



2021 – 2022

Strategic Plan

Excellence Through Quality

MISSION

ASQ empowers individuals and communities of the world to achieve excellence through quality

VISION

ASQ will be the thought leader and community of choice for individuals seeking excellence through quality



GOALS

Drive thought leadership in excellence through quality

Provide an advanced and comprehensive learning and education experience

Enhance the member experience

Institute best practices in culture, operations, risk management and governance

GOAL 1



DRIVE THOUGHT LEADERSHIP IN EXCELLENCE THROUGH QUALITY

OBJECTIVES

Leverage ASQ's Quality 4.0 & Insights on Excellence content to demonstrate thought leadership throughout the quality profession.

Enhance content creation and user experience for ASQ's QBoK.

KEY INITIATIVES

Develop a comprehensive content strategy that incorporates new and existing resources.

Improve existing QBoK content through technology and visual website experiences.

Create focused efforts to cultivate and engage new SMEs and existing thought-leaders in content curation.

GOAL 2



PROVIDE AN ADVANCED AND COMPREHENSIVE LEARNING AND EDUCATION EXPERIENCE

OBJECTIVES

Launch a Global Provider Network for delivery of ASQ content and training.

Introduce new and enhanced education & content delivery experiences for members and customers.

KEY INITIATIVES

Standardize process, access, and pricing structure for ASQ-owned content and associated training opportunities worldwide through a commercial framework.

Research, update, and modify content delivery platforms and technologies to increase accessibility and improve member experience based on data.

GOAL 3



ENHANCE THE MEMBER EXPERIENCE



OBJECTIVES

Develop interactive career pathing for members in all stages of their careers.

Develop a young quality professional strategy.

Implement technologies to improve member experience.

KEY INITIATIVES

Create a career pathway for members including targeted educational content like soft skills training, certification and network building opportunities.

Attract and engage Next Gen quality professionals and volunteer leaders including student chapters, geographic and technical communities, through modern ways of participation and learning.

Enhance membership engagement and experience through a rich mobile app platform.

Enhance association management system capabilities to improve our internal operations and member experience.

Update website to reflect alignment with user expectations for content, search functionality, multi-media use, and overall organization to improve ease of use and drive member value.

GOAL 4





INSTITUTE BEST PRACTICES IN CULTURE, OPERATIONS, RISK MANAGEMENT AND GOVERNANCE

OBJECTIVES

Create a culture of inclusion where
“ASQ is the place I want to be.”

Streamline and update ASQ's
governance structure.

Refocus ASQ's global service structure for future
success.

KEY INITIATIVES

Build a culture of diversity, equity and inclusion
to foster open communication, engaged
people, and the exchange of ideas.

Update ASQ's governance structure and
documentation to drive efficiency and
inclusion and deliver a greater member
experience.

Create, communicate and implement a future
strategy for existing Regional Service Centers.

Research and identify opportunities for global
growth consistent with maturity modeling.



ASQ[®]

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