

2017 Business Plan for:				Austin, Tx Section 1414				Business Plan Owner:		Jim Johnstone	
Template Rev Date:		07/07/16						Owner e-mail:		Jim.Johnstone@asqaustin.org	
ASQ Strategic Objectives:				1. Accelerate Growth		2. Increase Impact		3. Achieve Operational Excellence			
ASQ Strategies	ID	2017 Objectives	Priority (L-M-H)	Action Descriptions	Action Plans	Owner (or Role)	Due Dates	Status (G-Y-R)	Progress/ Comments	Measures	Targets
<i>What ASQ must do to achieve growth, impact & operational excellence.</i>	<i>ID</i>	<i>Enter the Member Unit (MU) objective for 2016.</i>	<i>Enter a priority (L-M-H)</i>	<i>Describe the key actions to be taken to achieve the objective.</i>	<i>Describe in details the specific action plans to carry out the key actions.</i>	<i>Identify the action owner (or the role if not known).</i>	<i>Enter the due dates for the actions.</i>	<i>Enter status for the action.</i>	<i>Enter the progress, concerns or road blocks or actions are completed.</i>	<i>What are the measures for this action? Use SMART.</i>	<i>What are the targets for this action? Use SMART criteria.</i>
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	<i>Reach out to Underserved areas in SW and Healthcare Plan events for them</i>	<i>M'ship, Program Chair, Education Chair</i>	<i>Qtrly Check points</i>				
					<i>Mentor Young Quality Professionals</i>	<i>YQP Chair</i>	<i>By June 30</i>			Contacts, events per quarter	5 contacts and one event per quarter
	2	Retain Membership	High	Surveys at each event and face to face with members on what they want.	<i>Collect and Analyze data Analyze who is attending meetings, Survey non attendees</i>	<i>VOC Chair, Section Chair, Good Wrks Chair</i>	<i>By end of Q2</i>			% Retention	> 75%
				Outreach via web and email	<i>Engage newer members on committees Encourage Sr, Mem. Upgrades 1 new fellow</i>	<i>Program Chair Educ Chair Cert Chair Pub Chair</i>	<i>Monthly</i>			Non Members attending our events	3-4 per event
2. Membership Transformation: Serve the needs of individuals around the world to ensure their professional success through membership, products, and services.	3	Monthly Meetings	High	8 Monthly Meetings 1 Annual Dinner 4 Webinars	<i>Select topics that members want to know more about.</i>	<i>Programs Chair & Education Chair</i>	<i>By end of Q1</i>			VOC feedback on Overall Sat	> 80% Satisfied or above
				Hold costs of general meetings down	<i>Reduce costs of monthly meetings to \$ 650 avg</i>	<i>Arrangements chair</i>	<i>By Feb 1</i>			Cost per meeting	< \$650
	4	Webinars	High	Hold 4 webinars	<i>Increase sales to 150 Find great topics and speakers</i>	<i>Education Chair</i>	<i>Nov</i>			People Served and Webinars held	150 Served at 7 webinars
				Reach out to Non Members	<i>Publicize better in 2017 - Use Meet up to reach beyond current members</i>	<i>Pub Chair</i>	<i>First Half</i>			Non Members attending our events	> 10% of Total
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	<i>Inviter New Members to serve Volunteer sheet at each meeting.</i>	<i>Section Chair Committee chairs</i>	<i>Monthly</i>			New Chairs and Committee members	40% new in 2017
				Social events	<i>Create unstructured socializing opportunities - Example Winer Hockey game or Summer Baseball game</i>	<i>Section Chair Committee chairs</i>	<i>Quarterly</i>			Attendance	> 10 per event
	6	Retain Membership	High	6 cert prep classes offered twice	<i>Coordinate instructors, offer on line courses if possible</i>	<i>Cert Chair</i>	<i>Spring and Fall</i>			Classes offered and People served	6 or more classes , 40 or more students
				More ways to Get RU's	<i>Tutorials offered prior to meetings</i>	<i>Chair</i>	<i>First Half</i>			Tutorials offered	3 or more

