

Business Plan for Section **Golden Gate Section/ASQ0618**

Submit your section's 2007-2008 plan to HQ (smp@asq.org) and your RD by October 1, 2008.

Achieve 75% of your goals and submit completed plan and cover letter to HQ (SMP@asq.org) and your RD by September 1, 2008.

Objective	Activity Title	Activity Description	Resp. *	Activity Date(s)	Measure	Goal	Status [^]	Results [‡]	% of Goal Achieved [‡]
VOICE OF THE CUSTOMER									
1.	Establish Section Metrics	Develop Key Performance Indicators which can be used to benchmark section performance	Bikash /Kate		KPI's in place	Complete by Jan 08	Complete Feb 08 Finalize May 08	Goal met	100
2.	Gather specific information of constituency needs	Develop and utilize an on-line survey for the chapter's constituents with the intent of understanding their needs and desires for an effective section. This information will be captured in a database and updated on a regular basis to help the board tailor the sections business plan	Mike S./ Gary		All information collected and collated and inserted in a database	Complete by Mar 08	Complete May 08	Goal met	100
EXPANDING CONSTITUENCY BASE									
3.	Optimize newsletter communication	Develop a newsletter calendar	Dawn/Juliet		newsletter calendar established	Complete by Jan 08	Completed Oct 07	Goal Met	100
4	Re-evaluate the website design for optimum effectiveness	Identify alternate solutions for the chapter's website which provide greater service to our	Kate, Wai, Bikash, Brian		new website identified and	Complete by April 08	Completed	Goal Met	100

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	and optimize newsletter communication	constituency. Identify a backup for the website.							
5.	Dinner Meeting Program	Effective organize 4 ASQ Meetings and 1 Social event with defined schedule, topic and speaker. Evaluate all elements of the program including, topic, meeting structure, and location Review the questionnaire	Vuong, Wai, Bikash		Program in place	Complete by Dec 07	Completed Nov 07	Goal Met	100
6.	Joint event with an adjunct organization	Identify at least one adjunct organization within the bay area that has the potential to expand the sections constituency base.	Vuong, Wai, Bikash		Conduct at least one joint event with this organization	Complete by June 08	Completed Mar 08 Second Meeting July 08	Goal Met	110
7.	Provide a seminar on a topic of interest to our constituency	Identify a topic for a seminar to be held in the spring that is meaningful to our constituency and relevant to the section's vision and mission statement	Vuong, Bikash		Seminar identified, and communicated in newsletters at least 2 months before the actual date	Complete by April 08	Completed May 08	Goal Met	100
SECTION PERFORMANCE									
8..	Effective marketing Dinner meeting	Sell ASQ Annual Pass (4 dinners or \$99.00)	Norman, Bikash		Metrics in place to demonstrate growth	Sell 10 annual passes	Completed Jan 08	Goal Met	100

^ This can be used for tracking progress. A common legend to use: A (ahead of schedule), B (behind schedule), O (on schedule), C (complete), H (on hold), D (dropped)

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

* Who is responsible for this activity?