

ASQ Section 711 Organizational Profile (April 21, 2010)

The Importance of Beginning with Your Organizational Profile

Your Organizational Profile is critically important because

- it is the most appropriate starting point for self-assessment and for writing an application;
- it helps you identify potential gaps in key information and focus on key performance requirements and results;
- it is used by the Examiners and Judges in application review, including the site visit, to understand your organization and what you consider important (you will be assessed using the Criteria requirements in relation to your organization's environment, relationships, influences, and challenges, as presented in your Organizational Profile); and
- it also may be used by itself for an initial self-assessment. If you identify topics for which conflicting, little, or no information is available, it is possible that the Organizational Profile can serve as your complete assessment, and you can use these topics for action planning.

The **Organizational Profile** is a snapshot of your organization, the *KEY* influences on *HOW* you operate, and the *KEY* challenges you face.

P.1 Organizational Description: What are your key organizational characteristics?

Describe your organization's operating environment and your *KEY* relationships with *CUSTOMERS*, suppliers, *PARTNERS*, and *STAKEHOLDERS*.

Within your response, include answers to the following questions:

a. Organizational Environment

1. What are your organization's main product offerings? What are the delivery mechanisms used to provide your products to your *CUSTOMERS (Members)*?

Response:

Offerings:

- | | |
|-----------------------------------|-----------------------|
| • Professional education | • Job Postings |
| • Certification training | • Membership services |
| • Proctored certification testing | • Community outreach |
| • Networking | • Student Branch |
| • Seminars | |

Delivery Mechanisms:

- | | |
|-----------------------------|-------------------------|
| • Monthly meetings/seminars | • Tech Talks |
| • Industry tours | • Mock interviews |
| • Email | • Leadership Conference |
| • Web site | |

2. What are your stated *PURPOSE*, *VISON*, *VALUES*, and *MISSION*?

Response:

ASQ is a global community of experts and the leading authority on quality in all fields, organizations, and industries.

As a Professional association, ASQ advances the professional development, credentials, knowledge and information services, membership community, and advocacy on behalf of its more than 85,000 members worldwide.

As champion of the quality movement, ASQ members are driven by a sense of responsibility to enrich their lives, to improve their workplace and communities, and to make the world a better place by applying quality tools, techniques, and systems.

ASQ Section 711 - Provide the membership with leadership, monthly seminars and other activities to achieve the ASQ mission stated above.

b. Organizational Relationships

1. What are your organizational structure and *GOVERNANCE* system? What are the reporting relationships among your *GOVERNANCE* board, *SEINOR LEADERS*, and parent organization, as appropriate?

Response:

- ASQ international governance through an the Executive Committee and Board of
 - Director form its membership.
 - ASQ Region - Provides leadership through Region and Area Directors.
 - ASQ Section 711 - Provides leadership through the Executive Committee and Section Chair's.
2. What are your *KEY* market *SEGMENTS*, *CUSTOMER (Members)* groups, and *STAKEHOLDER* groups, as appropriate?

Response:

- Market Segments - Quality professionals primarily in manufacturing, service healthcare, an education industry.
 - Customers - ASQ Members
 - Stakeholders - University of California Riverside, California Council for Excellence, and Cal State University Dominguez Hills
3. What are your *KEY* types of *PARTNERS*, and *COLABORATORS*?

Response:

- University of California Riverside, California Council for Excellence, Cal State University Dominguez Hills, Naval Surface Warfare Center Corona, Computer Science Corporation, and ASA Certification sites.

P.2 Organizational Situation: What is your organization's strategic situation?

Describe your organization's competitive environment, your KEY STRATEGIC CHALLENGES and ADVANTAGES, and your system for PERFORMANCE improvement.

Within your response, include answers to the following questions:

a. Competitive Environment

1. What is your competitive position? What are the numbers and types of competitors for your organization?

Response:

- Other professional organizations
 - Other ASQ Sections
 - Work schedules
 - Commuting time
 - Two income family
 - Generation segmentation?
2. What are the principal factors that determine your success relative to your competitors? What are any KEY changes taking place that affect your competitive situation, including opportunities for innovation and collaboration, as appropriate?

Response:

- Providing value for the ASQ
 - Training for certification seminars
 - Monthly seminars/dinner
 - Centrally located and pleasant and safe meeting environment
 - Successful communication through ASQ 711 web site, emails, and section seminars
 - Employment and economy conditions meetings
 - Traffic/commuting
 - Scattered membership over western Riverside and San Bernardino counties
3. What are your KEY available sources of comparative and competitive data from within your organization and industry?

Response:

- ASQ headquarters
- ASQ 711 membership, attendance, and activities
- ASQ training and certifications
- ASQ partners and collaborators
- Area geographic & demographics

b. Strategic Context

What are your *KEY STRATEGIC CHALLENGES* and *ADVANTAGES* associated with organizational *SUSTAINABILITY*?

Response:

- Attendance
- Good seminars (location, food, networking, and programs/presenters)
- Membership turnover
- Staying current with industry and membership needs
- Economic and employment environment
- Loss of push for quality in organizations

c. Performance Improvement System

What are the *KEY* elements of your *PERFORMANCE* improvement system, including your evaluation, organizational *LEARNING*, and *INNOVATION PROCESSES*?

Response:

- ASQ Section 711 Executive Committee (EC) and Chair's annual review and strategic planning process.
- ASQ Section 711EC and Chair's monthly monitoring and planning
- Monthly seminars and satisfaction surveys
- The Quality Management Professional
- Member feedback (Report card)
- Stakeholders, Partners, and Collaborators outreach feedback
- Diverse membership and shared experiences
- Monthly seminars
- Site visits
- Try things outside our comfort zone
- Website, email and verbal communications