The Foundation for the Malcolm Baldrige National Quality Award

"The award that bears his name reflects the virtues that he brought to public service and how he lived in his private life, a commitment to excellence, shrewd judgment and sound judgment, principled leadership, integrity, and a

sense of responsibility."

George W. Bush

"In everything we do, my administration will be inspired by a strong pursuit of excellence and unrelenting success."

> Donald J. Trump January 20, 2025

"In just a few years, the National Quality Award has literally become the standard of business excellence. And the renewed spirit of excellence in business, of making quality an integral part of America's corporate strategy, has truly, I believe, made us more competitive in the international arena."

George H.W. Bush

"I always prized the quality of Mac's vision. He had the capacity to look up from the dust of the plains to see the distant mountains."

Ronald Reagan

"I was proud as a U.S. Senator to vote in favor of the Baldrige Act."... this award has helped us re-focus on the future, on quality, on performance, and most importantly maybe, on innovation."

Joe Biden

"The Malcolm Baldrige National Quality Award, which highlights customer satisfaction, workforce empowerment, and increased productivity, has come to symbolize America's commitment to excellence."

Bill Clinton





America's Best Investment

Presents:

Baldrige Enterprise Update

March 20, 2025





Mac Baldrige Society Members































Opening Remarks/Agenda

Introduction

Guest Presenters

Bob Fangmeyer, Director, Baldrige Program, NIST

Al Faber, President & CEO, Baldrige Foundation

Brian Lassiter, Chair, Alliance for Performance Excellence Board of Directors

Stephanie Norling, President & CEO, Communities of Excellence 2026

Questions from the Audience

Closing Remarks

Al Faber, Moderator

Baldrige Performance Excellence Program Robert Fangmeyer, Director BPEP



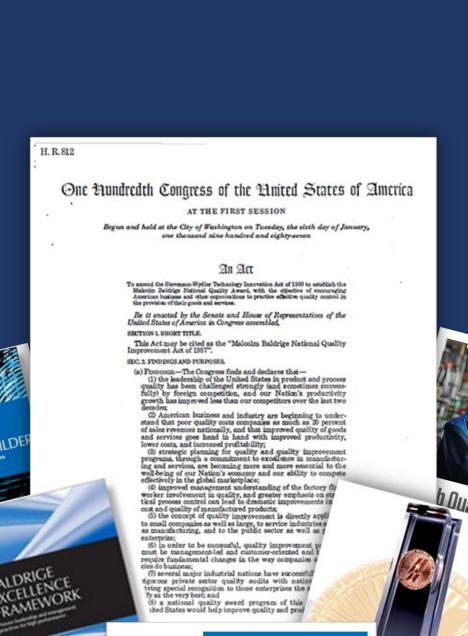


Baldrige Program Purpose/Mission



To improve the quality, performance, and long-term success of businesses and other organizations by

- Recognizing role models
- Fostering the adoption of proven practices
- Fostering a nation-wide ecosystem



Baldrige Program Update



- Award Ceremony and Quest for Excellence
- 2025 Baldrige Award Process
- Baldrige Framework Revisions



36th Quest for Excellence®



- March 30–April 2, 2025, Baltimore Marriott
 Waterfront, Baltimore, MD
- Award Ceremony for 2024 Recipients

Alamo Colleges District

Chickasaw Nation Department of Health

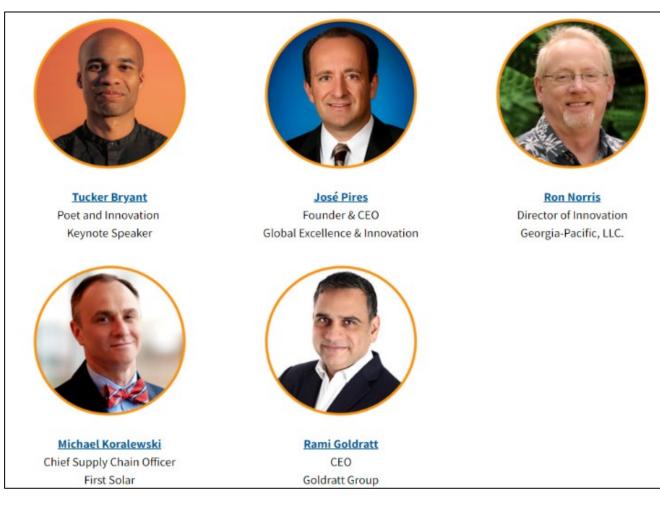
City of Henderson (NV)

Freese and Nichols, Inc

Northeast Delta Dental

 Over 40 Plenary and concurrent sessions featuring Baldrige Award Recipients and several keynote speakers

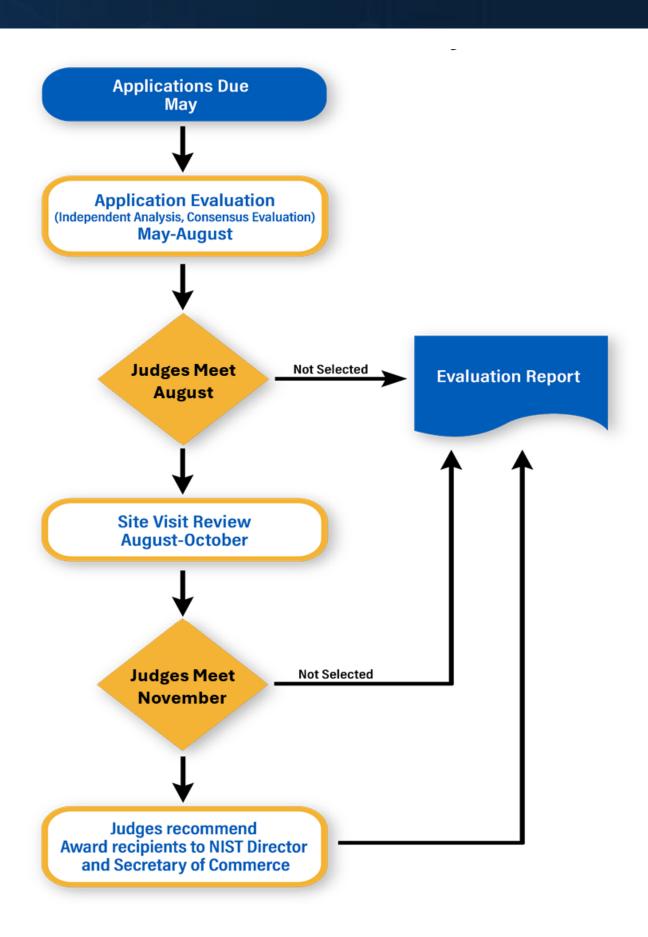




2025 Award Process



- 35 Accounts created
- 5 Eligibility submissions (Due 4/10)
- 15 Applications in process (Due 5/22)
- Judges decide site visit Finalists (8/13)
- Judges recommend recipients (11/7)
- 295 Examiner applications
- Examiner selection/notification (wk of 4/21)
- Examiner Training (May 5 to June 6)

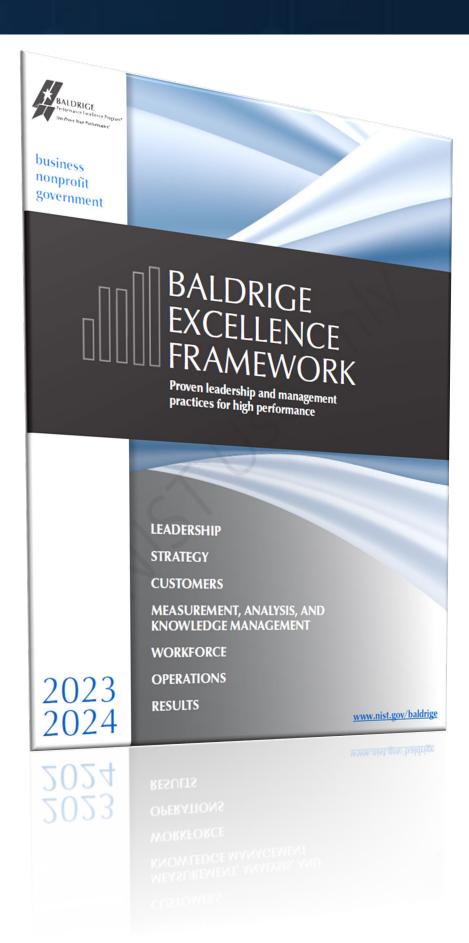


Baldrige Framework Revisions



Objectives:

- Incorporate needed content changes based on research and input
- Enhance utility and value as a maturity model improvement guide
- Simplify and streamline for ease of understanding and use
- Complete and available in late Fall

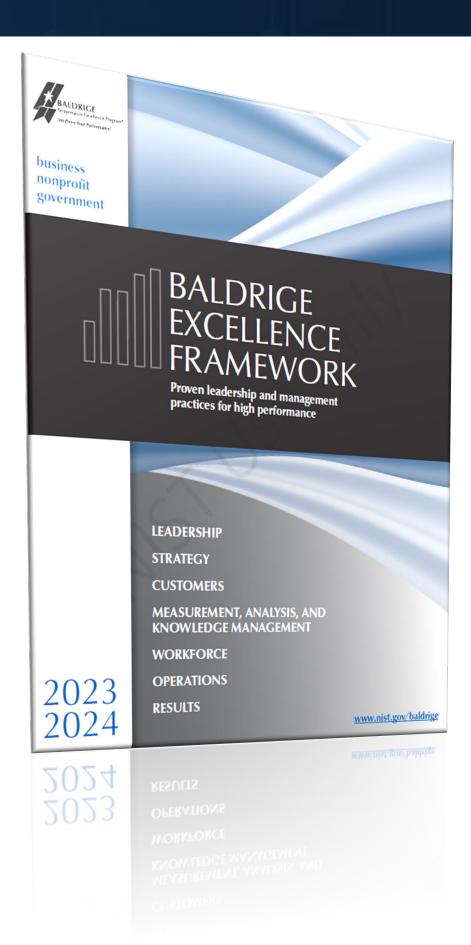


Baldrige Framework Revisions



A few global design elements:

- 1. Retain the value found in the current model
- 2. Organize content into three meaningful levels of maturity
- 3. Reduce complexity, simplify language, streamline content as much as possible, but
- 4. Enhance content for the lower levels of maturity



Thank You!

President & CEO Update

BALDRIGE



Four Strategic Imperatives

" Ensure the long-term financial growth and viability of the **Baldrige Performance** Priority #1. Restore PERn the Federal Budget and the

President's Agenda. Priority #2. Develop Strategic Alliances. Congress; Departments of:

Education; Defense; Health and Human Services; Veterans Affairs; Small Business Administration; and others like ACHE, CHIME

Priority #3. Build Grass Roots Support including State Programs.

Excellence Program..."



...and to support organizational performance excellence in the United States and throughout the world"

Platinum Transparency Candid.

> "America's Most Influential Leaders - Supporting the Nation's Quality Awards Program."



SPIRIT AWARD Baldrige Foundation

Baldrige-Based, Leads by Example: "Confident, Deliberate, Process Driven, Accountable"



"To be recognized around the world as the premier foundation for the promotion of performance excellence in all sectors of the economy."

We will inspire organizations to achieve excellence in all they do with pride and societal responsibility. Together with our stakeholders we will create value through research and deployment of the latest cutting-edge management practices. We will focus on the future and manage for agility, innovation and creativity. Our Baldrigebased role-model performance will result in the Foundation's endowment exceeding \$135 million by 2050.

FUNDRAISING

ADVOCACY

Message

Bold, Dynamic, Inspirational Message Build and Grow Constituency Strategic Communications (Internal/External) Media Relations – Print, TV, Radio, Internet Announcements Online & Print Advertising Leverage Social Media

Fundraising

Small Donations, Major Gifts, Planned Giving Combined Federal Campaign with State Programs, Business Partnerships/Institute for Performance Excellence Mac Baldrige Society

BOARD DEVELOPMENT

Working Board – Trustee Board Embrace the Mission and Work as a "Team" Contribute financially and seek support Make connections and offer expertise Represent the organization

FOUNDATION OPERATIONS

Baldrige-Based using the Framework Customer Focused/Driven in Everything We Do Stewardship Beyond Reproach Well Coordinated Adding Value to the Enterprise Process Driven Institute for Performance Excellence

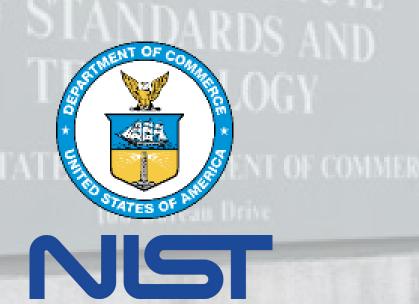
Advocacy Update





Howard Lutnick US Secretary of Commerce





Craig Burkhardt

Acting Under Secretary of Commerce for Standards and Technology And Director of the National Institute of Standards and Technology







Dealer Collect, MD, 474

James Sarrey State
Article States States (Security States)

2000 Permayleania Avenue NW

We would like to extend our warmest congratishings to you and Vice Projets on your historic win. As you work to identify programs that are working programs that are uniting communities, we would like to sall your attention Baldings Performance Fundamer Program. The Baldings Program identifies notice model organizations who then share their test practices and bring pr prenumities together. Baloige clearly aligns with your rision for America to "

On behalf of the Balchag community nationwide, we respectfully request the your presence to "Virtually" recognite the 2008 recipients of the Malcolm National Quality Award during the 30nd Quart for Excellence Conference on Ac 2021. This year's not onal rate model recipients are:

- AARP, Washington, District of Columbia
- · Elevations Credit Sister, Boulder, Columbia Gibble Healthcare System, Baltimore, Maryland.
- · MCSA, Tuka, Ottahona-
- Wellster Paulding Fespital, Hiram. Georgia

Lives here a long-standing tradition for \$1.5. Presidents to resugnize away ever since the first award severnory hosted by President Reagan at the White 2000. Your "virtual" presence to acknowledge these recipiests' stellar ach would be a losting tribute to these organizations who represent thousands of

The Beldings award was satisficient by Congress in 1997. It is the highest honor bity the U.S. President for quality and performance escallance. The Saldings continues to legacy today and is making a true difference throughout the motio 636.1 return on investment as measured by the National Institute of Stand Rechnology (NST). The Beldrige program has delivered consistent results for three decides to help radio the U.S. wore competitive in the world. The impa has an America is indiscretable. Revenues increased, better market lates at diatests demonstrate improved adatesis; performance, and particular quality health care at a lower cast when the italiance framework it was properties, government agencies, son-profits, schools, and hospitals. Or using the liabities framework are role-models for ethical leadership, an

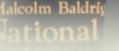


Al Faber · You

President and CEO at the Foundation for the Malcol...

As President Trump stated in his inaugural address today "In everything we do, my administration will be inspired by a strong pursuit of excellence and unrelenting success." Baldrige remains the very best Framework for achieving organizational performance excellence, and we look forward to working with the new administration over the next four years to help create unrelenting success!





Advocacy Update

Commerce, Justice, Science, and Related Agencies

118th Congress



Jeanne Shaheen, D-NH (Chair)



Jerry Moran, R-KS (Ranking)

Jack Reed, Rhode Island
Chris Coons, Delaware
Brian Schatz, Hawaii
Joe Manchin, West Virginia
Chris Van Hollen, Maryland
Jeff Merkley, Oregon
Gary Peters, Michigan
Martin Heinrich, New Mexico

Lisa Murkowski, Alaska
Susan Collins, Maine
Shelley Moore Capito, W. Virginia
John Kennedy, Louisiana
Bill Hagerty, Tennessee
Katie Britt, Alabama
Deb Fischer, Nebraska



Hal Rogers R-KY (Chair)



Grace Meng
D-NY (Ranking)

John Carter, Texas
Ben Cline, Virginia
Tony Gonzales, Texas
Andrew Clyde, Georgia
Mark Alford, Missouri
Dale Strong, Alabama
Riley Moore, West Virginia





Glenn Ivey, Maryland
Joe Morelle, New York
Madeline Dean, Pennsylvania
Frank Mrvan, Indiana
Rosa DeLauro, Connecticut

UPDATE:

FY2025 Federal Budget Request FY2026 Process is starting now



Malcolm Baldrige Performance Excellence Program.—The recommendation includes up to \$2,700,000 for the Malcolm Baldrige Performance Excellence Program to provide the necessary funding for NIST to finalize new best practices and criteria framework for the authorized Baldrige Communities of Excellence program. The Committee encourages the program to build additional partnerships and self-assessment tools to assist organizations with cyber-security risk management.





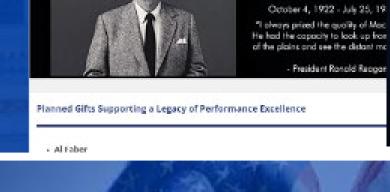


Investing in Excellence and Improving the Quality of Life!











GuideStar (now Candid) Platinum Rating

The Foundation has achieved the Platinum Seal of Transparency Rating on Candid, the world's largest source Seal of Transparency of information on non-profit organizations. This rating places the Foundation in the top 0.1% of charities nationally in terms of transparency.

https://www.aaaaifoundation.org/who-we-are/guidestar-gold-rating



2025

Candid.

BALDRIGE



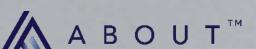
Mac Baldrige Society Institute Trustees































New CAHME – Baldrige Foundation Leadership Award

- One Per Year
- ➢ Given out at ACHE Congress- CAHME Awards Ceremony
- Dr. Soumitra Bhuyan, PhD, MPH, Executive Director and Associate Professor at Rutgers University-New Brunswick's Edward J. Bloustein School of Planning and Public Policy, has been named the first recipient of the CAHME/Baldrige Foundation Award for Leadership Excellence.



Federal Foresight Advocacy Alliance



The Federal Foresight Advocacy Alliance (FFAA) is a collective endeavor of foresight and strategy professionals dedicated to enhancing the strategic posture of the United States through championing the establishment of a U.S. Federal Office of Strategic Foresight.

Read Our Case Statement Here



This new federal office will foster a whole-of-government futures strategy by gathering, analyzing, and synthesizing insights about emerging and future scenarios. It will also galvanize critical discussions

on long-term challe opportunities drivin security, economy,

trends, potential disruptions,



1717 Pennsylvania Ave, NW

Washington, DC 20006

Baldrige Foundation Supports Federal Foresight Advocacy Alliance and Creation of New U.S. Office of Strategic Foresight

Effort Aims to Empower America's Future

Washington, D.C. - March 1, 2024 - Today, World Futures Day, the Baldrige Foundation proudly celebrates the launch of the Federal Foresight Advocacy Alliance (FFAA), a new collective endeavor of leading foresight and strategy experts dedicated to the creation of a U.S. Office of Strategic Foresight to navigate the 21st century's myriad threats, complexities, and opportunities. FFAA's mission aligns seamlessly with the Baldrige Foundation's emphasis on building resilience and

n an era defined by rapid change, uncertainty, and complexity, the need for proactive governance and decision-making is paramount. The absence of dedicated, integrated mechanisms for anticipatory governance at the highest levels across the entirety of the U.S. government presents significant challenges to national resilience, global competitiveness, and strategic advantage. The establishment of a U.S. Office of Strategic Foresight would equip government leaders with robust capacities o enhance American resilience, adaptability, innovative capacity, and ability to lead through change. FFAA advocates for creating such an office in the Executive Branch, either in the Office of Management and Budget (OMB) or in the White

> nent to advancing performance excellence and rked Al Faber. President and CEO of the Baldrige of Standards and Technology, and the Baldrige extensive external review of the Malcolm Baldrige gned award program features a streamlined, resultsriteria derived from the literature on organizational

ates proactive anticipation and preparation for future olish an Office of Strategic Foresight aligns perfectly

edge capacities to formulate strategy and policy that for Americans. Without it, we are no doubt risking rgent national need."-Kara Cunzeman, one of three

striving for excellence and resilience. With strategi t century, the Foundation recognizes the importance s's Board of Advisors underscores the Foundation's

oundation and from the many foresight experts from up a dedicated office and who support this initiative. artnerships of the foresight community in the United



Roundtable on Improving Strategic **Foresight Capacity Across** Government, September 6 from 9:00 AM to 11:30 AM, hosted by the IBM Center for The Business of Government, and the Partnership for Public Service







Our Mission



Training & Professional Development

https://www.baldrigeinstitute.org/education

Lean Healthcare Professional Certification

[recipient.name]

For successfully completing and passing the SSGI/Baldrige Foundation

Certifed Lean Healthcare Professional (CLHP) Program

alfabor

President and CEO

Baldrige Foundation

SSGI

Co-Founder and Instructor Six Sigma Global Institute



Is Your Organization an Institute for Performance Excellence Partner? Partners of the Baldrige Institute for Performance Excellence receive additional discounts on all of our training opportunities.

Learn More About the Institute

Our Programs

All General Courses



Catering to a broad community of learners, we offer over 370 generalized courses that are specifically designed to support the unique demands of the 21st century learner. Let Baldrige turn your learning experiences into meaningful educational

Lean Six Sigma Courses



Looking for training and certifications in Lean and Six Sigma? We offer a variety of industry-specific trainings, such as Lean Health Care Professional, as well as industry-agnostic trainings, such as Project Managemer Agile, and Diversity, Equity, & Inclusion.



Our training allows you to impart the full strategy management process into your everyday decisions. Make better decisions and grow by instilling the ability to think and act strategically in an ever-changing business landscape.

Degree Programs



Earn your degree by enrolling in a degree program, including associates. bachelors, masters, or doctorate programs, through one of our Baldrige Foundation Institute for Performance Excellence

OUR SELF-PACED COURSES

Supply Chain Management

Lean Six Sigma White Belt Lean Six Sigma Yellow Belt \$125 Lean Six Sigma Green Belt \$257 Lean Six Sigma Black Belt \$399 Lean Six Sigma Master Black Belt \$699 Diversity & Inclusion Yellow Belt \$99 Process Improvement Specialist \$299 \$157 Project Management Supply Chain Management \$299 \$299 Agile Professional Agile Leader \$225 **Data Analytics** \$199 Scrum Master \$299 Lean Practitioner \$157 Lean Health Care Professional \$299

Health Care White Belt

Health Care Yellow Belt

Health Care Green Belt

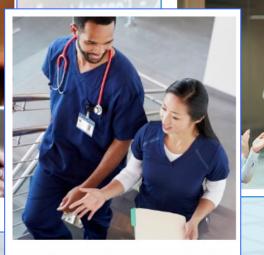


Home > Leadership > Leading and Managing Change

Leading and Managing Change



Lean Healthcare Professional



\$149

36th Quest for Excellence Sponsorships

Why Sponsor

By becoming a sponsor of the Quest for Excellence® Conference you are supporting a leader in performance excellence and quality:

- · established during the Reagan administration
- for over 30+ years and 7 different Presidents, Baldrige has demonstrated a commitment to the pursuit of organizational excellence
- aligning your brand with the nations ONLY award for performance excellence that carries the seal of the President of the United States

rships are true collaborations and we always look to benefit our sponsors as much as possible to maximize your ROI. Custom Packages are available. We are excited to meet your needs and goals as it relates to your sponsorship investment.

















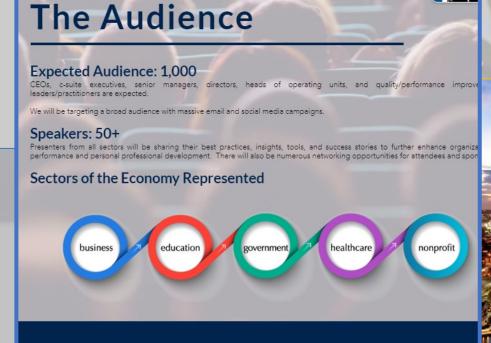
1,000

Expected **Participants**





Josh Racette Vice President National Programs & Development



40+

50+

BALDRIGE 36™ Quest for Excellence www.nist.gov/baldrige



Alliance for Performance Excellence Update



The Journey to Performance Excellence Starts Here

Home About Us Members Events & Training Contact Us





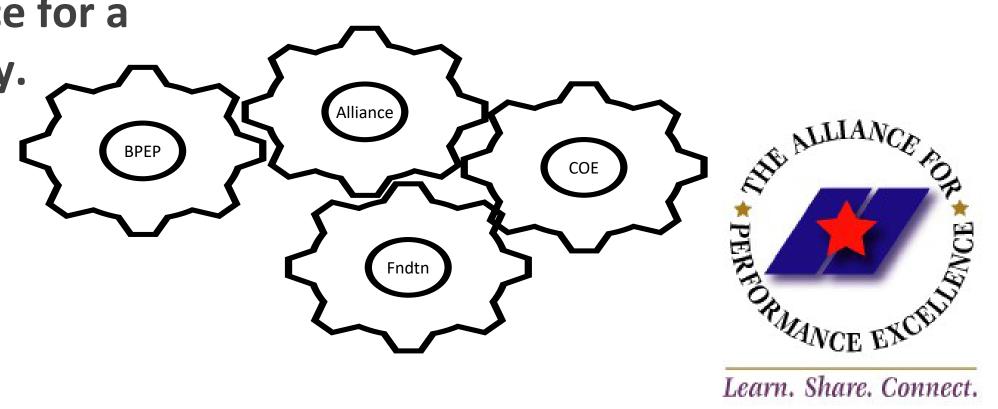
Brian Lassiter
Chair
Alliance for
Performance
Excellence

(re)Introducing Alliance for Performance Excellence

- Founded in 2005, the Alliance for Performance Excellence is the network of Baldrige-based programs and other members supportive of performance excellence.
- Purpose: To inspire individuals, organizations, and communities across the U.S. and the world to learn, implement, and achieve performance excellence.
- Mission: To strengthen members through training, mentoring, collaboration, and sharing of resources, best practices, and service offerings.

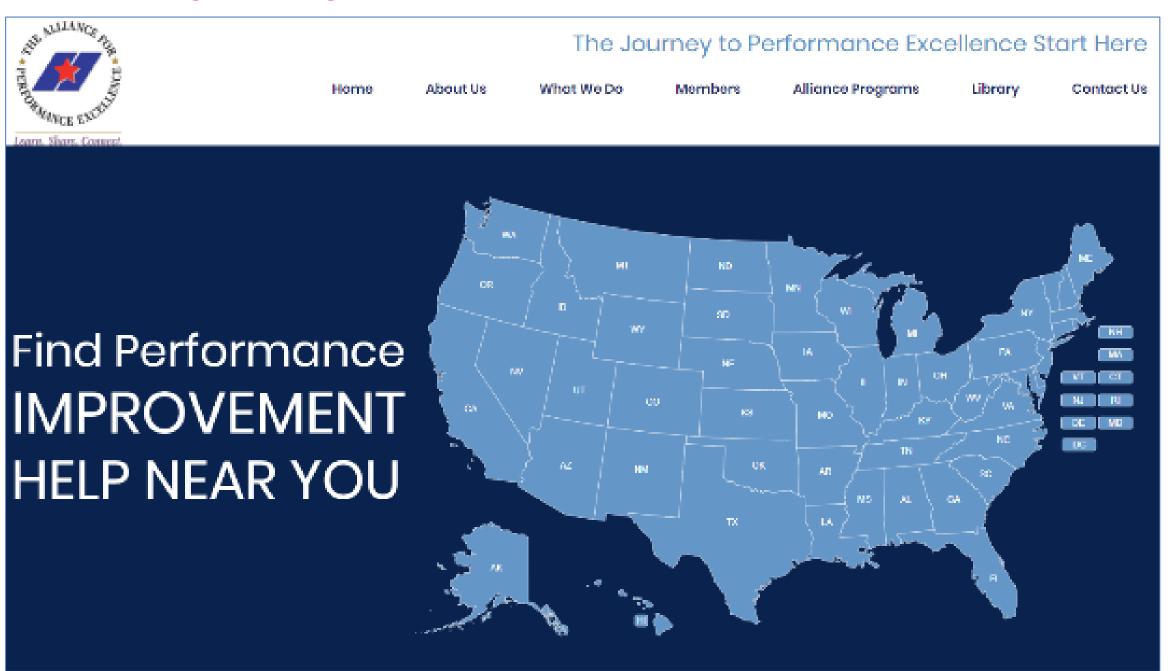
 Vision: to be the premier resource for a thriving Baldrige community.

- Core Values:
 - Act with Integrity
 - Value People
 - Collaborate
 - Focus on Excellence



A National/International Footprint

Local, State, Regional Programs:



National/International Programs:

- American Health Care Association (AHCA), National Center for Assisted Living (NCAL), Washington DC
- Communities of Excellence 2026, San Diego
- Sterling International, Kuala Lumpur

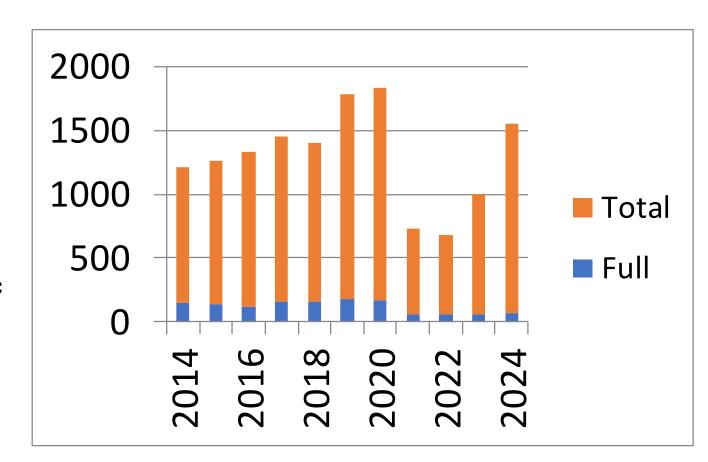
Other Members:

- Stratex Solutions, Kansas City
- Walden University, Minneapolis
- Mike Belter, Columbus



2024 Alliance Statistics (preliminary)

- 28 Baldrige-based programs serving all 50 states and US Territories
- 1484 Applications received (up from 941)
 - 65 full 50 page (up from 63)
- 671 Examiners trained (down from 998)
- 8 Top Level Recipients
- 10 Conferences (hosted 1543 attendees)*
- 25 Paid staff (up 4), 184 non-examiner
 Volunteers*
- ~\$7M* Combined budget
 - * 2023 or estimates





Purpose

To inspire individuals, organizations, and communities across the US and the world to learn, implement, and achieve higher levels of performance.

Mission

To strengthen members through training, mentoring, collaboration, and sharing of resources, best practices, and service offerings.

Vision: To be the premier resource for organizations and communities desiring to achieve and sustain excellence.

Value Proposition: Equip Alliance members to develop and sustain higher performance by furthering the principles of the Baldrige Excellence Framework.

2025 Strategic Priorities

1. Alliance Transformation

- Reevaluate and update Top Tier requirements
- Develop discontinued tools (i.e. Case Study, AWMP)
- Determine future eligibility criteria

2. Growth and sustainability

- Return net operating income to breakeven or better
- Member sustainability initiatives

3. Host successful Baldrige Fall Conference

- Improve financial performance & increase attendance
- Identify host and location for 2026 conference

4. Brand refresh

- Rebrand update name/logo/colors/tag line
- Refresh website
- Execute marketing plan

Core Values



Act with Integrity: are honest, ethical, authentic, transparent and respectful.



Value People: show respect, professionalism, empathy, and inclusion for all people – members, customers, volunteers, and partners.



Collaborate: share ideas, best practices, resources, and achieve understanding with other members; partner with other organizations and jointly solve problems.



Focus on Excellence: embrace systems-based improvement and earning for organizations and communities.

2024	2025	
Actual	Target	
Member Engagement		
TBD	TBD	
80%	82%	
42%	45%	
Building Lasting Stakeholder Relationships		
120	200	
TBD	TBD	
4	6	
Financial Performance		
(\$22K)	\$10K	
\$1.6K	\$10K	
\$11.3K	\$40K	
\$17.3K	\$15K	
\$252K	\$260K	
	Actual t TBD 80% 42% lationships 120 TBD 4 e (\$22K) \$1.6K \$11.3K \$17.3K	

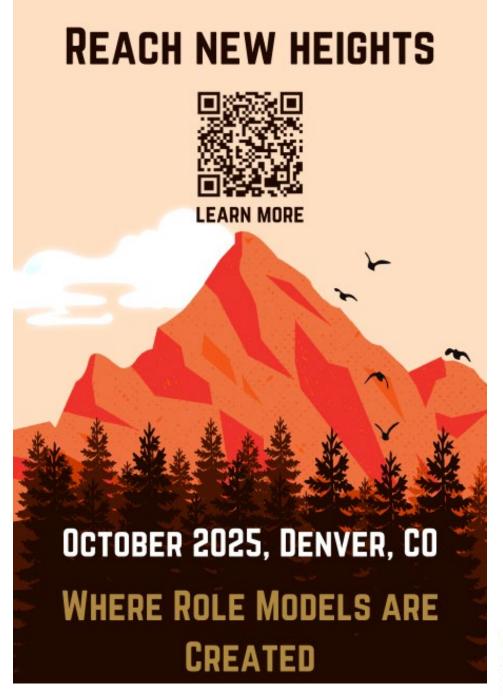
Revision 14 Jan 2025

Learn More!...

Attend the 2025 Baldrige Fall Conference,
 October 13-14 (with Communities of
 Excellence 2026 conference Oct 14-15)
 in Denver, Colorado!

Explore the value of getting started

 (or accelerating) your journey to
 excellence using Baldrige, contact your
 Alliance member program at
 http://baldrigealliance.org





communities of excellence 2026



"For America to sustain its vitality, promote opportunity, and create a more equitable society during its second 250 years of existence, we must improve the performance of communities and the people who lead and live in them."



Stephanie Norling President & CEO Communities of Excellence 2026

Communities of Excellence 2026 Update



Who We Are

Mission: Improve the quality of life for our nation's residents by assisting communities in implementing the Baldrige-based Communities of Excellence Framework.

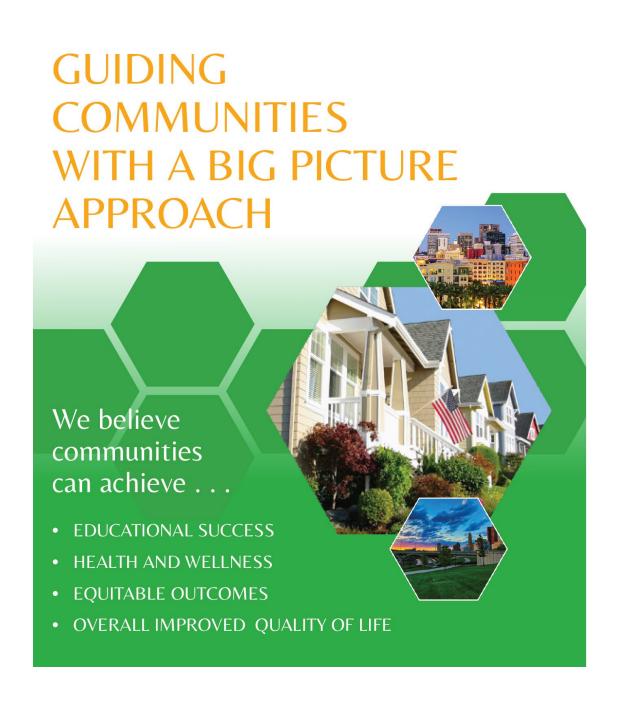
Vision: High-performing, vibrant communities.

Values: Transparency, Collaboration, Inclusion, Continuous Learning.

Purpose: To ensure that every person in America has the opportunity to live their best life in communities that are thriving.

Envisioned Future: Communities that adopt the Baldrige-based Communities of Excellence Framework are recognized as the top-performing in the nation and are catalysts for our country to again lead the world in educational attainment, economic prosperity, health and wellness, and quality of life.

communities of excellence 2026 National Learning Collaborative



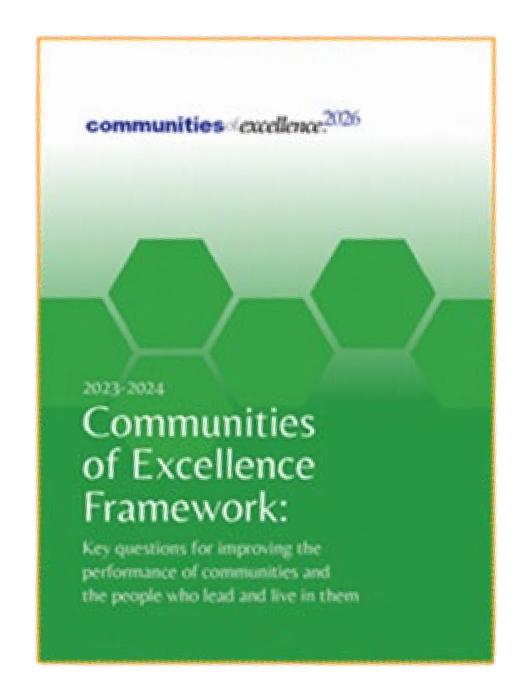


communities fexcellence 2026

Seeing

new story

Doing

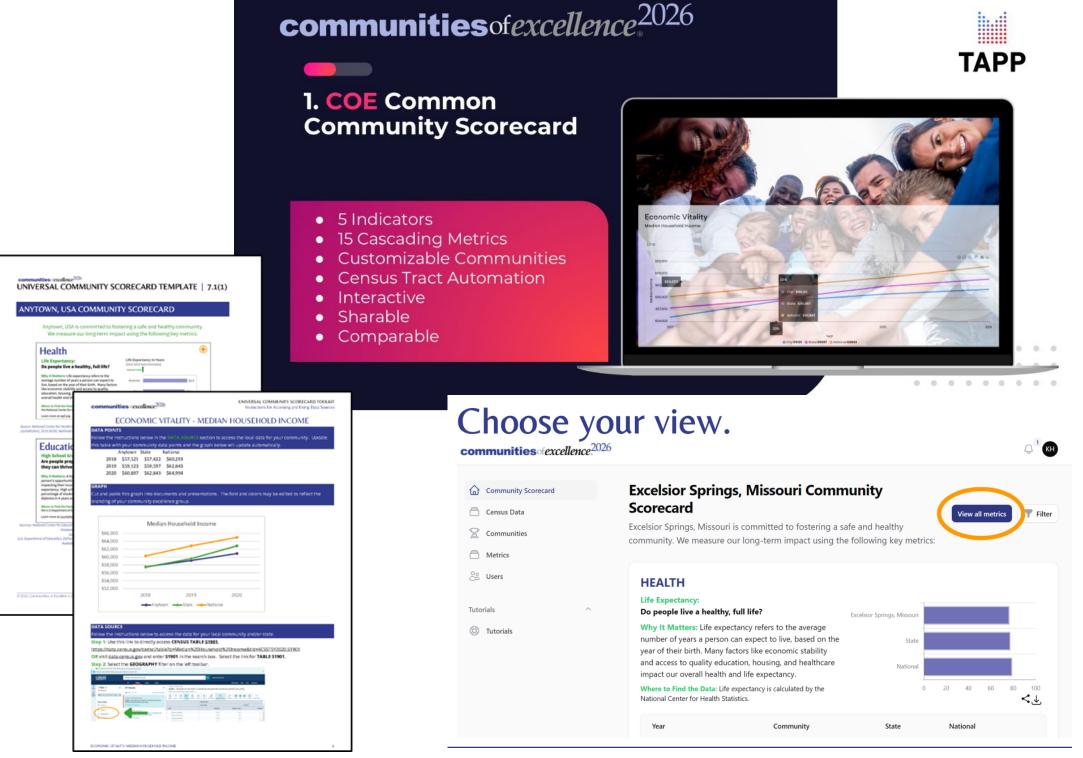


communities of excellence 2026
Assessment & Recognition Acont MPROSE

COE/Tapp Network Digital Scorecard

COE Common Community Scorecard & Toolkit

Health	Life Expectancy
Education	HS Graduation Rate
Economy	Median Household Income
Housing	Homes with Suboptimal Conditions
Quality of Life: Social and Community	Adults with 14+ "Not Good" Mental Health Days Per Month



Our Priorities

- Updated Strategic Plan
- Partnerships
- Knowledge Sharing/Learning Management System
- The Role of Al in Improving Community Performance
- Delivering Quality Programs that Meet Communities Where They're At
- **Building Community Leadership Capacity**
- Rebrand!

Panelist Questions and Discussion



Bob Fangmeyer
Director
Baldrige Performance
Excellence Program



Al Faber President & CEO Baldrige Foundation



Brian Lassiter
Chair
Alliance for Performance
Excellence





Stephanie Norling President & CEO Communities of Excellence 2026





Mac Baldrige Society Members





























