

Minutes of the Q&P Tactical Planning Meeting on August 05, 2001 from 1:00-5:00 PM (EDT)

Attendees (in alphabetical order)

T. Boardman, R. Carlson, F. Faltin, L. Franklin, W. Guthrie, N. Hubele, C. Jennings, E. Lagergren, R. Leon, A. Neff, T. Robinson, G. Stimely, L. Vance, G. Vining, E. Walker

Agenda

1. Welcome and Introductions
2. Review of Q&P's value proposition to its members
3. Responding to the changing quality landscape: respective roles of Q&P, ASQ
4. Looking Forward: Actions Q&P can take to pro-actively shape the future of statistics, e.g., influencing accrediting bodies
5. Update: progress against Y2000 Strategic and Tactical Plans; discussion of potential Strategic and Tactical Plan revisions/updates
6. Review BB Body of Knowledge prototype; should Q&P develop a standard course presentation on the BB Body of Knowledge? (*May be deferred to Monday EC meeting*)
7. Such other business as may be brought before the floor

Welcome and Introductions

Review of Q&P's value proposition to its members

Fred started the discussion of this topic by noting that at the meeting held at the QPRC this past June like, "What do we do as a section?" and "Why would someone want to be a member?" came up. Fred also provided a handout including excerpts from the Q&P web page and other statements about Q&P and its activities that he thought would stimulate discussion. One observation about the handout was that every item was linked to a page on the Q&P web site except the opportunities Q&P offers for networking with like-minded professionals. Based on this initial observations and another question about what Q&P does that is just for members, the suggestions were made that Q&P might want to offer members a chat room for discussing a broad range of topics or a geographically-oriented directory of members which people could use to make local contacts. Not everyone was enthusiastic about a chat room and it was noted that Q&P had a chat room earlier that did not do well. Others thought the failure of the earlier chat room might have been due to timing. The idea of the geographic directory, which was described as a "virtual Q&P section for your area" seemed to be more broadly accepted by the group, though there was some concern that ASA's mailing lists might not be complete enough to implement this idea.

The discussion then moved on to examine what else Q&P does for its members. Several quality and productivity activities or events funded by Q&P were given as examples of services offered to members, including the support for the Gordon Research Conference, the Fall Technical Conference (FTC), statistics in schools, Mary Natrella scholarships, and the additional honoraria for JSM short course instructors. It was noted that many of these activities are ad hoc and are funded yearly with the approval of the Executive Committee. Some worry that this was responsive rather than proactive was expressed though the general

agreement seemed to be that a mixture of permanently funded programs and ad hoc programs gave Q&P the flexibility to make the most of its budget.

Further discussion about what Q&P can offer its members exclusively, and whether or not that type of service is currently needed, followed. Suggestions included password protecting the Newsletter on the web so only members could access it, email notification of new items on Q&P web site, and offering fee-abatement for Section-sponsored activities. One specific fee-abatement proposal was to offer members \$25 off registration for the QPRC. This was felt to be legally possible with the imminent separation of the QPRC from ASA oversight, but possibly expensive. It was also felt that if members received a discount, QPRC attendees affiliated with any corporate cosponsors should receive the discount too. After more discussion of this topic the suggestion was made that maybe a better way to implement something like fee-abatement would be to offer all attendees of the QPRC and/or FTC a discounted membership in Q&P or to offer membership discounts to members of the ASQ Stat Division. Another related idea that surfaced during this discussion was to survey attendees of the QPRC and FTC to ask them what would interest them in the Section. This idea was enthusiastically received though it was noted that we would probably also need a better brochure about Q&P to do this effectively.

The discussion then moved on to ways to use our web site to better get our services out to members. One specific suggestion was to put videos of prominent Q&P-oriented talks on the web or offer them at cost on CD's. Points made in the discussion of this topic included the best technology to do this sort of thing (streaming video or video cassette), the market for these types of materials, level of effort required from Q&P volunteers to implement this, and coordinating with ASA. It was decided the first step in this process was to get a listing of what video tapes and other similar materials ASA currently has and put this on the Q&P web page.

Finally it was agreed that we should continue to think about this and not limit this topic to a single meeting.

Responding to the changing quality landscape: respective roles of Q&P, ASQ

Fred started the discussion of this topic by noting that it is a continuation of a topic covered by teleconference and at QPRC. His goal was to take this discussion as far as possible to try to get to closure, recognizing that this is a big issue. He then expanded on the topic to bring everyone up to date, saying that it was recognized by many on the Q&P Executive Committee that ASQ Stat Division calls itself a non-profit organization but acts much like a for-profit organization. As discussed previously, that leaves Q&P as the only non-profit professional organization with a quality and productivity mission. The question is, does this mean that we need to do anything different because of our new status? As the liaison to the Stat Division (SD), Geoff noted that the two groups have achieved separate identities, technical/academic statistics (Q&P) versus stat-oriented management (SD). Cheryl pointed out that the SD does not even have a statistics text as recommended reading in their BB training. Geoff agreed that Q&P needs to take a leadership role but pointed out that ASQ still does things that we need. For example, they are working on the general role of statisticians in business, something that Q&P does not want to redo. Geoff went on to note that we need to focus on what we think a quality and productivity professional organization should do and do more of those activities that are of the greatest public interest.

This led Fred to ask whether or not ASA gets asked when a statistically-oriented issue arises in Congress and why does Q&P not get asked when that is relevant. Tom suggested that the best way to get Q&P in that loop would be to sit down with the new Executive Director of ASA and let him know what we are willing to do in response to requests for information. Geoff replied that he didn't think Congressional staff even

contacted ASA. It was agreed that we need to make sure ASA's expertise is well-publicized by letting the Executive Director of ASA know our concerns.

The discussion then moved on to what Q&P might accomplish by starting new publications, if necessary, to better cover quality and productivity issues. Fred asked the group how they thought Technometrics, JQT, and other journals were doing in representing these issues. Ramon responded that he thought there would be room for a journal that publishes expository industrial examples. That idea was recognized as something the group would like, but it was also noted that when it was tried in the past it was not successful because industrial statisticians did not have the time to devote to developing examples for publication. After further discussion, however, the idea was clearly still attractive to the group. Ramon then made the proposal that there is now a niche for an electronic journal that we could start now, patterned after Statistical Science. This proposal was enthusiastically received and it was agreed that we would discuss how to best use electronic journals to deliver Q&P members in the planning meeting next May. Tom then suggested the prior to that meeting someone should talk to the group who started the Journal of Statistics Education online to learn about their experiences, which Lonnie and Ramon agreed to do.

Fred then suggested that Q&P should reach out to dissatisfied ASQ members in some way. LeRoy agreed and thought this could be done so by promoting the Q&P sponsorship of QPRC and the FTC. It was generally agreed then that the issues of promoting Q&P at conferences and the use of discount memberships, as discussed earlier in another context, also relate to the current topic. Targeted mailings were suggested as another way to start reaching out. The QPRC attendee list was felt to be a good place to start. It was then agreed that a committee would be formed to explore all of the possibilities for reaching out to dissatisfied members of the SD and possibly other similar groups. Fred and Geoff agreed to be on the committee and Eric suggested that Ron Fricker would also be good. Fred agreed to ask him to also join the committee.

Looking Forward: Actions Q&P can take to pro-actively shape the future of statistics, e.g., influencing accrediting bodies

Fred introduced this topic by noting that several of the networking and Q&P promotion ideas already discussed also touched on this area, but he asked if there are still other ways the Section could shape the future of statistics. Discussion of different ways to promote applied statistics departments (or programs) by publication of applied statistics salaries and trying to influence accreditation bodies and groups that publish departmental rankings to acknowledge applied statistics followed. One specific suggestion, in lieu of getting US News and World to differentiate between different types of statistics departments, was to have Q&P or ASA provide differentiated departmental rankings. It was eventually agreed that many people would like to pursue the idea broadening the ranking criteria for statistics departments and that an ad hoc committee should be formed to develop the different ideas discussed here. These ideas would then be brought to the Executive Director of ASA when we talk about other items with him. Geoff, LeRoy (tentatively, depending on his time commitment as Treasurer), and Esteban agreed to form this committee.

Update: progress against Y2000 Strategic and Tactical Plans; discussion of potential Strategic and Tactical Plan revisions/updates

Fred provided a handout and suggested that we cover this at the Executive Committee meeting if possible or think about what we need to do to update the Strategic and Tactical Plans. He reported that he will try to come up with suggestions by the end of September and requested everyone to look at the two current Plans

and send him feedback. (This topic was then tabled. Discussion and action items are listed in the Minutes of the Executive Committee Meeting.)

Review BB Body of Knowledge prototype; should Q&P develop a standard course presentation on the BB Body of Knowledge?

Tabled until the Executive Committee Meeting.

Such other business as may be brought before the floor

(Eric) All Electronic Newsletter

Eric opened this topic with some background on the issue and the results of talking to Brian Yandell, the editor of Amstat Online. After a lot of discussion on the pros and cons of going to an all electronic Newsletter, including the different formats that might be best, members' reactions, and the appropriate timetable, it was decided to go with electronic publication of the Newsletter (pending SPES agreement) when 80% of Q&P members had listed their email addresses with ASA or by December 2002 whichever came first. The initial format will be an email with links to the pdf version of the Newsletter on the web and links to headlines of the major articles. An article will be published in the December Newsletter to alert members to the change and give them a chance to submit their email addresses to ASA. Postcards may also be sent to member to notify them if desired. It was further agreed to continue to work with other groups within ASA to push ASA staff to provide good web support and tools for a fully electronic version of the Newsletter that is richer than pdf. Esteban and Will agreed to discuss electronic publication of the Newsletter with SPES and at the COS Publication Chairs' meeting later this week.

New Action Items from this Meeting (All deadlines are for the date of the next meeting unless otherwise specified. More urgent deadlines are marked in red.)

1. (FF and RL) Obtain a listing of the video tapes and other similar materials the ASA has for loan and publicize via the Q&P web pages.
2. (ESL, FF, LV) Meet with the Executive Director of ASA to express our concern that ASA's expertise is not well-publicized among all of the constituencies we could usefully serve. This task probably cannot be finished until after the next meeting since several of the other action items listed here have to occur prior to this and more discussion may be needed.
3. (LV and RL) Contact the founders of the Journal of Statistics Education to learn about their experiences for discussion at the next Planning Meeting in May.
4. (FF and GV) Form a committee to explore ways to reach out to dissatisfied members of SD and other groups. Contact Ron Fricker and ask him to also join the committee (FF).
5. (GV, LF, EW) Form a committee to develop the different ideas discussed in this meeting on departmental rankings for discussion with the Executive Director of ASA.
6. (EW and WG) Discuss moving to all electronic publication of the Newsletter with SPES and at the COS Publication Chairs' meeting.
7. (EW) Write an article for the December issue of the Newsletter publicizing our plans for electronic-only publication of the Newsletter and providing information on how members can update their email addresses with ASA. **The deadline for this is the end of October, for December publication.**