



TRANSCRIPT: ASQE 2023 Annual Meeting of Members

0:02

Good afternoon, everyone or good morning.

0:04

We're depending on where you are located.

0:05

I'm just going to give a few more seconds just to let some of the people get in and then we'll go ahead and get started right away.

0:13

So first and foremost, I'm Michael Sullivan.

0:15

I'm the Organizational Success Manager here at ASQE, and I want to welcome all of you for taking the time today for our Annual Meeting of Members.

0:23

You the member.

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I wanna look a couple of housekeeping things here.

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We did accept some questions up ahead of time that we asked for.

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So we have some questions that were submitted.

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So the question and answer function will not be working today because we've already taken care of that.

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I will also wanna let you know that we are recording this presentation along with these slides that will be made available after the presentation.

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So let's take a look at the agenda that we have today.

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So we have kind of a busy agenda here.

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So a lot of things to cover.

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So we'll give you updates on everything.

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And again, I want to thank everyone for taking the time to attend here.

1:02

And again, just a reminder, recording and the presentations will be made available and any questions that were submitted, we can kind of go over those at the end.

1:12

And with that, you can see on the agenda for today, we're going to be talking a little bit about the connected journey.

1:18

We'll have a governance update, we'll have a financial report, the organizational membership update, the Insights on Excellence (IoE) for some of you who already know that jargon already, certifications, operations.

1:31

And then it'll be a little wrap-up session with the Q&A with me.

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So again, I want to thank everyone for taking the time today, coming to this meeting and taking the time for this Annual Meeting of Members.

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And I'm going to hand it over to Brian.

1:42

Brian.

1:44

Well, thank you, Michael.

1:45

Hello, everybody.

1:46

Thank you for joining us.

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I along with Michael, I want to thank everyone who has joined us and also thank you for your membership.

1:52

It's with your support, we are advancing our mission and providing viable benefits and resources to those we serve.

2:00

Next slide, please.

2:02

If you're not too familiar with us, ASQExcellence or ASQE for short, we are an independent and

complimentary entity to ASQ and our mission is to set the standard for quality driven offerings and insight worldwide, empowering the organizations we serve to achieve excellence.

2:18

And while ASQ has been serving individuals for over 75 years, ASQE supports organizational numbers and we were established as a trade association to provide these services.

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Our vision is to drive US practices and thought leadership to improve organizational success.

2:36

And the primary vehicle for this effort is the Insights on Excellence benchmarking tool and research and we'll talk about that in just a bit.

2:43

Next slide, please.

2:51

So for over 75 years, ASQ has served individuals through education, publication, events and community.

2:58

And now ASQE while we serve the unique needs of global organizations with industry leading and world class certifications and the Insights on Excellence benchmarking tool and research and connecting the two organizations.

3:10

In the middle is the wealth of research provided by the Insights on Excellence, and this research helps subject matter experts and also the ASQ technical communities to put forth content thought leadership to help organizations improve.

3:25

The X that you see there represents ASQConnEx and that is the robust education delivery system that vetted individuals who can train ASQ material.

3:37

So now I'll give you a little bit of background on ASQE.

3:39

I'd like to introduce Mr.

3:41

Jim Templin, ASQE's CEO.

3:44

Jim, thank you, Brian.

3:46

And as Michael and Brian have said, thank you everybody that showed up today.

3:49

Thank you for joining us for the meeting.

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And of course, thank you for your membership.

3:53

The team is really excited today to give you a lot of updates.

3:56

We've had a really several good years and we're on a good path of growth and and development and we'll give you some updates on that as I do every year.

4:05

If anybody's attended this meeting in the past, we do review our structure.

4:09

It's important for you guys to understand how we operate.

4:10

So I'd like to go and present our org chart next and anybody that has been to our annual meeting, you'll see this hasn't changed very much since day one myself, the CEO, we have Michael Byrnes who's the Executive Director of Certification Operations.

4:26

He's going to give you some updates on products that are being updated and released in the next year.

4:31

Bev Scheels, who is head of our R&D, she's primarily her and her team are primarily responsible for the member benefits that are in there in your organizational membership as well as the insights on excellence, which is this amazing body of work that we've been generating over the last four years.

4:47

And then last but not least, Brian, who you've just heard from and he's there to take, he and his team are there to take care of org members as they start up or as they nurture through their org membership.

4:58

Underneath are all the individuals who are on the team.

5:01

As of right now, we have 24 staff at ASQE.

5:05

We are a \$12 million business and we couldn't really operate with 24 staff because we don't have a lot of the key functions on this org chart like IT or accounting or finance or HR.

5:16

How this operates and how this works for ASQE is that we have a shared services agreement with ASQ.

5:22

Since we're in the same facility, we share the same IT infrastructure, but we do based on IRS requirements we do have to pay fair market value for those services.

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So there is a big chunk of the day-to-day operational that we get support from from ASQ.

5:37

Next structure follow strategy.

5:41

Here's our update on our strategy.

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We've been showing this slide for the last couple years and you see we started out in 21 as a build and transition.

5:48

We were building the model, transitioning people over to the new model.

5:51

Again, it carried on to 2022 and then we started expanding with a little more aggressive marketing and recruitment activities.

5:58

This past year our our emphasis has been on engagement and everyone in the association space understands that engagement drives retention and we want you to be happy and we want you to be engaged and we want you to come back year over year or to benefit to get your benefits from oral membership.

6:12

So that's been a big initiative ours this year.

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And Brian will talk to you about some of the statistics.

6:17

We've had great success with some of the opportunities.

6:21

I'll show you in the next slide.

6:22

Just a one-year overview of our strategic plan that we have going into 23.

6:27

Next slide please.

6:30

So this is pretty much a strategic plan on a page.

6:34

Our strategic approach for 23 was engage members and customers by creating unique experiences, products and benefits.

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We really want to be able to offer you something that you can't get anywhere else.

6:43

You can't go buy the services.

6:45

I mean there are things that we sell that you can buy, but we'd like to continue to offer value and offer the

members the opportunity to engage and participate in things like the insights and excellence benchmarking, acquire, engage and deepen in our strategies across all businesses across the bottom.

7:01

And then those were actually our KPIs that are board level KPIs.

7:04

We report on each one of those on a quarterly basis and that's how our team is measured for performance and success.

7:12

Next, governance is a fancy word to talk about oversight and this is really all about how the board operates and, and, and they govern the society.

7:23

Next slide, just a high-level overview.

7:25

Just a reminder for anybody that's not familiar with how a board functions, especially the ASQE board.

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The board of directors is responsible for overseeing the strategic planning, risk management.

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We do have a a very thorough ERM system and we use the risk that's identified in that system to identify what strategic initiatives we'll be working on every year.

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We have a financial aspect of it.

7:48

You'll hear from Barrie Simpson today, she's our treasurer.

7:51

Also oversight on culture.

7:54

We do an engagement survey with our staff.

7:56

Not only is the internal culture important, but the, the ASQE board is also responsible for the culture of the society.

8:02

And so that's a, it's a big initiative that we are always keeping our eyes out open for.

8:07

And last but not least as operations that really is this team, that's me and my team reporting to the board.

8:13

They do provide oversight.

8:14

They do not get in our day-to-day business, but they do make sure that we're keeping things on track by our quarterly board reports and operating, you know, at a financial and, and and a growing perspective.

8:29

Next.

8:32

Every year as we go through there are changes to the board positions roll on or roll off and this year going into 2024, these were the current positions that we had available.

8:42

We just completed a nom-com cycle.

8:44

We had nominations that were put in place and and people applied in the summer.

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This whole process has been closed.

8:52

We will be announcing next week who the chair elect was, as well as we'll have some other announcements regarding member representative directors.

9:03

ASQ Technical Community Council, that's an appointed position.

9:07

The Technical Community Council puts a member of their group on our board so that they can have insights and awareness into the IoE data and that can help leverage the education and events and programs that ASQ is performing.

9:20

So stay tuned on those names next, please.

9:25

First wanna thank everybody that's been a part of our board.

9:29

These are the directors who are finishing up their turn or have already finished up their term during 23.

9:35

Dani Picciotti who has been a part of ASQE before it existed, she was actually on the board that the ASQ Board that put forth the recommendation to separate the two societies.

9:46

She was also appointed as the first chair and then she assumed 2 roles.

9:50

She was appointed and then became chair for two more years and just completed her past chair role.

9:55

So Dani has put in a great amount of work and we can't thank her enough for all of her commitment.

10:00

Every year there's also an ASQ past chair position on the board and this year we'd like to thank Blanton Godfrey, who has was the past chair of ASQ for being on the ASQE Board this year.

10:14

The next couple of names are from our members like yourselves.

10:18

So Rajesh Sharma from Procter and Gamble finished his term and as well as Patti Trap, we will be replacing them through appointments and or elections.

10:26

And then last but not least, Ann Jordan, the former CEO of ASQ, she left ASQ in late May.

10:33

But I do want to acknowledge the help and support that she provided to our team and she was responsible for helping us get ASQE formed and, and up and running.

10:46

And then quickly just a overview of who our 2024 board members are, save for the few names that we're not announcing yet.

10:54

Steve Wilson has been part of our organization from day one and he's done a great job.

10:57

This is his first year as chair.

10:59

We'll have another year.

11:00

Barrie Simpson, who you'll hear from later, this our first year as treasurer.

11:03

And she's just been somebody who's been very engaged and supportive and, and a great member leader at ASQ.

11:10

So we welcome her, her support and help.

11:13

Paco Santos, who is currently the Chair at ASQ, will roll over to our board.

11:19

Fred Martin, Kenneth Giles and Julio Abreu are our member representative directors.

11:24

Julio just joined from Boeing.

11:26

I think this is his first meeting.

11:28

And then Sid Bhatnagar is the interim CEO for ASQ.

11:31

Myself, Sid and I are both ex-officio roles, which means we don't have any voting privileges, but we're there to be able to participate and engage with the board members.

11:44

Next, I'd like to tee up Barrie Simpson.

11:46

She's, as I mentioned, she's our treasurer.

11:49

She joined the board in January and she's done a really nice job of helping move us along and, and we've invited Barrie to give an update to the members on our financial reports for 2022.

12:01

So take it away.

12:02

Barrie.

12:02

Thank you for your, all your hard work.

12:12

Barrie, you might be on mute still.

12:14

You're right, I OK, there I am.

12:17

Can everybody hear me?

12:19

So I'll take it away to the next slide.

12:21

And to begin with, I just do want to reiterate what Jim has been talking about and the the growth and the success of ASQE doesn't happen without a good financial plan and good controls.

12:34

And I really want to thank Jim Monnett and his the Finance Team at ASQE for this.

12:39

So the first thing we'll talk about is the 2022 independent financial audit which was the, we are using a company called Baker Tilly.

12:50

They have done, this is their third audit that they have done for us and they finished the report in May of 2023.

13:00

They are looking and making sure that their audit is in accordance with generally accepted accounting practices.

13:10

And you see some of the key areas of the audit are internal controls, substantive testing of the various types of accounts, a revenue recognition in the proper.

13:22

And this really is calling out the fact that we get money at times for certifications that might not be happening until the next quarter.

13:32

So trying to make sure that we have to recognize that in the right quarter and member dues as well.

13:38

And then the methodology for how we do account for shared services between ASQE and ASQ that Jim mentioned and then the carrying the value of the intangible assets including goodwill.

13:54

And I think the great news is that we did get a clean audit opinion and from Baker Tilley with no significant deficiencies or material weaknesses.

14:07

And so that that's again great testament to the the team, the financial team at ASQE and we will be filing this on at the end of or middle of November.

14:20

I think the other thing I just wanted to add is we have decided Baker Tilley has been the auditor for ASQE as well as ASQ for ASQE over the last three periods.

14:32

We have just engaged in another three-year.

14:37

With Baker Tilley and also they will be the ongoing auditor for the next couple of years for ASQ as well.

14:43

And I think we get some good efficiencies and some good understanding between the two organizations that they've built up that expertise over time.

14:51

So I can go to the next slide.

14:56

So here we're just kind of highlighting the 2022 financial results.

15:02

So you can see on the left-hand side, the revenues, government support is down there because in 2021 we did get government support in the PPE loans.

15:12

We did not get that in 2022, but you can see that we ended with revenues just over 12 million.

15:22

And then on the expense side you can see and we'll show you kind of a snapshot in time, you can see the various expenses that we had in 2022 and where we ended the year, you can see there was a deficit of 736.

15:42

But if you take out these noncash that the amortization of the intangibles and the goodwill, if you take out the noncash aspect of that actually our ending was with a 736 K deficit.

15:59

But in general I think what we're seeing is that we are we are generating good cash flow to be able to run the business and to carry on the good work that ASQE is trying to do.

16:13

And with that I will go to the next slide.

16:17

So here we're showing year to date actuals versus the budget.

16:21

So 2023 is the the the numbers to the left of the gray bar, 2022 is to the right.

16:30

This is actually for the first six months basically through June and and part of the reason for that is I think many of you know that we're moving to a new, a new I think it's called the AMS, the management system.

16:47

And so there's still some work being done sort of truing up all the numbers.

16:51

But I think what you can see here is again we are we have the actuals in that, that first column and then the budget.

17:01

So we are bringing in more today in terms of revenue than was budgeted for.

17:08

And as I understand it and you'll probably hear more from Michael Byrnes, particularly with our certification effort that continues to be a really has been a really strong revenue producer and has been for the past three months that are not recognized on this slide.

17:25

And I think we can expect that to continue the same way into the end of the year and then down in expenses in the same way.

17:35

You can see that kind of where, where we're where we are actually against budget is again tracking very well and very closely.

17:47

And so at the end of the day, the bottom line for 2023 is that we have a surplus of the 762K for 23.

17:59

And if you look in comparison to where we were 20 to you know 2023 to 2022, we 2023 has been another a strong year and is built on 2022.

18:13

So just a call out here on the side, the contract and professional line for expenses is what Jim referred to in terms of the shared service charges from ASQ.

18:23

And then we do have partner payments in the form of pro metric who who services and manages our certification and we can go to the next slide.

18:36

So just to finish up is, you know some of you may have been around when, when when ASQE first served spun out from ASQ and there was a big loan that was taken out the 8.4 + 1,000,000.

18:54

And in that loan there was a balloon payment that was scheduled for 20-30.

18:59

And if we had just done that, we would be paying a 1.8 + 1,000,000 for interest for the life of the loan.

19:09

What you can see and again I think this is a testament to the strong financial position of ASQE is that there have been additional principal payments.

19:22

So we're so ASQE is paying down that loan and so our current loan balance is actually at 4.5 million and the current balloon payment that originally was going to be 3.4 million is down to 530 K that is in 20-30.

19:42

And you can see that we've had some lifetime savings of 690K.

19:47

So I think that's again demonstrating the financial just the solvency of of ASQE and the good management and controls that are in place.

19:59

And I believe I am now turning this over to Brian.

20:04

Yes, Barrie, thank you so much.

20:07

Thank you everybody.

20:08

Hello again.

20:09

I have the honor of sharing with you an update on the organizational membership.

20:13

We are so grateful to be able to serve you as members and wanted to share with you some just some buzz facts and figures that might help you see how we're doing.

20:22

Next slide please.

20:25

As Jim mentioned earlier, one of the KPIs we look at is member retention.

20:29

Well, why do we do that?

20:30

Well, it's we think it's a strong indicator of how well we are taking care of our members.

20:34

Are they coming back?

20:34

Are they renewing?

20:36

We started out the year with a KPI or goal of 73%.

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We're happy to say that we're running about 80.7%.

20:44

Eighty 2%.

20:46

And this is just all that all the things that the whole team is doing in terms of providing great content, you know, ensuring a great experience for certification preparation exams, how well we're responding to members.

21:00

That's that's a big part of everything that goes into this.

21:03

Next slide, please.

21:04

One of the things that we do when we look at retention, we also listen to our members.

21:11

So going into 2023, late last year, we gathered a lot of voice of customer.

21:16

We wanted to find out what was important to our organizational members in terms of our events, because this is a really big area where we see engagement playing a part for not only the people who serve as our contacts, but also their employees.

21:28

So in 2023, we had a few events that we wanted to call out and we hope you've had a chance to maybe join us at a few.

21:36

The one is the Ascend Webinar series, which where we feature subject matter experts focusing on the insights and excellence and actually bringing that data to life to say how it plays out in real-life situations.

21:50

The complimentary event is we call the Engage and Ascend Discussions to the Ascend Webinar.

21:55

And this goes a little bit deeper.

21:56

And this is also a time for members, Organizational Members to meet other Organizational Members and talk about topical discussions related to the Insights on Excellence, Our Insights, our our Excellence Roundtable.

22:09

We hope we had a very special one in May at ASQ's World Conference.

22:14

We were in person and actually featured our chair, Steve Wilson on the panel who talked about the insides and excellence.

22:20

We had a good showing for that.

22:22

We hope you can join us coming up on November 1st.

22:25

We are having our Excellence Roundtable and if you haven't yet received our invitation for that or looking for it, just let us know.

22:32

Next slide, please.

22:35

Thank you, Mandy.

22:37

So how do we do again, Jim mentioned earlier that we're focused on engagement.

22:40

This is all all pointing to the fact that we want our members to engage and and get a lot of value out of their membership.

22:46

Well, we're happy to say that we had an uptick in attendance for our events.

22:51

And So what did we do?

22:53

Well, we looked at, you know, what things like what time of day or do members want to have the events, what kind of content do they like?

23:01

The other thing we did, we invited more people.

23:03

So we so we had our contacts in previous events that were only invited, but we opened it up to all of your employees.

23:09

So most of you on the call or you serve as the contacts for your Organizational Membership, but we've opened it up to more, more people.

23:16

So that's another reason we had an uptick in attendance.

23:21

Next slide, please.

23:25

And we before I leave you here, I do want to say if you haven't had a chance to and if you can join us on November 1st, we are holding the Excellence Roundtable.

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It's going to have a lot of great content for you and your team.

23:36

Please feel free.

23:37

If you have an invitation, share that with your team.

23:40

The kind of layout for the event includes a keynote presentation, a panel discussion.

23:45

We'll focus on the like the topic here is quality methodologies that drive

23:51

sustainability, performance maturity and we'll also have time for breakout discussions and networking.

23:55

So it's a time to learn and also connect with with others.

23:58

So I hope you can join us for that.

24:02

With that, I will hand it over to Bev Scheels.

24:07

Great.

24:07

Thank you, Brian, and you can move ahead, Andrew.

24:10

Thank you.

24:12

So I'm going to provide just a quick update on our Insights on Excellence Benchmarking Tool and our research reports.

24:20

So to start with the benchmarking tool, this was our second year of opening up the tool to our organizational members.

24:28

And we had an abbreviated season this year based on, I think Barrie mentioned earlier that AMS transition that we went through.

24:36

So from February to May is when we were open for member participation this year.

24:44

So as you can see, we had some momentum that we're building.

24:50

Last year we had only 94 participants actually complete the survey tool and this year we had 171.

24:59

So that was an 82% increase.

25:02

And then we also had almost four times the number of people actually invited within a campaign structure within our org membership to go ahead and participate.

25:13

So while we only had 10 orgs, which was a little bit down from last year participating, you can see that the actual number of folks invited was four times from last year.

25:27

And so some of the highlights that I just wanted to call out, we had a, a very large energy and utility company participate this year.

25:36

They had, they actually their campaign had 100 people invited to participate and of those actually 94 completed the survey.

25:47

So that was one of our highest completion rates that we had observed in our two years of running the campaigns.

25:54

So we're very excited about that.

25:56

The other impressive thing was that they based, they're based on five different industries that they represented.

26:03

So we not only got some good information from just like an energy perspective, but we had they had they had crossed other industries as well.

26:15

So we got some strong qualified data for other industries as well.

26:21

Then some other highlights where we had two companies that they participated both so far.

26:27

So another energy company who actually helped us out with some of our promotion this year by providing a testimonial for our 2023 marketing and they had a 93% completion rate.

26:40

And this is exciting because they only had 11 days to participate.

26:46

Their campaign had to be more abbreviated than we typically like look at two or three weeks.

26:51

But in 11 days they had 93% of their participants complete and they there again they had a 5 different industries that were represented.

27:00

So we got some very strong cross cross industry data from them as well.

27:06

And then finally a very large consumer food manufacturer once again participated this year.

27:12

They did increase the number of folks in their campaign and correspondingly the number of respondents also increased.

27:20

So they had a 42% completion rate this year.

27:23

So we're very excited to see some of these folks participating year over year and they can begin to see how some of their aggregated responses and reports, you know, start to see if there's any differences year over year, if they're advancing their agenda in what areas maybe they might need to implement some more action planning.

27:47

So overall, building some strong momentum for that.

27:50

And if you go to the next slide, please, Andrew?

27:58

So on our IoE research report, so happy to announce that we just recently released our 2023 Category Report which is out there online at insightsonexcellence.org, free to download for anyone has high-level insights, sorry, not insights from all of our performance categories.

28:20

And this is based on 2022 data that was collected via our org member participation and some research that we did with Forbes Insights.

28:32

We also just recently released our latest category study on technology and measurements and results.

28:38

And that's an abbreviated document that we just we focus one or two on one or two categories.

28:44

It's a smaller document.

28:46

We use it a lot on LinkedIn to, to get some leads, but also to start getting some more exposure to the IoE data.

28:55

And then we have one last one coming up here in November that we will release on Voice of the Customer.

29:01

So that's coming up in the next month.

29:04

We're also happy to announce that Forbes Insights once again fielded our survey to over 500 of their proprietary database of global companies.

29:15

And so the 1st results from that campaign will be published this December as we always do in our annual report and research highlights.

29:25

So watch for that coming up in December as well.

29:28

And once again, all of these are available on [Insights on excellence.org](https://insights on excellence.org).

29:32

So with that, I'd like to hand it over to Michael Byrnes for an update on certification operations.

29:41

Thank you, Beverly, and thank you everybody for joining us.

29:46

You can go to the next slide.

29:47

Andrew.

29:47

Thanks.

29:48

Before I get into this slide, I wanted to just share with you guys kind of the importance of Certification as a mission for, for ASQE and ASQ.

29:59

It's often reflected on certifications, what we do and what the impact is on society and, and also in the certification department.

30:08

And we look at that impact that it has on individuals and their prosperous careers, their skill enhancement and but often as stakeholders, you don't get to see the entire impact behind the scenes of, of how we reach people and who we reaching the impact it can have on their lives and their livelihood.

30:27

I'll share what you want story of, of that impact, which is our work in the UNICOR federal prison system.

30:36

And we've been working with them for past three years.

30:39

And what we do is we provide testing solutions to inmates that are enrolled in the federal skills training within the prisons so that when they are released that they have a security from jobs, it's in partnership with employers as well that have bought in.

30:57

But it, it, it adds to the reduction in recidivism and the security for their families.

31:05

And the credential that we provide to them is the quality improvement associate with associate, which gives them that skill and and understanding of the impact of quality so that they can be placed in meaningful employment when they are released.

31:19

We administered 225 exams in June.

31:24

And we continue to build and work with those folks in partnership to benefit society and to benefit those individuals in our family.

31:33

We have two more dates lined up for them as well next year.

31:36

So I'm very proud to be in a privileged position working with this fantastic ASQE team to lead certification operations and to build credentials that are more than just credentials.

31:47

They're not widgets.

31:48

They really do have an impact on the people that we serve.

31:52

And, and Speaking of that, we have been growing our operations over the last couple of years here.

32:00

And, and one of the aspects that we're doing is to ensure that our products from the certification preparation and the certification as they update the body of knowledge that the preparation aligns and comes out at the same time as well.

32:13

So I'm pleased to announce we've, we've on boarded a new instructional designer, fantastic individual that has supported our development and serve preparation.

32:22

She's working on her exam banks and we are also taking on board a more active role in our customer care support, primarily because we're testing.

32:33

It requires us to do a lot more touch points to resolve an issue that goes beyond the service you can get with customer care.

32:41

So we have to reschedule work with vendors and troubleshoot and ensure that there's first-time resolution here in that process and we're best able to take care of that within our team.

32:53

And hence we have added a certification coordinator.

32:57

We are recruiting for another certification coordinator and everything there is geared towards exceptional customer service for when things are going well, but also when things go wrong.

33:07

So pretty excited here.

33:09

In terms of products, we've been flat out not only innovating on updating existing products but looking to the future of where there's need and relevant products that have been positioned our way.

33:26

Now one of those is a partnership with the TCC, which is the technical communities with ASQ.

33:32

There is a need and there has been approval by our by our certification council for a new certified construction quality manager.

33:41

We are ready to, it's been a, a process that started well over a year ago with research back and forth, independent research.

33:50

So we have a niche in the market for that product and demand.

33:54

And we will actually kick off the job analysis actually next month in November in partnership with the TCC and a whole host of quality construction manager professionals.

34:05

So excited here.

34:07

Just some things that are coming your way.

34:10

We are updating the recertification requirements in early Q1 2024 in an effort to modernize the actual delivery system and incorporating a more holistic model.

34:25

And, and I won't share the surprise, but it's really about ensuring that we, we are supporting the holistic professional.

34:33

We're removing things such as a cap on professional development and we're expanding a category to giving back, which which if you can imagine, it's volunteering for societies or any society, but it's also a part of participating in your community as well.

34:49

The industry is acknowledging that our communities, how we support them and how we operate is critical for that holistic professional.

34:58

And of course, it does contribute to the overall professional within the scope of the body of knowledge and professional development as well.

35:04

So I'm pretty excited.

35:06

I won't read off everything here, but you can see we've been updating bodies of knowledge and trout the year to ensure that it remains relevant and that the practice since the evolution from the pandemic has shifted as a little bit in certain industries.

35:20

But ensuring that the fair and valid tests reflect current practice is critical to us.

35:29

On the Cert Prep side, here you can see we've released the Yellow Belt e-learning and we are focused on updating our question banks as well, making sure that they are aligned best to the exam experience and simulation as possible of nought.

35:44

We will also be releasing a new live.

35:48

What I mean by that live is it can be led by an instructor or can be delivered on various modalities, which is virtual or in person.

35:57

In January 2024, that was an intellectual property gap that we have that we're excited to bring.

36:03

And of course, we've been working with our ASQ partners as well on our publications to bring anything that's been updated on the certification front into our publication so that our professionals that are studying for exams have the latest and greatest material that's been developed by subject matter experts.

36:22

So one last thing I'll share with you that we're looking at for next year into 2024 is we are looking at micro credentials.

36:30

And so I'm going to bring you a lot more about that.

36:34

We're very excited on the possibilities of not only looking at micro credentials, exploring AI for our test development process, and also exploring AI for how the future of simulated question banks can look for folks that are looking to practice but need a little bit more of A versus B.

36:55

The algorithms now can more tailor to the individual needs versus having a question bank that is the same for everybody.

37:04

So it's adaptive.

37:05

So very exciting stuff with that.

37:08

Thank you so much and it's a privilege to be able to give you these update updates here.

37:13

With that, I'll turn it over to Michael.

37:17

Thank you, Michael.

37:19

So we have a couple of questions here.

37:21

So the first question that I received, I'm going to give it to you, Brian, maybe you can help me here.

37:27

"So why should my organization, I know Bev touched base on the Insights on Excellence kind of giving that year over year that some of our organizational members have utilized the survey as well as the reporting.

37:40

But why should my organization participate in the Insights on Excellence benchmarking survey?"

37:46

Yeah, So this is, remember earlier Jim talked about those unique experiences we want to make available to our organizational members that you can't buy anywhere.

37:55

This is a benefit that we make the benchmarking tool, the the IoE survey is a benefit that we make available only to organizational members.

38:03

So if you haven't had a chance to take the survey, we'll we'll be gearing up here for next year.

38:08

I believe it.

38:08

We're going to kick off in February 24.

38:11

But if you're interested in, you know, getting your team ready for that, please, you know, Michael, I think anybody could let either me or you know, if they're interested.

38:19

But the the survey itself does a couple things.

38:23

One is it helps your organization understand where you are in terms of organizational performance in comparison to others around the world and other industries.

38:32

So you can toggle with the you play around with the report.

38:34

It's a very cool tool.

38:37

The other thing the tool does, it's not just a report.

38:39

It also acts as a resource for you to tap into ASQ resources to help you empower you actually with guidance on where you might think you, you would have could improve.

38:50

And that's where earlier we talked about ASQ Connects.

38:52

That's where that that feature comes in that ASQ provides to help your organization improve.

38:58

So, but if we'll have more information coming out soon for that, but we do hope you take advantage of it of that benefit for your organization.

39:08

Thanks a lot, Brian.

39:09

I actually have another one for you too.

39:11

And actually it touches base a little bit on the slide that Jim talked about our, our goals for 2023 were for engagement and the strategic approach which was that engagement aspect.

39:23

And this question is specifically around that.

39:24

It's, "How can I help my organization engage and maximize the value of its ASQE organizational membership?"

39:34

Yeah.

39:34

And yeah, as you say, that has been a focus of this here.

39:36

And what I would say is please use us as a resource.

39:40

So, you know, I'm just looking at who was on the call.

39:43

You know, we, we know most everybody here, I believe, please reach out to us on how we can help you with resources and tools to help get those out to your team, teams.

39:53

But what I will say is one thing if you haven't had a chance or your teams haven't had a chance to take advantage of it are the events that we make available.

39:59

So this includes not only the ASQE events, but also the ASQ events.

40:04

That are out there there are some some fantastic events coming coming I think in December we have the Women in Quality Symposium that ASQ puts on you get member pricing for that and Lean Six Sigma Conference in first part of the year.

40:18

But apart from that, you know you ASQE serves up content we talked about earlier.

40:23

The Ascend Webinar series and Engage and Ascend Discussions that we have now and we do hope you can join us for the roundtable, Excellence Roundtable on November 1st.

40:32

So this is just an opportunity for your employees to engage and learn and network with other Organizational Members where they wouldn't may have otherwise had a chance to do that.

40:42

Thanks, Brian.

40:43

I have another one actually here for you, Brian too.

40:45

I know that Michael talked about Certification and this one is if this Organizational Member is asking specifically what steps would they need to go through to kind of do a custom certification, what kind of roles and set skill within their organization would they need to see and bring forward to you?

41:02

Yeah.

41:03

So we currently have and this is by the way, this is another benefit that we're making available only to organizational members.

41:10

You can't buy it out otherwise it's it's something that we make available to those of you on the call is custom certifications or or we call them Corporate Certifications.

41:21

We are currently working with a a large organizational member right now who has made that available for their team.

41:27

And what we do know is that the certifications that ASQ has, you know, there, there could be things that maybe organizations want to see tailored to them a little bit specifically.

41:38

And we can certainly do that.

41:39

And if you are interested in in that, this would be a conversation that, you know, we invite, you know, I could have with you with Michael Byrnes and or Michael Sullivan to learn more about how we can best serve you.

41:53

Thanks, Brian.

41:54

I just had one more question here too.

41:55

And it's a little bit, I think both of us can actually really answer.

41:58

It's, "How do I provide feedback about my experience as an ASQE Organizational Member?"

42:05

So do you want to go ahead and start and then I can finish it up?

42:08

Yeah, for sure.

42:09

And I, I was probably say like by contacting any one of us, but I, I will say this, your feedback is very important to us.

42:16

And all the things that we talked about during this meeting that is very much shaped by, you know, listening to our members.

42:23

We are here to serve our members.

42:25

And the more feedback we can get from you, the better.

42:29

And I will say if you could please help us out within the next day or so, you and your teams should be receiving a member satisfaction survey.

42:37

And that really helps us identify what benefits are important to you, what you would like to see out of your, your membership.

42:43

Michael, do you have anything else you'd like to add to that to help our members?

42:47

No, it was just a little bit more about that.

42:48

It's like, you know, if you, if you have a win, let us know and celebrate that win.

42:53

You know, even thinking about World Quality Month and how you're utilizing your membership for that, that's a great way to kind of share that as well.

43:00

I also know a little bit to his point that there will be the Member Satisfaction Survey going out and again, please take a couple of minutes to fill that out.

43:09

It's super important for us to hear the voice of the customer to make sure we're providing everything that you need.

43:15

You know, based on these questions that I saw here, it's, you know, people are already talking about they want to engage, they want to maximize, they want to participate.

43:22

That's what we're here for.

43:24

We're here to help you do that.

43:25

So please reach out to us with any of those questions.

43:29

And just a couple little housekeeping things here.

43:32

As I just mentioned that the recording and the presentation will be posted on the portal.

43:37

So that is going to be available for you to share or you know, review again, also, as Brian had mentioned earlier, the executive roundtable, excuse me, the Excellence Roundtable is next week, the 1st and I know that there was a link within the chat for that as well.

43:54

So please kind of take a look at that.

43:56

And again, I want to thank everyone for attending this meeting today, taking the time out of your schedule to attend and if you'll take a look at the chat, Mandy has also put that member satisfaction survey.

44:08

If you want to go ahead and click on that link, take care of it right away, and then you have have yourself a great day.

44:14

So again, I want to thank everyone for attending today.

44:17

I'll leave the meeting open for a couple of minutes just to make sure that everybody can take a look at any of those links in the chat if you needed to grab something or if you needed to get that link for that survey.

44:28

But otherwise, I hope everyone has a great day and thank you very much for being members.