

2016 Business Plan for:

ASQ Section 1515 Greater Palm Beach - 2017

Review Date: 20-Dec-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 & 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	Expand Global Collaborations	Low	1. Identify interested Global Partners	Promote ASQ to the Pragmatic Consortium which is a Global transformational change organization	Stefan DeVocht	12/31/17	Green	Completed action but incompatibility with our mission. No further action required.	Number of meetings (7)	At least 1
	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	Marcos Mora	3/31/17	Green	Conducted at ML meetings as an agenda item (ongoing)	Number of ML meeting including Board meetings	4 meetings
2. Membership Transformation: 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	6/30/17	Green	Completed action for all new member 1 free admission to dinner events and discounted pricing for all members (ongoing)	Number of new attendees and new members at meetings	Increased attendance by 83% from 2016
				Section Meetings	4 Joint meetings with 1510, 2 dinner meetings, 2 plants tours	Linda Linnus, Marcos Mora, Bob Gilbert	12/31/17	Green	3 Joint Dinner Meetings & 1 Joint Plant Tour	Number of events	Met
	4	Improve Member Retention	High	1. Improve Member Engagement (365 day)	Email blast invite to membership base to join LinkedIn ASQ Section site	Linda Linnus	3/31/17	Green	Posted all dinner events to increase attendance	number of posts 12	Met
				2. Make members feel appreciated	Forward Welcome Letter or make contact via phone call to new members with first free dinner meeting offer	Dan Abbott	12/31/17	Green	Completed via email and introductions to our web master and LinkedIn coordinator	Number of contacts with new members (8)	Met
3. Growing Organizations: 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	Expand corporate relationships with additional local organizations	Linda Linnus, Marcos Mora, Dan Abbott	12/31/17	Green	Broward School Superintendent's office and FPL	Number of contacts	Met
	6	Increase Organizational Member Retention	Medium	1. Deliver non-certification training to enhance knowledge for members (workshops)	Identify and deliver non-certification training (LSS Driving Profitability, and KAIZEN)	Bob Gilbert, Linda Linnus	10/31/17	Green	Complete	100%	Met

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4. QBOK Leadership: Design and develop relevant, innovative offerings that directly influence how our customers practice quality.	7	Increase Professional Certifications	High	1. Promote Professional Certifications	Promote professional certifications on Section website	Mauricio Perry	12/31/17	Green	Promoted on section website and on LinkedIn	ongoing	Met
				2. Provide certification training in Palm Beach County	In collaboration with Section 1510 provides certification training	Marcos Mora	12/31/17	Yellow	Supporting section 1510 Training in Broward County	Number of Palm Beach members that attended training	Partially Met
	8	Increase Quality Training Offerings	Medium	1. Identify new training topics	Brainstorm training topics at all membership meetings	Bob Gilbert	12/31/17	Green	Completed and delivered	Number of new training topics	Met
5. Operational Excellence: Empower employees, collaborate with member leaders and design and deploy reliable systems with technology that provide an exceptional customer experience.	9	Improve Member Leader Capability to Serve	High	1. Train ML for key positions	Chair succession leader training	Marcos Mora	12/31/17	Green	Michael Kirshner trained ML's at our Q4 Board meeting	Number of MLs trained (8)	Met
				2. Support ML to attend Educational Conferences	Provide financial support for Section Leaders to attend ASQ World Conference or National Lean Six Sigma Conference	Bob Gilbert	12/31/17	Green	Attended National Lean Six Sigma Conference Nashville TN	Attendance by (1) ML	Met
	10	Increase Member Leader Engagement	Medium	1. Develop ML skills	Attend local Florida ASQ Leader conference	Marcos Mora	12/31/17	Red	Could not attend this year due to business travel but vast majority of MLs have attended in the past	(1) attendee	Not met
				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	Linda Linnus	12/31/17	Green	Posted as required on LinkedIn	Postings	Met
6. Gift of Quality: Enhance the ASQ brand by supporting the use of quality to make the world a better place.	11	Promote Baldrige Excellence Framework	Medium	1. Continue Promote Baldrige Framework	Increase membership understanding of Baldrige criteria through seminar/workshop	Marcos Mora	12/31/17	Green	Chair conducted a discussion on the Baldrige framework to the MLs at a Board meeting	Acknowledgement of ML's understanding	Met
				2. Collaborate with Florida Sterling program	Attendance and Presenter in June and October Conferences in Orlando and Miami Florida	Linda Linnus	10/31/17	Green	100%	Presented and attended week-long Annual Sterling Conference	Met
	12	Promote ISO 9001:2015 Quality Standard	High	1. Communicate the requirement of cybersecurity risk based thinking	Dinner meeting presentation	Bob Gilbert	12/31/17	Green	ISO Risk Based Thinking and 5s cybersecurity (7S)	Attendance by membership(22)	Met