2016 Business Plan for: **ASQ Austin Section 1414**

Review Date: **12/15/2015**
Form Revision Date: **October 12, 2015**

ASQ Strategic Objectives: 1. Accelerate Growth 2. Increase Impact 3. Achieve Operational Excellence

ASQ Strategies	ID	2016 Objectives	Priority (L-M-H)	Action Descriptions	Action Plans	Owner (or Role)	Due Dates	Status (G-Y-R)	Progress/ Comments	Measures	Targets
What ASQ must do to achieve growth, impact & operational excellence.	*ID*	*Enter the Member Unit (MU) objective for 2016.*	*Enter a priority (L-M-H)*	*Describe the key actions to be taken to achieve the objective.*	*Describe in details the specific action plans to carry out the key actions.*	*Identify the action owner (or the role if not known).*	*Enter the due dates for the actions.*	*Enter status for the action.*	*Enter the progress, concerns or road blocks or actions are completed.*	*What are the measures for this action? Use SMART.*	*What are the targets for this action? Use SMART criteria.*
1. Global Expansion: Leverage the ASQ brand to increase market share worldwide, emphasizing growth in current and new ASQ markets.	1	**Serve New Markets**	**Medium**	Events for underserved Markets such as Software and Health care	*Reach out to Underserved areas in SQ and Healthcare* *Plan events for them*	*M'ship, Program Chair, Education Chair*	*By end of Q1* *Talk to 5 major employers*				
							By end of Q4 have 3 events for these groups				
	2	**Retain Membership**	**High**	Surveys at each event and face to face with members on what they want.	*Collect and Analyze data* *Analyze who is attending meetings,* *Survey non attendees*	*VOC Chair, Section Chair, Good Wrks Chair*	*By end of Q2*				
				Tailor Programs and webinars to their need	*Engage newer members on committees* *Encourage Sr, Mem. Upgrades* *1 new fellow*	*Program Chair* *Educ Chair*	*Monthly*				
2. Membership Transformation: Serve the needs of individuals around the world to ensure their professional success through membership, products, and services.	3	**Webinars & Monthly Meetings**	**High**	7 Monthly Meetings 1 Annual Dinner 5 Webinars	*Select topics that members want to know more about.*	*Programs Chair & Education Chair*	*By end of Q1*				
					Reduce costs of monthly meetings to $ 600 avg	*Arrangements chair*	*By Feb 1*				
	4	**Education event**	**High**	1 full day education event	*Increase sales to 75 vs 59 last year* *Find great topics and speakers*	*Education Chair*	*Nov*				
					Publicize better in 2-16 - beyond current members	*Pub Chair*	*Sept*				
3. Growing Organizations: Serve the needs of organizations around the world providing quality solutions to increase impact through membership, products, and services.	5	**Engage new Members**	**High**	Get New Members involved on committees	*Inviter New Members to serve* *Volunteer sheet at each meeting.*	*Section Chair* *Committee chairs*	*Monthly*				
				Social events	*Create unstructured socializing opportunities - Example Winer Hiockey game or Summer Baseball game*	*Section Chair* *Committee chairs*	*Quarterly*				
	6			6 cert prep classes offered twice	*Coordinate instructors, offer on line courses if possible*	*Cert Chair*	*Spring and Fall*				
				1 Community Service event	*Half day event of community service*	*Good Works Chair*	*Nov*				
4. QBOK Leadership: Design and develop relevant, innovative offerings that directly influence how our customers practice quality.	7										
	8										
5. Operational Excellence: Empower employees, collaborate with member leaders and design and deploy reliable systems with technology that provide an exceptional customer experience.	9	**Remain in good standing**	**High**	Get treasurers reports in on time	*Receipts in on time*	*treasurer*	*Quarterly*				
				More effeicient meetings	*One page committee reports*	*Section Chair* *Committee chairs*	*By Feb 1*				
	10	**officer training**	**Medium**	Attend Annual training in San Antonio	*Provide Reimbursement to all chairs who attend*	*All Chairs*	*January*				
				Attend WCOQ	*Provide partial reimbursement to officers who attend*	*All elected officers*	*May*				
6. Gift of Quality: Enhance the ASQ brand by supporting the use of quality to make the world a better place.	11										
	12										