

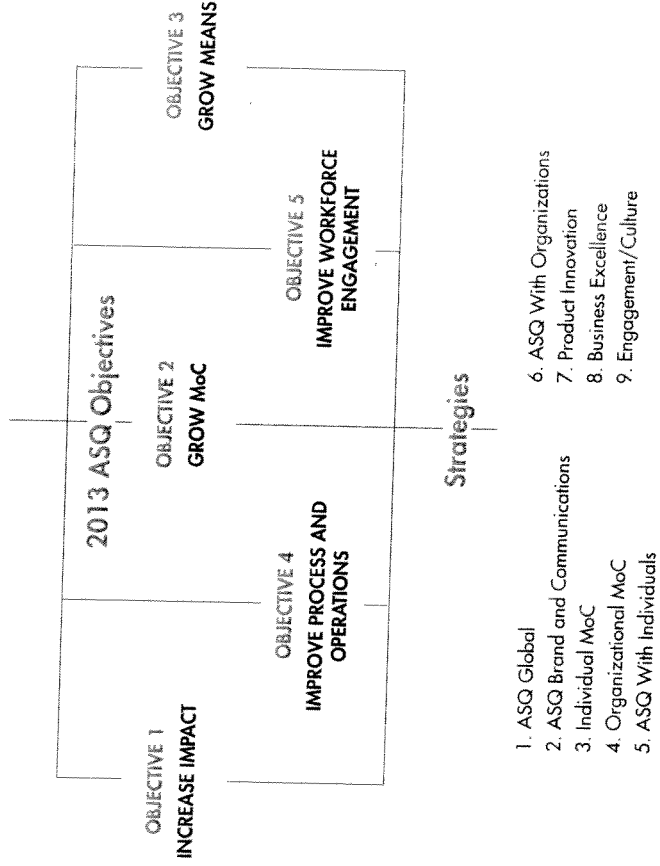
2013 ASQ Strategic Plan

ASQ VISION

By making quality a global priority, an organizational imperative, and a personal ethic, ASQ will become the community of choice for everyone who seeks quality concepts, technology, and tools to improve themselves and their world.

ASQ MISSION

To increase the use and impact of quality in response to the diverse needs of the world.





2013 ASQ Objectives and Level 1 Key Success Indicators (KSIs)

<p>Objective 1 - Increase Impact: Increase ASQ's impact, as measured by the Impact Focus monitoring system, by December 31, 2013.</p> <p>KSIs</p> <ul style="list-style-type: none"> · Impressions Index · Citation Index · Percent Influenced · Percent Realizing Results 	<p>Objective 2 - Grow MoC: Grow individual/organizational members and increase loyalty, as measured by the Customer Focus monitoring system, by December 31, 2013.</p> <p>KSIs</p> <ul style="list-style-type: none"> · Percent Individual MoC Growth · Percent Organizational MoC Growth · Percent Individual Member Loyalty · Percent Organizational Member Loyalty 	<p>Objective 3 - Grow Means: Grow operating revenue, as measured by the Means Focus monitoring system, by December 31, 2013.</p> <p>KSIs</p> <ul style="list-style-type: none"> · Percent Operating Revenue Growth · Return on Operating Revenue · Liquidity Ratio
<p>Objective 4 - Improve Process and Operations: Improve key work process and key project performance, as measured by the Operations Focus monitoring system, by December 31, 2013.</p> <p>KSIs</p> <ul style="list-style-type: none"> · Percent of Key Work Processes Performing to Established Standards · Percent of Key Projects Meeting Plan Milestones 	<p>Objective 5 - Improve Workforce Engagement: Improve employee and member leader engagement, as measured by the Workforce Focus monitoring system, by December 31, 2013.</p> <p>KSIs</p> <ul style="list-style-type: none"> · Percent Employees Engaged · Percent Member Leaders Engaged 	