

**Planning Year: 2015
Business Plan for Austin Section 1414**

Objectives	Activity Title	Activity Description	Activity Date(s)	Measures	Goals	PAR Measures	PAR Goal	Status ^	% of Goal Achieved ‡	Responsible
1. Increase Impact - Increase Member Value Creation - Expand global transformation initiative - Grow Social Responsibility movement - Improve QBOK Generation & Dissemination	ASQ Certification Prep Classes	Add 2 New Classes in 2015: CSQE and CQM	January, October	Classes Added and Held	2/Members Served/10	* % of Annual revenue spent on value creation	*70% of Annual Revenue			Cert Chair (Mike Harkins)
	Social Responsibility	Donate Proceeds from a Webinar to Austin Food Bank	February	\$ Donated	\$200/members Attending/40					Educ Chair
	Monthly Member Meetings Webinars Share quality information via website Publicize events	Hold "in person" professional development meetings and tours Hold webinar sessions Maintain section website Publicize & advertize events	Sept-May Quarterly All Year All Year	# "in person" meetings # webinars	10 meetings min 4 webinars					Tracy Nichols, Arrangements & Programs Education Internet Publicity
2. Grow MOC (Members of Community) - Increase Member Retention - Increase Member Growth - Increase Organizational Member Growth	Executive Presence Webinar	Leadership Seminar (Individual growth and Member value)	February	Members Served	40	**% Retention **% New Members	**% increase from last year			???? Cert Chair (Mike Harkins)
	Member Discount on Cert Prep Classes	\$25 Discount on ACC classes		Members Served	20					Membership Chair
	Increase Membership	Increase section membership #, at 460 as of Dec, 2015	All year	Need decide how many and how to						
3. Grow Means (Financials) - Increase professional certifications - Increase use of ASQ training - Increase sponsorship	ACC Class Royalties	Activities: 1. Set up Classes, 2. Find instructors, 3. Promote and publicize classes. Classes are synched with ASQ Spring and Fall exam dates. 4.Add CSQE Class in Jan 2015, 5. Add CQM class in Oct 2015 6.Hold CSSBB, CQIA and CQE classes	Jan, May, Sept	Students enrolled	< 20 / Revenue					Cert Chair (Mike Harkins)
	Increase Revenues	7. Find Sponsors for 2 events in 2015 8. Increase General Sponsorship 9. Increase Recertification Revenue	7. Q1, Q3							Sponsorship Committee 7. ????? 8. Membership 9. Recertification & Publicity
4. Improve Process & Operations - Improve Key Internal Processes - Increase Member Unit Innovation - Improve performance using Baldrige criteria or other methodology	Document & Refine section processes	1. Identify # of processes 2. Define template for documentation 3. Document Processes	1 & 2 by Q1 3. By end of year	Revenue Attendance Demographics	2000 400 Collected	Submit PAR innovation Award Nomination	*Optional Member Unit Innovation Ideas			1-3. Historian 4. Treasurer 5. Treasurer & Audit chair
	Budget Reviews & Audit	4. Quarterly Budget status review 5. Mid Year Audit	4. quarterly 5. June							
5. Improve Workforce Engagement - Increase Member Leader Engagement - Increase Workforce Engagement (Staff)	Member Leader Training	1. Regional Training 2. World Conference subsidy	1. Jan 2. May			**% Increasing member leader engagement. *Executing innovative solutions positively influencing member experiences	**% more than last year			Section Chair
	Member Leader Meeting	3. Monthly Member Leader Meetings	3. Monthly							

Columns with bold headings are required.

^ This can be used for tracking progress. A common legend to use: GREEN (on track), YELLOW (at risk), RED (behind), BLUE (complete).

H (on hold), D (dropped)

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

ASQ Strategies	
1. Value of Being a Member	4. Leverage Technology
2. Support ASQ Leadership	5. Service the Needs of Organizations
3. Make Global ASQ a Reality	6. The Gift of Quality

ASQ PAR Categories	
a. Member Leader Engagement	c. Member Value Creation
b. Member Retention & Growth	d. Innovation

Comments

Social Responsibility- habitat for humanity, MLF, Food Bank, Foundation communities

Make a small charge for the Webinar that is donated to a local charity

Offer discount to Section 1414 members taking Certification classes WE always put the Flores scholarship in the budget at \$500 and never spend it

ASQ receives a royalty on each student enrolled in an ASQ cert prep class. Royalties vary by class but average around \$50

Plan a couple of big events that will draw 200 people. Use Sponsorship \$ to pay for the meeting. Form a committee to pursue sponsorship Refine the existing sponsorship process so it is repeatable.