

Having Your Say:

2006 ASQ Government Division Member Survey

Listening to the *Voice of the Customer* is among the key basic principles of quality and a proven method of ensuring the strategic direction of any organization is founded on solid ground. In late 2006, the Government Division invited all 1000 members to participate in an on-line survey and tell us what they think. One hundred and four (10%) of our members took the time to tell us how we are doing. Thank you.

Developed by a working team of division members, the survey sought to set a benchmark of performance and help set future direction for the Government Division. While the results are interesting and helpful, the more important outcome is that we have begun a dialogue with you, our customer, in an attempt to deepen your engagement and commitment to the division by increasing value.

The first question we sought to answer was your *awareness, use and satisfaction* with the programs and services offered by the Government Division. As the results demonstrate (Table 1), there is a considerable range of awareness amongst members of the key programs and services. This points to an immediate opportunity; to market – communicate more effectively with members. In terms of use, the newsletter, Webinars and Web site are most likely to be used by our members. Clearly we have an opportunity to increase utilization by working to ensure content is targeted to issues and topics of value and interest to members. To do this we will need you, the members, to find and develop and deliver content; especially in areas of specialization. The satisfaction scores indicate we are truly satisfying (i.e. receiving scores of 4 or 5 out of 5) about ½ of the members who consume our services. Clearly we have room for improvement but at least we now have a baseline to measure future performance. (It will be interesting to compare our performance against other divisions to see how well we are doing as a division compared to our peers)

Table 1: Awareness, Use, Satisfaction of ASQ Government Division Programs and Services

Program	Awareness	Use*	Satisfaction*
Web site	75%	23%	43%
Webinars	86%	29%	50%
Leadership Dialogues	43%	16%	42%
Discussion Board	50%	13%	40%
ListServ	33%	12%	30%
Newsletter	80%	50%	63%

- **Use and Satisfaction scores calculated as top 2 boxes (4or5)**

The next two questions sought to measure how much value you place on being a member of the Government Division. First we asked how likely you would be to recommend membership in the Government Division to your professional colleagues. About half of the respondents say they would. Forty percent indicated they consider membership either

valuable or extremely to their professional career. Clearly we, as a division, have made the grade for a core of our members. However, there would appear to a lot of room for improvement.

- Section 2: Likelihood to recommend membership in the ASQ Government Division to professional colleagues?**
 - 48% likely or extremely likely
- Section 3: Value of Membership to Professional Career**
 - 40% valuable or extremely valuable

The survey next sought to understand the rank order of why members belong to the Government Division. Table 2 below indicates this order of preference. Division leaders found these results very revealing and challenging as there appears to be a gap between member expectations and programs and services delivered by the division. In particular items 1 and 3; *resources and support to my specific industry/interests and courses and training for professional development*. The division leadership is looking for you to help us gain a better understanding of exactly what members are looking for in terms of *resources, support and training*. **Click here to provide your opinion (add link)**.

Table 2

Section 4: Rank Order of Reasons Why Members Choose to Belong to Division

1. Resources and support to my specific industry/interests
2. Newsletter and other publications
3. Courses and training for professional development
4. Networking opportunities
5. Conferences and events

Lastly members were asked to provide comments and suggestions re marketing efforts and how to build ASQ Government Division. Thirty three members took the time to respond. The comments ranged widely but several key themes emerged and are outlined below:

- Key – Common Themes
 - *Improve website – (tools, downloads, success stories etc)*
 - *More outreach – conference, regional meeting participation*
 - *Training – Quality basics, training on application in Gov’t Settings*
 - *Focus on Key areas – DoD, Government Contractors, Local Government and ISO, BPM (Business Process Management)*
 - *Continue with Webinars but clarify cost*
 - *More frequent publication of Newsletter*
 - *Assist with networking*

Based on the feedback received it is possible for the division leadership to assess how closely its current plans and programs align and reflect the priorities of the general membership. Table 3 shows how closely the priorities are aligned.

Table 3

Planned Program Activity (07-08)	Alignment With Member Priorities	Leadership Priority

Webinars (9/yr – 100+ participants per session)	<ul style="list-style-type: none"> • Info and Training • Networking • PD 	High
Government Quality 101 Courses	<ul style="list-style-type: none"> • PD and Training • Basics 	Medium/High
Conferences – Co Participation	<ul style="list-style-type: none"> • PD and Training 	Medium
Leadership Dialogues (1-2 per year)	<ul style="list-style-type: none"> • Networking • PD 	High
Web site Expansion	<ul style="list-style-type: none"> • Member driven content re tools, best practices, etc 	Medium
Discussion Board	<ul style="list-style-type: none"> • Issue specific - 	Low
List Serv	<ul style="list-style-type: none"> • Issue specific 	Low
Newsletter	<ul style="list-style-type: none"> • Info and Training 	High

Implications for Division

Some of the key conclusions that may be drawn from this survey are:

- *There is an opportunity to improve awareness and utilization of existing programs and services amongst current members through promotion and marketing activities.* (i.e. need to implement Communications/Marketing Plan)
- *Content is critical – build it and they will come-* (Web-site, tools, courses etc). Members indicate they are interested in training and information for practical on the job use and professional development.
- *Key areas where Government Division would like to see increased use are: website and discussion board.*
- *Need to better focus content of program activities with interests priorities of members.* Challenge will be to identify key topics and members who will deliver content as service to fellow professionals.

The Bottom Line

This effort to listen to the *Voice of Customer* has proven to be extremely helpful. We now have a benchmark from which we, as division leaders, can measure progress over the next several years. The data and comments seem to indicate we have a solid base from which to build content and a value proposition. However, a key challenge remains to communicate to members and a wider audience how current and future programming will serve their needs and priorities. Most importantly, the survey points to us in the proper direction and begins what will be an ongoing dialogue which will inform and direct strategy – a living strategy.

Have your say --- Contact us at: gordonguy2000@hotmail.com

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