

# Business Plan for Section 1216 – La Crosse/Winona

Submit your section's 2005-06 plan to HQ ([smp@asq.org](mailto:smp@asq.org)) and your RD by October 1, 2005.

Achieve 75% of your goals and submit completed plan and cover letter to HQ ([SMP@asq.org](mailto:SMP@asq.org)) and your RD by September 1, 2006.

Objective	Activity Title	Activity Description	Activity Date(s)	Measure	Goal	Status ^	Results‡	% of Goal Achieved‡	Contact*	Comments
Increase Member Value	Education – certification training	Increase member access to certification training.	Ongoing	Review of newsletters.	Increase access to certification classes in the area over previous years (0).				Curt Everson/Aimee Siegler	Partnering with Hiawatha Section for ITV classes.
Increase Member Retention	Member retention	Increase member retention. Members who fail to renew may be contacted by e-mail, mail or phone to discuss renewal.	Ongoing	Spreadsheet from HQ	Retention better than or equal to national average.				Scott Braaten	
Increase Member Satisfaction	Re-certification submissions	Re-certification journals are submitted to the re-certification chair, and then must be approved and sent to HQ.	Ongoing	Document in a matrix.	No more than 2 day turn around from date material is received.				Donna Kinley	
Increase Member Satisfaction	Timeliness of newsletters	Newsletters are sent to section members that include an announcement for the monthly meeting and other time-dated material that may be of interest to members.	Ongoing	Document in a matrix.	Newsletter sent out a minimum of 9 days before the meeting.				Lynn Keller	
Increase Member Value	Education – certification training information	Understand the different educational offerings to help members obtain certification and write 1 newsletter article explaining what is available.	TBD	Review of newsletters.	One article published before 5/06				Curt Everson	
Increase Member Awareness	Communication through the website.	Post newsletters, meeting minutes and job opportunities on the website in a timely manner.	Ongoing	Document in a matrix.	No more than 3 business days turn around from date of receipt.				Denise Wermager	
Increase Member Satisfaction	Welcome new members	New members are sent a welcome packet with a letter, a coupon, and the last newsletter	Ongoing	Document in a matrix.	Packet sent within 30 days of release of information.				Scott Braaten	
Increase Membership	Section Level Each One Reach one	Contacting companies with no members and offering information, an application, and an invitation to attend a meeting with 2-3 colleagues	Ongoing	Document in a matrix.	One new company invited per month at a minimum.				Section Board	
Increase Public Awareness	Press releases	Press releases are sent out regularly to the local media regarding section news and events	Ongoing	Copies of documents sent.	Submitted to the media by noon the 1 <sup>st</sup> Thursday after the meeting notice is received.				Leanne Kasper	
Increase Member Awareness	Meeting Minutes	Section board meeting minutes must be available for review.	Ongoing	Document in a matrix.	Published no more than 3 business days from the meeting date.				Randy DeGier	
Increase Member	Certification submissions	Examination materials must be accurate and submitted to HQ	Ongoing	Various documents	Sent no more than 1 business day from				Kim Linton	

Satisfaction		in a timely manner			exam, no missing documents and no completion errors by proctor or examinee.					
Increase Board Member Involvement	Board member meeting attendance	Board members should be involved with the section activities.	Ongoing	Treasurer notes and board meeting minutes	All board members should attend at least two meetings per year (membership or board meetings)				Section Board	
Continue Community Involvement	Section Scholarship	Scholarship committee to review scholarship applications and award one scholarship per year.	Spring	Award notice	One scholarship awarded.				Scholarship Committee	
Increase Member Advancement	Promotion to Senior or Fellow	Increase number of senior and fellow members in the section.	Ongoing	Section records	At least 2 members promoted to senior or fellow during 2005-2006				Dan Rand	
Improve Member Value	Meeting interest	Section members will only attend meetings if they are interested in the topic or tour presented	Ongoing	Meeting record	No meetings cancelled due to lack of interest				Aimee Siegler	
Increase Member Involvement	New Board Members	Increase the number of members participating in the extended board.	Elections	Board Roster	Two board members that have not been on the board within the past 5 years elected/selected.				Dan Rand/Nominating Committee	
Increase Volunteer Knowledge	Training	Increase the number of board members trained as volunteers	Ongoing	Document in a matrix.	100% of executive board trained, at least 66% of extended board trained.				Section Board	

**Columns with bold headings are required.**

^ 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?