

## Business Plan for Member Unit - Section 1001 Grand Rapids (FY 2009 -2010)

Required Objective	Activity to Support Objective	Section 1001 Activity Title	Activity Description	Activity Date(s)	Measure(s)	Goal	Comments
<b>INCREASE IMPACT</b>	Support global transformation initiative	Key Deliverables	Manage key deliverables and deadlines set forth by ASQ National	Ongoing	Jan 15 - Year End Report Due May 1- Elected Leaders Due May 1 - Fellow Nominations Due June 30 - Appointed Leaders Due Aug 15 - Financials/Audit Due Sept 1 - QMP (SMP) Due Oct 1 - Budget / Business Plan Due	100%	Submit prior to due date
	Support Social Responsibility movement	Annual Food Drive	Conduct food drive in conjunction with Dec meeting	December Event	Successful Food Drive	Hold Event	Deliver donations
	Support Social Responsibility movement	Educate Companies	Contact organizations and make them aware of ASQ concepts	Ongoing	Number of organizations contacted	5 Contacts	Report to SLC by end of 09/10 - MVTF Recommendation
	Support Social Responsibility movement	Mentor Program	Develop Mentor Plan	Ongoing	Mentor Plan developed	Plan Developed	Report to SLC by end of 09/10 - MVTF Recommendation
<b>GROW MEMBERSHIP</b>	Grow the number of organizations served	Publicity/Marketing	Continue advertising in local business publications and generate new marketing ideas.	Ongoing	Develop and deploy new marketing ideas	2 New Ideas	Consideration of new ideas and two (2) new ideas deployed.
	Grow the number of organizations served	Local Student Chapter	Support ASQ student chapter at Ferris State University.	Ongoing	Number of meetings attended by at least one SLC members.	5	Meetings attended.
	Grow the number of members engaged in member unit activity	Promote EORO	Recognize and reward activity	Monthly	Number of awards given	How Many	
	Grow the number of members engaged in member unit activity	Maintain Member Value Task Force and their work	Evaluate Member Value Task Force recommendations.	Annually	SLC approved Tasks.	8 Tasks Approved	New ideas assigned and considered and 75% of approved ideas deployed
	Grow the number of members engaged in member unit activity	Tutorials	Provide value-added tutorials.	Sept - May	Number of Tutorials held	8 Held	Every regular monthly event.
	Grow the number of members engaged in member unit activity	Scholarships	Offer scholarship(s) to local colleges	Annually	Scholarships Offered	2 Offered	Two (2) per year
	Grow the number of renewing members	Develop future SLC members	Provide section volunteer opportunities	Ongoing	Meet and Greet with non-SLC member involvement	8 Involved	Eight (8) non-Board members involved in a Section activity by end of 09/10
<b>INCREASE CUSTOMER LOYALTY</b>	Improve member retention	Provide Discount Opportunities	Investigate ways to get group discounts from local merchants	Annually	Number of opportunities	5 New Discounts	
	Improve member retention	Recognize Business Excellence	Investigate a process to recognize local Organizational Business Excellence	Ongoing	Investigation performed	Investigated	Report to SLC by end of 09/10.
	Improve member retention	Monthly Event Venue Options	Investigate alternatives to our current event venue	Ongoing	Investigation performed	Investigated	Report to SLC by end of 09/10 - MVTF Recommendation
	Improve member retention	Provide quality speakers and topics	Arrange for quality speakers and topics of interest to members	Monthly	Survey Results	6 Rating > 3.5	Average overall score of 3.5 or above for 7 of 9 monthly events
	Enhance the value of the Quality BoK through strategic use	Quality Tools	Promote the seven traditional quality tools to our members	Annually	tutorials covering quality tools.	2 Quality Tools Covered	At least two (2) tutorials - MVTF Recommendation
	Enhance the value of the Quality BoK through strategic use	Promote Senior status	Continue to support development of Senior members	Sept - May	Development encouraged.	1 Tutorial Presented	One (1) tutorial dedicated to advancement to Senior grade.
	Enhance the value of the Quality BoK through strategic use	Promote Fellow status	Continue to support development of Fellow Status	Sept - May	Sponsorship supported	1 Fellow Nominated	Sponsorship of nominated candidate(s). Kurt Roudabush nomination pending.
	Enhance the value of the Quality BoK through strategic use	Tool Kit	Develop a Tool Kit	Ongoing	Link to ASQ National website	1 Tool Kit Developed	Report to SLC by end of 09/10 - MVTF Recommendation
<b>GROW MEANS</b>	Increase professional certifications	Preparation Courses	Offer Preparation Courses for Certification	Annually	Number of courses offered	9 Courses Offered	Nine (9) per year
	Increase use of ASQ training	Alternative Funding	Investigate No Worker Left Behind stimulus funding	Ongoing	Investigation performed	Investigated	
<b>PROCESS PERFORMANCE</b>	Use technology to enable information sharing	Using Technology	Investigate opportunities for technology use	Ongoing	Investigation performed	Investigated	
	Improve performance using Baldrige criteria or other methodology	Performance Excellence Assessment	Develop a self-assessment	Annually	Self-assessment performed	Performed	
<b>PEOPLE</b>	Increase Member Leader satisfaction	Establish Baseline	Develop a member leader satisfaction survey	Annually	Survey Performed	Survey Conducted	
	Increase Member satisfaction	Alternate Event Venue	Offer an additional venue at an alternate time and place (lunch, topical, etc.)	Annually	Alternate event held.	2 Events Held	Two (2) per year - Dec & May
	Increase number of Member Leaders participating in leadership training	World Conference, Ideas in Action, Region 10 training, etc	Send Member Leaders to training events.	Annually	Number of opportunities offered.	2 Opportunities Offered	