

2016 Business Plan for:

ASQ Section 1515 Greater Palm Beach - 2016

Review Date: December 1, 2016  
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
<i>What ASQ must do to achieve growth, impact &amp; 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>
<b>1. Global Expansion:</b> Leverage the ASQ brand to increase market share worldwide, emphasizing growth in current and new ASQ markets.	1	Expand Global Collaborations	Low	1. Identify interested Global Partners	Partner with Section 1510 to explore the creation of an ASQ Section in Cuba	Bob Gilbert	12/31/16	Green	After contacting 1510, it was felt that it is too soon to develop a Section in Cuba		
	2	Increase Global Conference Offerings	Low	1. Support ML's to attend global activities	Will add as a topic to Leadership meeting agenda to discuss potential opportunities	Bob Gilbert	12/31/16	Green	Notified ML of Global Activities and offered to subsidize attendance.		
<b>2. Membership Transformation:</b> Serve the needs of individuals around the world to ensure their professional success through membership, products, and services.	3	Increase Member Growth	High	1. Develop & Execute Recruitment Plan	Maintaining value pricing for Section members to bring guests to dinner events	Dan Abbott	12/31/16	Green	Done		
	4	Improve Member Retention	High	1. Improve Member Engagement (365 day) 2. Make members feel appreciated	Email blast invite to membership base to join LinkedIn ASQ Section site Forward Welcome Letter and new member acknowledgment at Section Meetings	Linda Linnus Carolyn Kramer	12/31/16 12/31/16	Green Red	Done Planning to implement in 2017		
<b>3. Growing Organizations:</b> Serve the needs of organizations around the world providing quality solutions to increase impact through membership, products, and services.	5	Increase Organizational Member Growth	Low	1. Develop Plan to Grow Org Members	Build relationship with SFWMD, Oxygen and FPL	Charlotte Williamson, Linda Linnus, Marcos Mora, Dan Abbott	12/31/16	Green	Built relationship with Oxygen and FPL	met	2 out of 3
	6	Increase Organizational Member Retention	Medium	1. Commit resources and priority to fix	Pursue re-building relationship with NCCI	Charlotte Williamson	12/31/16	Green	NCCI's role diminished with ASQ as certification testing is going on-line. CLOSED		

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<b>4. QBOK Leadership:</b> Design and develop relevant, innovative offerings that directly influence how our customers practice quality.	7	<b>Increase Professional Certifications</b>	<b>High</b>	1. Promote Professional Certifications	Promote professional certifications on Section website	Mauricio Perry	1/31/16	Green	Secured new testing site for early 2016 Palm Beach County testing, which is now not needed due to on-line testing centers	Provided two sites	Two sites required
				2. Provide certification training	In collaboration with Section 1510 provides certification training	Bob Gilbert	12/31/16	Green	Advertised on our 1515 website certification training offered by other sections		
	8	<b>Increase Quality Training Offerings</b>	<b>Medium</b>	1. Identify new training topics	Brainstorm training topics at all membership meetings	Bob Gilbert	12/31/16	Green	Topics have been discussed at all open meetings		
				2. Provide new training in various ways	SFWMD Live streaming video of Conference sessions	Mauricio Perry	11/30/16	Yellow	Meetings happened with SFWMD, but no conference materialized for 2016, but planning alternate venue for 2017		
<b>5. Operational Excellence:</b> Empower employees, collaborate with member leaders and design and deploy reliable systems with technology that provide an exceptional customer experience.	9	<b>Improve Member Leader Capability to Serve</b>	<b>High</b>	1. Train ML for key positions	Chair succession leader training	Bob Gilbert	3/29/16	Green	Completed at board meetings		
				2. Support ML to attend WCQI	Provide financial support for Section Leaders to attend ASQ World Conference in WI		5/14/16	Yellow	Promoted and approved financial support.		
	10	<b>Increase Member Leader Engagement</b>	<b>Medium</b>	1. Develop ML skills	Attend Orlando ASQ Leader conference	Bob Gilbert	2/19/16	Green	Bob Attended	1 ML attended	Target at least one ML attend - met target
				2. Recognize ML Results & Contribution	Present ML with letters of recognition, post on LinkedIn Section group page, on Section Website, and business news section of Palm Beach Post news publication	Dan Abbott, Linda Linnus, Mauricio Perry, Charlotte Williamson	12/31/16	Green	Completed posting on LinkedIn recognition to ML's		
<b>6. Gift of Quality:</b> Enhance the ASQ brand by supporting the use of quality to make the world a better place.	11	<b>Promote Baldrige Excellence Framework</b>	<b>Medium</b>	1. Promote Baldrige Framework	Provide link on Sections website to Baldrige	Mauricio Perry	4/30/16	Green	Link established on section website		
				2. Collaborate with Florida Sterling program	Attendance in June Conference in Orlando Florida	Linda Linnus	6/30/16	Green	Linda attended and presented at Orlando and Miami Sterling Conferences		
	12	<b>Promote ISO 9001:2015 Quality Standard</b>	<b>High</b>	1. Communicate value of ISO & QMS	Joint Dinner Meeting January 2016 with Section 1515 & 1510 - presentation on new ISO 9001 Standard 2015	Jay Stahan	1/1/16	Green	Complete		