



ASQ SRO Movement

Quality plays an indispensable role in helping companies achieve their social responsibility objectives. Recently, social responsibility has become a prominent focus of the Malcolm Baldrige National Quality Award criteria. In the 2008 ASQ Futures Study, social responsibility ranked as a key leading force of change.

As part of its growing effort to assume a leadership role locally and internationally in the social responsibility movement, ASQ has created the Socially Responsible Organization (SRO) initiative. The SRO initiative looks to help the world understand the value of social responsibility and the critical role of quality to achieve results. By positively contributing to operations that are social, cultural, economic, and environmental, socially responsible organizations can use quality practices to make a difference.

Experts from more than 50 countries are drafting an international standard (ISO 26000) to help organizations understand and address a wide range of social responsibility issues. ASQ is coordinating the U.S. involvement in this sweeping effort, serving as the U.S. Technical Advisory Group secretariat for the standard, which is to be published in 2010.

ASQ also developed www.TheSRO.org to inspire to facilitate a dialogue about the importance of the integration of quality to social responsibility. Social responsibility is an ideology. Quality is the methodology to achieve sustainability and measure impact from existing organizational strategies, systems, practices, and processes.

Quality for Life™

ASQ's Quality for Life™ initiative consists of stories that showcase quality professionals making a difference at work, in their personal lives, and through volunteer efforts. Members share their stories that demonstrate their passion, commitment, and quality skills to make a difference in their communities and throughout the world.

Quality for Life recognizes the humanistic accomplishments of quality. Stories include the use of quality to teach kids about engineering and science, helping an addiction recovery center treat more patients, offering free training and certifications to Philippine workers, and using quality to help the blind in India.

The efforts of those making the world a better place with quality are at www.asq.org/qualityforlife.

Community Good Works

Through the Community Good Works program, ASQ seeks to utilize quality tools, technology, and concepts to effectively, efficiently, and visibly demonstrate the value of quality in community improvement projects and activism while leveraging ASQ's strong volunteer base.

The ASQ Community Good Works program provides grants, along with vital quality expertise, to community-based, nonprofit organizations engaged in local projects. The quality experts use their knowledge and skills to design and implement quality-improvement plans. To date, the program has helped reduce the effects of crime and delinquency; has offered vocational, residential, educational, and clinical services to people who have barriers to independent living; and has partnered with an educational initiative that utilizes Baldrige criteria in the classroom.

For additional information about the ASQ Community Good Works program, contact Jeanine Becker at jbecker@asq.org.