



AMERICAN SOCIETY
FOR QUALITY™

CGW NEWS

Spotlighting ASQ's Community Good Works Program

SUMMER ISSUE 2005

- 3** Community Good Works Program Honored by ASAE
- 4** Announcements

Good Works Team Members

Carol Sager

617-469-9644
cs@carolsager.com

Danny Duhan

daniel.duhan@ngc.com

Grace Duffy

grace683@usa2net.net

Xavier Lozano

xavierlozano@cpmtly.com

Frank Voehl

fvoehl@harringtonsoftware.com

David Ruller

ruller@ci.kingsport.tn.us

Jeanine Becker

800-248-1946
jbecker@asq.org

Laurel Nelson-Rowe

lrowe@asq.org

Dan Vnuk

dvnuk@asq.org

Editor: Andy Turner

Contributing Editor: Kristen Johnson

Production Administrator:

Cathy Schnackenberg

Digital Production Specialist:

Laura Franceschi

Grantee Offers 'Seal of Approval' For Good Works Program



Michele Brinn

The Carolina First Center for Excellence (CFCE) is one of the latest organizations to take advantage of ASQ's Community Good Works program.

The South Carolina-based center provides training, coaching and related services in continuous quality improvement, including Baldrige principals and practices, to the School District of Greenville County. Through a Good Works grant, CFCE established a monthly users' group that brings together educators and quality professionals

to share best practices at the classroom and school levels. Members of the ASQ's Palmetto Section 1111 lend their expertise to the group.

Michele Brinn, CFCE director, says putting the ASQ logo on the center's programs is almost like having a "Good Housekeeping seal of approval."

Brinn, a former math teacher, estimates the center reaches 650 educators and, in turn, 10,000 students.

Read more about CFCE below and visit <http://www.asq.org/communities/good-works> to download an application, review the grant process, learn about becoming a team member or find other information about the Good Works program.

ASQ Community Good Works Grant Helps Unite Educators, Quality Pros

"Academic Success Speaks One Language: Continuous Improvement" is more than the credo of the Carolina First Center for Excellence (CFCE). It's a quality strategy that has been the path to higher test scores for students and greater job satisfaction for teachers and administrators in the northwest corner of South Carolina.

In February, CFCE was among the early recipients of a Community Good Works program grant from ASQ. The funds are used to establish a monthly users' group, in which educators and quality professionals get together to share ideas about applying proven quality tools and techniques to the classroom. The results, still ongoing, are very impressive: The program keeps expanding, and educators bring about marked differences in their classrooms with greater ability to reach classroom and school goals.

Greenville, which has a city population of 75,000 and is located in an 800-square-mile county with a population of 391,000, has seen a lot of investment in recent years by

Cont. on p. 2

ASQ Community cont. from p. 1

international companies such as BMW and Michelin, which have located production plants, and in some cases, their North American headquarters, in the area. Heavy downtown redevelopment is a sign that the local economy is experiencing dramatic growth. Another is the ever-increasing demand for a well-educated workforce.

With 63,000 students, the School District of Greenville County is the largest in the state, and it's growing at about 1,000 students annually, or about one new school each year since 1990. Recognizing that quality educational institutions are vital to the continued re-birth of its area, the Greenville Chamber of Commerce Foundation established CFCE and began partnering with area schools in 2002.

The program started with four schools and is now at 19, including elementary, middle and high schools, with involvement from 450 educators affecting 10,000 students. More schools are expected to participate next year.

CFCE's director, Michele Brinn, a former math teacher, said the center's purpose is to help the school district meet the goals and measures of a continuously updated education plan. She said the district requires each school to have a strategic plan and update it each year. There is also teacher/educator evaluation plan in place based on goals and measures.



Participants confer during one of the Carolina First Center for Excellence's monthly users' group meetings.

"Our job is to provide training to educators so that they can use well-known and accepted quality tools," she said. "In addition, we help provide a link between quality professionals and the classrooms and students. For example, our professional development segments are very similar to the ones used in business, including a Baldrige system overview. There's also a classroom mission statement, goal setting, use of quality tools, data collection at the student, classroom and school levels and plan-do-study-act (PDSA) cycles. It's all leading to a system and culture of continuous improvement."

One key element of the focus on quality is the Good Works users' group that meets monthly during the school year.

During meetings, teachers talk with other teachers of all grades and quality professionals about the problems they face and engage in staff development activities.

"Educators are invited from all 19 schools to share best practices," Brinn said. "There is also involvement with local ASQ Palmetto Chapter 1111 members who have joined the program. Typically six to eight quality engineers show up at the meetings, which is wonderful. The interesting thing is I'm not sure who is learning more from whom, but the energy in the room is great."

A monthly newsletter and summer training are also parts of the program. In 2004, 100 teachers gave up four days of the summer break to attend a training program; about 130 teachers were expected to attend training this summer.

The program also asks students to develop their own mission statements and to use quality tools, such as Plus Delta, to figure out what worked about a particular lesson and what can be done to improve it. For example, they are currently using PDSA to

Cont. on p. 3

improve math word problem solving skills, time on task in the classroom, math facts mastery and mastery of musical pieces in music classes.

ASQ Community cont. from p. 2

Students maintain data notebooks that are used in student-led parent conferences, and the data is used in an overall classroom data record in meeting class goals. The students are told about an upcoming class exercise and then asked to determine what they would like to learn from it. This is different than the traditional learning method of being given pre-set information and then tested on it, Brinn said.

Test data results are also considered. Of the five schools that have participated in the program for one or more years at the time of the 2004 test, the schools standardized test scores went up in nine of 10 data point areas. A decrease in math proficiency scores from 91.4% to 90.9% was considered insignificant by school officials.

“At this point it is ‘coincidental’ data that we really can’t claim too much responsibility for, but it is a baseline for the future,” Brinn said. “However, in a survey that was sent to all the teachers involved in the program, 94% said they felt the program is helping them to achieve classroom and student goals. Also, when we do an evaluation at the end of each user session as to its usefulness, 97% of the attendees rate the event as useful, helpful and as a high-quality learning event.”



A proud student involved in the program shows off his work.

Brinn said introducing quality concepts to students will not only help them to become more well-rounded thinkers, it will make them better employees in the future.

“Educators constantly are told by business leaders that they need more engineers and scientists and that math and science should be elevated in the schools,” Brinn said. “There’s no question that industry needs these skilled people, but it also needs creative problem solvers across all levels of industry. And by elevating the ability to solve problems children will be less afraid of math and science because they have attained these essential workplace skills.

“As Deming states, ‘Our system is designed to deliver what we get.’ We all know our nation’s businesses cannot remain competitive in the 21st century global economy if 40% of our students have less than acceptable skills. We must change from a system that is designed to deliver the bell curve. Quality principles and techniques have provided this solution in the business world, and they can provide it in the education world, too.”

Community Good Works Program Honored by ASAE

ASQ’s Community Good Works program has been named to the 2005 Associations Advance Honor Roll, a national awards competition sponsored by the American Society of Association Executives (ASAE).

Now in its 15th year, the Association Advance America Awards program recognizes associations that propel America forward—with innovative projects in education,

Cont. on p. 4

Community Good Works cont. from p. 3

skills training, standards setting, business and social innovation, knowledge creation, citizenship and community service.

“ASQ’s Community Good Works program truly embodies the spirit of the Associations Advance America campaign,” said Associations Advance America committee chair David Gabri, the president and CEO of Associated Luxury Hotels International. “It is an honor and an inspiration to showcase this activity as an example of the many contributions associations are making to advance American society.”

The program is aimed at stimulating the use of quality practices to improve our communities. The program uses matching grants and knowledge transfer to improve local communities and create a body of evidence that documents the efficacy of quality. Since its inception, several monetary grants have been made annually in communities around the United States.

“ASQ’s Community Good Works program is a perfect example of how our organization is playing a vital role in helping the nation adapt to complex and changing times, while adding real value by employing proven quality principles and techniques in a unique way,” said Jerry Mairani, ASQ president.

“It’s also been a way to bring the talents of quality practitioners to new uses in helping others in their home communities. By providing a venue for people trained in quality methods to meet personnel from local organizations that may benefit immensely from this quality body of knowledge, the overall impact and merit of the Good Works program goes far beyond the actual dollar amount awarded. It is with great pride that we accept this recognition of our efforts from the ASAE, and look forward to staying on its honor roll for a long time to come.”

Project Candidates Needed for Good Works

Over the next year, ASQ will support a minimum of eight improvement projects. The organization needs members’ help identifying worthy not-for-profit organizations in their area. Is your section considering a project that uses quality principles to improve your community? Do your plans include collaboration with a local not-for-profit organization or government agency? Could your project’s outcomes provide ASQ with an example that will encourage others to use quality tools for community improvement efforts? If so, a Community Good Works grant may be available. Members are also needed to work on the Good Works team to provide their expertise in project management, project evaluation and other skills.

Visit <http://www.asq.org/communities/good-works> for more information.

Check Out the Good Works Network

The Community Good Works network is now available on ASQ’s website, <http://www.asq.org/communities/good-works>.

The network, which is open to the public, enables discussion between potential and existing grantees, team members and the general public, as well as provides program information.

Articles about prior grantees and projects is also available on the network.

Community Good Works Ad Appears in Leading Philanthropy Publication

In May, an advertisement soliciting applications for the Good Works program appeared in *The Chronicle of Philanthropy*, a leading news publication in philanthropic circles. The advertisement directed individuals to ASQ’s website to learn more about the matching grant program.