

Minutes, Tactical-Planning Meeting 2-6 PM CDT, August 4, 1996

Action Items

59. L. Hare (ET 1997 initiative), with ET members. Create dates for accomplishing tasks, by 8/31.
60. I. Sande (Members 1997 initiative), with Members members. E-mail L. Hare with dates for accomplishing tasks, by 8/31.
61. C. Morgan (Education 1997 initiative), with Education members. E-mail L. Hare with dates for accomplishing tasks, by 8/31.
62. T. Boardman (Communications 1997 initiative), with Communication members. E-mail L. Hare with dates for accomplishing tasks, by 8/31.
63. J. Voelkel. Talk with SD to see if we can publish some of their articles in Q&P newsletter.

Roll call

1. E. Boardman
2. T. Boardman
3. Geoff Vining: vining@stat.ufl.edu
4. Pat DeFeo
5. Sue Devlin
6. Roger Hoerl
7. Innis Sande
8. Jeff Hooper
9. Ramon Leon
10. Veronica Czitrom
11. Carolyn Morgan
12. Joe Voelkel
13. Bill Letsinger: letsinwc@a1.engg.umc.dupont.com
14. Jim Hess
15. Lynne Hare
16. Steve Zayac (attended end of meeting)

Agenda

1. Introductions and review of Section Vision, Mission
2. Update on status of plans from '95 meeting

- a. Continuing Education - Veronica Czitrom
 - b. Emerging Technologies - Lynne Hare
 - c. Communications - Innis Sande
 - d. Statistics Division ASQC Liaison - Roger Hoerl
3. Group meetings
- a. Alignment of plans with mission
 - b. Brainstorming and formulation of next steps, reduction to critical few.
4. Group reports and path forward.

Items

1. Introductory Points (Hoerl, Hare)

Objective of meeting: a special meeting for *additional* pro-active work for 1997 (in addition to current plans).

Review of Vision, Mission, and Strategy

2. Update on status of plans from '95 meeting (Czitrom, Hare, Sande, Hoerl)

- a. Continuing Education - Veronica Czitrom
- b. Emerging Technologies - Lynne Hare
- c. Communications - Innis Sande
- d. Statistics Division ASQC Liaison - Roger Hoerl

a. Continuing Education. V. Czitrom.

The following things were done in accordance with the CE Tactical Plans for 1996:

- To have CE courses outside the JSM, we are planning to have a Design of Experiments Continuing Education course at the Q&P Research Conference.
- To understand the types of CE courses that the Q&P membership would find useful, we reviewed the survey Innis Sande sent out at end of 1994. The following number of respondents were interested in CE courses on the following topics:

33 - Quality-related issues (management side, TQM, QFD, etc);
 several requested quality in health and other services &
 non-manufacturing areas

30 - DOE

19 - SPC

9 - Reliability

7 - Practical, case studies

7 - New information

7 - Pedagogy

7 - Multivariate

Many other assorted topics

The courses in highest demand are Quality related and DOE, then SPC, then others.

- To inform the Q&P membership of commercially available short courses, Veronica suggested that we might use our Web site. This suggestion generated a lot of discussion, since Q&P might appear to be endorsing commercial courses. As Ramon pointed out, the Web site can be thought of as a giant file that is easily accessible to many people. At this time, the Web site is probably not a good place for people to make comments on commercially available courses.
- To work with the Continuing Education Advisory Committee (under ASA's Office of Education) and influence ACCE, which we are currently doing by having Jim Hess on the Q&P CE committee and on the CEAC of ASA.
- To co-sponsor CE courses with other ASA sections, which we did at the 1996 JSM in Chicago by co-sponsoring with the Computing Section the course on "Regression Graphics", by Dennis Cook and Sandy Weisburg.

b. Emerging Technologies. L. Hare.

[LH -- please fill this in and expand as you see fit. I could not write down all you said, and received no hard copy from you.]

See 7/96 SD newsletter. Would like resolution later today.

In an article in AMSTAT News, Lynne reported on our earlier efforts to prioritize Web activities. We had asked for responses from readers but got none.. S. Devlin asked for a clarification of ET. Should this not be ET of Quality issues--yes.

c. Communication. I. Sande.

Communication with membership: We have established the Web site, and published many notices and articles in the Newsletter and Amstat News on membership activities, including advertising the location of the Web page and the JSM discussion session.

Networking: We scheduled a networking event at the JSM on SPC and DOE, starring Tom and Eileen Boardman, which gave members the opportunity to share knowledge and experiences with each other (and 13 people came).

List Serve: Problem getting it to fly. SRMS also has a List, but it isn't used much. We need to figure out how to make the horse drink.

d. Liaison with Stat Div. R. Hoerl.

- Information on Stat. Div.'s How-to Books appears on our homepage, and was published in our Newsletter.

- The Stat Div. activities in their Statistical Thinking Tactical Plan were published in the Newsletter, and in Amstat News.
- Partnership for SD to come up with problem driven research areas, which Q&P members might be interested in solving.
- Sue D. has agreed to pursue this, but is changing focus from ASQC to AM(arketing)A, since she is involved with them (but not for ASQC) re customer satisfaction.
- R. Leon pointed out that we could also announce NSF grants, e.g. analysis of large data sets.

3. Brainstorming session on Additional Initiatives (for 1997) (L. Hare)

The results of the brainstorming sessions were four initiatives:

1. Emerging Technologies
2. Membership retention/expansion
3. Improving statistical educational
4. Communication. (Web et al.)

Other points and related from the brainstorming session included

- learning the disciplines of others
- outreach
- how do we make ourselves more relevant?
- appeal to the values of managers: customer satisfaction, yield improvement
- improve the image of statisticians
- newsletter/proceedings: members *receive* something
- money comes from dues, primarily (proceedings too, but this just about nets out with costs)
- sample the non-members
- appeal to non-ASA members
- interview people who left (J. Hooper did this as Chair)
- get industrial funding sources to attract academic types

Groups were then formed to create the purpose for each initiative and to list 3-4 action items for each initiative.

4. Group Reports and Path Forward (Group Leaders)

Each of the leaders need to send L. Hare due dates for action items by 8/31.

1. Emerging Technologies (L. Hare, leader. Other members: S. Devlin, G. Vining.)
 - a. Purpose: to help develop and disseminate emerging technologies. The operational definition of an ET: a developing tool that ma take us to next plateau in quality improvement. Examples of ET's: group ware, current literature.

Features:

- overlaps into education
- lag between development and application.
- Opportunity in minimizing that lag. Example--an emerging technology can easily be 2 or more years old before it is published, and several more years older before it is in wide use.

b. Actions:

1. list ET's.
2. Conference call and e-mail to formulate plans.
3. Letter to AmStat news

2. Membership retention/expansion (I. Sande, leader. E. Boardman, J. Voelkel).

a. Purpose: increase member satisfaction so that people want to be members.

- Retain members.
- Attract new members.

b. Actions:

1. Tell members what we do with their money (Newsletter costs, Proceedings, ...).
2. Publish controversial items in newsletter and invite comments. Examples: Six sigma, Cpk. Publish comments.
3. Contact defectors and find out why they left.
4. Conduct follow-up member survey by e-mail
 - why they joined
 - what we do right/wrong
 - what we don't do that we should
 - CE topics
 - Demographics

This will be primarily a multiple-choice survey using information from the earlier survey. Questions about sample or complete list and whether to offer a raffle are to be determined.

(Also discussed was getting a new e-mail list in, e.g. 2 years to see who defected. Then use this to send email to them for reasons.)

3. Communications (T. Boardman, leader. R. Leon, R. Hoerl)

a. Purpose: to facilitate better communication between

- section and members
- members to each other

b. Actions

1. Active columnist/editors
 - Web
 - Newsletter
 - Moderated (?) list E-mail

- Key insight reports to others
- 2. Joint mini-paper editor for newsletter (SPES/Q&P)
(for Joe V. -- see about publishing papers from ASQC's Stat Division.)
- 3. Cooperate with other tactical plans to provide tools to reach members.
- 4. Education (C. Morgan, leader. P. DeFeo, J. Hooper, J. Hess, V. Czitrom, B. Letsinger)
 - a. Purpose: To champion the use of statistics and quantitative approaches for quality and productivity by improving the content and delivery of education and training for
 - Q&P members
 - Other ASA members
 - University students (statistics, engineering, business, public administration)
 - Practitioners in the areas of statistics, business, management, engineering, public administration, and marketing.
 - b. Actions:
 1. Improve the effectiveness of Q&P members by offering non-technical courses on topics such as financial management and communication (dealing with people, effective presentation, effective writing).
 2. Continue ASA continuing ed. courses at ASA meetings.
 3. Joint development with technical experts in other disciplines, to provide short courses, presentation, etc. at professional meetings of other organizations.
 4. Build on alliance with ASA Stat. Ed.
 5. Identify a university to partner with, to improve first statistics course for non-statisticians.

5. Other comments captured at the meeting

- L. Hare --re moderated discussions on the Web with Joan Rosenblatt. Ex's--massive data sets (e.g. 10 GB), non-numeric data. URL available...
- T. Boardman--need people who are truly interested in the topic.
- R. Leon--Web as a common filing system, an archive, for the organization. Secondly, a place to search for information.
- T. Boardman -- for ex, Wall St J has listing with info on stocks. But you need to look for it. It won't automatically send you information.
- G. Vining--yes, but search engines very powerful too.

6. Reflections

What went well:

- had fun
- All facilitated and participated
- Good brainstorming and breakouts

- Took turns talking

Needs improvement:

- price of coffee
- lost focus. Jumping in conversations, getting ahead of ourselves.
- scheduling vs. section events (meeting ran into Cox's talk, e.g.)