

**MINNESOTA SECTION 1203  
AMERICAN SOCIETY FOR QUALITY  
SECTION POLICY**

**POLICY NUMBER: MSP-O-001**

**SUBJECT: Position Description Vice Chair,  
Outreach and Public Relations.**

**ORIGINATION DATE: 3/24/96**

**ACCOUNTABILITY: Section Chair**

**APPROVAL DATE: 6/4/96**

**APPROVAL BY:**

**REVISION DATE: 2/4/03**

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**1.0 OBJECTIVE**

- 1.1 This policy defines the responsibilities, authorities and accountabilities of the Vice Chair, Outreach and Public Relations of the Minnesota Section American Society for Quality.
- 1.2 The policy is intended to provide guidance and understanding of the position for potential candidates for the position as well as insuring that key positions and appointments within the committee are made on a timely basis by the Vice Chair during his or her tenure.

**2.0 RELATED POLICIES AND PROCEDURES**

- 2.1 The Bylaws of the Minnesota Section ASQ, Articles V, VII, VIII, and IX.
- 2.2 MSP-A-005 Section and Unit Involvement with Other Organizations and Activities
- 2.3 MSP-O-002 Formation of Subsections
- 2.4 MSP-O-003 Formation of Student Branches

**3.0 SUPERSEDES**

- 3.1 MSP-O-001 approved 6/4/96.

**4.0 GENERAL DUTIES OF THE VICE CHAIR, OUTREACH AND PUBLIC RELATIONS**

- 4.1 The Vice Chair for Outreach and Public Relations shall develop a strategic plan for marketing, publicizing and promoting the Society and Section throughout the area served by the Minnesota Section. In developing this plan the advice and recommendations of key Section and Society marketing and public relations personnel will be solicited.
- 4.2 The position is not responsible for developing the publicity materials for each activity within the Section but will provide advice, resources and materials to assist Section affiliated groups in publicizing their events.
- 4.3 In performing these responsibilities, the Vice Chair for Outreach and Public Relations shall:
  - 4.3.1 Identify key media contacts throughout the Section territory including; radio, television, worldwide web and print media.
  - 4.3.2 Determine means of providing these media outlets with a variety of promotional materials related to the objectives of ASQ and the Minnesota Section.
  - 4.3.3 Provide media contact information for all member units of the Section to utilize.
  - 4.3.4 Draw upon knowledgeable individuals, including Section Officers, as resources for interviews, articles and other information promoting the Section and Society and their various activities.

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- 4.4 The Vice Chair for Outreach and Public Relations shall develop and maintain outreach programs in cooperation with initiatives developed by the national Society within the resources of the Section. Included in these but not limited to, are:
- 4.4.1 The Koalaty Kid program for elementary education.
  - 4.4.2 The National Quality Forum Broadcast.
  - 4.4.3 Other National media tools.
  - 4.4.4 Collaborative efforts with other professional societies, institutions and organizations having appropriate quality related objectives.
- 4.5 The position shall be responsible for establishing, consistent with Section Bylaws, policies, and National requirements, Task Groups, Subsections and Student Branches within the territory of the Section upon receiving appropriate petitions and other qualifying documentation from those interested in establishing these member units.
- 4.6 Task Groups, Student Branches and Subsections, upon obtaining the approval of the Regional Director and/or the Board of Directors of the Society, if needed, shall become the responsibility of the Vice Chair determined by the Section Executive Board as most suitable.
- 4.7 Goals/objectives, including measures and in accordance with the Section Strategic Plan and this policy, will be established and provided to the SMP Chair.
- 4.8 Progress toward scheduled goals and plans will be summarized in a report to each scheduled Executive Board meeting.
- 4.9 A written year-end report will be presented for the historical record to the Executive Board and will include a summary of goals met, goals not met, goals in continuum and recommendations for future planning.
- 4.10 Mission and vision statements will be established or, if established, reviewed annually and updated with necessary changes.
- 4.11 There will be an annual review of policies related to this position. Needed changes will be submitted to the Executive Board for approval.
- 4.12 Training manual materials related to this position will be maintained by this Vice Chair.
- 4.13 There will be a budget submitted for the coming year and during the year activities managed according to the approved budget.

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4.14 There will be full participation by the Vice Chair-Elect Outreach and Public Relations, in the leadership-training program.

**5.0 INTERACTIONS**

5.1 The Vice Chair for Outreach and Public Relations shall communicate with and draw information from:

5.1.1 The Chairs of any standing committees requiring public relations assistance.

5.1.2 The appropriate National ASQ staff members having calendar and article responsibilities for the ASQ *Quality Progress* magazine and the marketing and public relations departments of National ASQ.

5.1.3 In the formation of Student Branches, the Outreach and Public Relations Committee will interact with National ASQ to insure timely approval of Student Branches.

5.1.4 In the formation of Subsections, the Committee will interact with the Regional Director for Region 12, to insure that the correct petitions and Subsection bylaws are approved.

5.2 Section interface with external organizations originating from this committee will be consistent with MSP-A-005.

**6.0 APPROVAL**

6.1 Approved by the Minnesota Section ASQ Executive Board:

\_\_\_\_\_  
Section Chair

\_\_\_\_\_  
Section Secretary

\_\_\_\_\_  
Date