

## **Executive Board Major Projects**

The Executive Board Major Projects were started in 2008 to target areas where emphasis needed to be placed. These areas were identified by QuEST Forum membership and the Leadership. These projects have been established and have designated executive board members that head them up. The activity is tracked and reported to the Executive Board on a regular basis. These projects have proven to be very valuable and effective and they will be continued throughout 2009. The projects and their status are shown as:

### **EB Project # 1 – Operational Efficiencies (Continued through 2009)**

This project was initiated in 2008 to implement the ASABA Group's recommendations addressing QuEST Forum's operational efficiencies. Completed projects include:

- The creation of an enterprise-wide project management system,
- The establishment of a QuEST Forum Roadmap
- Development and scheduling of CRM system to be launched in early 2009
- Revised Balanced Scorecard for 2009 to include tying the project management deliverables of the work groups and tracking progress toward objectives

The Project will continue into 2009 with the overall goal of aligning the 2009 work group and executive board projects with the QuEST Forum Strategic Objectives

### **EB Project #2 – Web Redesign (Completed)**

This project was completed and the new web site was placed into service in April, 2008. There is an ongoing web improvement and maintenance program that is part of the marketing function. The success and acceptance of this project was reflected in the positive comments received on the Member value Survey.

### **EB Project # 3 – Membership and TL 9000 Registrations (Continued through 2009)**

This project was tasked with increasing QuEST Forum Membership and TL 9000 registrations. The strategy was to target large and small companies within regional areas and to fortify current member participation and satisfaction. The project reached the following recruitment goals:

- Identified 211 strategic tier 1 and 2 companies for membership targeting
- Recruited 10 new tier 1 & 2 members
- Identified 50 small companies for membership targeting
- Recruited 5 small companies as members

- Identified 131 companies for TL 9000 certification
- Added 10 companies to the certified list
- Membership tracking tool complete and data is being loaded and tested.

This project will continue through 2009 with continued effort on regional participation on identifying new candidates and increased

#### **EB Project # 4 – Marketing and Communications (Transferred to a Standing Committee)**

This project was established to provide marketing and communications focus for QuEST Forum and TL 9000. The major accomplishments of this team were:

- Establishment of a professional marketing and communications group within the Quest Forum management team.
- Designed and developed global graphic for QuEST Forum identity.
- Revised marketing collateral for new member recruitment
- Developed 3 year strategic marketing plan and product roadmap.

This project will not be carried into 2009, but the team will remain in place and will continue to be active as standing committee that will help support the marketing activities for 2009.

#### **EB Project # 5 – Performance Data Reports Improvement (Continued through 2009)**

This project was tasked with improving the performance data reports and to provide information on these reports to members and users. The team has been working on a three-part plan as follows:

1. Improve PDR Accuracy – This team project has been focused on understanding the causes of data inaccuracy and providing education on how these data affect the reports. There has been a tool developed by UTD that has been used to identify problem areas and this tool has proven effective in identifying areas of impact. It was found that re-certification time lags have resulted in data being classified as “uncertified” and not included in industry trend reports.
2. Maximize PDR Usage – There was a pre-conference workshop presented at the Denver Best Practices Conference on “How to use PDRs”. The team has also developed and published a “White Paper” on understanding and using PDRs. This white paper is readily available on the web site for review and download.
3. Expand PDR Scope. - Expanding the PDR scope emphasizes the identification of "high priority" product categories that do not have enough registered companies in them to provide industry statistics. In some cases three or four companies are already registered in a category and the addition of one or two more registrations would make these valuable statistics available to all.

This project has had success and they will continue to work on improving the PDRs through 2009

### **EB Project # 6 – Network Reliability (New for 2009)**

This is a new project was established to help focus on the operations Improvement for service providers. Fraser Pajak will head up this project and there has been a charter developed This Project holds the potential to be of great benefit to QuEST Forum and could drive participation by Service Providers. The goal of Project #6 is to allow anonymous benchmarking via the five (5) to fifteen (15) service providers. The participants must agree on the measures and particulars of this study. The ultimate goal is to determine the best network improvements that will increase end customer satisfaction. Recruitment is underway for participants and the goal for 2009 was to have at least five (5) Service Providers participating.

### **EB Project # 7 – Engaging the Regions (New for 2009)**

This is also a new project for 2009 and it was established to provide out-reach to the global members and increase the activity within the global hubs. Kevin Calhoun is the board member that will head up this project and work is underway on the charter. The ultimate goal of the project was to make members feel valued and to leverage the core competencies of each hub.