

12/5/2016	2017 Business Plan for:			Milwaukee Section 1202			Business Plan Owner:		Patricia Morrill		
Updated 7/10/2017	Template Rev Date:	07/07/16	Section Goal: Increase membership to 1,000 by 2018			Owner e-mail:		pmorrill@wi.rr.com			
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
<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>
2. Membership Transformation: Serve the needs of individuals around the world to ensure their professional success through membership, products, and services.	1	Increase dinner meeting attendance	High	Survey Membership	Create new survey to gather data of suggested dinner meeting topics	Scott Waligora	08/01/17		July 10: Attendance is good thru 6/20.	Dinner Meeting Attendance Number	Increase in attendance number by 3rd & 4th quarters by 10%
				Student section involvement	Involve student section(s) in decisions for dinner meeting topics	Scott Waligora	06/30/17		July 10: Students with email will get survey	Dinner Meeting Attendance Number	Increase in attendance number by 3rd & 4th quarters by 10%
	2	Help members form study groups (e.g., certification)	Medium	Promotion	Utilize newsletter, student chapter, and 1202 LinkedIn group to promote formation of small groups for self or mentored study. Identify interests in furthering career through certification and other areas for skills mentoring.	Kent Ehley & Wilson Wright	12/31/2017 with quarterly Board reports		July 10: On Linked In, newsletter. Will be posted again in August.	Study group formed	One study group formed by 10/1/17
				Topic selection	Identify potential topics for Education Committee to provide short courses and seminars.	Kent Ehley & Wilson Wright	06/30/17		July 10: On Survey	Study group formed	One study group formed by 10/1/17
	3	Increase involvement with - and from - Marquette University Student Chapter	Low	Training	Offer Lean/ Six Sigma training/study for the MU ASQ Student Section	Jasmine Hamedi	12/31/2017 with quarterly Board reports			Training session	One training session provided to Marquette students by 10/1/17
				Networking	Plan an ASQ MU-MKE professional networking social event.	Jasmine Hamedi	06/30/17		July 10: On hold perhaps. Update in August.	Social event	One social event held with Marquette students by 12/1/17
	4	Increase coordination efforts with ASQ HQ	High	1)Our association with STEM is to promote ASQ member participation related to STEM activities; 2) STEM covers Future Cities & Rube Goldberg	1) Communicate STEM programs & opportunities for participation in STEM activities; 2) Communication will take place thru newsletter articles & presentations at section dinner meetings; 3)Provide prizes for winners	Allen Rothman; John Hankwitz	06/30/17		July 10: Done	Number of volunteers involved with STEM	Increase number of volunteers involved with STEM by 10% (from ASQ Milwaukee Section and ASQ HQ).
				Badger State Science Fair	1) Provide financial support to Badger State; 2) Send team of ASQ members to judge competition; 3) Provide prizes for winners	Allen Rothman; John Hankwitz	09/01/17		July 10: Done.	Number of volunteers involved with Badger State Science Fair	Increase number of volunteers involved with Badger State Science Fair by 10% (from ASQ Milwaukee Section and ASQ HQ).

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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.	5	Increase usage of technology (e.g., seminars, Linked-In, etc.)	High	Section, Region and HQ collaboration	1) Work with Section Chairs in Region 12 re: training offerings & concerns generated by the Milw section leadership team. 2) Involve ASQ HQ designates to be involved in Alliance meetings/activities & Washington Co. Career Days; 3) participate in Washington Co. Alliance Committee; 4) Participate in Washington Co. Career Days at all locations; 5) Provide ASQ section members to do career mentoring.	Allen Rothman	12/1/2017 with quarterly Board reports		July 10: Going well.	Number of volunteers involved with quality career outreach	Increase number of volunteers involved with quality career outreach activities by 10% (from ASQ Milwaukee Section and ASQ HQ).
				Website Data	1) Map data flow on website - assure all tab data is current/accurate; 2) Report Google statistics to Board. 3) Mary T. - take training on Google Analytics.	Mary Therese Guzniczak & Ray Tucker	12/1/2017 with quarterly Board reports		July 10: Not discussed	Website data reports	ASQ Milwaukee website usage data report formats are approved by the Board 3/31/17. Then reports are completed 100% and presented each quarter thereafter.
				Website Content	1) Add Event items in a timely manner: newsletter, plant tours, seminars. 2) Board and member leaders inform web for calendar, event, newsletter. 3) Consider adding a blog and/or "Ask the Chair" page communication with users on a specific page.	Mary Therese Guzniczak & Ray Tucker	12/1/2017 with quarterly Board reports		July 10: Need to add new photo	ASQ Milwaukee Section website activity	Increase number of hits on ASQ Milwaukee website by 20%
				Social Media	Explore how Linked-In can be leveraged.	Mary Therese Guzniczak & Ray Tucker, Scott Waligora	12/1/2017 with quarterly Board reports		July 10: Scott Waligora has been working on leveraging Linked-In	Social media activity	Increase number of hits on ASQ Milwaukee Linked-In site by 20%.