		2018 Busines	2018 Business Plan	801	Columbus, Oh Section 801					Business Plan Owner:	Tom Baldrick
		Rev Date:	12.15.2017						Owner e-mail:		TomBQL@gmail.com

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
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	**Grow membership**	**Medium**	1A. Promote Membership Referrals	1A. Update ASQ Columbus Business Cards to include Instructions of use as Referrals.	Walter So	1A.Implement Cards No later than 7.31.2018	**Yellow**	Update submitted sample Business card-Free Dinner, ASQ Branded Merchandise	# of Leadership Team using Business Cards to talk with members.	Track Referrals implemented and results measured
					1B. Maintain "Welcome letter and "free dinner."	Walter So	1B1. Monthly	**Yellow**	Positive comment received on Dinner Coupon.	1B1. Qty of Welcome letters sent, # Free Dinners used.	Measures implemented and reported monthly
	2	**Retain membership**	**High**	2A Increase Value of ASQ Columbus Section for all members	2A1 Recognize Years of ASQ Membership	Walter So	2A1. No later than 7.31.2018	**Yellow**	Ideas have been generated	2A1. # and type of Recognition	Measures implemented and reported monthly
2. Membership Transformation: Serve the needs of individuals around the world to ensure their professional success through membership, products, and services.	3	**Provide member value that meets their needs**	**High**	3A. Expand Education Offerings to members	3A1. Offer Education Sessions from Section and other Sources	Michelle Cloyd	No Later than 7.15.18	**Yellow**	Contacts and Research with other sections has begun	3A1.Number of Section classes 3A2. # of Training classes communicated	3A1. Minimum of one class 3A2. Monthly update of classes available
				3B. Provide Spring Conference and Dinner Speakers	3B1. Recruit Speakers for Conference and Dinner meetings	Bill Soller	12.15.2018	**Yellow**	3B1. Conference scheduled for March 19th. 3B2. Dinner Speakers being scheduled	3B1 # of conference Speakers 3B2 # of Dinner Speakers with list of Topics.	All speaking slots are filled as scheduled
	4	**Increase Member Communication**	**High**	4A.Develop and Publish Newsletter	4A1. Develop format and solicit input for sections	Shirine Mafi	1st Newsletter 1.15.18	**Yellow**	List of potential articles reviewed at December Leadership Meeting	4A1. # of newsletters published	Minimum of 3
				4B. Use VOC to determine member inputs for various committees	4B1. Develop specific committee surveys with input from requesting committee	Chet Meddles	12.15.2018		Committees will need to request and work with VOC to determine questions.	Number of VOC Surveys completed	Minimum of 2 per year
3. Growing Organizations: Serve the needs of organizations around the world providing quality solutions to increase impact through	5	**Increase Awareness of Columbus Section Services**	**Medium**	5A. Communicate Services Provided	5A1. 'Promote awareness in Newsletter, Facebook and LinkedIn	Jordan Green	12.15.2018		Promote Services in FaceBook, LinkedIn and Newsletter.	5A1. Number of Communications	
				5B. Increase awareness and use of Section QMS Auditors	5B1. Articles posted on web sites and newsletter	Mustafa Shraim	6.30.18			5B1.Number of QMS Auditors 5B2 # of Audits performed	

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membership, products, and services.	6		Medium								
4. QBOK Leadership: Design and develop relevant, innovative offerings that directly influence how our customers practice quality.	7	**Provide knowledge for QBOK**	High	7A. Develop VOC survey for Membership to identify Training Needs	7A1. Complete Education VOC. 7A2. Develop and deploy identified training	7A1. Chet Meddles, 7A2. Michelle Cloyd	9.15.18			7A1. Survey Complete 7A2. Training Scheduled	Minimum of 2 Training needs addresses
				7B.Promote Value of professional certifications.	7B1. Promote Certifications and ensure certification education opportunities are being communicated	Jim Spichiger	9.15.18		Identify Number and types of Certifications in Section	# of Certs identified	Increase number of certs in Section
	8										
5. Operational Excellence: Empower employees, collaborate with member leaders and design and deploy reliable systems with technology that provide an exceptional customer experience.	9	**Document Key Section Processes**	Medium	9A1.Identify Key Process for Section	9A1. Document the Key Processes for Officers	Ashley Hatfield	7.31.18		Each Leader needs to identify their Key Processes.	9A1. # of Officers/positions that identified key processes.	Minimum of 2
	10	**Increase number of members involved**	Medium	10 A1. Identify opportunities for more members to be involved	10A1. Increase the number of members on committees and speakers	Leadership Committee	7.15.18		Some committees added members in 2017	10A 1. Number of members involved in committees.	
6. Gift of Quality: Enhance the ASQ brand by supporting the use of quality to	11	**Support ASQ Student Chapter**	Medium	11A. Provide Leadership and support to Student Chapters through mentoring and goal setting	Support and encourage Student membership	Mustafa Shraim	As Scheduled	Yellow	Need to receive communication from Student Chapter on meeting dates and topics	11A1. Number and Student members at meetings11A2. # of members involved with students	Minimum of 2 members involved in Student meetings

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the use of quality to make the world a better place.	12	Continue Joint meetings with other organizations	Medium	12A 'Identify potential organizations to include in future dinner meetings	12A1. Schedule joint Dinner meetings with other Organizations	Bill Soller	9.15.2018	Yellow	Joint Meeting with APICS is scheduled for January	# of joint meetings with other organizations	Minimum of 2