

Strategic Meeting on Jan 14th. 2006 for ASQ Section 1304
Leadership Committee

Minutes prepared by: Jim Ebone on Jan. 21st

Attendance:	Rob Herhold (host)	Tom Hustler (Breakfast chef)	
	Chris Anderson (facilitator)		Jim Ebone
	Brenda Bishop	Cheryl Ferguson	Kathleen Knecht
	Kimm Parker	Steve Mundwiller	Will Meyer
	Eric Schellenberg		

Meeting started at 8:35 am
Tom did a quality job on the Belgian waffles.

- I. Reviewed Section Mission Statement
- II. Identify Reasons membership does not attend meetings / functions
- III. Develop and Prioritize Intermediate objectives
- IV. Develop plan of action for Initial Steps
- V. Streamline Leadership Committee for 2006
- VI. Abc

I. Mission Statement

Chris challenged the group to recite our section's mission statement. No one could without reading from the mast of the newsletter. Since it is supposed to be the roadmap for our section and we as the leadership committee are supposed to be the drivers, part of the problem starts with us.

Our section's effectiveness is evaluated by how well we meet the goals that we established for our SMP scorecard. For the upcoming year, we will need to ensure that we select metrics that support:

1. Continual Improvement
2. Increase Customer Satisfaction
3. Identify, Communicate and Promote Quality Principals
4. Be recognized as a leader of Quality in the Bi-State region. (This is more of a vision statement)

II. Identify Reasons membership does not attend meetings / functions

The group brainstormed the most common reasons we have heard from our membership for not becoming more involved. These were recorded on large post-it notes and then stuck to the display easel. Since these are worded as negatives, our next task was to provide a positive action to address each. Using a variation of an Affinity diagramming technique, Chris had the group discuss the importance of each item and reach consensus on where it ranked in importance to our mission.

III. Develop and Prioritize Intermediate objectives

Chain tree developed to support Mission

The following is a list of actions that need to happen to recognize our section's mission; they are presented in reverse order. As a minimum, the ones identified in "*Italics*" will need to be in place by August of this year for us to reach our mission statement.

- Strong Marketing and Strong Participation by local decision makers
- Actually be recognized as a Leading Quality Resource in the Bi-state area.
- Strong community involvement
- Strong revenue stream with an improved steering structure
- All certification classes held
- Dynamic interactive website
- High turnout at all functions and high level of volunteers
- Events connected to the Body of Knowledge
- *Good measures of performance and Clearly defined product line*
- *High level of involvement from LC and A clearly defined understanding of Quality*
- *Better defined processes at the section level*
- *Know what our membership wants and needs.*

The above outline is the first pass. As we make progress, the relative ranking of some of the items may change or the item be combined with a lower activity if they are accomplished earlier than shown. It is a dynamic subject.

IV. Develop plan of action for Initial Steps

The group felt that the main membership wants are:

- Place to take certification test
- Ways to earn Re-certification points
- Networking
- Placement (to fill openings as well to help those between jobs)
- Help (suggestions / resources) to solve quality issues

The following is a list of services our section routinely supplies:

- Site to take certification exams several times a year
- Refresher courses
- 9 workshops / meetings each year
- annual conference
- recognition
- newsletter
- website which lists employee opportunities
- ..

As quality professionals the members of the LC need to better utilize our quality needs to better serve our membership. Our present meetings focus heavily on SMP reporting. Need to automate and ensure we are using the correct metrics. Our meetings need to address on achieving our objectives, communicating any bottlenecks so they can be addressed, evaluating the effectiveness of our events and then incorporating the feedback. This is a basic plan, do, check, and act approach.

First Steps

1. Better define processes
 - a. Prepare process map Chris
 - b. Detail process steps (who does what) Rob
 - c. Develop process measures LC members

2. Determine what members want a.k.a. “Demand Frequency”; will measure by recording attendance and /or involvement.
 - a. Survey Members – since relying on attendees at meetings to provide feedback usually has a low response rate, floated a suggestion to develop a survey questionnaire that LC members sitting at tables during dinner meetings could use to collect data like
 - What industry / sector employs you?
 - What tools do you use?
 - What topics would interest you?
 - b. Market Survey
 - Determine what past meetings have been best attended and then analyze why (topic or location?).
 - Evaluate target events for special interest groups that may meet at times different from the main meeting. The group being formed to conduct audits would be an example.
 - c. Identify Low hanging fruit
 - Improve use of e-mail
 - ..
 - d. ..
3. Develop way to track “Demand Failures” – ways to track requests that we as a section were not able to satisfy.

V. **Streamline Leadership Committee for 2006**

Presently have about 20 people listed as board members and many of them do not routinely attend the LC meetings.

Looking to reformat the organization of the LC for 2006-2007; also, identified who is willing to serve next year.

- I. Chairman – Chris (plans to stay as chair for 2 years as plan develops)
 - a. Website – Chris has a candidate to ask
 - b. SMP – Tom Peterdy
 - c. Membership - TBD
 - d. Recognition – Tom Heusler
 - e. Mo. Quality Liaison – Rob Herhold
 - f. Special Interest Groups -
- II. Chair Elect – Steve Mundwiller
 - a. will organize 2007 spring conference
 - b. Organize Events – Kimm
 - c. Arrangements & Scholarship – Tony Indihar
 - d. Education – TBD
 - e. Recertification – Ed Lancer
- III. Treasurer – Kathleen Knecht
 - a. Past Chair – Brenda & Eric (will help Kathleen with reporting)
 - b. Audit – Will Meyer
 - c. Awards – Loree Rowe?
- IV. Secretary – Jim Ebone
 - a. Newsletter – Cheryl Ferguson
 - b. Historian – Bob Duefel
 - c. Placement – Don Denk
- V. Other