

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

Baldrige Executive Fellows Postprogram Survey

FOUR STANDARD SURVEY QUESTIONS

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

The Baldrige Executive Fellows Program is an executive development program that has been highly successful and is most often oversubscribed. For every year of the decade-plus program, Fellows have given the program the highest net promoter score of 10 for likelihood to recommend.

The Baldrige Executive Fellows Program consists of 14-18 executives from across the United States who participate in a year-long cohort of in-depth leadership study, with site visits to Baldrige Award recipient organizations, including The Ritz-Carlton, Mid-America Transplant, and Lockheed Martin. The program also includes peer mentoring, meetings with Baldrige Award-winning executives, and a capstone project.

At the end of the year of study, we would like to survey the Fellows on the program (e.g., their likelihood to recommend, what they liked, what they didn't, improvement suggestions). Without this information, it would be difficult to measure the success of the program and make continuous improvements.

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

The survey was developed based on survey methodology, thinking about net promoter scores and what parts of the year-long program need to be measured in order to be improved. It was intentionally kept short to respect the limited time of busy executives.

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.

The survey would be sent out through Survey Monkey. Because these are busy executives, a 70-80% response rate is expected, as these folks are very engaged in the program. Survey Monkey has a feature that will send a customizable reminder email to possible respondents. A copy of the customizable reminder email has been uploaded into ROCIS. If the response rate is low, a link to the survey can be sent directly to the Fellows.

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

Survey results will be used to improve the next year's fellowship program. Testimonials may be used for marketing or other purposes. Anything negative would require personal follow-up to find out why the customer was not satisfied.