2017 Business Plan for Inland Empire | **Business Plan Owner:**

Template Rev Date: 07/07/16 | **Owner e-mail:**

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
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	**Not at this time.**									
	2	**Not at this time.**									
2. Membership Transformation: Serve the needs of individuals around the world to ensure their professional success through membership, products, and services.	3	**Understand the needs of our members**	**High**	Evaluate Section Membership	Develop a quick survey. Publish survey on Web Page. E-mail members who have not answered.	Phil Laure	3/30/17 6/30/17 9/30/17				Member Response Rate = 30%
	4	**Contact membership to match needs to section offerings**	**High**	Using data from 3, generate topic interest.	Review survey data	Reed McKissick	4/1/17 7/1/17				Suggest 6 topics for monthly presentations to Programs Chair
3. Growing Organizations: Serve the needs of organizations around the world providing quality solutions to increase impact through membership, products, and services.	5	**Understand reasons for retention and lapses**	**Medium**	Analysis of member needs information (See #2)		*Griffin Heppenstall*	6/30/17		*NOTE: Exit Interviews conducted by Section Vice Chair*	*Why did you drop? Would you reconsider?*	80% Contact Rate
	6	**Not at this time.**									
4. QBOK Leadership: Design and develop relevant, innovative offerings that directly influence how our customers practice quality.	7	**Present QBOK information at monthly meetings**	**Medium**	Conduct at least 3 monthly presentations at Section meetings.(See #2)	*Line up cogent speaker for our monthly meetings*	*Vern Goodwalt Programs Chair*	3rd Wednesday of each month			*Meetings with Speakers*	*100%*
				Provide easy linkage from asq711.org to particular QBOKs on asq.org	*Include reference to QBOK in speaker abstract*	*Vern Goodwalt Programs Chair*	3rd Wednesday of each month			*Number of months with linkages*	*100%*
	8	**Not at this time.**									
5. Operational Excellence: Empower employees, collaborate with member leaders and design and deploy reliable systems with technology that provide an exceptional customer experience.	9	**Enhance asq711.org web site to provide more complete information to our membership**	**High**	Identify relevant information to place on the web site. (See #2)		*Phil Laure*	4/1/17				Solicit Quality Classics for web page.
				Create and update relevant information on our web site.		*Phil Laure*	7/1/17				Post Quality Classics to appropriate section. Add 6 new classics by 8/1/17
	10	**Not at this time.**									
6. Gift of Quality: Enhance the ASQ brand by supporting the use of quality to make the world a better place.	11	**Not at this time.**									
	12	**Not at this time.**									