

# Stat *E-Zine*

ASQ Statistics Division's Electronic Quick Information News Source

## The New ASQ Logo



## ASQ is Redesigning Itself How Do Divisions Fit In?

At the recent Division Affairs Council meeting in November a new membership model was discussed. ASQ is looking for input and opinions on the new concepts. A short summary of the new membership model is listed below for your attention. For more information on this new concept check the ASQ home page under "More on this story...[ASQ Proposes Living Community Model](#)."

## Living Community Model Design Principles

The Society should be responsive to the needs of its members and customers, and The Member Model should be expansive in scope giving the member:

1. Multiple points of value (different members with different needs at different levels);
2. A variety of membership options along a continuum from consumer to "elite" (still searching for a better word);
3. Short-lived and enduring elements, allowing for freedom of choice, self-forming communities, accessible via local interaction and virtually; and
4. Virtual and traditional experiences.

The existing traditional membership type should not be eliminated, but retained for those who still desire it. Members should be allowed to partake of the uniqueness of ASQ that will provide a sense of belonging of the member's choosing. The model should support two primary motives for becoming a member:

1. Derive personal/professional value from membership, and
2. Support an identifiable and laudable effort being conducted by ASQ on behalf of society and the quality movement.

Member units should be viewed as forms of community that offer the member a variety of choices, some self-selecting rather than prescribed(?). The primary focus of the Society will continue to be on providing value for members, with value perceived by the receiver, not the provider. The Society should be unified around a single Vision, while membership should be inclusive and encourage diversity. Membership should reflect the global nature of the Society. The focus should be on people rather than products or services.

## Living Community Model Key Concepts

The Design Team worked forward from the overall assumption that to be successful a new member model must advance the ASQ vision. Additional assumptions that drove the discussions required a new member model to:

- Be inclusive and encourage diversity;
- Enhance ASQ's economic viability;
- Provide for a public source of information about quality;
- Focus on developing communities of practice;
- Include special interest groups and local entities;
- Embrace concepts that will be applicable to all individuals interested in quality, anywhere in the world; and
- Fully reflect the Board-approved Design Principles.

### Key Concepts

1. Multiple avenues of access
2. Varying degrees of involvement determined by individuals
3. Multiple relationship options
4. Mass customization
5. Establish member and customer communities

## Living Community Member Model

Category 1	Forum Member
Category 2a	Affiliate Member
Category 2b	Student Member
Category 3	Individual Member
	• Senior Member
	• Fellow
	• Honorary Member
Category 4a	Association Member
Category 4b	Corporate Member
Category 4c	Corporate Sponsor

Welcome to the second issue of the ASQ Statistics Division's E-Zine. Our E-Zine will be a quick source of current news emailed to you monthly or whenever up-to-date news is available. We hope this to be an important member service providing timely information to help keep you employable. The mailing list will initially be Stat Division members who have opted in to receive division publications.