



## PRESS RELEASE

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### **MICHELE BRINN OF CHAMBER'S CENTER FOR EXCELLENCE DELIVERS KEYNOTE ADDRESS AT ANNUAL AMERICAN SOCIETY FOR QUALITY SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS CONFERENCE**

(Greenville, SC/Menomonie, WI) Michele Brinn with the Greenville Chamber Foundation's Center for Excellence delivered the keynote address at the 2011 American Society for Quality (ASQ) Science, Technology, Engineering and Mathematics (STEM) Agenda Conference at the University of Wisconsin-Stout on Wednesday, July 20.

Brinn presented "QLS/Quality as a Second Language" Learning a second language at a young age optimizes learning potential, helps to shape the brain, and is cognitively easier than later in life. Learning Quality principles and tools as a young child will lead to "native-like fluency" and will lay the foundation for STEM success. The Greenville Chamber partners with educators to meet the workforce needs of today and tomorrow.

#### **About Michele Brinn**

Michele Brinn is Vice President of Workforce Development and Education at the Greenville Chamber. Michele manages the chamber's workforce and education programs. Trained in mathematics education, guidance and organizational development, she taught math at the middle school and technical college level. Michele founded and directs the Center for Excellence, providing training and services to K12 schools and classrooms on Continuous Quality Improvement, including Baldrige principles and practices. She contributed the article, "Quality in the Classroom: Engagement, STEM and Achievement All in One" to the 2011 special issue on STEM of the ASQ Education Briefs.

#### **About the ASQ Education Division**

The Education Division of the American Society for Quality (ASQ) is the ASQ division that networks and informs its members about "quality in education" topics in ASQ. Some of the networking topics include: educational leadership and reform, the Baldrige Education Criteria for Performance Excellence, student learning outcomes, student retention,

scholarly teaching, international quality assurance, K-12 outreach, and successful transition to the workplace. The division's vision is to "Shape the Future through Quality in Education and Professional Development." Learn more at <http://asq.org/conferences/stem-agenda/index.html>

### **About the Greenville Chamber Foundation's Center for Excellence (CFCE)**

CFCE is a program designed to bring Continuous Quality Improvement (CQI) tools and strategies into classrooms in order to help motivate students by engaging them in the learning process.

CFCE was established in 2001 to serve as a provider of exemplary training, coaching and related services in CQI, including Baldrige principles and practices, to schools, districts and other educational organizations. Studies show that students engaged in their own learning process become motivated, successful learners. CQI strategies encourage students to be accountable for their learning. Students actively set, track and achieve learning and behavior goals. They maintain individual data notebooks and use CQI tools as a means of solving problems (many of the same methods used in business organizations such as GE and Michelin). Much like employees and their employers, both students and teachers benefit from the development of goal setting and problem-solving skills CQI strategies encourage. These strategies ultimately help prepare students for success in the 21st century workplace.

CFCE has grown from four to nearly 50 partner schools since its inception in 2001, partnering with over 1700 educators, and engaging more than 18,000 students in Greenville, Pickens and Oconee Counties. Securing future economic success through education is just one of the ways the Chamber works toward our vision to build one of the premier business communities in the world. Learn more at <http://www.cfegreenville.org/>

### **About the Greenville Chamber**

The Greenville Chamber is the largest business organization in the Upstate. The Chamber's vision is to build one of the premier business communities in the world by: leading through collaboration, building community prosperity, being the voice of business and enhancing quality of life. Learn more at <http://www.greenvillechamber.org>

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