

Minutes of the Q&P Tactical Planning Meeting on August 10, 2004

Attendees (in alphabetical order)

Christine Anderson-Cook, Necip Doganoksoy, Martha Gardner, Will Guthrie, Norma Hubele, Ramon Leon, Christina Mastrangelo, Sharad Prabhu, Tim Robinson, Jennifer Van Mullekom, Lonnie Vance

Agenda

1. Welcome and Introductions (15 min.)
2. Discussion of Section Membership (30 min.)
 - a. As of 8/1/04: 754 members (291 Q&P; 463 Q&P/SPES)
 - b. Last year: 815 members (304 Q&P; 511 Q&P/SPES)
 - c. Joint Survey with SPES?
3. Review results of Strategic Plan (60 min.)
 - a. Top three items: Items 2, 6; then 1, 9.
 - b. Short course development process.
4. FTC Joint Sponsorship Agreement (30 min.)
5. JSM – Q&P sponsored programs (15 min.)
6. Wrap up (5 min.)

1. Welcome and Introductions

Christina and Angie announced that David Farrell had started as Council of Sections Representative this year and that Necip Doganoksoy had started as Continuing Education Committee Chair.

2. Discussion of Section Membership

As noted in the agenda, there are now 754 members in Q&P, 291 members of Q&P only and 463 joint members of Q&P and SPES. These numbers are down from last year, when there were 815 members, 305 Q&P only and 511 joint members. The general consensus was that it seems like membership has been going down for the last several years. Christina wondered if we needed to do something about this decline or if it was normal fluctuation. In answer to the question, “What do members get from Q&P that is not available to non-members, the two primary items that were mentioned were sessions at JSM and networking opportunities (including the Mixer, which is also open to SPES members). With regard to sessions at the JSM, Tim and Christine explained that Q&P gets a

certain number of invited sessions to organize, then other sections co-sponsor if they are interested, so we don't really have sessions sponsored solely by Q&P very often. New ideas for attracting members included soliciting session topics from the members more widely (although Jennifer reported that she had sent out a request to the members and had only gotten a few responses), offering a discount on JSM registration, promoting our section at primarily Q&P sessions, distributing the our simple section brochure in the QPRC and FTC information packets, sending a brochure to all student members of ASA, and giving free memberships to any students who would like join. After discussion, it was agreed we would investigate sending a brochure to all student members of ASA. Angie also said she would get the brochure from Mark and make sure it is in the FTC binders.

Christina also asked what the group thought about the proposed survey of members with SPES and reported she had been in contact with Joanne Wendelberger, the chair-elect of SPES, on this topic. Lonnie reported that we had given SPES feedback on their survey, which we thought we would do with SPES last year. It was agreed we should pursue the survey with SPES, with the caveats that we should be as clear as possible on our objectives, keep the survey simple, and to make sure we get detailed information on what industries our members are working in. Lonnie and Christina agreed to follow-up with SPES on the survey after Christina sends out the current draft to the Executive Committee for feedback. Christine and Ramon suggested that we should also try to survey non-members via a survey at our JSM sessions or piggybacking on the ASA Newsletter. Christina agreed check with ASA staff on the options for doing an overall survey and what type of ASA review would be needed to do that.

3. Review results of Strategic Plan

The top strategic planning items were consistent short course offerings, improved exchange of ideas between researchers and practitioners, and general improvements in communication.

Necip handed out information on the ASA process for soliciting short courses. After outlining the process, Necip asked how we have done in the past on the short courses. Norma said that we have only lost money once, even though we also augment the honoraria. Christina said that it seems like a lot of money is taken in and the instructors and Sections don't get a lot. Necip said that formula for costs had a lot of ASA overhead built in. After some discussion of the financial aspects of offering short courses it was agreed that we should look at short courses at JSM and FTC (QPRC short courses are typically offered by the local committee and QPRC is financially separate from Q&P now) as a service to members, rather than a money-making venture. Norma did agree to ask ASA about the accounting for our courses, however. Most people do not choose short courses by section, but by topic. General methodology courses tend to be most popular. Necip said that a major problem with our short course curriculum right now, is that we don't currently have anything in the pipeline for next year. Angie said that she and her fellow instructors were willing to do their course next year again. Other ideas for a JSM short course included Chris Nachtsheim's course

from last year's QPRC for the JSM next year or a GLM for Q&P course. Potential instructors for a GLM for Q&P course might include Doug Montgomery, Ray Myers, or William Brennehan. Christina reminded everyone that we are also on the hook for an individual short course at FTC next year. There is an FTC short course coordinator who is supposed to work the CE chairs of all sponsoring organizations. Other ideas on the short course program included giving discounts on short courses to Q&P members, linking the offerings at JSM and the other conferences, and trying to get new members via our short courses.

Christina also asked what ideas people had on the communication between researchers and practitioners. A problem presentation is what a few people had in mind. Ramon said maybe we should ask practitioners to present data sets, rather than problems. Formulating problems is part of the problem in many cases. Angie said a lot of practitioners cannot easily share their real data. Necip and Christine said that both problems and data would be valuable, because some things are better formulated one way or the other. Christine also suggested that the problem presentation should be followed by a mixer (or breakout session) where individuals could discuss the presentations. Then a follow up could be held the next day after people have had a chance to think about it. Norma said maybe we could use this as a membership perk. We could do a poster session where members could present and then meet for discussion. Sharad suggested that we solicit problems in advance and then distribute them to some people (experts or all comers?) to work on and present their solutions. Christine said that it might be hard to get people to present problems. Jennifer said that at Dupont they would like to do something like this since they don't have time to pursue everything they come across. Christine said that finding panel members might also be difficult. Ramon said we should cast the session as interesting problems or open research questions might be good. Christina asked when we could do this. She thought that trying it at QPRC might be good because of the smaller size and more control over the conference. Tim thought the poster session idea might be a good place to start to keep things simple. Angie reported that this year's QPRC poster session were not well attended or popular. We would also need to coordinate with the QPRC steering committee. It was agreed we would discuss this with Jeff and Chris. Jennifer, Christina, Norma, and Tim will discuss this further and present it at the next QPRC teleconference.

4. FTC Joint Sponsorship Agreement (30 min.)

Angie reported that our suggested changes to the FTC contract were well received (except for complimentary memberships). We will discuss this further this afternoon. Christina asked what we would need to vote on the contract this afternoon, a summary or rereading. We would be responsible for \$3500 seed money etc. Tim suggested that it would be better if we all had the contract, in addition to the summary, to make sure that the responsibility would not fall on too few people. Angie suggested we review copies of the contract and financial impact today and then agree to vote offline soon after. Martha said that she had not been contacted for any 2005 planning yet. They are waiting until the contract

is signed. After some discussion, it was agreed we would review things this afternoon and vote it we can. If not, we'll vote later.

5. JSM – Q&P sponsored programs (15 min.)

Not discussed.

6. Wrap up (5 min.)

Ramon mentioned that we need to arrange to pay for maintenance of the web site (about \$200-\$300/year). Norma suggested we should split the cost with QPRC, since their web site is connected. Norma suggested we should pay quarterly. Ramon said the designer only bills yearly, however.

Christina asked everyone to think about nominations for Chair-elect, Program Chair, and Publications.

Action Items

1. (?) Investigate sending the Q&P brochure to all student members of ASA.
2. (Angie) Include the Q&P brochure in the FTC binders.
3. (Lonnie and Christina) Follow up with SPES on the survey of members after sending out the latest draft of the survey to the Executive Committee (Christina)
4. (Christina) Check with ASA on the options for doing a survey of the general membership.
5. (Norma) Ask ASA about the accounting for short courses.
6. (Jennifer, Christina, Norma, and Tim) Discuss a problem or data session at the QPRC with Jeff Hooper and Chris Nachtsheim and report back to the Executive Committee.
7. (Everyone) Suggest candidates for Chair-Elect, Program Chair, and Publications Officer.