

American Society for Quality Strategic Plan 2002-03

Mission

The American Society for Quality advances individual, organizational, and community excellence worldwide through quality improvement, learning, and knowledge exchange.

Strategic Direction

The community for everyone who seeks quality technology, concepts, or tools to improve themselves and their world.

Objectives

A. Member Value

Our members' best resource.

B. Customer Value

Worldwide provider of information and learning opportunities about quality.

C. ASQ Performance Excellence

Role model for quality.

D. Quality Champion

Global advocate for excellence.

Strategies

A1. Develop ASQ member units to be excellent quality resources for our members.

A2. Deliver products, services, and opportunities for interaction, which make our members more competitive and valuable as professionals.

A3. Build a comprehensive, accessible body of knowledge that supports our diverse members.

A4. Use diversity to enrich ASQ, improve ASQ's performance, and enhance the individual's membership experience.

B1. Implement the Globalization Initiative, including:

- a. Enhancing customer access to ASQ and the quality body of knowledge.
- b. Worldwide education, certification, information, and training offered in multiple formats and languages.
- c. Global delivery systems.

B2. Implement the worldwide research plan to include:

- a. Targeting research areas.
- b. Commissioning research projects.
- c. Disseminating research information in a timely manner.

B3. Develop a target market segmentation plan to identify the needs of key segments to guide development of products and services, that will positively impact organizations.

B4. Pursue merger and acquisition opportunities.

C1. Use the internal measurement system to improve performance Society-wide.

C2. Enhance the collaboration between ASQ's member units and headquarters to improve performance and member/customer-value.

C3. Develop and implement an ASQ leadership development process that includes:

- a. Recruitment of the best leaders.
- b. Leadership training.
- c. Opportunities for professional development.
- d. A succession process.

C4. Deploy the technology strategy to ensure optimal use of the Internet and emerging technologies to deliver information and learning opportunities and to manage ASQ.

D1. Increase ASQ members' recognition as being valuable professionals to their organizations.

D2. Increase ASQ's visibility as the advocate for quality related issues.

Strategies in bold type have a higher priority.

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