

ST. LOUIS SECTION 1304 ASQ  
AUGUST BOARD MEETING MINUTES

Date: August 13, 2002

In attendance: Jim Duarte (Director), Steve Howell (Chair), Sally Young ( Membership)  
Brenda Niccum (Chair Elect), Jim Ebone (Examining), Cheryl Ferguson (Newsletter),  
Tom Peterdy (SMP), Vicki Jerden (Treasurer), John DiMaria (Secretary), Eric  
Schulenburg (Internet Liaison), Loree Rowe (Program Chair), Joseph Styer (Auditing  
Chair), Bob Deufel (Historian)

Steve Howell opened the meeting at 4:00 p.m. at Joe Hannon's Restaurant.

Steve passed out several handouts which included:  
Updated Financial Report  
Long Term Meeting schedule (Board & Member)  
Newsletter  
By-Laws

Approval of 7/23 /02 Minutes

Minutes from the July 23<sup>rd</sup> meeting were approved.

Financial Report:

Steve Howell explained the updated report in detail.

SMP:

Tom Peterdy discussed SMP for the coming year.

National ASQ eliminated the SMP Chair Position. ASQ has indicated that a "Chair Elect"  
of Vice Chair may take over responsibilities of the SMP Chair Position.

Option is open for local section to assign an SMP Chair. After discussion, it was agreed  
that 1304 should keep an SMP position. By-Laws indicate that section chair has the  
power to assign a vice chair.

Steve Howell assigned Tom Peterdy as Vice Chair in charge of SMP.

Tom Peterdy discussed national requirements:

Sections should align strategy goals with goals identified by Nat. ASQ.

Tom read examples from an e-mail he received from ASQ.

Each Chair should outline goals related to:

- Member Satisfaction
- Member Increase
- Member Retention
- Member Value

A base line to follow should be set for this year regarding membership such as 5% increase in membership from year to year.

Vicki Jerden mentioned that a formal baseline maybe difficult to set at this meeting.

Tom noted that the audit report was due by 8-15.  
Report will be submitted by Steve Howell.

There was further discussion on the expectation of “3 Chairs 3 objectives”.

Sally Young raised the concern that there may be redundancy.

Tom Peterdy suggested that the chairs should come up with ideas and the board assist. He noted that member retention contributes to profit.

Brenda Niccum mentioned that we should separate our tactics from the actual data.

John DiMaria said he agreed with Tom in that the board should assist the chairs in formulating ideas. Strategy should include measurable results.

Sally Young raised concerns about keeping up with the ideas.

Vicki Jerden suggested the section provide a link on the web to the satisfaction survey with our ideas and share how our baseline is in line with the results of the survey.

### Strategic Plan

Steve Howell requested that all board members discuss their position and report on how they will change or improve that position.

Tom Peterdy noted we must address the sections business plan by September 1, 2002.

Clarification of the requirements was brainstormed:

- 5% increase in membership
- Must meet or exceed national requirements
- 2002 - 2003 Survey to measure satisfaction and value

A brainstorming session then took place to identify Section Objectives, objectives by board role, tactics to be used and action items assigning responsibilities.

Section Objectives	Objectives by Board Role	
Member Satisfaction	Vice Elect Brenda Niccum	Spring Conference <ul style="list-style-type: none"> <li>• Clear \$7K</li> <li>• Increase attendance from 73 to 80 paid attendees.</li> <li>•</li> </ul>
Member Value	Examining Chair Jim Ebone	Identify candidates for senior members and fellow by 12/31 Board members that are eligible become seniors. Goal is 8 new senior members.
Member Growth/Retention	Past Vice Chair Jim Duarte	<ul style="list-style-type: none"> <li>• 2004 Midwest Quality Conference. Leadership from St. Louis</li> <li>• Tutorial Road Show (IL, Bootheel, Central MO)</li> </ul>
ASQ National Goals <ul style="list-style-type: none"> <li>• Increase membership by 5%</li> <li>• Meet/exceed society avg</li> </ul> 2002-2003 survey as baseline for satisfaction and value	Program Chair Loree Rowe	<ul style="list-style-type: none"> <li>• Membership meetings with both workshop and speaker (All but awards)</li> <li>• Pilot a one-sponsored-speaker meeting.</li> <li>• Variety in program - targeting more of membership (service, construction, healthcare, software)</li> </ul>
	Historian Bob Deufel	<ul style="list-style-type: none"> <li>• Improve records of officers history</li> <li>• Maintain By-Laws</li> <li>- Typed in word document (Brenda)</li> </ul>
	Newsletter Cheryl Ferguson	<ul style="list-style-type: none"> <li>• More information - Certification Exams (Full years worth)</li> <li>• To printer 4 weeks prior to the meeting.</li> </ul>
	Treasurer Vicki Jerden	<ul style="list-style-type: none"> <li>• Evaluate investment strategy</li> </ul>
	Membership Sally Young	<ul style="list-style-type: none"> <li>• Recruit 55 new members</li> </ul>

	Internet Liaison Eric Schulenburg	<ul style="list-style-type: none"> <li>• Develop and implement baseline survey on website</li> <li>• Develop goals for timeliness for website inclusions.</li> </ul>
	Auditor Joseph Styer	NONE
	Koalaty Kid Liaison Joseph Styer	<ul style="list-style-type: none"> <li>• Recruit 1 new Koalaty Kid school - Become a certified KK Trainer</li> </ul>

### **Tactics**

- Board members circulate at membership meeting
- Greeters rotate assignments at membership meetings
- One free meeting per member per year
- Lower meeting price from \$17 - \$15
- Board member name tags
- Address education issue
- Use membership chair's status reports to make decisions
- SIU Edwardsville to host tutorial
- Identify Section 1304 geographic area
- Tutorial Road Show
- Review meeting evaluation; input from member survey, joint meeting survey
- Evaluate alternate format; Refresher course option
- Pilot non-traditional membership meeting (Saturday)
- Target "invitations" based on meeting topics
- Offer members incentive for recruitment & meeting attendance recruitment
- Principal's KK Meeting

### **Measurements**

- Member meeting evaluations
- Member numbers (March 2002 as baseline)
- Membership survey (Use national report)
- Percent membership attending meetings

**Action Items:**

<b>Who</b>	<b>Action Item</b>
Lorre Rowe	<ul style="list-style-type: none"><li>• Review meeting evaluations</li><li>• Order more clocks</li><li>• Investigate plant tours and joint meetings</li></ul>
Vicki Jerden	<ul style="list-style-type: none"><li>• Track results of “One free meeting per member”</li></ul>
Joe Styer	<ul style="list-style-type: none"><li>• Report on nationals e-mail policy</li></ul>
Jim Duarte	<ul style="list-style-type: none"><li>• Reformat education program; 3 venues RFP</li><li>• Issue target invitations for September meeting</li></ul>
Eric Schulenburg	<ul style="list-style-type: none"><li>• Finish changing website format</li><li>• Add hit counter to website</li><li>• Add archive newsletters and board meeting minutes</li><li>• Setup secure site on web for board members</li><li>• Evaluate web administrator software</li></ul>
Brenda Niccum	<ul style="list-style-type: none"><li>• Type by-laws in word format</li></ul>
Steve Howell	<ul style="list-style-type: none"><li>• Follow-up with Kathy Brophy</li><li>• Get CMI information to Joe</li></ul>