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

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

Key Initiatives

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

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<thead>
<tr>
<th>OBJECTIVE</th>
<th>KEY INITIATIVES</th>
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<tr>
<td>Develop interactive career pathing for members in all stages of their careers.</td>
<td>Create a career pathway for members including targeted educational content like soft skills training, certification and network building opportunities.</td>
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<td>Develop a young quality professional strategy.</td>
<td>Attract and engage Next Gen quality professionals and volunteer leaders including student chapters, geographic and technical communities, through modern ways of participation and learning.</td>
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<td>Implement technologies to improve member experience.</td>
<td>Enhance membership engagement and experience through a rich mobile app platform.</td>
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<td>Enhance association management system capabilities to improve our internal operations and member experience.</td>
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<td>Update website to reflect alignment with user expectations for content, search functionality, multimedia use, and overall organization to improve ease of use and drive member value.</td>
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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.