



**Government  
Division**

**2009-2010 BUSINESS PLAN  
AUGUST 17, 2009 DRAFT ONE**

Objective	Activity Title	Activity Description	Activity Date(s)	Measure	Goal	Status ^	% of Goal Achieved‡	Contact*	Comments
<b>A. Grow Membership</b> 1. Grow the number of organizations served 2. Grow the number of members engaged in member unit activities 3. Grow the number of renewing members  <b>B. Increase Impact</b> 1. Support global transformation initiative 2. Support Social Responsibility movement  <b>C. Increase Customer Loyalty</b> 1. Improve member retention 2. Enhance the value of the	1. Newsletter	Produce Quarterly Newsletter	Sept, Dec, Mar, June	# completed Member	4 issues 85% satisfied			Howard Schussler	Member surveys indicate they rate this as most valuable product of division and are very satisfied
	2. Build Membership	Ideas to Action Gathering Campaign	Fall and Spring	# and % of new member growth	10% or more / yr. With ASQ BM			Division Leadership	
	3. Division Webinar Series	6 -8 Webinars featuring leading practitioners of quality in government	Sept – June	# of participants,	50 / session			Dale Weeks & Division Leadership	All webinars are being posted to website for no cost download Tool to recruit new members
	4. Website Improvement	Continuous Website Improvement	Aug – June	# of downloads	2 / month				
	5. Voice of the Customer	VOC Surveys - Use ASQ Software	Aug-June	# of updates	25% increase			Guy Gordon	
	6. Link and Align with ASQ China, Canada, and Other Selected Geographies	Support China Plan from Minneapolis Conference; Support Canada Quality Congress Conference	Aug - June	# of unique visitors	2 / Year			Dale Weeks Guy Gordon Brian DeNiese Tom Sladky Sal Agnello	Continue Work from 08-09 – Link and Align with Other Divisions - The DAC – More Synergy Less “Stove Pipes.”
	7. ASQ Linkage	Link with ASQ 09-10 Business Plan		# of Surveys Completed					
	8. Division Discussion Groups	* Discussion Groups in 3 to 4 Locations - DC, Sacramento, Toronto or Ottawa	Aug - June	# of initiatives supported				Geof Withnell James Duarte Ron Mallory	SEE JULY 20, 2009 BUSINESS CASE PROPOSAL
	9. Government Division BPM Lean Marketing	* Build 2 -3 Partnerships with		# of conference participants					Perceived Need to Increase PPAC
					Retention Rate				



Government  
Division

ASQ  
2009-2010 BUSINESS PLAN  
AUGUST 17, 2009 DRAFT ONE

Objective	Activity Title	Activity Description	Activity Date(s)	Measure	Goal	Status ^	% of Goal Achieved‡	Contact*	Comments
Quality BoK through strategic use	Proposal (“Moon Shot”)	“Non Choir” Orgs. * Continue PPAC Involvement		Lean / BPM this year.				Dale Weeks Guy Gordon	Sense of Urgency for Govt Reform.
	10. PPAC	* Develop, Approve, Conduct <u>Govt Excellence Conferences</u>		Conference Stages Completed				John Iverson	SEE GOVT CONFERENCE PROPOSAL
	11. Govt Excellence Conference	* Write 3 – 5 Non-Partisan Mgmt, of Government White Papers * Support June 2009 Activity through the Year		# of Papers Completed				Steve Wilson	Steve’s Proposal from Minneapolis Conference
<b>D. Grow Means</b>	12. White Paper Development								
	13. Chicago Housing Authority	* Integrate the Division with Government Sales & Market Plans * Review Proposed Govt Performance Excellence Courses	Aug – June	# of Common Activities Completed				Sal Agnello Dale Weeks	
<b>E. Process Performance</b>	14. Sales & Market Plan Integration								
	15. Govt Course Review								
1. Increase professional certifications 2. Increase use of ASQ training	16. Use Baldrige Criteria	Use Baldrige Criteria to Improve Our Own Gov. Division Processes	Aug - June					Dale Weeks	
	17. Social Media Policy	Develop and Use Relevant Social						Bruce Waltuck Guy Gordon	



**Government  
Division**

**ASQ  
2009-2010 BUSINESS PLAN  
AUGUST 17, 2009 DRAFT ONE**

Objective	Activity Title	Activity Description	Activity Date(s)	Measure	Goal	Status ^	% of Goal Achieved‡	Contact*	Comments
performance using Baldrige criteria or other methodology		Media to Communicate with Our Members							
<b>F. People</b> 1. Increase Member Leader satisfaction 2. Increase Member satisfaction 3. Increase number of Member Leaders participating in leadership training	18. Leadership Development and Succession Planning	Take Advantage of All Available ASQ and Related Division Leadership Development Opportunities	Aug - June					All Leadership Team Members	See July 2009 Division Chair Newsletter Article – Attached.

Other Items, activities, or strategies to pursue (as leader volunteers, time, and resources allow):

1. Strategic Partnerships – choose one organization “strategically” and “Make It Happen” : Excellence in Government conference, Governing magazine, Government Executive Magazine, ASPA.
2. Integrate Themes for the Year: Sustaining workforce process improvement in times of leadership transition (at the national level); Labor and management collaboration for process improvement; Going green and sustainable government (the ASQ Big Q)
3. Developing Bench Strength – standard position description summaries, member leader brochure



# Government Division

## ASQ 2009-2010 BUSINESS PLAN AUGUST 17, 2009 DRAFT ONE

Objective	Activity Title	Activity Description	Activity Date(s)	Measure	Goal	Status ^	% of Goal Achieved‡	Contact*	Comments
-----------	----------------	----------------------	------------------	---------	------	----------	---------------------	----------	----------

4. Marketing and Generating Additional Revenue – additional products and services for a price
5. Strengthening our Relationship with ASQ at All Levels – training courses, etc. – we become a more integral part of their Government/Public Sector “Market Driven” focus – see new Managing Director expectations and the overall ASQ 2008 Business Plan and related documents.

### Note from Bruce, July 25, 2008

So... with regards to the info dale drafted--

1. Member Value. Do we need to repeat a member survey? What sort of things do people want? Presumably high-quality knowledge and information. Great newsletter. Access to the knowledge net of our listserv participants. Webinars. What about conference stuff? What do people really want in regards to things like WCQI presence, and the LD or similar events? Maybe we should generate a "dog and pony" presentation that local Div reps can/will deliver at local Section meetings around the country to raise awareness and member value.
2. Membership. In my discussions with our ethics officer (a far more lengthy and detailed process to gain approval for volunteer work than I ever had before), he said it was ok for me to mention ASQ membership to others here at SAMHSA. That got me thinking about the bulletin boards that are all over my building. We have around 550 employees, and probably 100 or so who are involved in one kind of improvement activity or another right now. Many more are involved in professional work that relates to quality in its many forms (audit; healthcare; biomedical; government policy; etc.). Do we have (or should we have) a simple one-sheet flyer about the Division? SAMHSA has contractors who do the design work for our many publications and they look fantastic. So perhaps we can use a bit of money to produce a couple of different-sized recruiting posters that members and leaders can distribute and place wherever we go. Just a thought.
3. Webinars. I have already encountered many amazing people doing the work of quality and process improvement in this field. A few have struck me as excellent choices for webinar presenters. One is Dr. Dave Gustafson at U Wisconsin. Dave just had some heart surgery, to help repair damage from a heart attack a year ago. If he recovers well, we should get him on a webinar. Dave was instrumental in crafting Nominal group technique in the 1970s, and the NIATx model of process improvement is as simple and elegant and smart as any method I know. I would also like to see us try some webinars with union leaders from AFGE, NTEU, and AFSCME. The government sector is probably more unionized than most others, and in



**Government  
Division**

**ASQ  
2009-2010 BUSINESS PLAN  
AUGUST 17, 2009 DRAFT ONE**

Objective	Activity Title	Activity Description	Activity Date(s)	Measure	Goal	Status ^	% of Goal Achieved‡	Contact*	Comments
-----------	----------------	----------------------	------------------	---------	------	----------	---------------------	----------	----------

the next administration, the unions may see a return to the role of change leadership that they enjoyed in the earlier Bush and Clinton days.

4. Discussion groups. For those who did not see it, this is the stuff that Barry Craner and the biomed Div folks put together. They have had great success with this modified "conversation cafe" model (Google Conv Cafes if not familiar). Steve Wilson has asked the GovDiv to consider replicating the Biomed model. I got a copy of the discussion group workbook while in Houston. It's pretty good, with some room for innovation.

5. WCQI visibility. In Houston, we had the best traffic at our Div booth that I have seen in a number of years. Our giveaway items were well-regarded, and different than most of the other groups. We also had a lot of WCQI attendees stopping by. Amazingly there were a good number who confessed that they work in government quality (audit especially) but were not members of OUR division. So we should really focus once again on jazzing up the booth. We spent very little money on giveaways (and still have stuff left over for next year), but we did NOT have good informative and appealing signage to stick up on the very nice booth display unit. We need to improve on this for 09. We can also encourage some gov groups to submit for WCQI presentations if not too late - the Baldrige winners at ARDEC and Coral Springs should both be there. With Minneapolis's strong local "green" initiatives, we could consider seeking presentations from King County Washington (Seattle area) and Washington State, which have been at the forefront of local govt greenport and similar efforts. Even if we don't get these people as presenters, we could get these various groups to generate and provide posters for our booth, and handouts about their local improvement programs. That adds value for them and for us - win-win.

6. Mission. One specific change I would make, is to say "to improve the processes, performance, and quality of . . .government organizations."

**DIVISION CHAIR'S CORNER**  
**"MOVING FROM MINNEAPOLIS TO ST. LOUIS"**  
**A SUMMARY OF OUR 2009-10 BUSINESS PLAN**  
**July 15, 2009**  
**Dale Weeks**



# Government Division

## 2009-2010 BUSINESS PLAN AUGUST 17, 2009 DRAFT ONE

Objective	Activity Title	Activity Description	Activity Date(s)	Measure	Goal	Status ^	% of Goal Achieved‡	Contact*	Comments
-----------	----------------	----------------------	------------------	---------	------	----------	---------------------	----------	----------

Hello to each and every member of our Government Division! We continue to grow our Division above beyond our recently achieved milestone of 1,200 members. This is quick summary of what we have accomplished during our 08-09 ASQ year and what we have planned for the next 12 months that begins in July.

### A. Our Division Profile.

First, let me highlight the general, overall profile of our division membership as it stands today. Please note the following:

1. Top 10 States for Membership – Virginia, California, Florida, Maryland, Illinois, New York, New Jersey, Ohio, Pennsylvania, and Wisconsin.
2. Provinces of Canada – Alberta, British Columbia, Manitoba, New Brunswick, Ontario (46 Members!), and Quebec.
3. 30 + Countries Involved – United States, Canada, Bahrain, Kuwait, United Arab Emirates, Iraq, Saudi Arabia, Pakistan, Israel, Qatar, UK, Japan, Ireland, Mexico, Spain, Cyprus, Switzerland, Norway, India, Denmark, Hong Kong, Greece, Slovenia, Belgium, Trinidad Tobago, China, Italy, Argentina, Brazil, Malaysia, Indonesia, Macau, Germany.

As you can see, it is a global world “out there” for all of us – with close to all 50 states represented along with 30 or more countries!! Make sure you take advantage of this continual broad basis for best practice sharing and exchange. We are here to help each other.

### B. Our 2008-09 Accomplishments.

Secondly, from an activity progress standpoint, we can continue to refer to several on-going Government Division products and/or services that provide valuable learning tools and networking opportunities for our members. If you are new to Government Division or have not had the opportunity to make use of them as yet, those networking and learning experiences are still adding value for you on the Government Division Web site: [www.asq.org/gov](http://www.asq.org/gov) .

1. [Government Division News](#) is published twice a year. In 2008-09 we continued our electronic distribution method that gives you a scan and click method to get great articles and information.
2. [Government Division Webinar Series](#) presenting such topics as State-wide Performance Management, Six Sigma Lean and the Baldrige Award were well attended when they were held in a live format. The recorded versions are a great way for members to continue to access that information.



# Government Division

## ASQ 2009-2010 BUSINESS PLAN AUGUST 17, 2009 DRAFT ONE

Objective	Activity Title	Activity Description	Activity Date(s)	Measure	Goal	Status ^	% of Goal Achieved‡	Contact*	Comments
-----------	----------------	----------------------	------------------	---------	------	----------	---------------------	----------	----------

3. [Lean Training Webinar #2](#) – We delivered our second Lean Training Webinar, as designed by Ken Miller, a leading acclaimed speaker presenter and author of “We Don’t Make Widgets.” Our goal remains to provide a learning experience that includes a recorded Webinar, case studies and links to discussion boards.
4. [Healthcare Division Collaboration](#)– We participated in a Healthcare Summit meeting in October 2008 that continued our collaborative efforts with the Healthcare Division.
5. [Public Policy Action Council \(PPAC\)](#) – We remain part of the leadership of this ASQ-wide planning and strategy implementation team that is focused on leveraging and integrating our efforts on public policy as they relate to Government, Education, Healthcare, and other areas of major public importance. We continue our discussion through Sellery and Associates with the new Obama administration and finding ways to build ASQ as a trusted advisor on the management of government across many levels.
6. [Presentation to the ASQ Board of Directors](#) – In early February, I had the privilege to present our Division to the ASQ Board of Directors in Houston. This was very timely, given to “new” President in Washington, DC and it was an opportunity to explain what we are about and why we exist. It helped support our PPAC activity described above and strengthened our awareness across the society as a whole.
7. [Voice of the Customer \(VOC\) Support](#) – Guy Gordon continued as our division representative on the ASQ-wide VOC cross-divisional / section team. We were one of the first divisions to pilot the “new” VOC software purchased by ASQ in continuing to assess the customer needs of you, our Government Division members.
8. [Alignment with ASQ 08-09 Strategic Plan](#) – We also provided input (one of the few divisions) to ASQ in Milwaukee on the evolving society-wide 08-09 strategic plan, to include ideas on how to build more synergy and alignment with existing Government Market Plans and strategies. We shared thoughts with Tom Sladky and Sal Agnello in Milwaukee as our contacts in this endeavor.
9. [2009 World Conference and Related Matters](#) – We had a relatively successful ASQ World Conference in Minneapolis, that included several major division activities:
  - A business meeting on May 17<sup>th</sup> with 15 enlightened participants, where we identified additional division member leaders and explored new ideas for next year. Steve Wilson, Chair of our Division Affairs Council (DAC), also honored us with his participation and has encouraged us to produce non-partisan “white papers” as we move forward to strengthen the society’s involvement with strategic quality issues.



# Government Division

## 2009-2010 BUSINESS PLAN AUGUST 17, 2009 DRAFT ONE

Objective	Activity Title	Activity Description	Activity Date(s)	Measure	Goal	Status ^	% of Goal Achieved‡	Contact*	Comments
-----------	----------------	----------------------	------------------	---------	------	----------	---------------------	----------	----------

- A productive Division Booth display that was visited by President Obama and Uncle Sam (you had to be there – see our web site for the video!). We agreed to “invest” more money next year to improve the level of our customer feedback and satisfaction.
- Brian and Guy Gordon met with Steve Lu and Rachael Lin of ASQ China to set the baseline for building a stronger partnership with them in the coming year. This should include sharing of case studies, training materials, and a possible exchange of leadership and students on study tours.
- A well attended speaker presentation by Guy Gordon on the topic of “The Voice of the Customer,” as guided by his involvement with ICCS in Canada. This presentation is also available on our web site.

Again, on behalf of our entire division, OUR sincere thanks go out to Guy Gordon, Brian DeNiese, Bruce Waltuck, Terry Simmons, and Howard Schussler, as members of our 08-09 leadership team. As in prior years, they have been and remain there as “stalwarts” in making these accomplishments a reality. I remain grateful for their “many years long” commitment to ASQ and our division. And, an equal round of thanks goes to Linda Milanowski, our community development administrator in Milwaukee at ASQ. Linda has been with us for “o these many years” and she keeps us on our toes and moving forward for sure. We would not be where we are without Linda!

### C. Our 2009-10 Planned Activities

Next, as we move in to 2009-10, our division business plan will be filled with similar activities as last year, as well as a few additional initiatives that will grow the scope of our involvement on a broader, global scale. For example, we will:

1. Continue to produce our newsletter, with an emphasis on advance planning and scheduling topics in advance.
2. Conduct 6 -8 Webinars – Featuring leading practitioners of quality/performance excellence in government. We have two already scheduled during the summer on Lean Six Sigma.
3. Plan and deliver 2- 3 Discussion Groups in California, Washington DC, and hopefully Toronto, Canada, using the model developed by the Bio Medical Division.
4. Produce 3<sup>rd</sup> training Webinar (proposed) – continue our partnership with Ken Miller on how to achieve results “faster, better, and cheaper.”
5. Conduct monthly teleconference calls – continue calls with a greater level of participation of our leadership team and membership



# Government Division

## 2009-2010 BUSINESS PLAN AUGUST 17, 2009 DRAFT ONE

Objective	Activity Title	Activity Description	Activity Date(s)	Measure	Goal	Status ^	% of Goal Achieved‡	Contact*	Comments
-----------	----------------	----------------------	------------------	---------	------	----------	---------------------	----------	----------

6. Continue to collaborate with ASQ’s Healthcare Division – explore additional areas of common interest, such as Baldrige, Lean, etc.
7. Continue to partner with ASQ on:
  - Public Policy Advisor Council (PPAC)
  - The Voice of the Customer
  - The ASQ Knowledge Center
  - Government Training Offerings
  - ASQ’s World Congress on Quality in St. Louis

Finally, as we continue to grow and develop, I would be remiss if I did not mention our on-going need for additional leaders for our division. We remain in need for 5 – 10 enlightened and “energized” divisional leaders as we move further into our 2009-10 year and beyond. Your government needs YOU!

I hope you can find a project or two from our planned activities above that will peak your interest enough to join us in making these things happen. You are encouraged to join our leadership team as part of our journey!

I invite you to give serious consideration to the leadership opportunities available through Government Division. Review the articles in our newsletters, listen to our on-line webinars, give me a call directly, send me a personal e-mail, or call any of our current division leaders. All of us would be glad to talk with you about the opportunities for learning, sharing, benchmarking, networking, and personal professional growth that can and will be yours as an active leader member of our Government Division.

Thanks for your continued involvement in our Government Division and the ASQ as a whole!

Dale Weeks  
Florida Department of Revenue  
850-414-7855