



Section 511 – Northern Virginia



April, 2009

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 / RD Elect**



Agenda

- **ASQ Vision, Roles, Objectives, etc.**
- **Maps: Regions, Region 5 Sections**
- **The SOCIETY**
- **The REGION (05)**
- **The SECTION (Northern Virginia)**
- **Section Volunteer Community**
- **Plan / status for Region 5**
- **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.



3 Local QMP Metrics

- Quality Management Planning
 - Section / Division... “Member Unit”
- Member
 - **Satisfaction**
 - Customer Measurement Survey (CMS)
 - **Loyalty**
 - CMS
 - **Retention**
 - Renewals / growth per Growth Report



6 Priority Strategic Themes

• **Priority 1**

– Support quality professionals and practitioners in their efforts to grow in value in the workplace and community.

- *(Your Business Plan Objective: Customer Loyalty)*

• **Priority 2**

– Prove and communicate the economic case for quality to management.

- *(Your Business Plan Objective: Awareness)*



6 Priority Strategic Themes

• **Priority 3**

- Assure that a vital, growing Body of Knowledge is accessible to everyone.
 - *(Your Business Plan Objective: Customer Loyalty)*

• **Priority 4**

- Become the community of choice for quality.
 - *(Your Business Plan Objective: Members of Community)*



6 Priority Strategic Themes

- **Priority 5**

- Grow the use and impact of quality in every segment of the economy.

- *(Your Business Plan Objective: Awareness)*

- **Priority 6**

- Make sure the world knows the importance and value of quality.

- *(Your Business Plan Objective: Awareness)*



Strategic Success Criteria

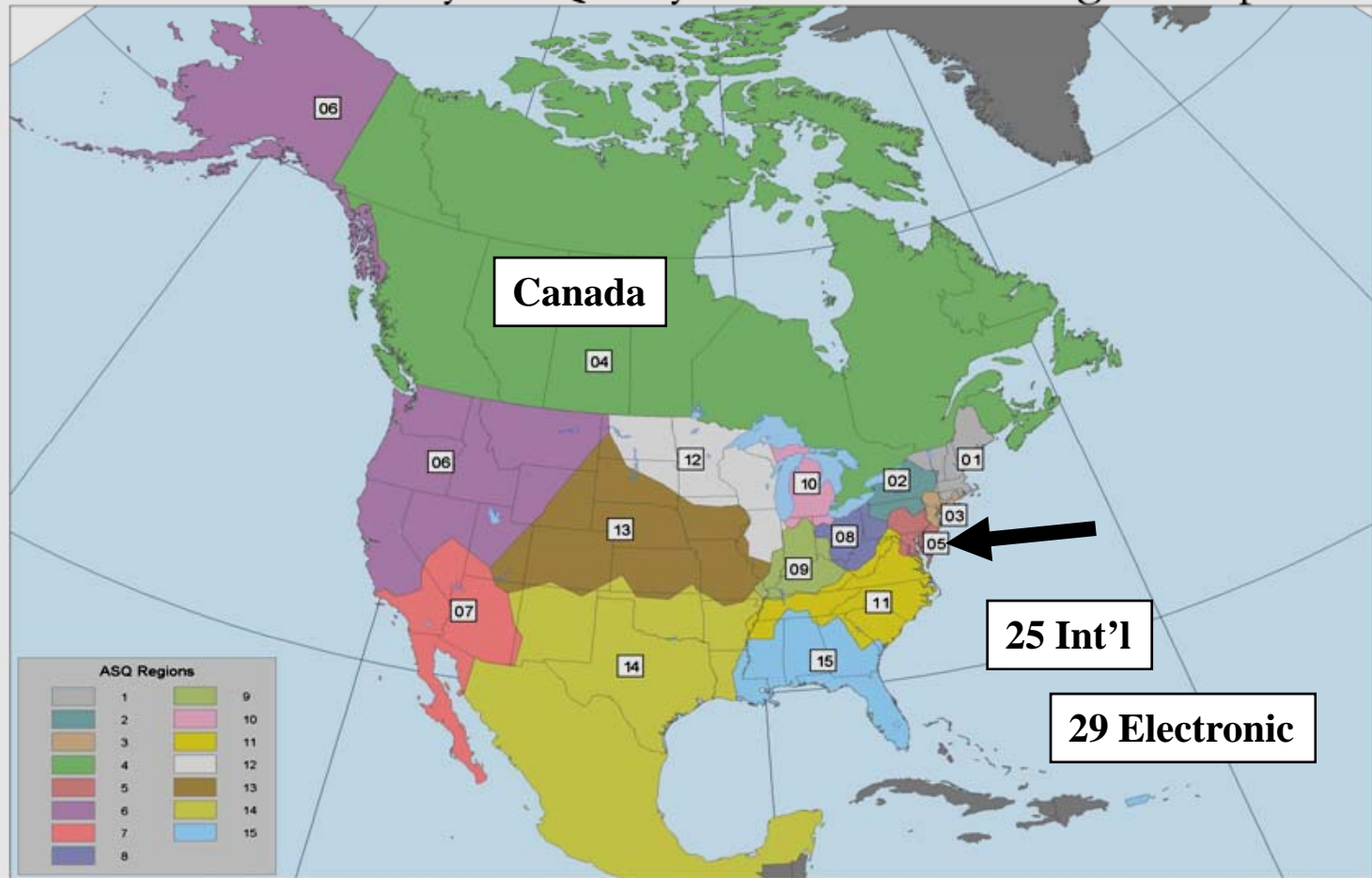
Re: the success of this strategy...

1. How much impact will it have on **society**?
2. How well will we satisfy our **members/customers**?
3. Does it support the **development of people**?
4. Will it have demonstrable **economic value**?
5. Will it promote the recognition of the **importance of quality**?
6. Does it rely on, or add to, the **Body of Knowledge**?
7. Are people brought together in "**community**"?
8. Are ASQ's **long-term** economics improved?



Maps: ASQ Regions

American Society for Quality: North America Region Map





ASQ Regions

REGION 01

REGION 02

REGION 03

REGION 04

Canada

REGION 05

REGION 06

REGION 07

REGION 08

REGION 09

REGION 10

REGION 11

REGION 12

REGION 13

REGION 14

REGION 25 Int'l

REGION 29 Electronic

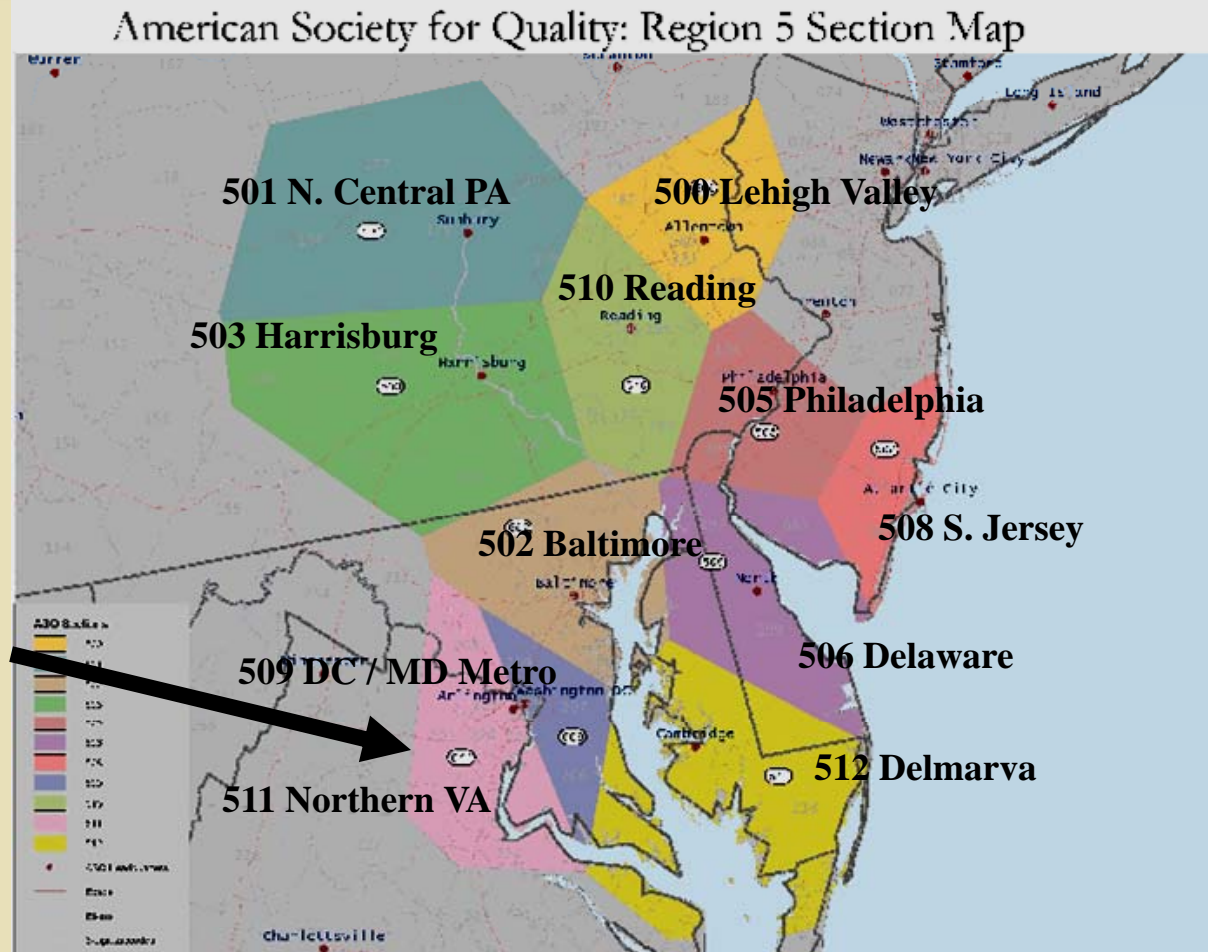
252 Sections

REGION 60 ?

REGION 61 ?



Maps: Region 05 – 11 Sections



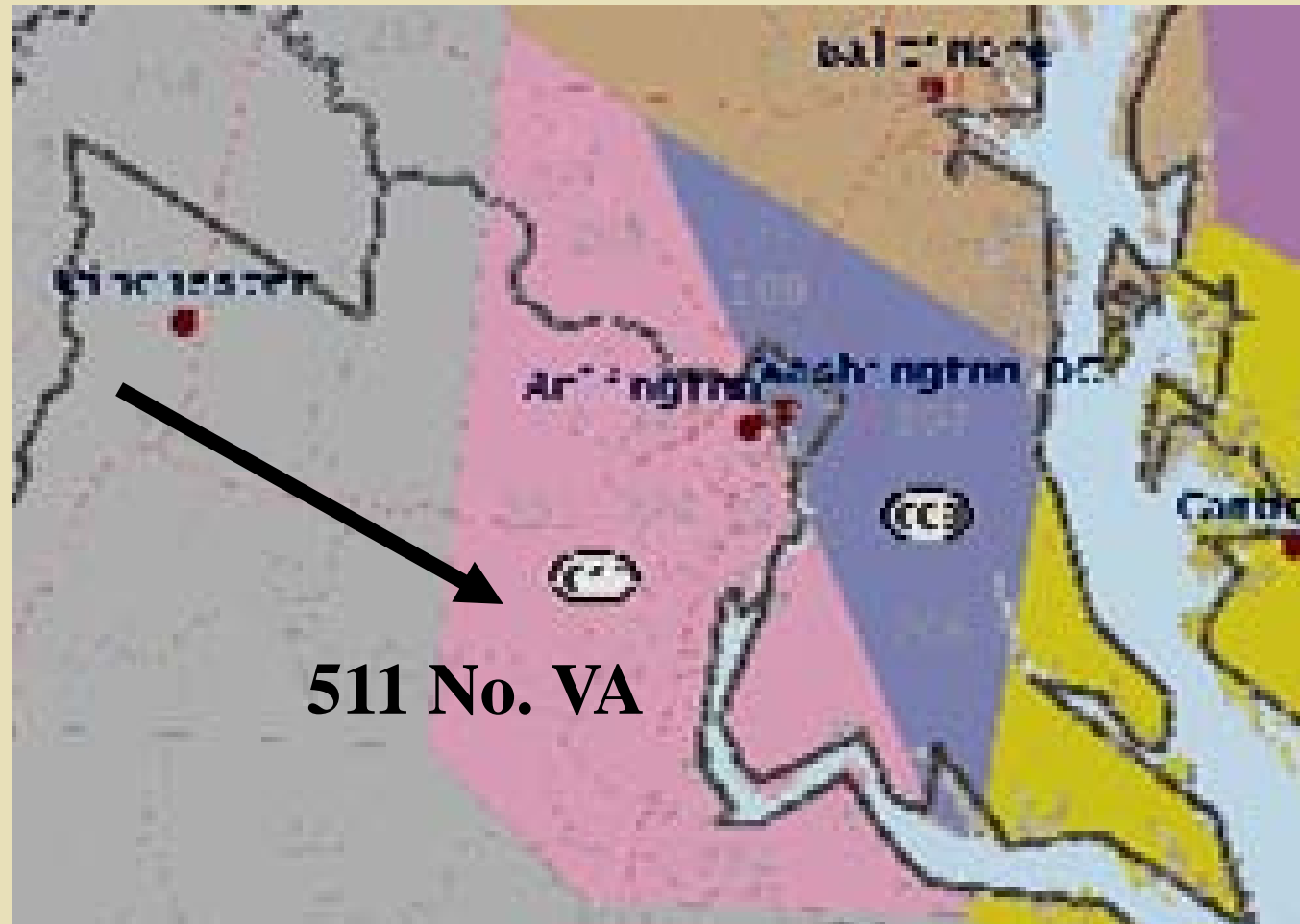


Region 05 – 11 Sections

- 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

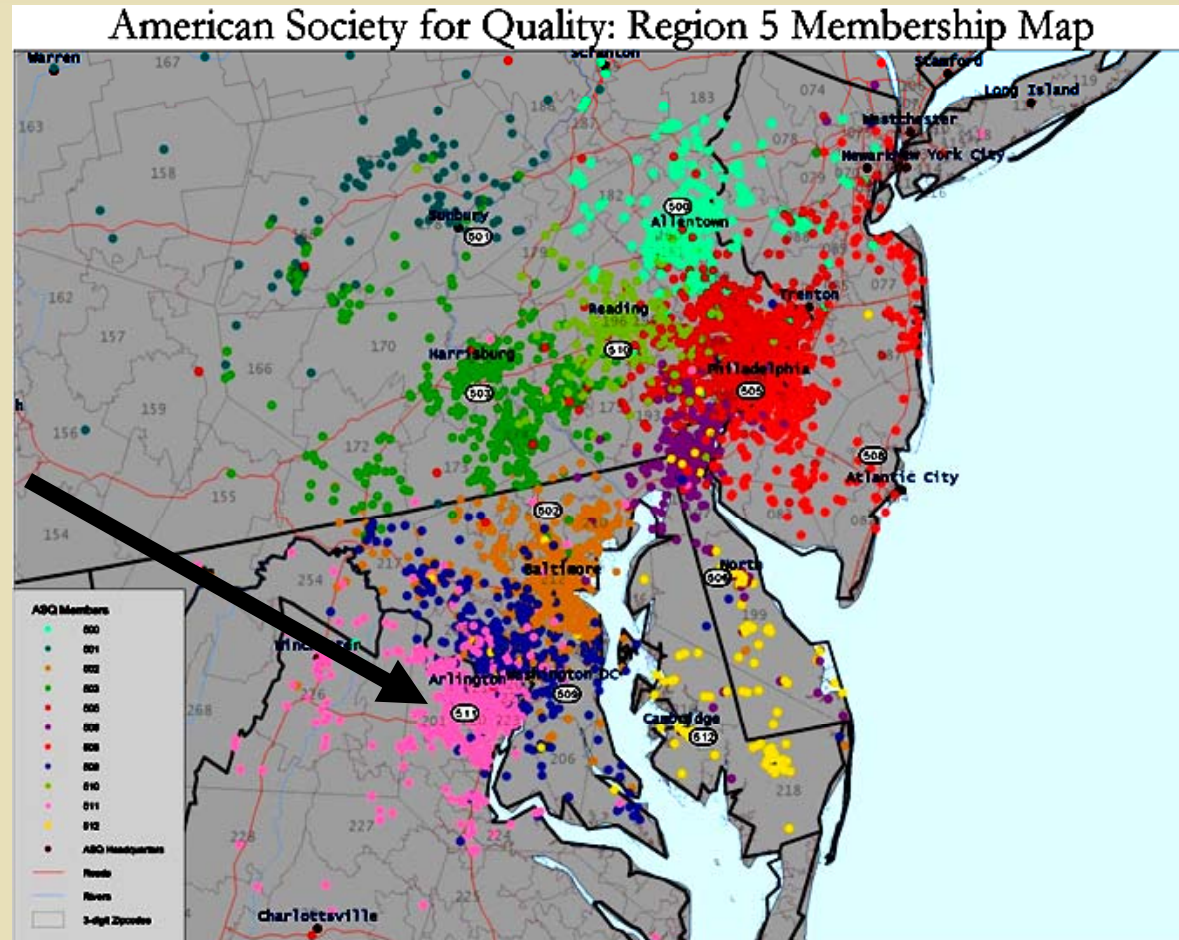


Maps: Section 511 – Northern Virginia





Maps: Region 5 Section Members



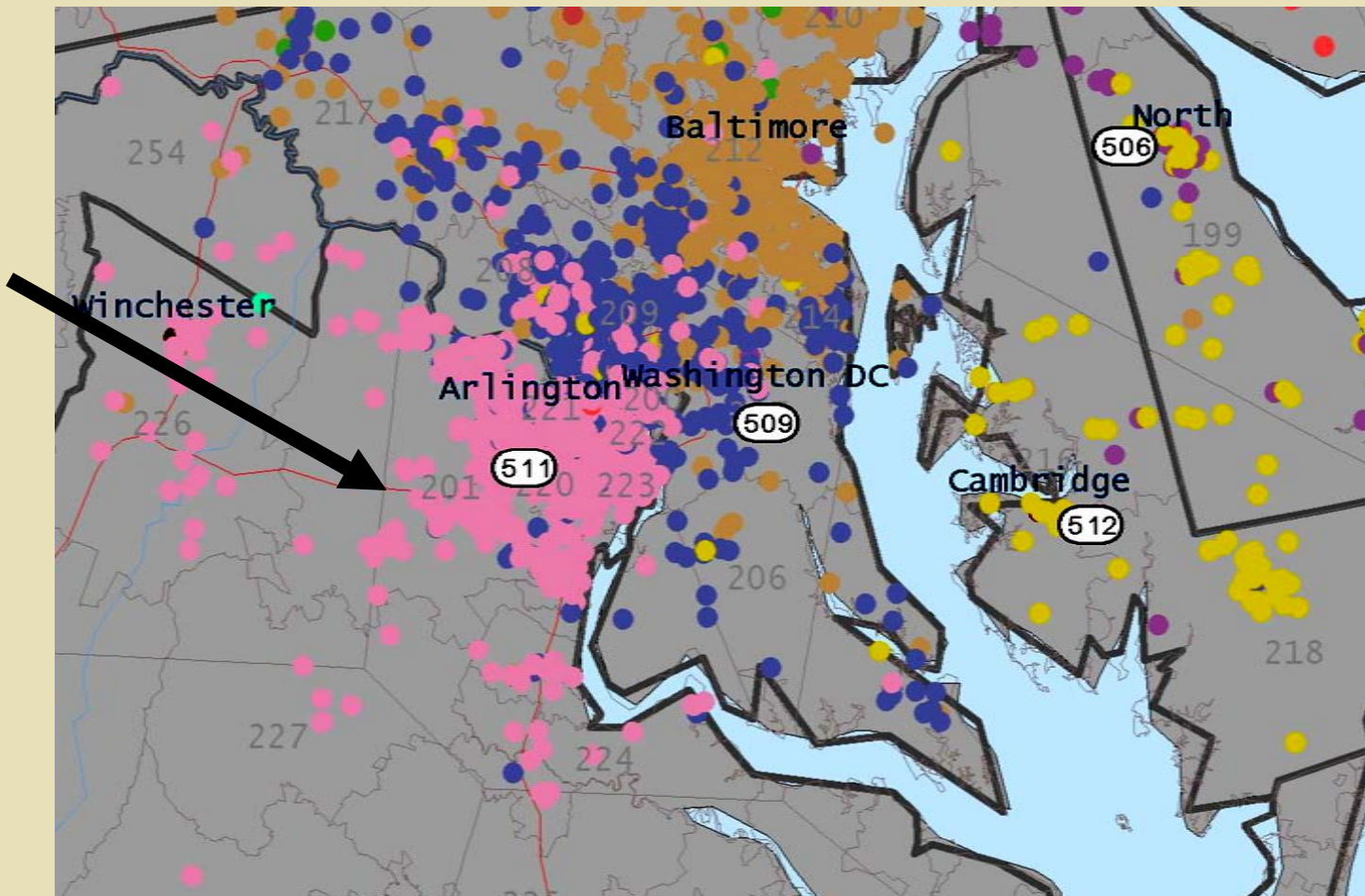
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511 NoVA Program Meeting RD Presentation

15

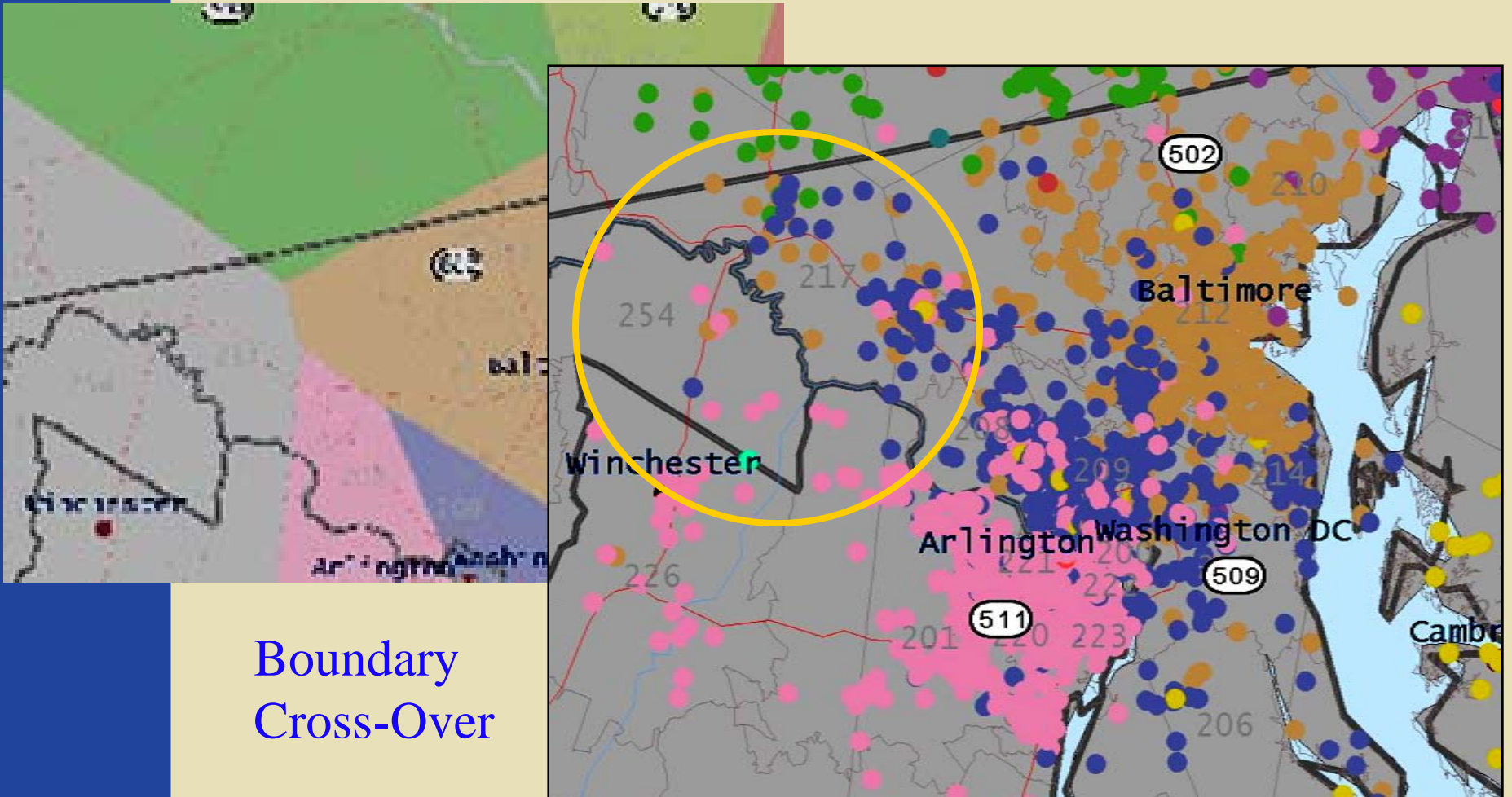


Maps: Region 5 Section Members





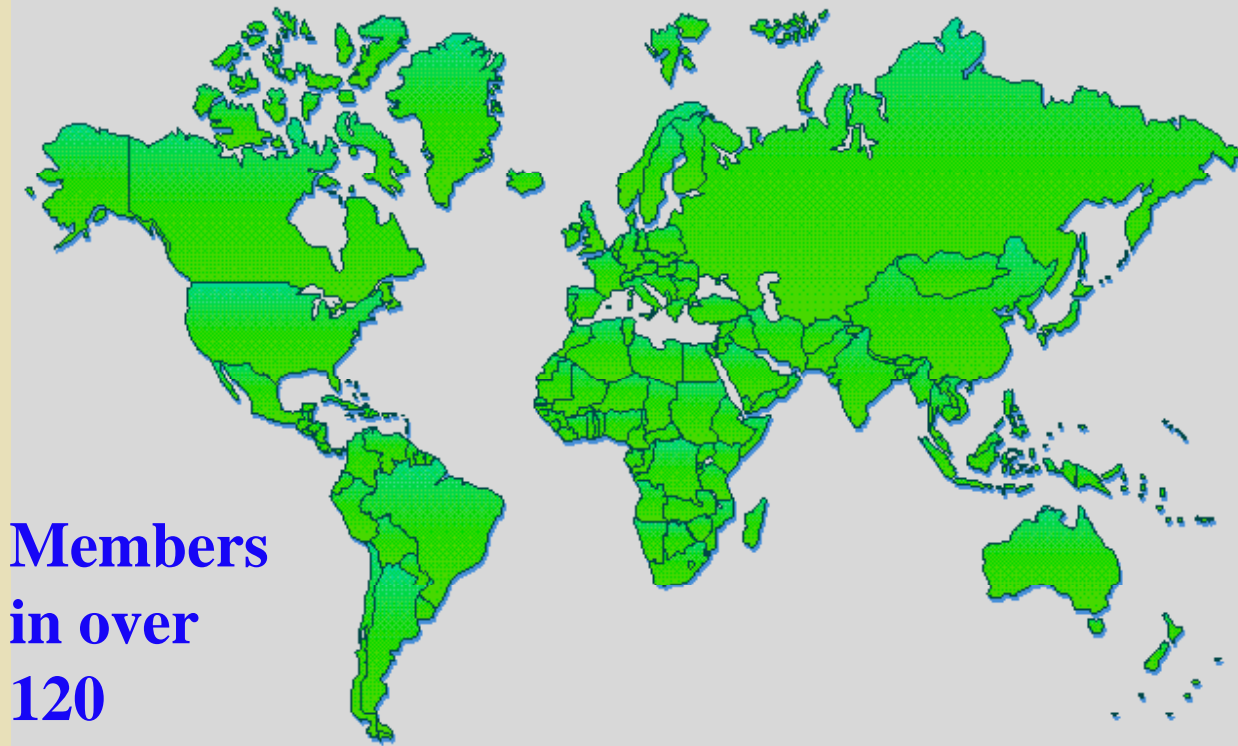
Maps: Section Boundary Cross-Over



Boundary
Cross-Over



The Society – now GLOBAL



**Members
in over
120
Countries**

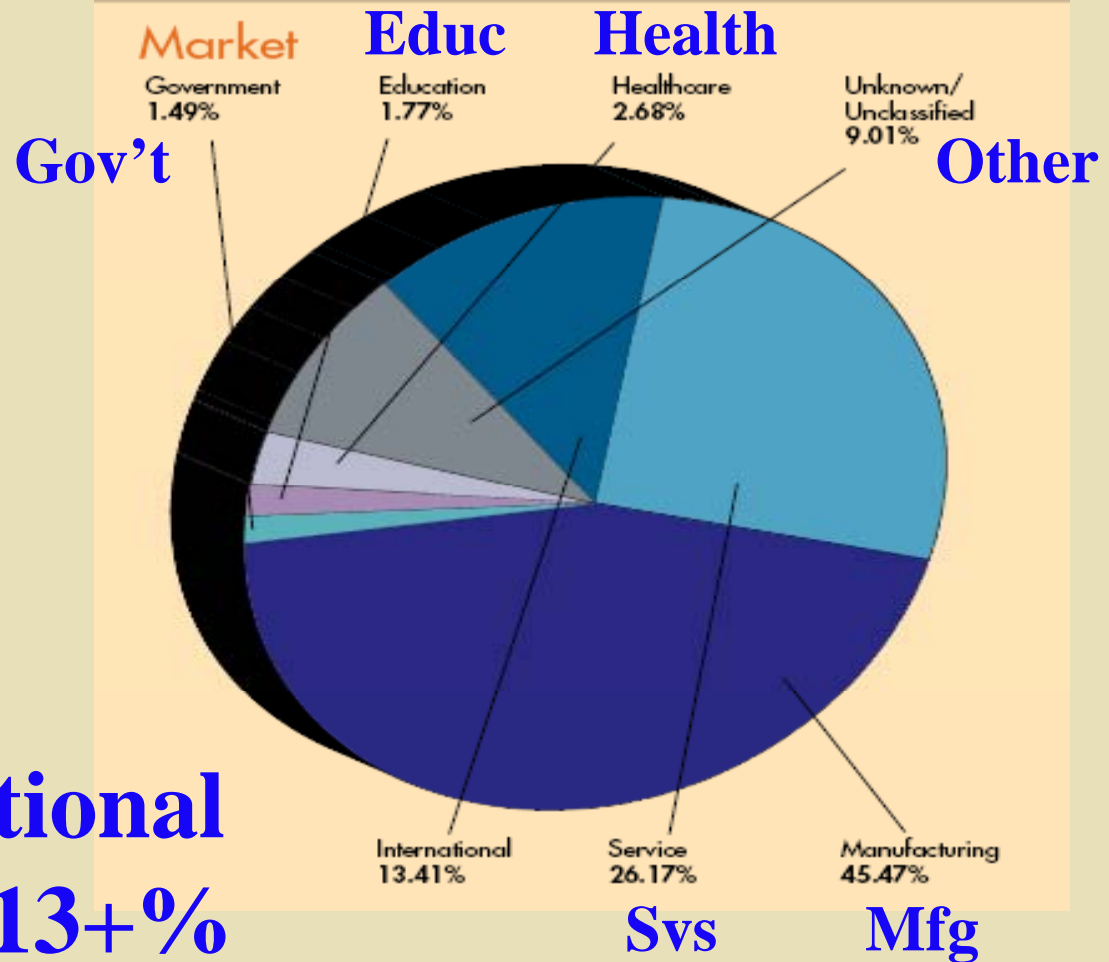


Global Community

- 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)



Who are we? Markets Served



International
(Sect. 2500) **13+%**



ASQ Members

	<u>2006</u>	<u>2008</u>	
• Manufacturing	65%	46%	↓
• Service	19%	26%	↑
• Health Care	5%	3%	
• Government	3%	1%	
• Education	2%	2%	
• Other	6%	9%	↑
• International		13%	

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

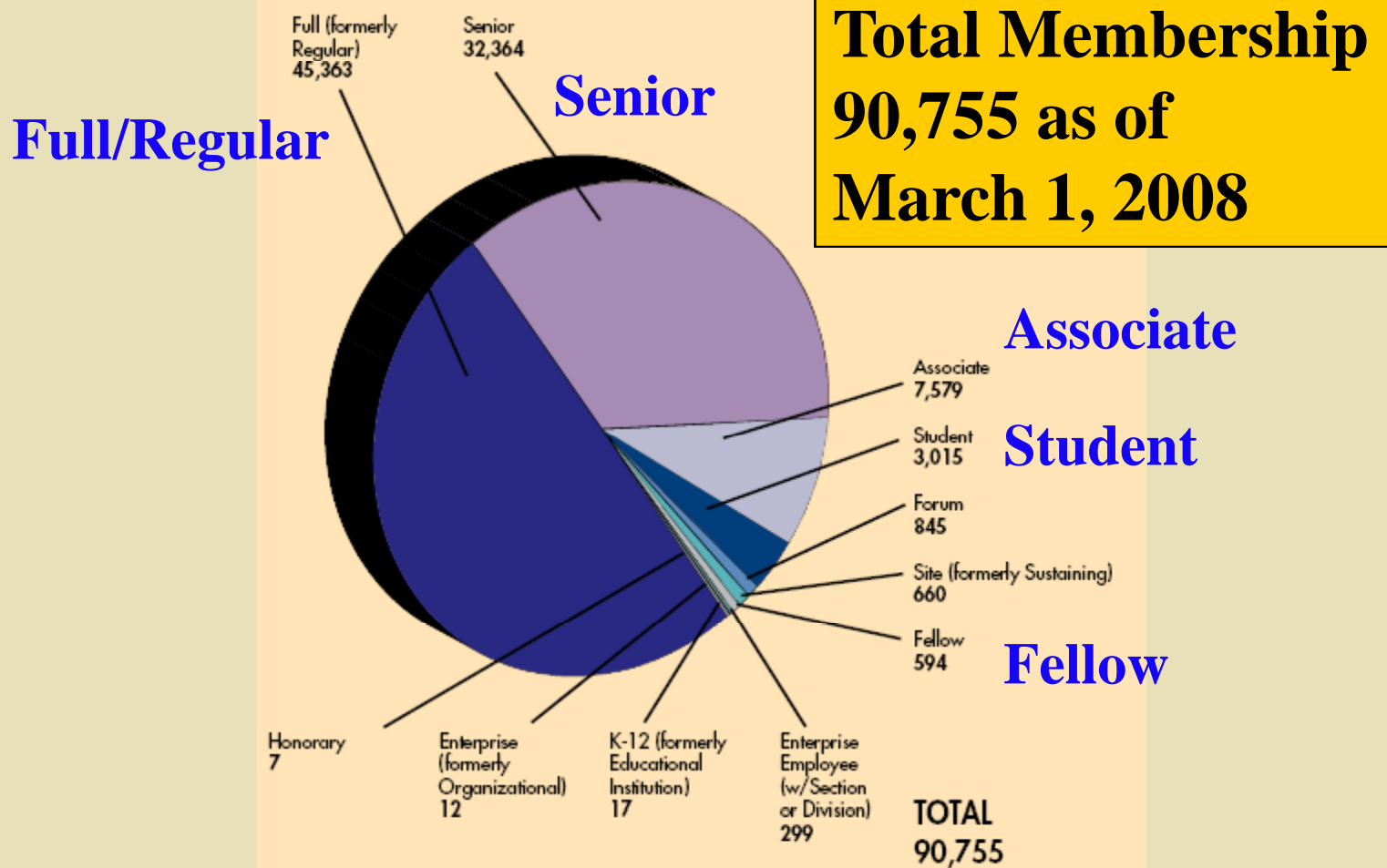


“Flavors of Membership” Living Community Model (LCM)

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



Who are we? Society Membership

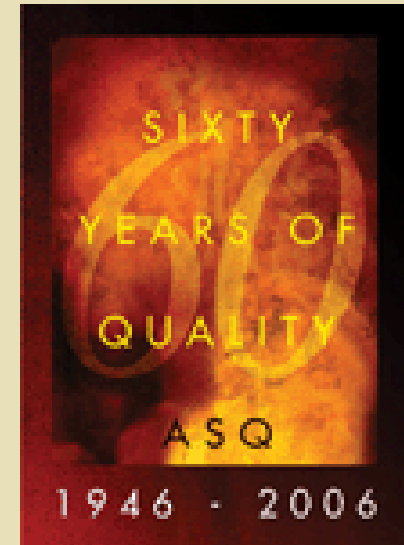




Society Membership

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

**Overall membership...
Downward trend continues**

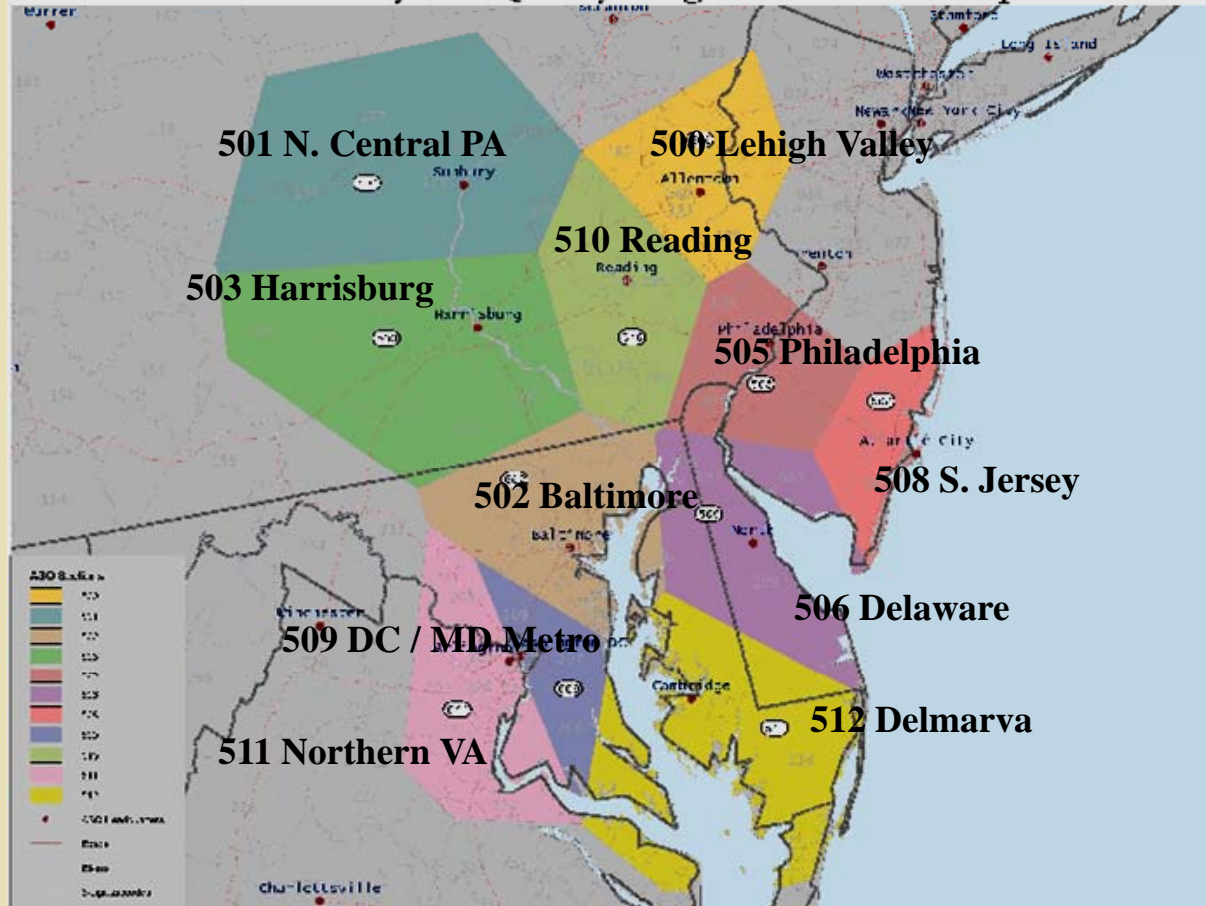


68% percent of members are 36-55 years old and 77% are male.



The Region (5)

American Society for Quality: Region 5 Section Map





Region 5

- **Eastern MD, DC, little bit of PA, VA**
- **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
REGION 05	5354
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

**In
7th Member
-ship**



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Region 5
Sections = 11
Total 5,354

=====

0511
No. VA

793 members

2nd in the Region

Rank 23rd 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

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

	Mid'06	Mid'08
FORUM	4	1
STUDENT	22	17
ASSOCIATE	10	15
REGULAR	461	404
SENIOR	226	336
FELLOW	1	2
SUSTAINING	16	16
HONORARY		
ORGANIZATION		
ORGMEMBER	2	1
SCHOOL		
DISTRICT		
TOTAL	719	676



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• Fellow Members

- ? *Who's next?* **20??**
- **David Little** **1992**
- **Delmas Burchfield** **1963**
- **Albert Rickmers ??**



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 2... 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)
 - Eric Whichard (502 Balt, 509 DC/MD Metro, 511 No. VA)

 - David Little (special projects)



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**



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- 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



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



ASQ “Make Good Great”