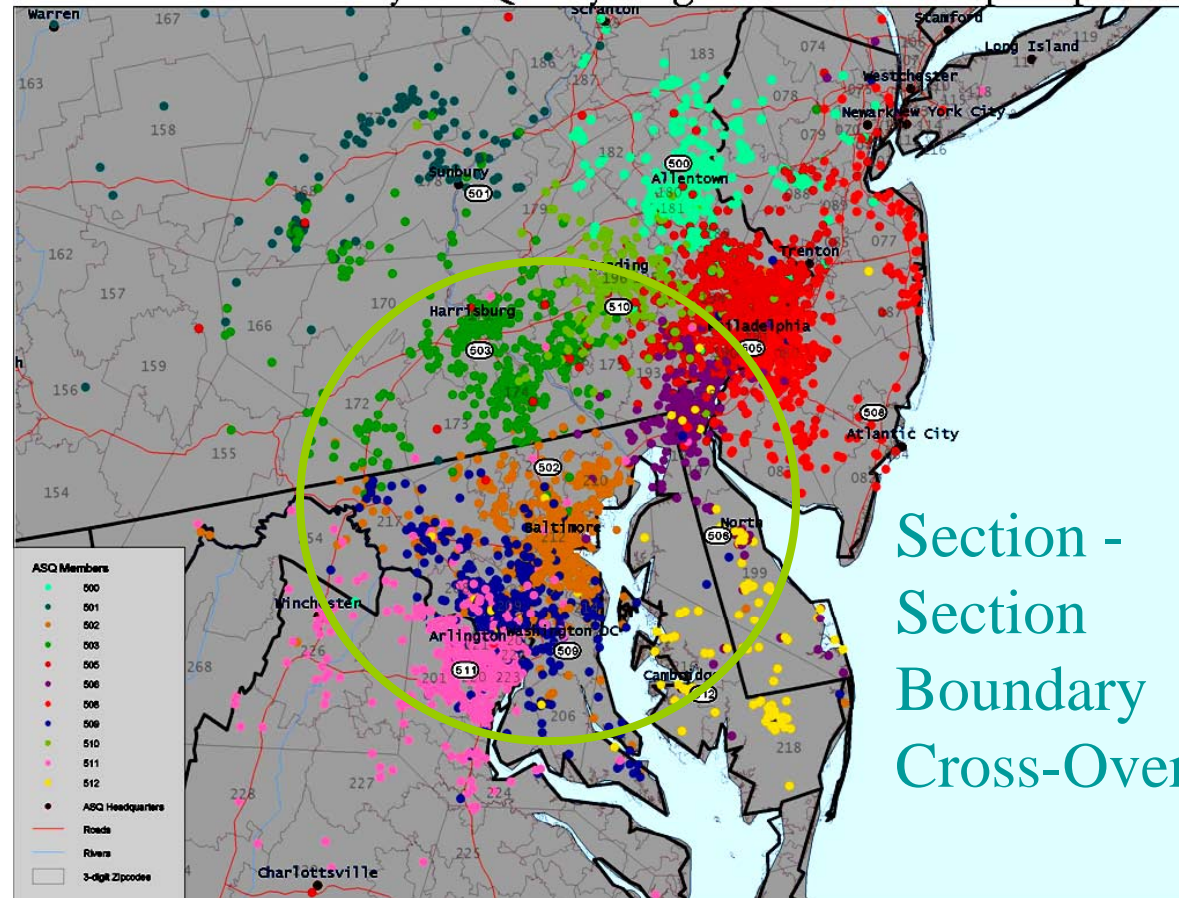
American Society for Quality: Region 5 Membership Map



Member Distribution by Section



American Society for Quality: Region 5 Membership Map

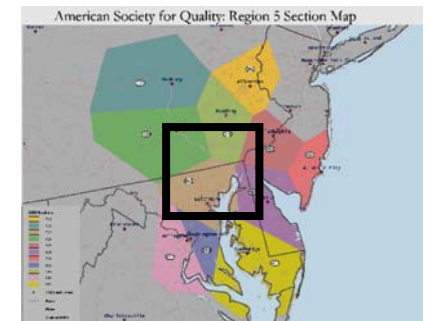


Section -
Section
Boundary
Cross-Over



The SECTION

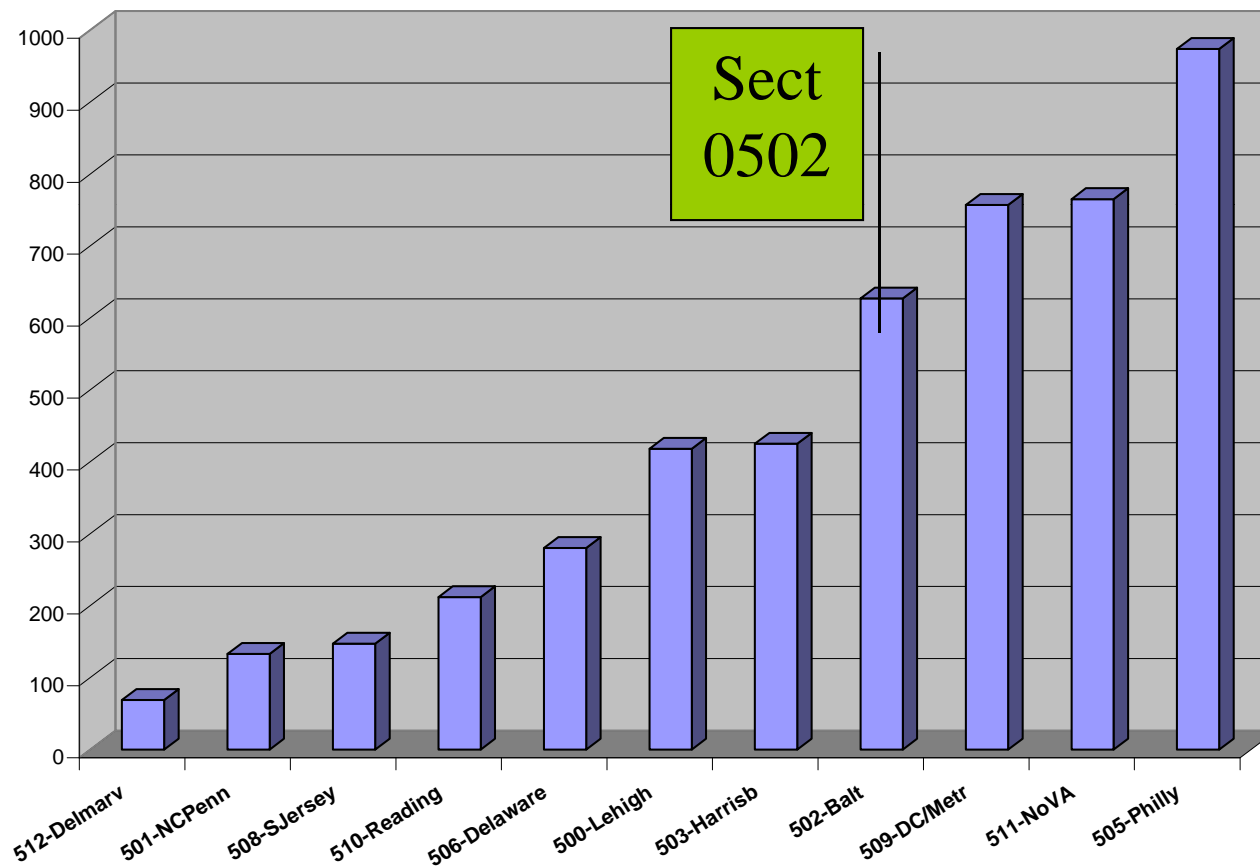
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The Region's 11 Sections



Membership by Region 05 Section



The Section



- **0502 Baltimore**

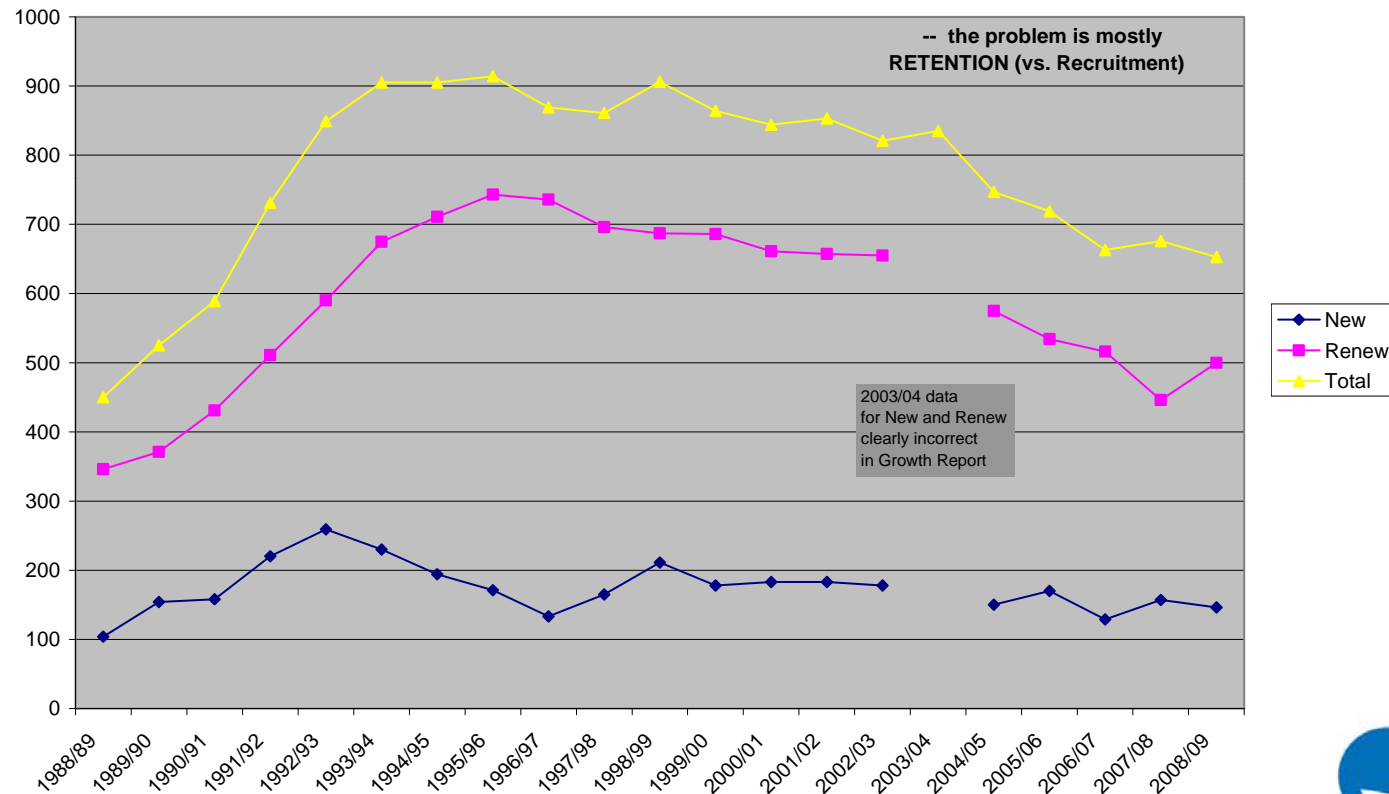
- **Strategic Planning Process**
- **TQ / Gold Excellence (QMP)**
- **Lean Six Sigma SIG**
- **Social planned for May**
- **Monthly Membership & Leadership Meetings**
- **Web site, Jobseekers**
- **Education / Certification / Re-cert**
- **Science Fair**
- **More...**

Section Membership & Trends



Section 0502 Baltimore Membership Trends by Year

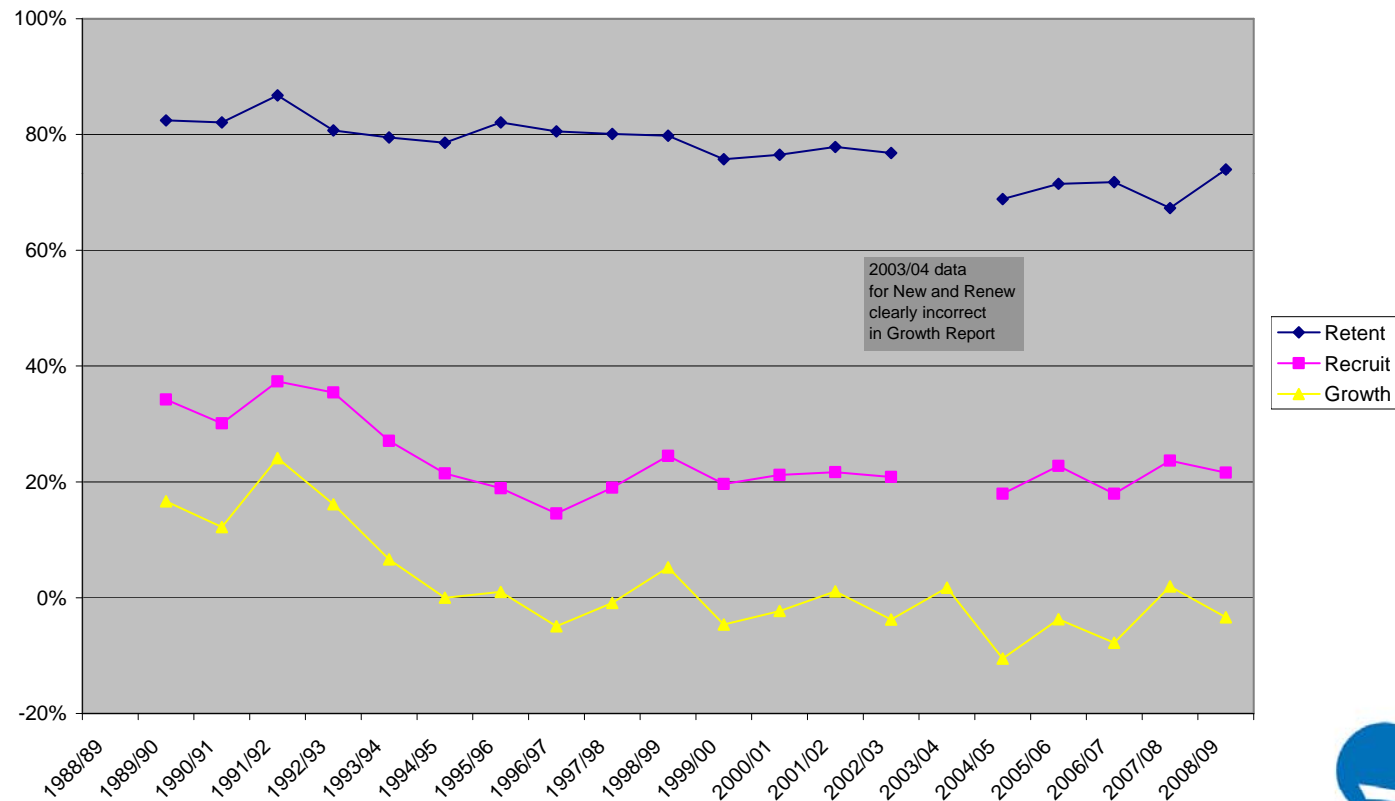
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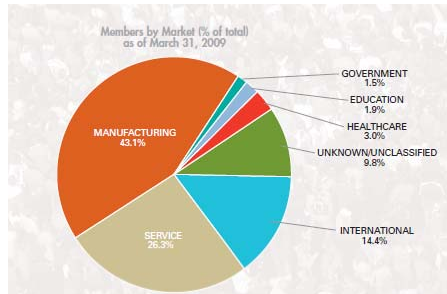
Section Membership & Trends



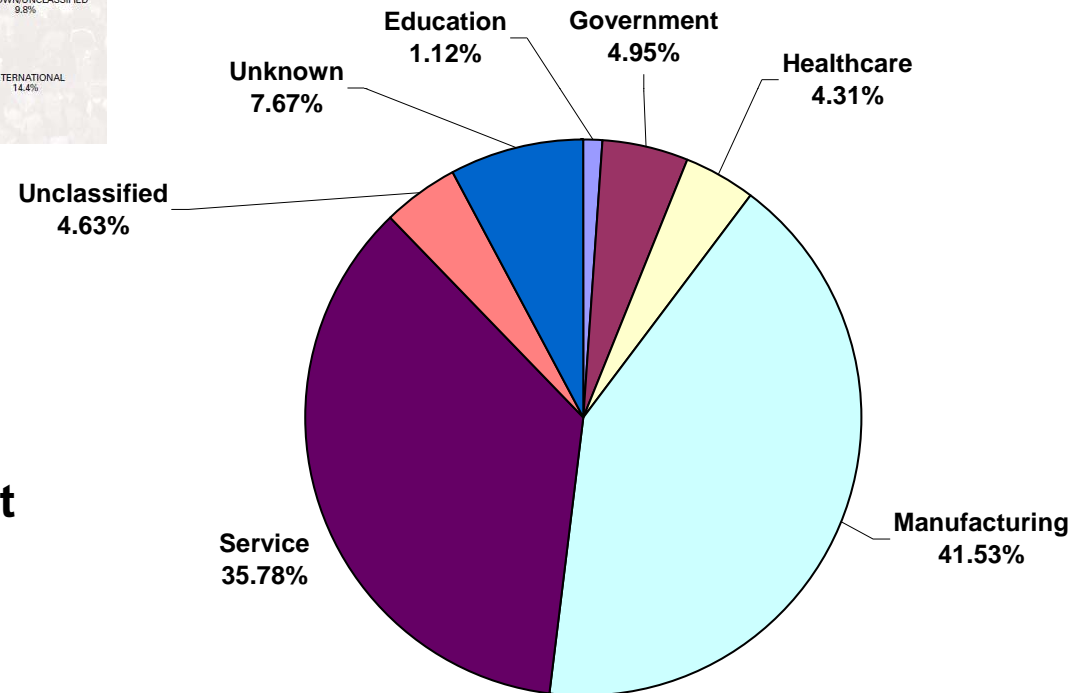
Section 0502 Baltimore Membership Trends
(Retention + Recruitment) - 100% = (roughly) Growth



Section Membership & Trends



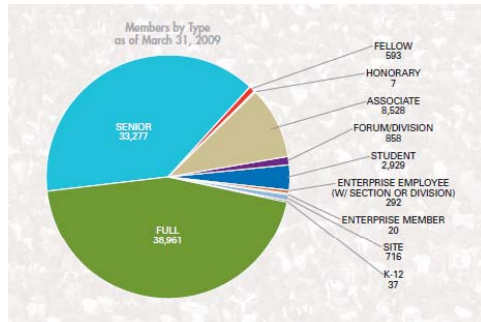
Section 0502 Balt. Members by Market (Oct'09)



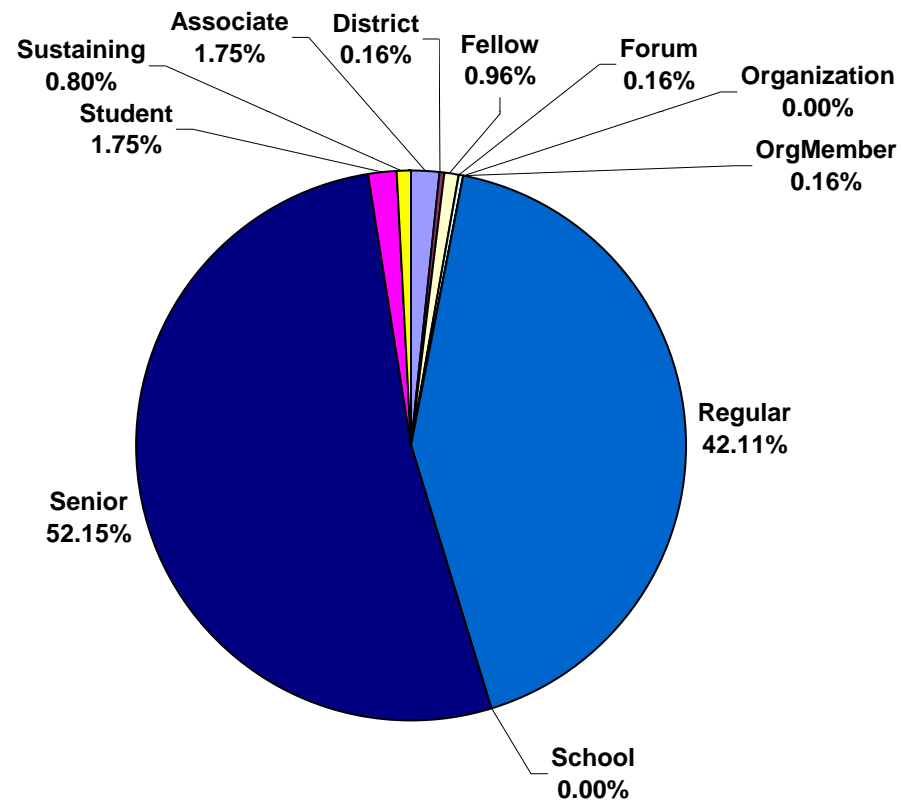
- No Int'l
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Section Membership & Trends



Section 0502 Members by Type (Oct'09)



- Much More Senior
- More Reg
- Less Assoc

Updates / Plan for Region 5



Updates for Region 5



- **Lehigh**
 - **Refresher workshops Dec '09**
- **N. Central Penn**
 - **Student Branch at Penn State**
- **Baltimore**
 - **Lean Six Sigma SIG started**
 - **TQ/Gold**
- **Harrisburg**
 - **TQ/Silver**
- **Phily**
 - **2nd Annual Women in Quality Mtg**

Updates for Region 5



- **Delaware**
 - **Conference – Dover, DE – Sept 2010**
 - **... including venue for Regional Member Leader Training**
- **S. Jersey**
 - **TQ/Bronze**
- **DC / MD Metro**
 - **Six (6) SIGs operating**
- **Reading**
 - **TQ/Gold**
- **Delmarva**
 - **Bolstered by Student Branch**
- **N. Virginia**
 - **Section member involved in a Quality Conference in Iraq**

Plan for Region 5



- **Visit all 11 Sections within first year, then**
- **Visit all 11 Sections within each 2 year period**
- **RD -- DRDs -- Section Leaders: Communication**
- **Provide Member Leader Training**
- **Promote Min. Requirements / QMP (TQ / Gold!)**
- **Promote Member Leader Excellence Award**
- **Promote Senior & Fellow Membership**
- **Promote Recruitment, Retention**
- **Promote Satisfaction, Loyalty**



Questions? Comments? Feedback?



to the Region
to the Society



Thanks!

and a

Safe return home