



## **ASQ Board of Directors Approve Dues Increase For Fiscal Year 2010-11**

***Talking Points and Context***  
**November 13, 2009**

**Following a careful review of the business case, member and membership impact factors, and all relevant data, the ASQ Board of Directors today voted to increase individual member category dues to begin with individual member renewals and new members as of July 1, 2010.**

**The modest dues increase balances the increased expense to provide current and forthcoming member services, the need and opportunity to provide and communicate additional value to dues-paying members, and assure the short- and long-term viability of the Society as a whole.**

### **Key Factors Influencing Dues Increase**

- ASQ policy, referencing the U.S. Consumer Price Index (CPI), guides the ASQ annual dues review process and increase parameters; this year's analysis showed about a 4% increase, or about a \$6 increase on the Full Member category or just over 1 cent/day US.
- The cost to deliver the benefits and services of an ASQ membership has increased approximately 6% in the past year.
- At the same time, ASQ staff has made nearly a \$4M reduction in overall business expenses in the last year. No change in dues, and the implications for revenue, would necessitate an estimated additional 8% reduction in headquarters' operating expense.

Specifically, the Board approved the dues increase:

- To maintain and elevate member value and stay ahead of the costs to implement new member benefits, technologies and services related to the ASQ Learning Institute, ASQ Knowledge Center, and the new community engagement software;
- To meet the needs of future investments for strategic initiatives, e.g., Social Responsibility, globalization of ASQ, Web site redesign, and improved association management software tuned to better respond to individual member needs.
- To engage in efforts to increase the value provided to and by ASQ members and the greater community, including growing the community of quality professionals and practitioners and the ASQ Quality Body of Knowledge (QB)k)

**The board also examined considerable data and concluded that the current downturn in retained members is not relative to price considerations, and that there is no historical correlation between ASQ dues increases and decreased retention.**

**“In these days of sacrifice and continued economic challenge, we all need to pitch in,” said Roberto Saco, ASQ chairman. “While a dues increase is a tough message for members, this revenue helps the Society serve the needs of members who find themselves in dire circumstances, including those without a job. We are doing all we can to contain costs and improve--and communicate--member value and services for dues paid. We continue to work to improve member retention, expand the membership base, and grow the Quality Community globally.”**

## FY 2010-11 Dues

The table below illustrates the 2010 dues for individual and organization membership types, effective July 1, 2010.

### Individual Membership Types

Category	2009-10 Dues	2010-11 Dues	\$ Increase	% Increase
Full (formerly Regular)	\$129	\$135	\$6	4.6
Senior	\$129	\$135	\$6	4.6
Fellow	\$129	\$135	\$6	4.6
Associate	\$74	\$77	\$3	4.1
Forum or Division Only	\$31	\$31	\$0	0
Student	\$25	\$26	\$1	4.0

### Additional Context: ASQ Dues Governance Policy

In compliance with ASQ Policy and Procedure [F 10.01](#), the annual review of the establishment and collection of ASQ's membership dues was completed. This review calls for a formal analysis of the calculations that make up the dues model. ASQ staff prepares an annual analysis of the dues structure for the treasurer. Per policy, the analysis may include but is not limited to the following:

- A calculation to determine a Consumer Price Index (CPI) adjusted dues forecast
- A cost model to approximate the cost of providing an ASQ membership and associated benefits
- A comparative market survey of other professional societies and/or other engineering societies

The policy recommends making small incremental changes on a regular basis rather than substantial changes on an infrequent basis. The Board sees its action for FY11 as in keeping with this guidance.

### Additional Context: Results of the Membership Dues Model Review, Past and Current

- The model considers direct and indirect costs to service members in each membership type.
- No dues increases were requested for fiscal years 2005-06 and 2006-07. There had been a substantial increase approved for FY 2004-05, given the then-new Living Community Model.
- To avoid a large-scale increase in future years, a smaller increase was approved in FY 2007-08 and FY2008-09.
- No dues increase was approved for FY 2009-10, though one was recommended, to be sensitive to the economy at that time.
- A thorough review of the membership model, updated CPI and dues comparison to other professional and quality associations led to the recommendation that the ASQ Board of Directors review and approve a membership dues increase to be implemented in July 2010.

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