

ASQ Section 0511 May 2020 Meeting Announcement

**WEDNESDAY, 13 MAY 2020
ONLINE MEETING**

QUALITY FORWARD - THE DECISION TO JOIN

PRESENTED BY

William “Bill” A. Eastham, Jr., Ph.D., CQA, PMP



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To guide the discussion:

- ✓ What affects ASQ membership,
- ✓ Who are our quality leaders in today's environment, who do we turn to as quality experts at the local level, national level, and
- ✓ What is affecting our ability to maintain an interest/engagement in quality and membership in ASQ.
 - Northern Virginia 0511



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How do we as members of a professional quality association:

- ✓ Move quality forward
- ✓ How do we continue to ensure quality is a keystone, and
- ✓ Attract and maintain individuals' interest in and engagement with Quality and ASQ.

What are those little steps (habits) we can take each day/week/month to build and move quality forward...

Row Labels	Count
Associate Membership →	392
Assoicaate memberships are no longer available as of February 2020	
Fellow Membership →	504
Fellow Membership is an honor bestowed by other ASQ Members. A Fellow represents the upper echelon of the quality profession and serves as the backbone of the Society. In addition to peer recognition, ASQ Fellows receive additional member benefits.	
Honorary Membership →	9
Many originators of the modern quality industry have received honorary member status in ASQ. An honorary member is ASQ's highest grade of membership bestowed upon individuals who have provided distinguished service to the quality profession or the allied arts and sciences. These individuals must be nominated by at least 10 members and the award must be approved unanimously by the board of directors	
Professional Membership →	34581
ASQ's Professional membership gives you the broadest benefits at the best price. Plus, ASQ is continually adding new benefits!	
Senior Membership →	13345
Leadership and professional achievement do not go unnoticed by ASQ. ASQ Senior membership rewards members with enhanced benefit selections. You may apply for Senior membership status if you meet the following criteria: 1) Been an ASQ Professional member in good standing for one year, 2) Have 10 years of professional experience, and 3) Meet one of four professional criteria outlined on the Senior membership application.	
Student Membership →	3625
ASQ's Student membership gives you the benefits of Professional membership at a reduced rate. However, you must be a current full-time student at an accredited university or college (Six Year Maximum).	
Grand Total	52456

Country	Count	State	Count
UNITED STATES	43442	Califorinia	4861
CANADA	3315	Texas	3123
MEXICO	674	Pennsilvania	2240
INDIA	493	Illinois	2171
CHINA	437	Ohio	2167
UNITED ARAB EMIRATES	317	Florida	2005
SAUDI ARABIA	314	Michigan	1826
AUSTRALIA	247	North Carolina	1664
UNITED KINGDOM	202	Wisconsin	1581
HONG KONG	184	New York	1529
SINGAPORE	167	Massachusetts	1518
MALAYSIA	164	New Jersey	1411
KOREA, REPUBLIC OF	156	Indiana	1367
TRINIDAD AND TOBAGO	149	Minnesota	1247
NIGERIA	120	Georgia	1189
IRELAND	114	Virginia	1173
PERU	102	Tennessee	964
GERMANY	98	Maryland	811
BRAZIL	97	South Carolina	793
COSTA RICA	86	Washington	792

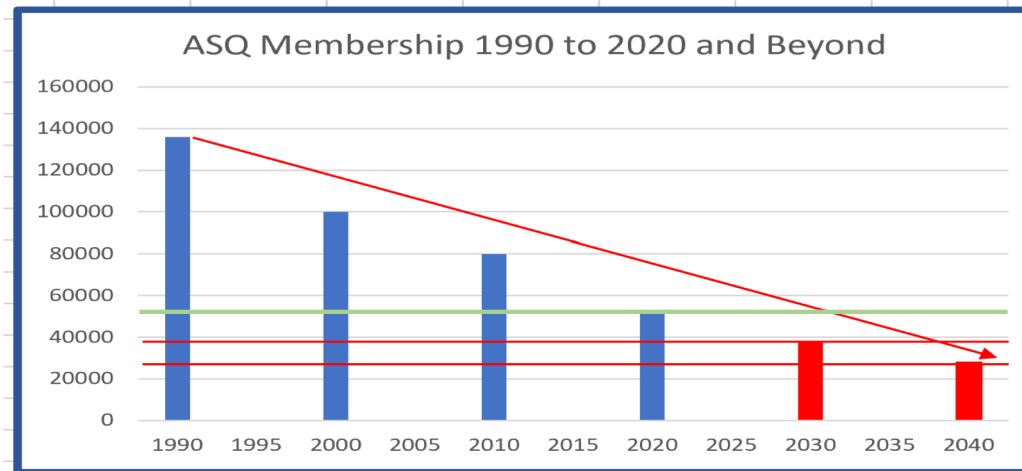
Virginia: 1173 members
Northern Virginia Section: 677 (58%)
***Japan 53 members**



ASQ membership during the past 30 years:



In the 1990's a high point	136,000 members
In the early 2000's	100,000 members
Then in 2010	80,000 members
Now 2020	52,456 members



27% Average Decline Per/Time Period

ASQ National

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Associate Membership	392
Fellow Membership	504
Honorary Membership	9
Professional Membership	34581
Senior Membership	13345
Student Membership	3625
Grand Total	52456

Row Labels	% / Count
Associate Membership	1%
Fellow Membership	1%
Honorary Membership	0%
Professional Membership	66%
Senior Membership	25%
Student Membership	7%
Grand Total	100%

ASQ Northern Virginia Section

Row Labels	Count
Associate Membership	24
Fellow Membership	0
Honorary Membership	0
Professional Membership	486
Senior Membership	142
Student Membership	25
Grand Total	677

Row Labels	% / Count
Associate Membership	3%
Fellow Membership	0%
Honorary Membership	0%
Professional Membership	72%
Senior Membership	21%
Student Membership	4%
Grand Total	100%



It is not all gloom and dome...?

MEMBERSHIP CHANGE IN PAST YEARS					
	TOTAL 2015 (n=907)	TOTAL 2016 (n=828)	TOTAL 2017 (n=1005)	TOTAL 2018 (n=819)	TOTAL 2019 (n=823)
Increased	46.00%	49.00%	46.00%	48.00%	45.00%
Decreased	24.00%	22.00%	25.00%	25.00%	26.00%
Remained the Same	28.00%	27.00%	28.00%	26.00%	28.00%
Not Sure	2.00%	1.00%	1.00%	2.00%	1.00%

ASQ

ASQ's average decrease was 27% from the limited data made available from the past 30 years.

Market General, Inc., Tony Rossell, 2017

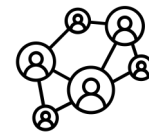
The reasons why members may be leaving the organization:

	Top Reasons for Not Renewing Membership	Total
		(n = 704)
1	Lack of engagement with the organization	41%
2	Could not justify membership costs with any significant ROI	27%
3	Left the field, industry, or profession	27%
4	Lack of value	25%
5	Employer won't pay or stopped paying dues	21%
6	Budget cuts/economic hardship of company	21%
7	Forgot to renew	20%

Market General, Inc., Tony Rossell, 2019

Association Membership Trends for Growth:

1. Innovation/Creativity
2. Customized Experience to Promote Engagement
3. Meet Members Where They Are
4. Communications - interactive online communities
5. Current, Relevant and Specific



November 14, 2019 [Sarah Scott](#), [Business Strategy](#)

By the year 2020, Gen Y—or Millennial—will make up 50 percent of the workplace. Every year Gen X and Gen Y make up more and more of the workforce, overtaking Baby Boomers. Karlena Rannals, IAAP

Baby Boomers are now approaching retirement, making it crucial for associations to recruit and retain younger members. Memberclicks

Five milestones of keeping members include (a) providing a positive chapter atmosphere, (b) providing members with consistent encouragement, (c) showing that the chapter values each member and their time, (d) planning interesting programs, and (e) keeping members engaged. Three Key to Membership Retention and Expansion, Collegial Exchange

Harrison Coerver and Mary Byers share startling statistics about membership decline in many associations that have been around for a very long time ... Time Poverty, Value Expectations, Generational Differences, and Technology. Race for Relevance, Harrison Coerver and Mary Byers

Barb Gamez the ASQ Marketing Manager recommends considering three strategies to reverse churn and maintain and increase membership. The three key points: 1) Create member segments. 2) Lead members to renewal. 3) Speak to individual member personas. ASQ Marketing Manager Barb Gamez 2018

How do you make the most out of your association membership:

- ✓ Read association publications.
- ✓ Attend association events.
- ✓ Volunteer to work on committees and task forces.
- ✓ Contribute to an association publication.
- ✓ Continue your education.
- ✓ Talk to people, network, use social media. **“COMMUNICATION”**
- ✓ Put your association membership and activity on your resume and LinkedIn profile.

SPHHS Student and Alumni Career Services, George Washington University



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Discussion and Questions?



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How do we as members of a professional quality association move quality forward, how do we continue to ensure quality is a keystone and attract and maintain individuals' interest in and engagement with Quality and ASQ. What are those little steps (habits) we can take each day to build and move quality forward...



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