

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

ASQ Strategies	ID	2018 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	1.a Promote ASQ to the Legal Community (Multi- District Litigation)	Stefan	31-Dec-2018			Number of law firms contacted	6
				2. Dinner Event for Legal community presentations	follow-up with firms interested in Quality	Stefan	31-Dec-2018			Number of dinner presentations	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	31-Dec-2018			number of member leaders attending conferences	1
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 dinner events with complimentary Memory Jogger Quality topic book	All Membership Leaders (MLs)	31-Dec-2018			Number of attendees over 20 per dinner meeting	2
				Section Meetings	2 Joint meetings with 1510, 2 1515 dinner meetings, promote 2 plant tours	Bob / Marcos	31-Dec-2018			number of meetings	4 meetings 2 plant tours
	4	Improve Member Retention	High	1. Improve Member Engagement (365 day)	Email blast invite to membership base to join LinkedIn ASQ Section site	Linda	31-Dec-2018			number of email blasts	4
				2. Make members feel appreciated	Forward Welcome email or make contact via phone call to new members with first free dinner meeting offer	Dan	31-Dec-2018			percent of new members contacted	100%
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	Marcos / Linda	31-Dec-2018			number of organizations contacted	2
	6	Increase Organizational Member Retention	Medium	1. Deliver non-certification training to enhance knowledge for members (workshops)	Identify and deliver non-certification training (DFSS, Information Systems, and KAIZEN)	Bob, Mauricio, Linda & Marcos	31-Dec-2018			number of dinner training sessions	2
				2. Voice of the customer survey	Develop and deploy survey	Jay	31-Dec-2018			conducting the survey	1
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	31-Dec-2018			number of certification training courses posted	2
				2. Continue to staff a Cert & Re-Cert Chair	Sustain Judy Gottesman as Cert/Re-certification Chair	ML	31-Dec-2018	Green	Completed	Chair appointed	Yes
	8	Increase Quality Training Offerings	Low	1. Identify new training topics	Brainstorm training topics at all membership meetings	ML	31-Dec-2018			number of training topics identified	3
2. Deliver Dinner meeting presentation on regulatory audit observations and response				Develop and deliver presentation on FDA inspection	Steven	31-Dec-2018					

2018 Business Plan for:

ASQ Section 1515 Greater Palm Beach - 2018

Review Date: February 8th 2018

Form Revision Date: October 12, 2015

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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. Post all Section financial records on SharePoint	Recruit SharePoint expert	Charlotte/Stefan	31-Dec-2018			percent of Section records posted on sharepoint	100%	
				2. Support ML to attend Educational Conferences	Provide financial support for Section Leaders to attend ASQ World Conference or National Lean Six Sigma Conference	Marcos	31-Dec-2018			number of section leaders attending conference	1	
	10	Increase Member Leader Engagement	Medium	1. Develop ML skills	Attend local Florida ASQ Leader or Fall Technical conference	Marcos	31-Dec-2018				number of section leaders attending conference	2
				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	Marcos / Linda	31-Dec-2018			number of recognition letters sent	6	
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 linkedin/website articles	Linda / Mauricio	31-Dec-2018			number of postings or articles	2	
				2. Collaborate with Florida Sterling program	Attendance in June and October Conferences in Orlando and Miami Florida	Linda / Marcos	31-Oct-2018			number attended	1	
	12	Promote ISO 9001:2015 Quality Standard	Medium	1. Communicate the requirement of cybersecurity risk based thinking	Dinner meeting presentation	Bob	31-Dec-2018				presentation delivered	Yes
				2. initiate ISO 9001:2015 compliance for section 1515	Develop the roadmap	Jay	31-Dec-2018			Gap Audit	Yes	