

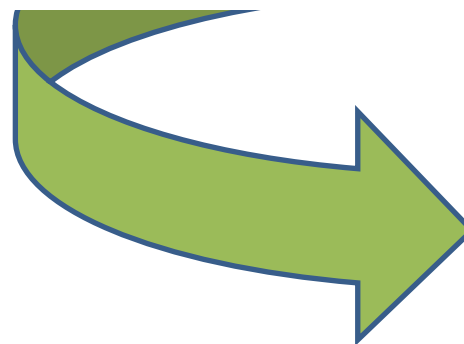
# Carousel Brainstorming with members at Section Quality Management Workshop

How do we grow our section?

February 6, 2014



Merrimack Valley  
Section  
The Global Voice of Quality™



# How do we engage and grow our section?

At the February 6 section meeting everyone participated in the carousel brainstorming event to engage our section and have some fun with (4) questions...the results that follow will be incorporated into our section plans PlanBase software for continuous improvement and growth.

John Hamilton, John Kulungian

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**Carousel Brainstorming**

**1 Put Questions on Flip Charts**  
Put 4-6 different Brainstorming questions on 4-6 different flip chart pages around the room. Every participant gets a post-it pad and a Sharpie pen.

**2 Divide group into Small Teams**  
One team for each flip chart Station. Ask the participants to go to a flip chart that has a question that they would like to work on today. Once they do, move people around, to make sure that there are approximately the same people at each flip chart (3-5 is best) and that the females and males in the room are spread out.

**3 Teams Carousel Around the Room Adding Post-its to Each Chart**  
These small teams do NOT begin putting post-it notes up on their flip chart. Instead all the teams (armed with post-it pads and pens) are moved one station clock-wise from their choice question, to begin there.

**4 Rules at Each Station**  
Remind everyone of the rules: one idea per post-it, print clearly, no discussion: After a minute or so at each station, the leader tells the teams to rotate to the next station. They keep "carousing" around the room like this until they get back to their home flip chart station.

## 1.2.2 How do we increase section meeting / workshop attendance? (Tom B facilitator)

- Provide incentives
  - Offer more points
  - Discount promotion
  - Allow “free” guest
  - Reward attendance
  - Bounty for guests
  - Bring a friend
- Change locations:
  - Move meeting
  - Vary days of week
  - Other than Thursday
  - Use demographics
- New audiences
  - Focus on colleges
  - Contact corp members
  - Technical content
  - Competition for peoples time
- VOC topics
  - Strong speakers
  - Factory tours
  - Use case study
  - Interactive topics
  - More deep/dive topics
- Communications
  - Advance schedule notice
  - New advertising
  - Use GoToMeetings
  - Use EventBrite
  - Use mail chimp
  - Use robust marketing
  - Social media
  - Topic overviews on YouTube

## 1.2.2 What new topics or programs are of interest to the members? (Bill H facilitator)

- Quality management
  - Change management
  - Senior management
  - Organization management
  - Quality 101
  - QA engineer development
  - Supplier quality
  - Quality in healthcare
  - Project planning
  - Food safety
  - Supplier relationships
- Quality audits:
  - Preventive action
  - Supplier audits
- Soft skills
  - Presentations
  - Human behaviors
  - Team building
  - Productivity improvement
  - Project management
  - Factory tours
- Standards
  - AS9100/ISO9000
  - ISO risk assessment
  - Metrology
  - Use case studies
  - Interactive topics
  - More deep/dive topics
  - ESD- Ted Dangelmayer
- Quality tools
  - VSM
  - CI processes
  - Quality tools at home
  - 5s at home
  - RCCA
  - Lean for beginners
  - Process simplification
  - Process control
  - Hazard analysis
  - Risk management
  - Six sigma, DFSS, DMAIC
  - QFD
- Process Quality
  - NPI processes
  - Local gov't, Security IT
  - Business continuity

# 1.2.2 What is the best method of communicating with members (Barbara & Maura facilitator)

- Outlook Calendar

physical calendar
outlook calendar link
put all dates on outlook for the year
put topic and month on calendar speaker later (Boston does this)

- Other

Advertize vs other local sections
Online meetings
Yammer (online collaboration tool)
Put link on website to get emails
Attachment to invite friends
Update website regularly
Company contacts to remind

- Email Reminder

Email signups
email
emphasize brief communication
email newsletter
calendar email reminder 2 days before
mail chimp (email)

- Social Media

telephone
wiki (mediawiki)
text messages
Twitter "tweets" brief communication
Reminders to invite non-quality peers and acquaintances
Phone/face to face
Eventbrite (meetings workshops discussions)
Linkedin
newsleter

- Create an App

create an app
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# 1.3.2 Why do we have 120 unpaid members? (Gary B facilitator)

- Ensure contact info is clear

Speakerships, who are they?
have the unpaid list at meetings on entry table
wrong email address (business)
BOD allows carry of non paying people
ASQ slip up
Wrong address/contact info
Baseline date of membership

- Manage renewal process

don't know who else is in ASQ at ones company
is there a process for renewal?
Communication on unpaid status
June renewal is just when section meetings end for the summer
personal communication to ask them (phone call or email from a person)
need reminders
send an email to each person
more people are traveling and miss the communication
noone calls them to remind them

- Get companies to Pay

questions to asq - why do they allow unpaid members? For how long?
companies no longer paying/budgeted
less company paying for professional

- Establish special status

make unpaid memberships get on committee to help senior membership
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- New pricing techniques

Membership fee cost prohibitive
price of membership is getting
send unpaid member incentive
lack of flexible payment plans
lifetime membership
multi-year renewal
discounts for early payments
offer discount for renewal
Unemployment benefit membership?