WELCOME!

Member Leader Orientation

February 27, 2015
Phoenix, AZ
ASQ Overview
Objectives

• About ASQ
  – Understanding ASQ as a business
• Governance
  – Organization structure
  – Community Development
  – Legal and ethical considerations
Who We Are
What Is ASQ?

ASQ (American Society for Quality) is a global community of people dedicated to quality who share the ideas and tools that make our world work better.
ASQ Mission Statement

To increase the use and impact of quality in response to the diverse needs of the world.
ASQ’s Vision

By making quality a global priority, an organizational imperative, and a personal ethic, ASQ becomes the community for everyone who seeks quality concepts, technology, or tools to improve themselves and their world.
Locations

• Headquarters in Milwaukee, WI
• ASQ Global
  – National Service Centers
• WorldPartners®
One Family of Companies

- ANAB
  - ANSI-ASQ National Accreditation Board
    - ACLASS
    - ANAB
    - FQS
- Exemplar Global
What We Do
Product and Service Offerings

• Membership Offerings
• Quality Body of Knowledge (QBoK®)
  – Knowledge Offerings (information)
  – Learning Offerings (education and training)
  – Certification
• Stewardship of Quality
Membership Offerings

• Membership
• Networking
• Social Networking
QBoK® Offerings

• ASQ Knowledge Center

• Quality Press

• ASQ Learning Institute
  – http://asq.org/learninginstitute/

• Certifications
  – http://asq.org/cert
QBoK® Venues (continued)

- Standards
- Research
- World Conference on Quality & Improvement
  - [http://asq.org/wcqi/](http://asq.org/wcqi/)
- World Quality Month
Stewardship of Quality Offerings

• Social Responsibility
  – http://thesro.org/

• Quality for Life™
  – http://www4.asq.org/qualityforlife/

• Advocacy
About ASQ

Who We Are

ASQ (American Society for Quality) is a global community of people dedicated to quality who share the ideas and tools that make our work work better. With individual and organizational members around the world, ASQ has the reputation and reach to bring together the diverse quality champions who are transforming the world's corporations, organizations and communities to meet tomorrow's critical challenges.

ASQ provides the quality community with training, professional certifications, and knowledge to a vast network of members of the global quality community.

Headquartered in Milwaukee, Wisconsin, USA, ASQ champions people passionate about quality in more than 150 countries. ASQ Global operates National Service Centers in India, China, and Mexico, and has a regional service center in the United Arab Emirates, serving the Middle East and North Africa region. ASQ's global offices provide local access to the quality community, career development, credentials, knowledge, and information services.

ASQ also collaborates with a network of World Partners® spanning 20 countries and further extends its global reach through a network of 22 registered service providers that deliver licensed ASQ training and certification exams in a specified territory and works with QUALI, headquartered in Brazil, to provide...
A Member Leader’s Guide to Governance
<table>
<thead>
<tr>
<th>Governing Group</th>
<th>Purpose</th>
<th>Reporting Relationship</th>
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<tbody>
<tr>
<td><strong>Board of Directors (BoD) (20)</strong></td>
<td>Approves strategic direction, resources, the definition of success, and policy—governs the organization, monitors progress, and serves as ambassadors.</td>
<td>BoD is accountable to ASQ members.</td>
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<tr>
<td><strong>Executive Council (5) composed of the Past Chair, Chair, Chair-Elect, Treasurer and CEO</strong></td>
<td>Serves to support and advise the board chair and coordinate topics and issues of board interest.</td>
<td>BoD</td>
</tr>
<tr>
<td><strong>CEO</strong></td>
<td>Establishes strategic direction in conjunction with the BoD and ensures deployment throughout the organization; has overall responsibility for organizational performance.</td>
<td>Reports to the BoD chair.</td>
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<tr>
<td><strong>Chairs of Member Units (MUs), BoD Committees, Boards, and Councils (Member Leaders)</strong></td>
<td>Deploy strategic direction throughout the membership communities. Section and Technical Community leaders report to the BoD through the Section Affairs Council (SAC) and the Technical Communities Council (TCC). Local Member Communities (LCMs) report to the Global Advisory Committee (GAC).</td>
<td>Report to the BoD chair or the SAC/TCC chairs or GAC.</td>
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<td>BoD Committees, Boards, and Councils (member leaders) provide advice, subject matter expertise, and policy oversight.</td>
<td>Report to the BoD chair.</td>
<td></td>
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<tr>
<td><strong>Management Committee (MC) composed of six Managing Directors (MDs) and the Director of Global Human Resources</strong></td>
<td>Deploys strategy direction throughout the organization and manages day-to-day operations.</td>
<td>MC chair reports to the CEO.</td>
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<tr>
<td><strong>ASQ Global Managing Director</strong></td>
<td>Deploys strategy globally through ASQ Global and the National Service Centers.</td>
<td>ASQ global managing director reports to the CEO.</td>
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<tr>
<td><strong>Member Unit Chairs (300)</strong></td>
<td>Assist with the execution of tactical plans in the role of Member Leader champion, team leader, or subject matter expert.</td>
<td>SAC and TCC chair report to BoD chair. LMC chairs report to GAC.</td>
</tr>
<tr>
<td><strong>Management Group (MG) composed of 19 Managers</strong></td>
<td>Executes the tactical plans that support the strategy and manages key processes and staff.</td>
<td>Reports to the Management Committee/assigned Managing Directors.</td>
</tr>
<tr>
<td><strong>Member Leaders (ML) (3,000)</strong></td>
<td>Perform duties that assist with the execution of tactical plans in the role of Member Leader champion, team leader, team member, or subject matter expert.</td>
<td>Report to the SAC, TCC, or GAC chairs.</td>
</tr>
<tr>
<td><strong>Workgroups (WG) composed of 203 staff</strong></td>
<td>Performs duties that execute the tactical plans as assigned.</td>
<td>Report to the managers.</td>
</tr>
</tbody>
</table>
Community Development

- Works closely with the technical and geographic communities councils, the member units they support, and responsible for online communities strategy
- Works closely with member unit, council, and committee member leaders
Legal and Ethical Considerations

• IRS code section 501(c)(3)
  – Religious, charitable, scientific, educational organization
  – Exempt from most federal taxes

• Integrated member units operate contractually and semi-autonomously
Legal and Ethical Considerations

• Headquarters’ Finances
  – Managed primarily by staff
  – Reported to Executive Council on a monthly basis
  – Reported to Board on quarterly basis
  – Oversight by Treasurer and Board
  – Audited Annually
Finances

• Divisions and sections maintain custody and control over their own “treasuries.”
  – Risk management and guidance provided by policy and procedures
  – Divisions and sections perform annual audit and report finances to headquarters
  – HQ provides accounting services for some divisions
Fiduciary Responsibility

- **Duty of Care**
  - Competency and prudence

- **Duty of Loyalty**
  - Act in the best interests of the organization
  - Avoid conflicts of interest

- **Duty of Obedience**
  - Faithful to the organization’s mission and consistent with purpose and goals
  - Compliant to the organizations bylaws, policies, and procedures
Legal and Ethical Considerations

Risk Management

• Avoid risk from fiduciary duty situations
  – ASQ’s interests first
  – Declaration of conflicts – G 61.00
  – Recusal or resignation to settle ongoing conflicts
Legal and Ethical Considerations

ASQ Ethics: A Three-Pronged System

• Members
  – Guidance, ASQ Code of Ethics
  – Ethics Committee Oversight (Ombudsman)

• Board
  – Guidance, ASQ Code of Ethics
  – Board Provides Oversight (Member Advocate)

• Staff
  – Guidance, ASQ Policy
  – CEO Oversight