

**Planning Year: 2015**  
**Business Plan for [Columbus/0801]**

Objectives	Activity Title	Activity Description	Activity Date(s)	Measures	Goals	PAR Measures	PAR Goal	Responsible	Comments
<b>1. Increase Impact</b> - Increase Member Value Creation - Expand global transformation initiative - Grow Social Responsibility movement - Improve QBOK Generation & Dissemination	Improve leadership and member engagement	1) Member Value Creation. Enhance personal relationships. People, leadership and member engagement through personal relationships a. Incorporate activities for dinner meeting to enhance networking and social connectivity i. Chair welcome and recognition <b>(COMPLETE)</b> 1. Introduce new attendees and new members 2. Introduce students 3. Recognize leaders 4. Short update on the section ii. Create a hospitality committee: to reach out to new members, invite them to meetings, greet people <b>(STARTED)</b> iii. Games, activities, ice breakers iv. Questions/interactions/facilitate round table workshops (help non-profit on a problem) v. Service tours <b>(COMPLETE: AEP Feb 2015)</b> b. Reach out to new members, call and invite to meetings when join c. Incorporate Spring Conference improvements based on last spring conference survey <b>(COMPLETE)</b>  2) a) Publish website newsletters 3) Post job positions for job placement <b>ON-GOING: 3 in Jan/15</b> 4) Enhance scholarship criteria and accept applications 5) Implement Quality Technician of Year Award <b>(COMPLETE)</b> 6) Develop Quality Professional of Year Award <b>(Developed criteria, will be ready for next year)</b>	1 a. i., ii, iii Start at January 2015 dinner meeting a. iv. v. 2015 dinner meetings b. Ongoing c. By March 2015 2. June and Dec. 2015 3. Ongoing 4. By December 2015 5. By March 2015 6. By December 2015	a. i. ii. iii complete by 1/3/1/15 a. iv complete by 12/31/15 b. Complete by 12/31/15 c. March 2015 2. June and Dec. 2015 3. Complete ongoing 4. Complete by 12/15 5. Complete by 12/15 6. Complete approach by 12/15	To improve member value through increased attendance at dinner meetings; and continued high results on Spring conference surveys	* increase in attendees at dinner meetings; * % response rates as strongly agree or agree of spring conference survey # newsletters published Enhance scholarship and accept applications Implement quality technical of year award Develop criteria for Quality Professional of Year Award	1) 20% increase in dinner meeting attendance 2) 80% responses rated as strongly agree or agree that they would attend a future spring conference 3) publish 2 newsletters 4) enhanced scholarship criteria 5) Implement quality technician award 6) develop quality professional of year award criteria	1 a. i - Bill Soller / Sandy Furterer 1a. ii. Andy Britt 1 a.iii. iv, v Bill Soller b. Steve English c. Bill Soller 2. Anna O'Neill 3. John Hajohn 4. Scholarship chair 5. 6. Jim Spichiger	
<b>2. Grow MOC (Members of Community)</b> - Increase Member Retention - Increase Member Growth - Increase Organizational Member Growth	Enhance Marketing	7) Marketing Plan: a. Develop and deploy VOC Member survey b. Enhance Website, obtain web master <b>(COMPLETE 1/15)</b> c. Have ASQ Booth at OSU Op Ex conference	7) a. By September 30, 2015 b. Web master by March 31, 2015; enhance website by 12/31/15 c. by 12/31/15	7 a. Develop and deploy survey by 9/30/15 b. Obtain web master by 3/31/15; enhance website by 12/31/15 c. booth by 12/15	Enhance member satisfaction with website. Increase new members (all 3 sets of activities will help with this goal)	*% satisfaction ratings *% increase in New Members	*80% strongly agree & agree (strong satisfaction) on survey responses *5% increase in new members from last year	7 a. VOC chair TBD b. Web Master TBD c. Jeff Karl	
<b>3. Grow Means (Financials)</b> - Increase professional certifications - Increase use of ASQ training - Increase sponsorship	Increase Certifications	8) Increase Certifications: Certification Plan a. How to increase awareness and publicize value of certification, plan resources <b>(COMPLETED PLAN 1/31/15)</b> b. Identify what we can leverage from ASQ headquarters <b>(COMPLETED)</b> c. Benchmark other sections, contact SAC d. Identify target audience and identify their needs, reach out to: i. Nationwide ii. Chase iii. Healthcare: OhioHealth; Wexner; Mt. Carmel iv. Students e. Develop education plan, and 1 course/webinar	8) Develop and deploy plan: a. Plan by 3/31/2015; Implement by 6/15 b. 3/31/2015 c. By 9/30/2015 d. Plan by 8/31/15; deploy by 12/31/15 e. by 12/31/15	8 a. develop and deploy plan by 3/31/2015 b. Identify resources to leverage by 3/31/2015 c. Benchmarking complete by 9/30/2015 d. Plan developed by 8/15; deployed by 12/31/15 e. Plan and course by 12/31/15	Increase certifications within the section and provide certification resources to the Section	*% increase in certifications *Number certification resources provided to section members * Deploy training course/webinar	*5% increase in new certifications * 2 new certification resources provided to section members * Deploy training course / webinar	8 a), b) Jim Spichiger c) Gordon Clark d) Gene Rogers e) Education chair TBD	
<b>4. Improve Process &amp; Operations</b> - Improve Key Internal Processes - Increase Member Unit Innovation - Improve performance using Baldrige criteria or other methodology		9) Fill open leadership committee chairs (webmaster and education chairs) if applicable 10) Process recertifications <b>(ON-GOING) 2 in Jan, 2015</b>	9) By March 2015 and on-going 10) On-going	9) Positions filled 10) Process recertifications <b>(2/2 in Jan 2015)</b>		* % of desired leadership chairs filled ; % of recerts processed	9) 95% of leadership chairs filled 10) Process 100% of recertifications journals received	9) Tracy Owens 10) Jim Spichiger	
<b>5. Improve Workforce Engagement</b> - Increase Member Leader Engagement - Increase Workforce Engagement (Staff)		11) People, leadership and member engagement through personal relationships a. Develop and deploy plan for Leadership engagement b. Develop and deploy plan for Student chapter mentoring and support c. Increase leadership recognition: i. incorporate "Columbus Section Volunteer of the Year Award". ii. Incorporate leadership social event. d. Member leaders attend leadership training course (can be online) <b>(TRACY OWENS and JIM SPICHIGER took online leadership training course)</b>	11 a) 6/30/15 and 12/30/15 b) by 12/31/2015 c) by 12/31/2015 d) by 12/31/2015	Enhance membership engagement through communication; and enhanced leadership member training	To improve leadership and membership engagement by having increased slate of active leadership committee chairs, increased leadership reports at leadership meetings, and increased attendance at dinner meetings.	* % of leadership attending leadership member training * % of member leaders attend 1 leadership training class	* 95% leadership members reports for leadership meetings * All member leaders attend 1 leadership training class	11 a. b. c. Sandy Furterer 11 d. Each leader and committee chair	

Columns with bold headings are required.

^ This can be used for tracking progress. A common legend to use: **GREEN** (on track), **YELLOW** (at risk), **RED** (behind), **BLUE** (complete).

H (on hold), D (dropped)

‡ These columns must be filled in when plan is submitted for the PAR Award.

ASQ Strategies	
1. Value of Being a Member	4. Leverage Technology
2. Support ASQ Leadership	5. Service the Needs of Organizations
3. Make Global ASQ a Reality	6. The Gift of Quality

ASQ PAR Categories	
a. Member Leader Engagement	c. Member Value Creation
b. Member Retention & Growth	d. Innovation