

OMB Control No. # 0693-0033 – NIST Generic Clearance for Program Evaluation Data Collections

Baldrige Perception Survey

FOUR STANDARD SURVEY QUESTIONS

1. Explain who will be surveyed and why the group is appropriate to survey.

The survey recipients will be U.S. organizations who have received the Malcolm Baldrige National Quality Award (Baldrige Award) since Public Law 100-107 ([The Malcolm Baldrige National Quality Improvement Act of 1987](#)) established the first award cycle in 1988. Since the first group was recognized, [123 awards have been presented to 115 organizations \(including eight repeat winners\)](#).

Within Public Law 100-107, part of the purpose of the Baldrige Award is that “information is disseminated about the successful strategies and programs” of award-winning organizations. Section 16(3) of the law reads as follows: “An organization to which an award is made . . . agrees to help other American organizations improve their quality management [and] may publicize its receipt of such award and use the award in its advertising.” Baldrige Award winners are therefore appropriate to survey because by law and as part of their application for the Baldrige Award (see OMB Control #0693-0006), they are willing to share their successes. Sharing successes, including data and impact stories, are key to successful outreach to achieve one of the purposes of the Baldrige Program: to raise awareness about the importance of performance excellence in driving the U.S. and global economy.

2. Explain how the survey was developed including consultation with interested parties, pre-testing, and responses to suggestions for improvement.

The survey was developed after review and study of various economic impact and perception studies (e.g., [The National-Level Economic Impact of the Manufacturing Extension Partnership \(MEP\) Executive Summary](#)) and the type of information that is provided. Also reviewed was the type of information sought by Baldrige stakeholders, including the National Institute of Standards and Technology, the U.S. Department of Commerce, and the White House (for award ceremonies and other meeting requests). The type of information sought by these stakeholders has related to the economic impact of the Baldrige Program (e.g., growth in U.S. jobs, growth of U.S. companies, and improvement in health care and education outcomes).

As with all Baldrige products, services, and surveys, suggestions for improvement are always sought and implemented as appropriate. All Baldrige materials, including the website, include a phone number and email address to which feedback can be sent. Continuous improvement is a Baldrige core value.

3. Explain how the survey will be conducted, how customers will be sampled if fewer than all customers will be surveyed, expected response rate, and actions your agency plans to take to improve the response rate.

All 115 Baldrige Award-winning organizations for which we still have a contact person will be surveyed (several early award-winning organizations have since been acquired and may no longer be in existence). It will be conducted via email (Survey Monkey; the invitation email is attached). The expected response rate is about 50%, as we assume the award-winning organizations of the last 15 or so years are still engaged, but winners from 15+ years may no longer have the same leadership as they had when they received the award and may therefore not reply. A reminder email (see attached) will be sent should we not reach the 50% threshold. In addition, a direct link to the survey can be emailed to the contacts, bypassing Survey Monkey.

4. Describe how the results of the survey will be analyzed and used to generalize the results to the entire customer population.

Results data can be shared with the public, as well as with Baldrige stakeholders within and outside the government. Data/stories can also be used to further the mission of the Baldrige Program: “To improve the competitiveness and performance of U.S. organizations for the benefit of all U.S.” The program furthers its mission by promoting performance excellence and sharing successful strategies and performance practices, principles, and methodologies about Baldrige Award recipients to inspire other U.S. organizations.