

# AMERICAN SOCIETY FOR QUALITY ROCHESTER SECTION STRATEGIC OBJECTIVES

The American Society for Quality Rochester Section is the local affiliate of the national organization. As such, it supports the vision, mission, and strategies of ASQ in the greater Rochester area. The Rochester Section does this through its activities, programs and participation in the Section Management Process of the National Society.

## Vision

To be a recognized authority and champion for quality in the greater Rochester area.

## Mission

To advance individual and organizational excellence in the Greater Rochester Community through education and training in quality principles and technologies, and to promote quality professionalism by members.

## Strategic Objectives

1. ***Education***  
Provide relevant quality education effectively to members and to the community.  
Promote quality professionalism through ASQ certification programs.
2. ***Membership***  
Attract, retain and engage members from all organizational levels in the manufacturing, service and public sectors, and academia.
3. ***Outreach***  
Raise awareness and promote the application of quality principles and tools through community and co-sponsored activities.
4. ***Operations***  
Continuously improve the Section's effectiveness and image through leadership and communications.

# ASQ ROCHESTER SECTION STRATEGIC OBJECTIVES

## 1. Objective: Education

*Provide relevant quality education effectively to members and to the community.  
Promote quality professionalism through ASQ certification programs.*

### Activities:

#### A. Quality Awareness and Education

Raise awareness, and provide education and training in quality principles and technologies to members and the community. Examples of activities are:

- a. Speakers and presentations at meal meetings.
- b. Task Group meetings
- c. Annual Quality conference
- d. Web site
- e. Courses and seminars
- f. Newsletter - *Quality Audit*.

#### B. Professional Certification

Promote quality professionalism through ASQ certification programs.  
Examples of activities are:

- a. Refresher courses for certification exams.
- b. Host certification exams.
- c. Receive and evaluate documentation of member's activities needed for recertification.

## ASQ ROCHESTER SECTION STRATEGIC OBJECTIVES

### 2. Objective: Membership

*Attract, retain and engage members from all organizational levels in the manufacturing, service and public sectors; and in academia.*

#### Activities:

##### A. Membership Value

Enhance member value by making Section programs and activities more responsive to member needs. Examples of activities are:

- a. Conduct membership surveys; summarize and analyze the data  
Use the information obtained to initiate or change Section activities.
- b. Publicize job openings to Section members.

##### B. Membership Growth and Retention

Promote membership growth in diverse areas and broaden membership mix to ensure organizational vitality.

- a. Keep membership lists current.
- b. Focus on current members' needs to improve retention.
- c. Promote and provide assistance for member advancement to Senior and Fellow level memberships

##### C. Orientation and Involvement

Provide opportunities for involvement in Section activities for all members.

Examples of activities are:

- a. Membership Committee activities.
- b. Volunteer Committee activities.
- c. Conference Committee activities.
- d. Education Committee activities.
- e. Communications Committee activities.
- f. Program Committee activities.

## ASQ ROCHESTER SECTION STRATEGIC OBJECTIVES

### 3. Objective: Outreach

*Raise awareness and increase the application of quality principles and tools.*

#### Activities:

##### A. Collaboration

Seek opportunities where Section objectives would be advanced more rapidly and effectively through collaborating with other organizations. Examples of activities are:

- a. Participation in GRQC and Joint Council activities.
- b. Joint meal meetings.
- c. Co-sponsored events, such as, seminars, courses, and conferences.

##### B. College Student Support

Promote quality awareness and increase participation in co-sponsored activities. Examples of activities are:

- a. Support of local ASQ Student Branches at local colleges.
- b. A college scholarship award program.

##### C. Community Support and Outreach

Stimulate public involvement in quality and increase personal practice of quality principles and tools through targeted public awareness efforts.

Examples of activities are:

- a. Participate in GRQC activities.
- b. Quality seminars and courses.
- c. Annual Quality Conference.
- d. Promote ASQ sponsored activities.
- f. Publicize quality related events by local professional organizations.

## ASQ ROCHESTER SECTION STRATEGIC OBJECTIVES

### 4. Objective: Operations

*Continuously improve the Section's effectiveness and image through leadership and communications.*

#### **Activities:**

#### A. Section Leadership Development

Identify, attract, and develop Section leadership so that qualified candidates are available for key positions. Examples of activities are:

- a. Participation in Region II and National ASQ leadership training.
- b. Job and committee descriptions and objectives.
- c. Leadership orientation and development meetings.
- d. Mentoring new leaders.

#### B. Planning and Control of Activities and Finances

Use an annual plan and budget for activity and financial planning and control. Examples of activities are:

- a. An annual plan and budget process with input from all Section committees.
- b. Participation in the ASQ Section Management Process.
- c. Investment of net income to support Section activities.
- d. Development of policies and procedures to help guide and control Section activities.

#### C. Communications

Use communications to increase member and public awareness and support for the Section. Examples of activities are:

- a. A Communications Committee and policies to assist the Section in improving its communications.
- b. Use of printed and electronic communication media, e.g.
  1. ASQRS newsletter, *Quality Audit*.
  2. Web sites - ASQRS and ASQ.
  3. Section mailings-US and email
  4. Articles in local newspapers, and the *RES Journal*.