Hoshin Planning
Section 1509

	5.1 MLE-Engage with local community groups by 12/31/14 in events that promote ASQ brand recognitio	4.1 MV-Improve successful email communication from 1/1/14 baseline	3.1 MLE-Increase Revenue	2.2 MLE - Attract new member leaders (not in leadership position in the last three years) by 10/30/14	2.1 MLE-Increase LC membership by 8/31/14	1.5 MV-Provide at least 1 training opportuny for members	1.4 MV-Increase average attendance at meetings from 2013 average baseline	1.3 GR-Build a diverse population of companies represented by current members	1.2 GR-Increase new membership from current 1/1/14 baseline	1.1 GR-Increase student membership by 12/31/2014
5.1a Science fair objectives (Provide Judges) (3/15/14)	●							●		
4.1a Update email address on member list		●					●		●	
2.2b 3. Create market (pull/attraction) strategy to grow member leaders and student leaders by 6/30/14				●	●					●
2.2a 2. Develop a Value Proposition to attract new leaders to serve.				●	●					
2.1b 4. Identify new voting members and engage with marketing strategy, for committees needing resources				●	●					
2.1a 1. Gap analysis of leadership chair and committee positions				●	●					
1.5b Sponsor workshops/guest speakers			●					●	●	
1.5a Provide certification training courses for members			●			●			●	
1.4b Have one meeting per year on a brand new concept or practice	●						●			
1.4a Schedule 3 tours (fall, winter, spring) as part of the 2014-2015 program	●						●	●		
1.3b Ensure diverse slate of program topics for 2013 and 2014.							●			
1.3a Develop/execute communication plan reaching out to existing and potential members		●						●		
1.2b Identify membership committee chair					●				●	
1.2a Conduct new member focus group quarterly									●	
1.1b Agree upon fund activitities of UCF student chapter										●
1.1a Establish MOU between UCF and ASQ 1509										●

Supporting Action/Project Priorities — **Action Measures of Success**

3 Year (2014 - to 2016) Primary Business Goals	1.1 Number of students listed on Section membership listing	1.2 Net gain/loss of members in 0-3 year membership category	1.3 Nert gain/loss of companies engaged	1.4 Average # attendees at monthly meetings	1.5 MV-Provide at least 1 training opportuny for members	2.1 Number of member leaders	2.2 Number of new member leaders	3.1 Dollar Increase Year over Year	4.1 % members with valid email addresses	5.1 Number of Events
1 Grow the community										
2 Improve member leader engagement										
3 Grow the means										
4 Improve process and operations										
5 Increase the Impact										

Resources

	Section Chair	Chair Elect	Secretary	Treasurer	Arrangements	Nominations / Past Chair	Education	Student Branch Coordinator	Programs	Membership/VOC	Recertification	Region 15A Director / Internet Liaison	Placement	Historian / Audit	Certification
1 Grow the community									●						
2 Improve member leader engagement										●					
3 Grow the means						●							●		
4 Improve process and operations													●	●	
5 Increase the Impact						●									
Jessica Coulon	●														
Dawn Thomas		●													
David Mora			●												
Jim Pate				●											
Nina Ahumada					●										
Fred Patton						●									
Stephen Piazza							●								
Ahmad Elshennawy								●							
Tim Willingham									●						
Mike Mooney										●					
Clark Westerfield											●				
Mike Kirchner												●			
Cathi Balboa													●		
Dick Matthews														●	
TBD															●

ASQ Orlando Section Hoshin Plan

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