

# Baldrige Program Update

Robert Fangmeyer, Director, BPEP

Warren Harris, Member Baldrige Board of Overseers

Al Faber, President and CEO, Baldrige Foundation



# The Baldrige Performance Excellence Program

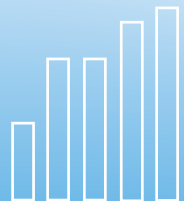
Mission: Define, recognize, and foster organizational excellence in every sector of the economy

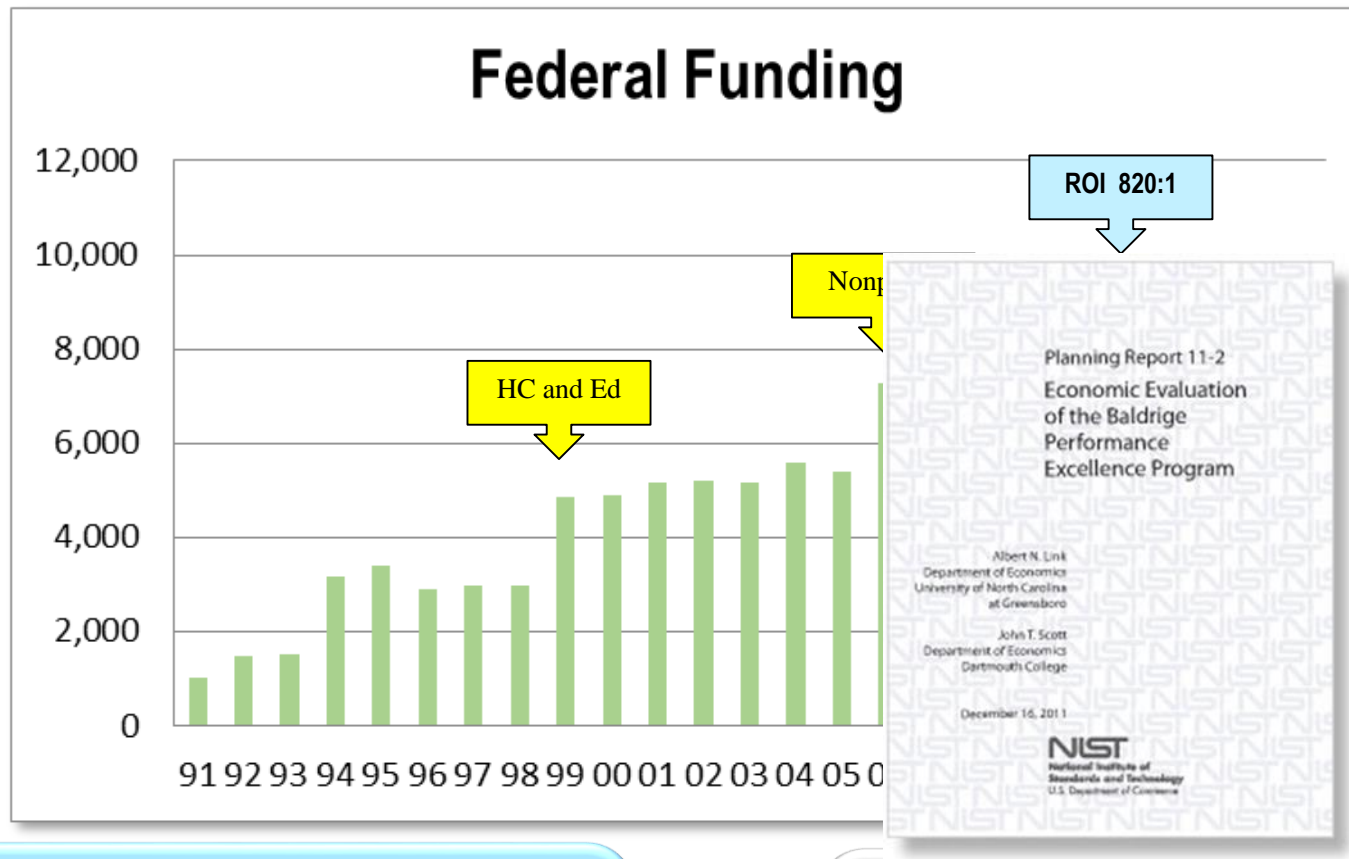
- Public-private partnership established by the Malcolm Baldrige National Quality Improvement Act of 1987
- Presidential education and award program



**1987**  
Quality Management:  
manufacturing and  
service

**1997 - 2015**  
Performance Excellence: a systems  
approach to organization-wide  
improvement in every sector





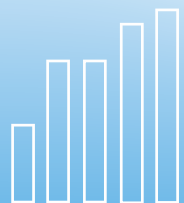
**1987–2011**

Federal appropriations  
(\$9.6 million in 2011)



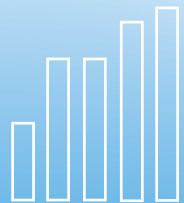
**2012**

President's budget proposed a **reduction** in funding. Instead, all federal funding was **eliminated**.

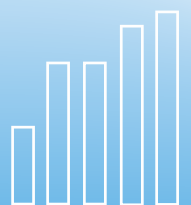
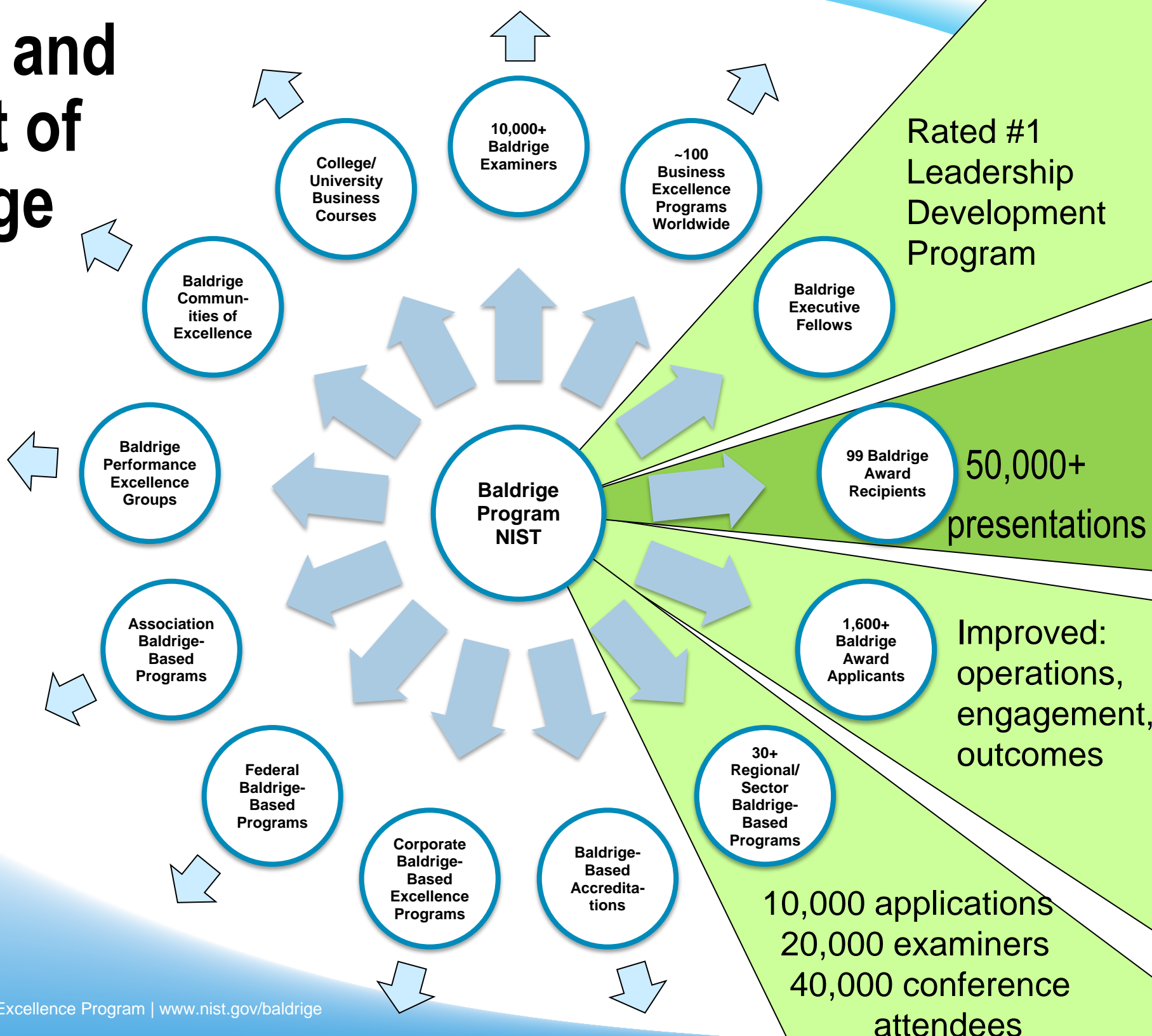


# Since the Funding Loss

- Developed and implemented a new business model
- Restructured the organization
- Reduced expenses and streamlined operations
- Developed and implemented new products and services
- Strengthening partnerships and collaboration
- Repositioning the Baldrige brand to expand markets

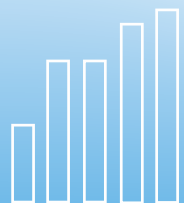
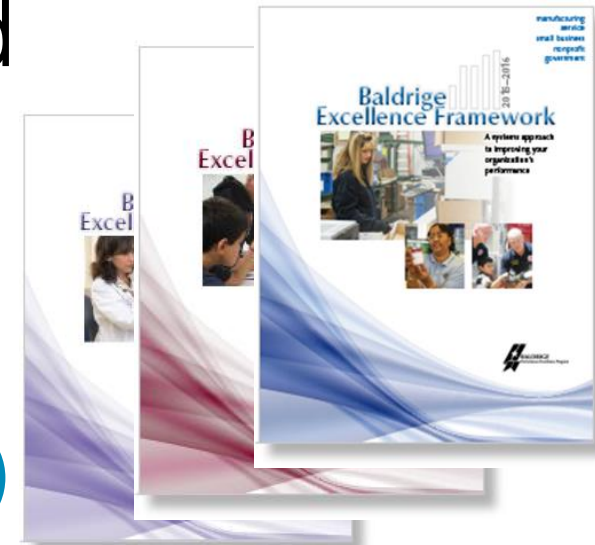


# Reach and Impact of Baldrige



# A Public Benefit Program at Risk

- Public-private partnership?
- Viable funding model includes BPEP operating revenues, Foundation support, and appropriated funds

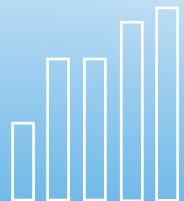


# Warren Harris

## President and COO

## Tata Technologies

## Member, Baldrige Board of Overseers





# TATA GROUP

One of India's oldest, largest and most respected business organizations

## Founded in 1868

More than 145 years of commitment to business ethics and corporate social responsibility

## Revenue \$103 B+

67% of this from outside India

## Employment 580,000+

More than 100 operating companies, in 100 countries, on six continents

## BUSINESS SECTORS



IT and communication



Steel, materials



Energy



Engineering services



Services, hospitality



Consumer products



Chemicals

## SISTER COMPANIES



TATA MOTORS

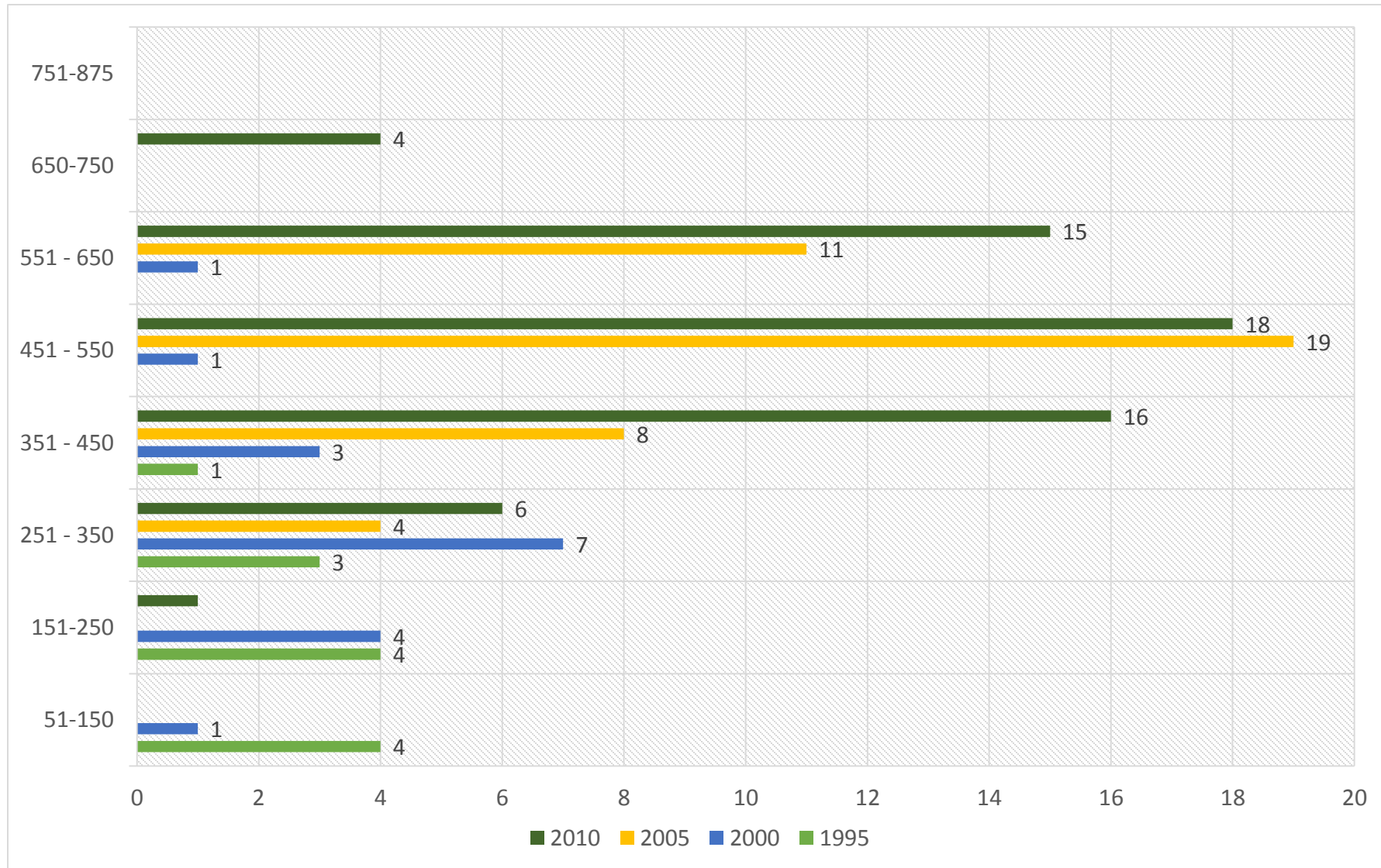




# Institutionalizing TBEM

1. Tata Business Excellence Model (TBEM), fashioned on Malcolm Baldrige National Quality Award (MBNQA) in USA, was instituted in 1994 to:
  - build global competitiveness and performance excellence.
  - create customer driven organizations.
  - institutionalize a framework, which is industry agnostic, to plan and implement meaningful change.
2. Incorporates an Excellence scale of 1000 points. 'Process' (550/1000) + 'Results' (450/1000).
3. Assessments are carried out by a Mentor and 8 -10 Assessors trained & certified by TQMS.
4. Creates virtuous cycle of assessment and improvement.

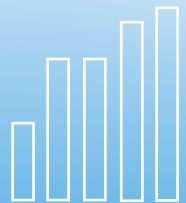
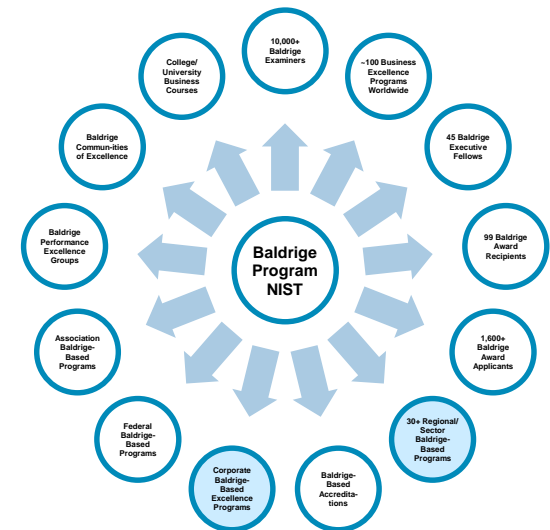
# Progress Over Years...



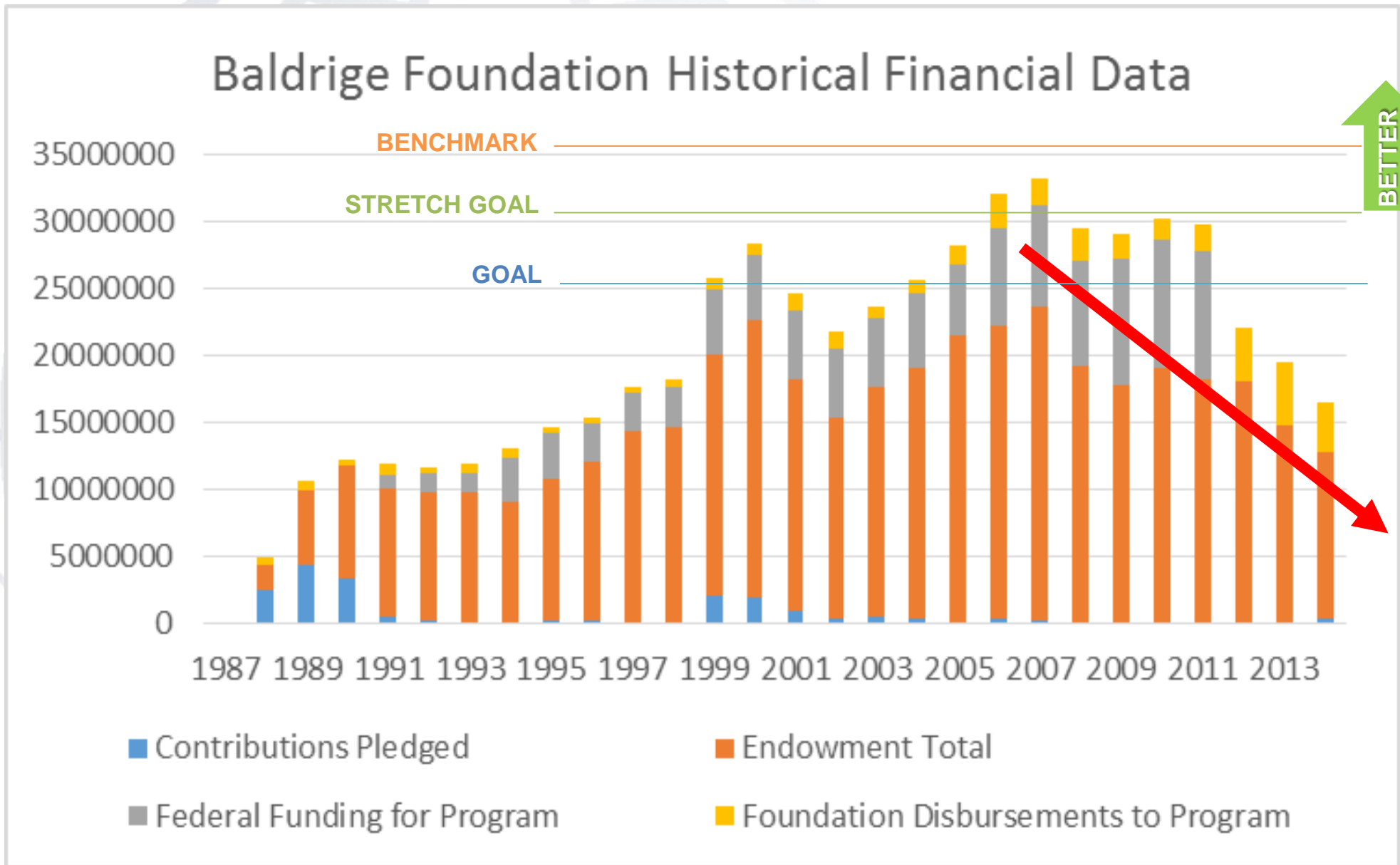
# Al Faber

## President and CEO

### Baldrige Foundation



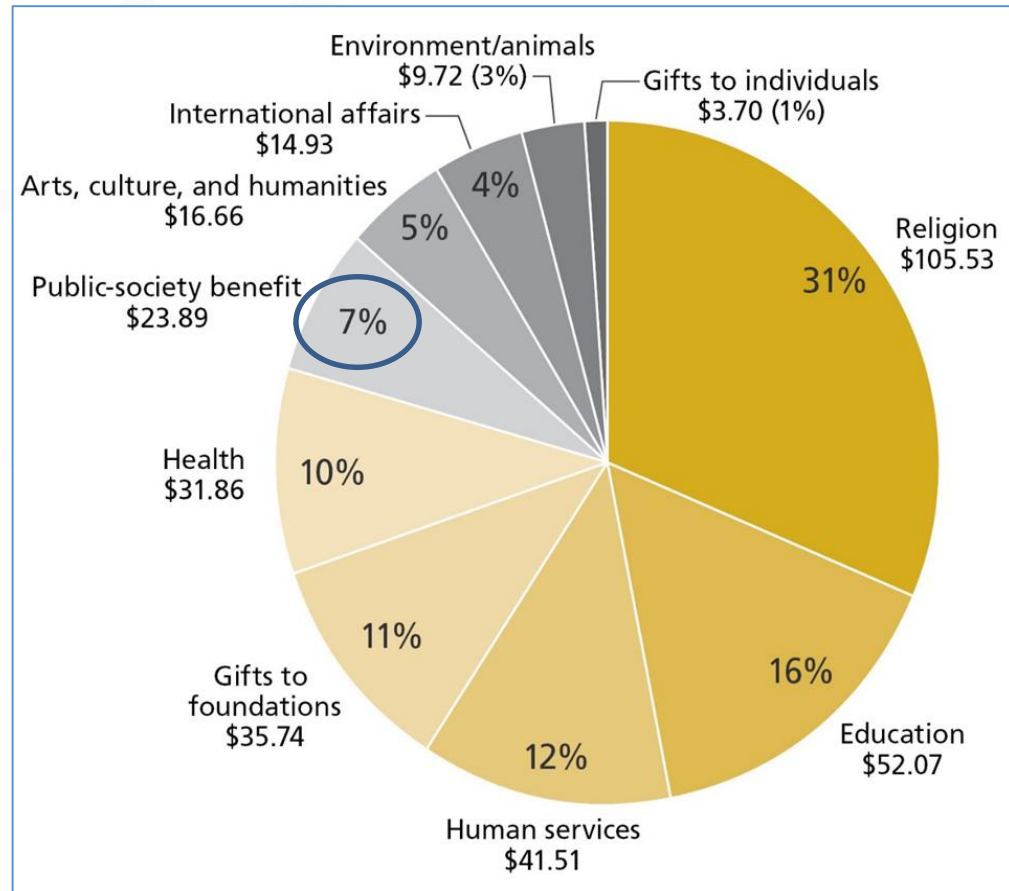
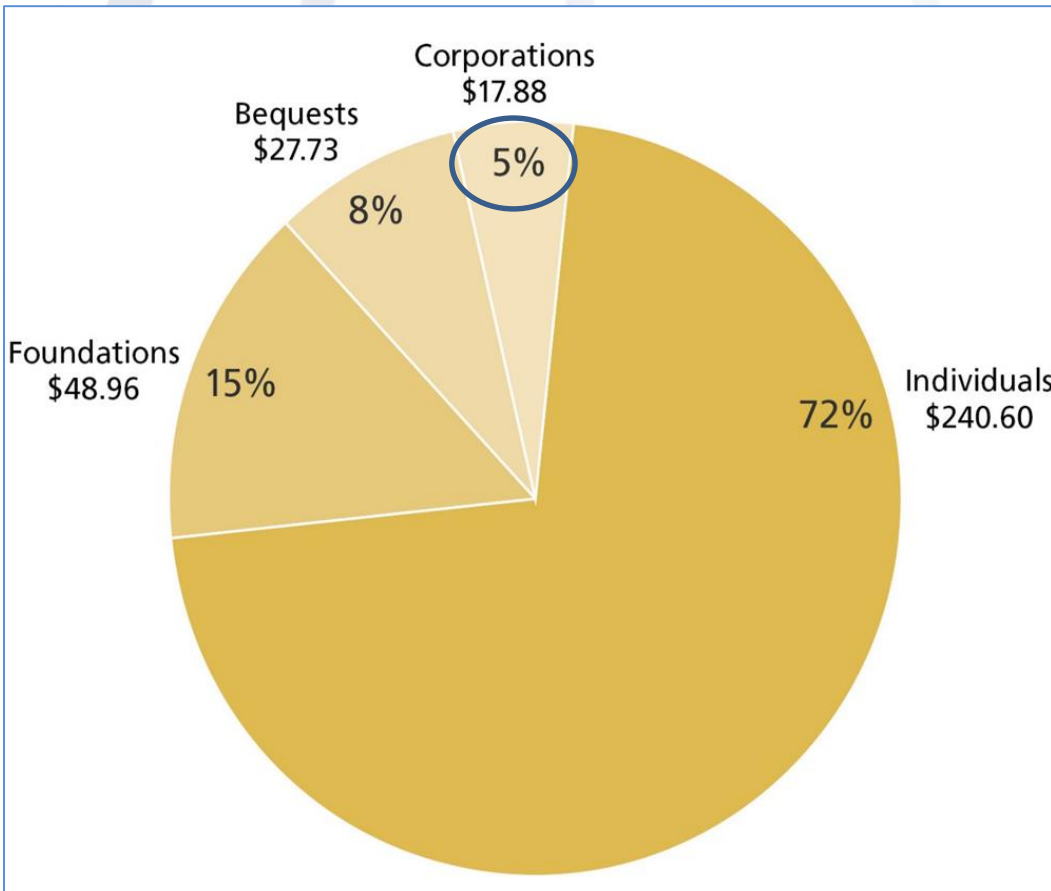
# The Reality of Where We Are Today...



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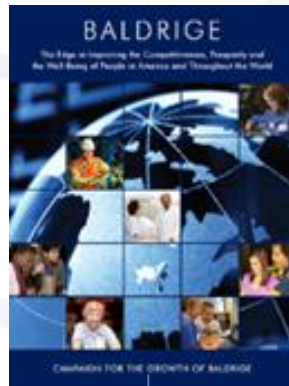
In the U.S., corporations only account for 5% of Philanthropy on an annual basis and the trend is down.

Only 7% of Philanthropy is targeted for Public-society benefit.



# Building a New Fundraising Organization for the Future...

## “Campaign for the Growth of Baldrige” Released



## First Direct Mail Campaign



## First Foundation Fundraising Dinner At Quest 2015, Baltimore, MD



Well Coordinated  
Process Driven



**Identification and research.** Who will you ask and what will you ask for?

**Cultivation.** Building relationships, engaging the prospect and preparing to make the ask.

**Solicitation.** Making the ask.

**Stewardship.** Recognition and continuing to engage donors.



July 2014



American College of  
Healthcare Executives  
for leaders who care®



American Hospital  
Association®



Wolters Kluwer  
When you have to be right



Lippincott  
Solutions

## Social Media Announced



IN THIS SECTION

- Combined Federal Campaign
- Donating Through CFC
- Results & Impact
- CFC-50 Commission
- Running a Local Campaign
- E-Giving
- Calendar of Events
- National CFC Awards
- Finding Local Campaigns
- Universal Giving
- Information for Charities
- Accountability
- Reference Materials
- CFC FAQs
- Contact Us

### Combined Federal Campaign

50 YEARS OF MAKING A DIFFERENCE

*we give because we can*

Read the mission of the CFC to promote and support philanthropy through a program that is employee focused, cost-efficient, and effective in providing all federal employees the opportunity to improve the quality of life for all.

Read OPM Director Katherine Archuleta's Memorandum to Heads of Executive Departments and Agencies regarding the 2014 campaign.

LATEST NEWS

- Universal Giving Search Tool
- ISS: 10, 2014
- Final CFC Rule Published in Federal Register
- APR 19, 2014
- Final Rule to Amend the CFC Regulator Fact Sheet

## 2015-2016 Combined Federal Campaign (CFC)





## Four Strategic Imperatives-

ORGANIZATIONAL ALIGNMENT: STRATEGY – BUDGET – ACCOUNTABILITY

### FUNDRAISING

#### Message

Bold, Dynamic, Inspirational Message  
 (Agile/Flexible - Results Focused)  
 Strategic Communications (Internal/External)  
 Media Relations- Public Service Announcements  
 Online & Print Advertising  
 Leverage Social Media

*Well Coordinated -  
 Process Driven*

#### Fundraising Campaign

Major Gifts, Small Gifts, Planned Giving  
 Combined Federal Campaign + State Programs

### ADVOCACY

**Priority #1.** Restore BPEP in the Federal Budget and the President's Agenda.

**Priority #2.** Educate to Develop Strategic Alliances.  
 Congress; Departments of: Education; Defense;  
 Health and Human Services; Veterans Affairs; US  
 Trade Representative; Council of Economic  
 Advisors;  
 Small Business Administration; and others.

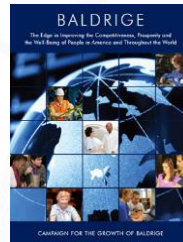
**Priority #3.** Build Grass Roots Support.

### 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 - LEAN

*"...to ensure the long-term  
 financial growth and viability  
 of the Baldrige Performance  
 Excellence Program..."*



*Build, Grow, and Sustain-  
 National, State, and Local  
 Support for Baldrige and  
 Baldrige-Based  
 Organizations.*



*"America's Most Influential  
 Leaders – Supporting the  
 Nation's Performance Excellence  
 Program."*

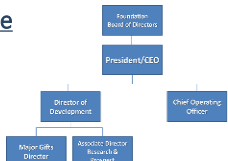


*Baldrige-Based, Leads by  
 Example: "Confident,  
 Deliberate, Process Driven,  
 Accountable"*



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

#### Baldrige Enterprise



# Discussion

We welcome your comments and questions

