

FISCAL YEAR: 2011-2012
BUSINESS PLAN FOR ASQ AUSTIN / SECTION 1414

Objective	Activity Title	Activity Description	Activity Date(s)	Measure	Goal	Status^	% of Goal Achieved‡	Contact*	Comments
Grow Membership <ul style="list-style-type: none"> • Grow the number of orgs served • Grow the number of members engaged in member unit activities 	Community Good Works	Help a local non-profit organization deliver services more effectively through the use of quality tools	Jun 13, 2012	Completed report & presentation of activity	1			Keith Brankner	This is an effort to teach local non-profit organizations the use of quality tools
	Public Relations	Broadcast information about ASQ Austin to local organizations: industry, government & education	Sep 1, 2011 Oct 1, 2011 Nov 1, 2011 Dec 1, 2011 Jan 1, 2012 Feb 1, 2012 Mar 1, 2012 Apr 1, 2012 May 1, 2012	Newspaper, ASQ, key organization calendars and community organization leaders notified	9			Eva Esparza	The idea is to make the local community aware of ASQ Austin & participate in it.
Increase Customer Loyalty <ul style="list-style-type: none"> • Improve member retention • Enhance the value of the Quality BoK through strategic use 	Monthly Membership Meetings	Organize & hold general membership meetings	Sep 14, 2011 Nov 09, 2011 Jan 11, 2012 Feb 08, 2012 Mar 14, 2012 Apr 11, 2012	General membership meeting organized & completed	5			Shrikant Kalegaonkar	Each general membership meeting typically will have a guest speaker.
	Dinner Meetings	Organize & hold dinner meetings for general membership	Dec 14, 2011 May 09, 2012	Dinner meetings organized & completed	2			Shrikant Kalegaonkar	During these dinner meetings various awards will be given.
	Plant Tour	Organize & facilitate a tour of the operations of local business	Oct 12, 2011	Tour organized & conducted	1			Shrikant Kalegaonkar	The context of the tour is to understand how the organization is applying quality principles

	Member survey	Survey a sample of current & past members to understand membership experience	Dec 15, 2011 Jun 10, 2011	Survey conducted & results summarized	2			Shrikant Kalegaonkar	This is to determine where we are doing well & where we are falling short.
Grow Means • Increase professional certifications • Increase use of ASQ training	Professional Training & Certification	Offer review classes for ASQ certification exams	Aug 3, 2011	Review classes offered, made & completed	2			Norma Antunano	This is done in collaboration with the Austin Community College
Process Performance • Use technology to enable information sharing • Improve performance using Baldrige criteria or other method	Website Infrastructure	Keep the ASQ Austin website up & running	Throughout the year	<ul style="list-style-type: none"> • Uptime • Number of broken links 	<ul style="list-style-type: none"> • 99% uptime • 5% broken links 			AJ Scotka	This is to ensure members' access to website
	Website & Social Media Content	Keep the website & social media content current & correct	Throughout the year	<ul style="list-style-type: none"> • Update ASQ Austin website (meeting, certification class, etc.) • Update social media feed • Email subscribers on events 	90% on time 90% correct			Eva Esparza	This is to ensure that members are kept informed about events & activities.
People • Increase member leader satisfaction	Coaching	Support member leaders' goals to make them successful	Throughout the year	Survey member leader satisfaction	2			Shrikant Kalegaonkar	This is an effort to help member leaders feel valuable.

^ This can be used for tracking progress. A common legend to use: A (ahead of schedule), B (behind schedule), O (on schedule), C (complete), H (on hold), D (dropped)

‡ These columns must be filled in when plan is submitted for the Total Quality Award.

* Who is responsible for this activity?