



2023-24 STRATEGIC PLAN

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.

Quality opportunities were abundant throughout 2022, and that landscape provides an inspirational backdrop for strategic planning to prepare ASQ for 2023 and beyond.

Quality is not about changing just one person, product or service at one moment in time. Rather, quality is about continuously advancing systems and improving the future. With these opportunities in mind, dedicated member leaders created ASQ's 2023-24 strategic plan which centers on how ASQ educates and communicates with the public on industry quality issues, and how we are evolving and improving our member experience for greater mission impact.

The 2023-24 ASQ strategic plan will guide the Society's organizational decisions, resource allocations and priorities for the next two years.

Member and Customer Value

Quality is crucial in achieving successful ESG management in any industry, with quality methodologies like systems-thinking, risk assessment, effects on communities, regulatory compliance, and environmental management leading the movement.

Operational excellence through quality aligns with the achievement by an organization of consistently superior performance, resulting from the ongoing efforts to establish internal frameworks of standards.

We will enhance content creation for ASQ's Quality Body of Knowledge (QBoK), which drives the Society's thought leadership. Through our relationship with ASQ Excellence (ASQE), ASQ's Technical Communities will apply ASQE's benchmarking data and Insights on Excellence (IoE) learnings to expand our QBoK for enhanced relevancy and to reflect the challenges and opportunities facing today's quality professionals and their organizations.

Additionally, how organizations are defining and implementing quality practices continues to evolve. For 2023-24, **ASQ will prioritize establishing and promoting the role of quality in Environmental, Social and Governance (ESG) thought leadership and content development.**

To improve the value of ASQ membership and offerings, we will **assess quality industry and discipline segmentations, and advance personalization and content curation.**

ASQ will also **review membership levels and value propositions** to create specific actions addressing the evolving needs of current and Next Generation quality professionals to **ensure each is having an optimized member experience.**

ASQ is the administrator for three Technical Advisory Groups (TAGs) that vote and comment on ISO standards, two committees that develop American National Standards, as well as secretariat to three ISO committees. This creates a unique position to integrate and support ISO standards administration and development into more offerings, and **help quality professionals understand how they can guide their organizations by leveraging standards to achieve operational excellence.**



Brand Enhancement and Public Image

The past year illustrated that quality practices and professionals have never been more in vogue, and ASQ must be able to own and advance the quality dialog, and upskill members to meet current and future workforce demands.

The importance of access to quality experts has grown as the world has faced supply chain, manufacturing, health care and shipping challenges in recent years. ASQ will leverage our brand awareness through a new reputation management framework and strategy, to **elevate subject matter experts and showcase their knowledge, to help organizations around the world achieve excellence through quality.**

With more than 75 years of rich history, ASQ has developed partnerships with quality organizations and other stakeholders around the world and there is more we can achieve by working together. We will explore these relationships to **maximize the opportunities for training, learning and education in quality.**



Operational Excellence

ASQ bylaws (section 10.2) require our members to attend our annual meeting in person, which reduces the opportunity for members to have their voices heard and vote on decisions. Updating our bylaws will allow flexibility and allow technology to be used to bring members into Society decisions.



Creating a culture of diversity, equity, inclusion and belonging (DEI&B) is not only the right thing to do, it makes good business sense. Studies show DEI&B has the potential to increase sales revenue, increase the customer base and ultimately increase performance. ASQ will **advance a culture of DEI&B to make the Society a place everyone feels welcome.**

As an organization established in 1946, the processes for managing an association have evolved over time, thanks to advances in areas like technology and globalization. Portions of ASQ bylaws do not reflect these advancements. By updating ASQ bylaws to reflect modern association management, the Society will **deliver a greater member experience, drive efficiency, manage resources, and make it easier for ASQ members around the globe to participate in the association and make their voices heard.**

The past two years have shown how live member experiences like events and conferences have been able to be reimaged. Based on the learnings of virtual-only, hybrid and live events, ASQ will **modernize our conference framework, member experience and content to create meaningful learning and networking opportunities.**

ASQ has been investing heavily in technology, and we will expand our roadmap to **focus on implementing segmentation and customized experiences, and improving our website through refreshed content and usability.**

The pandemic created unprecedented challenges, but the Society's finances remained strong throughout these dynamic years. We will continue to responsibly manage ASQ finances by **evaluating and improving our products and services, reviewing assets, and identifying grants and gifting opportunities to invest in our future growth.**



When the power of quality is recognized and embraced, it can be about advancing entire communities and protecting our planet to benefit and sustain us all. A business wouldn't exist without its customers and ASQ would not exist without our members. This strategic plan aligns the needs of the business world with the capabilities and expertise of quality professionals, showcasing the strength of ASQ and its membership.

