

2024 Baldrige Award Application

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Welcome to the 2024 Baldrige Award Application!

Coming Soon.....

Disclaimer!

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Application Information **Eligibility** Award Application

### 2024 Baldrige Award

Since its founding in 1987, the Baldrige Performance Excellence Program has served the U.S. economy through its enduring purpose: to improve the performance and long-term success of businesses and other organizations by recognizing role models and fostering the adoption of proven leadership, management, and operational practices. Of course, what it takes to be successful has changed dramatically in that time and therefore so have the Baldrige Program and its offerings. The 2024 Baldrige award criteria focus on the drivers and indicators of resilience and long-term success and are derived from the content and concepts found in the Baldrige Excellence Framework® and literature on organizational resilience. These include leadership and strategy; planning and preparation; operations and business continuity; workforce, customer, and community engagement; and financial performance.

**The Eligibility Deadline:** 01/05/2024 00:00 ET

**The Application Deadline:** 03/15/2024 18:00 ET

1. Start your application process by filling out the [Eligibility](#)-related forms and submit them by the eligibility submission deadline.
2. After completing the Eligibility information and marking as complete on the Eligibility Information Review page, the "Award Application" tab will be enabled to start answering the award application criteria questions.
3. Review the [New Baldrige Award Criteria for 2024](#).
4. The Award Application must be completed and submitted by the application deadline.
5. The application fee must be submitted to the American Society for Quality (ASQ) by the deadline, otherwise the application will not be considered for the evaluation.
6. The application fee payment information is located at the [Baldrige Award Process Fees](#) page.

**OMB Control No. 0693-0006**

**Expiration Date:** 09/30/2025

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995 unless the information collection has a currently valid OMB Control Number. The approved OMB Control Number for this information collection is 0693-0006. Without this approval, we could not conduct this information collection. Public reporting for this information collection is estimated to be approximately 40 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. All responses to this information collection are voluntary. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the National Institute of Standards and Technology, Attn: Robert Fangmeyer, Director Baldrige Program, [robert.fangmeyer@nist.gov](mailto:robert.fangmeyer@nist.gov).



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- ✔ Award Eligibility
- ✔ Key Business/Organization Factors
- ✔ Review & Submit Eligibility

Organization Information



Sector *	<input type="text"/>	<input type="checkbox"/> NonProfit
NAICS Codes *	<input type="text"/>	<input type="text"/>
Official Name *	Baldrige Test - Rebecca	
Other Name	<input type="text"/>	
Prior Name	<input type="text"/>	
Parent Organization Name	<input type="text"/>	
Total Number of Employees *	<input type="text"/>	
Total Number of Sites (U.S. and Foreign) *	<input type="text"/>	
Address *	<input type="text"/>	
City *	Gaithersburg	
State *	Maryland	
Zip Code *	20899	<input type="text"/>

Save & Continue



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Eligibility

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Success: Organization Information has been saved



### Applicant Contacts - Point of Contact - 1

Designate a person who can answer inquiries about your organization. Questions from your organization and requests from the Baldrige Program will be limited to this person and the alternate identified below.

Prefix	<input type="text"/>		
First Name *	<input type="text" value="Rebecca"/>		
Last Name *	<input type="text" value="Bayless"/>		
Email *	<input type="text" value="rebecca.bayless@nist.gov"/>		
Position	<input type="text" value="Staff"/>		
Work Phone	<input type="text" value="301-975-5307"/>	Ext	<input type="text"/>
Cell Phone	<input type="text"/>		
Work Address	<input type="text"/>		
	<input type="text"/>		
City *	<input type="text" value="Gaithersburg"/>		
State *	<input type="text" value="Maryland"/>		
Zip Code	<input type="text" value="20899"/>	<input type="text"/>	

Save & Continue



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Eligibility

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Success: Award applicant contact information has been saved

### Applicant Contacts - Point of Contact - 2

Designate a person who can answer inquiries about your organization. Questions from your organization and requests from the Baldrige Program will be limited to this person and the alternate identified below.

Prefix	<input type="text"/>		
First Name *	<input type="text"/>		
Last Name *	<input type="text" value="Bayless"/>		
Email *	<input type="text" value="rebecca.bayless@nist.gov"/>		
Position	<input type="text"/>		
Work Phone	<input type="text"/>	Ext	<input type="text"/>
Cell Phone	<input type="text"/>		
Work Address	<input type="text"/>		
	<input type="text"/>		
City *	<input type="text" value="Gaithersburg"/>		
State *	<input type="text" value="Maryland"/>		
Zip Code	<input type="text" value="20889"/>	<input type="text"/>	

Save & Continue



Application Information Eligibility Award Application

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Success: Award applicant contact information has been saved

### Applicant Contacts - Highest-Ranking Official

Prefix	<input type="text"/>		
First Name *	<input type="text"/>		
Last Name *	<input type="text" value="Bayless"/>		
Email *	<input type="text" value="rebecca.bayless@nist.gov"/>		
Position	<input type="text"/>		
Work Phone	<input type="text"/>	Ext	<input type="text"/>
Cell Phone	<input type="text"/>		
Work Address	<input type="text"/>		
	<input type="text"/>		
City *	<input type="text" value="Gaithersburg"/>		
State *	<input type="text" value="Maryland"/>		
Zip Code	<input type="text" value="20899"/>	<input type="text"/>	

Save & Continue

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Success: Award applicant contact information has been saved

Award Eligibility

Please answer the following questions to the best of your ability. The information provided will be used to determine your organization's eligibility.

1 - Is your organization requesting consideration for the Baldrige Award? \* Yes No

2 - Are the operational practices associated with your major organizational functions available for examination in the United States or its territories? \* Yes No

3 - Has your organization's current governance structure existed for at least one year? \* Yes No

4 - Are you a part of a parent organization or system (e.g., business or subunit within a corporation)? \* Yes No

4a - If you are a part of a parent organization or system, please describe and/or provide schematic.

4b - Does your subunit function independently and as a discrete entity, with substantial authority to make key strategic and operational decisions? Yes No

4c - Briefly describe the major functions your parent or its other subunits provide to your organization, if appropriate. Examples are strategic planning, business acquisition, research and development, facilities management, data gathering and analysis, human resource services, legal services, finance or accounting, sales/marketing, supply chain management, global expansion, information and knowledge management, education/training programs, information systems and technology services, curriculum and instruction, and academic program coordination/development.

gdgldgkldg dlkgndlkgmdkfl dlkmdlmdlkfm dlvmldlfdlfdk dmdlfdlfdlfd dlmdl, ldnlvldn svksmvlknmv svmsksvksvmsskgnd knsglknldlkg vgkngklsnflsv dvldkngdgdgkldg gndklgldgk dgsldgldg dsgndkldlddf dlmdlksofjvmfrdfsngd dldldldgldmkgdglm dlkmdlkgmglkldgklm

5 - Will you be able to provide results for the following (5 years for trended data): \*

5a - Trended financial performance? \* Yes No

5b - Trended customer engagement? \* Yes No

5c - Trended workforce engagement? \*

☒ Yes ☐ No

5d - Accomplishment of strategic objectives or strategic goals? \*

☒ Yes ☐ No

5e - Regular testing of emergency preparedness and business continuity plans? \*

☒ Yes ☐ No

6 - If selected as a finalist, does your organization agree to host a site visit and make available necessary data, information, materials, and personnel? \*

☒ Yes ☐ No

7 - If selected as a finalist, does your organization agree to a background check? \*

☒ Yes ☐ No

8 - If selected as a finalist, does your organization agree to permit the Baldrige Program to receive a tax filing status report from the Internal Revenue Service (IRS)? \*

☒ Yes ☐ No

9 - If selected as an award recipient, does your organization agree to share nonproprietary best practices to help other organizations and the U.S. economy succeed? \*

☒ Yes ☐ No

10 - Is your organization a prior Baldrige Award recipient? \*

☐ Yes ☒ No

10a - If yes, please list the year you won the award:

11 - Is your organization is a top-tier recipient from a state, regional, or sector-specific Baldrige-based award program? \*

☒ Yes ☐ No

11a - If yes, please list the year and program name:

TNCPE

12 - Are you under any current legal or regulatory sanctions? \*

☐ Yes ☒ No

12a - Summarize any significant negative findings, including penalties such as EPA rulings or violations, OSHA rulings or violations, and recent or pending litigation. Please note that the mere presence of negative findings or penalties will not result in automatic disqualification; however, they will be explored during the review process and the background check performed by the Baldrige Program:

13 - Attach a line-and-box organization chart(s) that includes divisions or unit levels. In each box, include the name of the unit or division and the name of its leader. If a subunit, show your organization's relationship to the parent's highest management level, including all intervening levels. \*





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Key Business/Organization Factors



List or briefly describe where necessary the following key business/organization factors (we recommend using bullets). Please be concise but be as specific as possible. Provide full names of organizations (i.e., do not use acronyms). The Baldrige Program uses this information to avoid conflicts of interest when assigning examiners to your application. Examiners also use this information in their evaluations.

a. Main Products and/or Services and Major Markets Served (local, regional, national, and international) \*

B I [List Icons] [List Icons] [Undo] [Redo] Clear Format

19 of 2500 characters

b. Key Competitors (those that constitute 5 percent or more of your competitors) \*

B I [List Icons] [List Icons] [Undo] [Redo] Clear Format

16 of 2500 characters

c. Key Customers/Users (those that constitute 5 percent or more of your customers/users) \*

B I [List Icons] [List Icons] [Undo] [Redo] Clear Format

15 of 2500 characters

**d. Key Suppliers/Partners (those that constitute 5 percent or more of your suppliers/partners) \***

**B** *I*     Clear Format

16 of 2500 characters

**e. Financial Auditor \***

**Fiscal Year \***

Oct 1 - Sept 30

Save & Stay

Save & Continue

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 baldrigeaward@nist.gov

 301-975-8789



Application Information

Eligibility

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Success: Key Business/Organization Factors record has been saved

Eligibility Submission Complete

The Eligibility information was successfully submitted on 01/25/2024 17:08 ET.

You may update the Organization Information, Contact Information, and Key Business/Organization Factors forms anytime up until the application deadline. The Award Eligibility information will be locked and not editable.

You may begin by clicking the "Award Application" tab.

 Download Eligibility Information Submitted



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Getting Started

Please read all the information below before you begin answering the Application questions.

**Note: The Application Deadline is 03/15/2024 18:00 ET**

**New Award Criteria for 2024**

The new Baldrige Award Criteria are organized around eight performance dimensions that both enable and reflect organizational resilience and long-term success. Since these criteria will be used to evaluate a wide variety of organizations, it is important for evaluators to understand and consider your organization's unique environment. That begins with your responses to a series of questions in the Organizational Profile.

**Criteria Questions for Evaluation**

For each of the sections, there are two types of questions: one asks about key processes used, the other, results and/or outcomes achieved. Both are important in the evaluation process; however, results and outcomes carry more weight and are the focus of the application review phase. For organizations that advance, the site visit review phase will verify performance results and explore key processes, systems, and various role-model characteristics.

Results will be evaluated based on responsiveness to the question asked, performance levels and trends, comparisons to competitors or industry benchmarks (as appropriate), and relevance of the metrics provided. Relevance can be thought of as whether your organization is measuring what is important to your success and sustainability, include segmented data when possible.

**Guidance for Descriptions and Results Requested**

In the first question in each section, briefly describe your processes and/or systems. The description is limited to 2,000 characters and a maximum of three charts/graphs/tables.

For questions 2 and beyond in each section, where appropriate and possible, use charts, graphs, and/or tables to provide your most recent five years of performance data against relevant comparisons. Include segmentation where requested, and elsewhere as appropriate for your organization. Relevant comparisons may include results for competitors, best-in-class, top decile or quartile, etc. Space will be provided to explain any missing data or other clarifications as needed.

- All questions require a response. If you cannot respond, please provide an explanation.
- Each question can have up to three images attached.
- The image files accepted include **JPEG, JPG, PNG, and GIF**
- Each image file size limit must be less than 4MB.
- The maximum image dimensions are 2550px by 3300px with the minimum resolution of 300dpi.

**You may start responding to the criteria questions on the left menu by clicking the Organization Profile.**

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## Organizational Profile



### Instructions:

- 1) Use menu items to the left to navigate "backwards or forwards" to content.
- 2) You must enter the question response first (by clicking the "pen" edit button), then you may upload related image files.

**The information requested in this section will provide context to ensure a deeper understanding of your organization and its environment. The Organizational Profile section will not be evaluated. You will have a limit of 2,000 characters and up to 3 charts, graphs, and/or tables for each question. This section should not include details of your key processes or results.**

- |  |   |
|--|---|
| 1 - What are your key products, services, and/or programs?   | ▼ |
| 2 - What are your mission, vision, and values or guiding principles?   | ▼ |
| 3 - What is your overall organizational leadership and governance structure?   | ▼ |
| 4 - What is your workforce profile, including makeup/important characteristics of your workforce (segments, demographics, the environment [centralized/dispersed, in-office/virtual])?   | ▼ |
| 5 - What are your key market segments and/or customer groups? What percentage of business volume/revenue does each comprise?   | ▼ |
| 6 - What role do suppliers, partners, and collaborators perform in producing and delivering your key products, services, and/or programs?  | ▼ |
| 7 - What types of competitors do you have, and what differentiates your organization?  | ▼ |
| 8 - What are your key communities? What role do these relationships play in supporting your organization and your key communities?   | ▼ |
| 9 - What are the strategic challenges, threats, advantages, opportunities, core competencies, or other critical factors that most impact your organization's success and sustainability? | ▼ |
| 10 - What are your key applicable regulations, as well as accreditation, certification, or registration requirements?  | ▼ |
| 11 - Is there anything you consider unusual about your environment or business model that would aid in understanding your organization?  | ▼ |

[Mark Organizational Profile Questions as Complete](#)



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## Leadership and Governance



### Instructions:

- 1) Use menu items to the left to navigate "backwards or forwards" to content.
- 2) You must enter the question response first (by clicking the "pen" edit button), then you may upload related image files.

- |  |   |
|--|---|
| 1 - Briefly describe and/or depict your leadership and governance processes and/or systems, including processes for succession planning and for two-way communication. | ▼ |
| 2 - What are your results for the effectiveness of senior leaders' engagement and communication by key workforce segments (e.g., workforce ratings of leaders)?        | ▼ |
| 3 - What are your results for the effectiveness of senior leaders' engagement and communication by key customer and stakeholder segments?                              | ▼ |
| 4 - What are your results for leadership and governance accountability (e.g., internal and external audits and assessments, certifications, and accreditations)?       | ▼ |
| 5 - What are your results for grievances and complaints, including those related to safety, the Equal Employment Opportunity Commission (EEOC), and ethics?            | ▼ |

[Mark Leadership and Governance Questions as Complete](#)



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### Strategy

**Instructions:**

- 1) Use menu items to the left to navigate "backwards or forwards" to content.
- 2) You must enter the question response first (by clicking the "pen" edit button), then you may upload related image files.

- |  |   |
|--|---|
| 1 - Briefly describe and/or depict your key processes used in strategic planning, including development, resource allocation, and execution. | ▼ |
| 2 - What are your results for accomplishment of your action plans?   | ▼ |
| 3 - What are your results for the impact of your organizational strategy?  | ▼ |
| 4 - What are your results for achievement of workforce plans, including capability and capacity for strategically important positions?       | ▼ |

[Mark Strategy Questions as Complete](#)



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### Operations

#### Instructions:

- 1) Use menu items to the left to navigate "backwards or forwards" to content.
- 2) You must enter the question response first (by clicking the "pen" edit button), then you may upload related image files.

1 - Briefly describe and/or depict your key processes used for the following:

- a. design and delivery of your products and services.
- b. supply network management, and
- c. innovation management.

2 - What are your results for the effectiveness and efficiency of your key processes?

3 - What are your results for the performance of your key products, services, and/or programs?

4 - What are the results for the performance of key components of your supply network (e.g., on-time delivery, availability of critical materials, quality)?

5 - What are your results for cybersecurity effectiveness, including intrusion attempts versus incidents?

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Operational Continuity 

Instructions:

- 1) Use menu items to the left to navigate "backwards or forwards" to content.
- 2) You must enter the question response first (by clicking the "pen" edit button), then you may upload related image files.

1 - Briefly describe and/or depict your key processes used for the following:

- a. risk management,
- b. continuity of operations, and
- c. emergency preparedness.



2 - What are the results for the effectiveness of your risk management plan, including the following:

- a. number of risks identified versus number of risks mitigated,
- b. cost of losses, and
- c. cost savings of risks averted and risks mitigated?



3 - What are the results for the testing of your continuity of operations plan?



4 - What are the results for the testing of your emergency preparedness plans (e.g., time to evacuate your facility, emergency response time, recovery time)?



Mark Operational Continuity Questions as Complete



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Workforce

Instructions:

1) Use menu items to the left to navigate "backwards or forwards" to content.

2) You must enter the question response first (by clicking the "pen" edit button), then you may upload related image files.

1 - Briefly describe your key processes used for the following:

a. workforce engagement.

b. workforce development and job skills training, and

c. ensuring workplace health and safety.

2 - What are your results for turnover, retention, and absenteeism?

3 - What are your results for workforce satisfaction and dissatisfaction?

4 - What are your results for workforce engagement?

5 - What are your results for workforce and leadership development, including job skills training?

6 - What are your results for significant safety-related incidents, including Occupational Safety and Health Administration (OSHA) reportable incidents?

7 - What are your results for additional indicators of workplace health and safety (e.g., results of safety audits, near-miss tracking)?

Mark Workforce Questions as Complete



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### Customers and Markets



#### Instructions:

- 1) Use menu items to the left to navigate "backwards or forwards" to content.
- 2) You must enter the question response first (by clicking the "pen" edit button), then you may upload related image files.

1 - Briefly describe your key processes used for the following:

- a. customer listening,
- b. customer engagement, and
- c. customer support.



2 - What are your results for market size and market share, by business unit or product/service, as appropriate?



3 - What are your results for your customer loyalty, including likelihood to recommend your organization, by key customer segments?



4 - What are your results for customer complaints, by key customer segments, if available?



5 - What are your results for customer satisfaction and dissatisfaction, by key customer segments?



[Mark Customers and Markets Questions as Complete](#)



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### Community Engagement



#### Instructions:

- 1) Use menu items to the left to navigate "backwards or forwards" to content.
- 2) You must enter the question response first (by clicking the "pen" edit button), then you may upload related image files.

1 - Briefly describe your key processes for community engagement and societal contributions. Be sure to include your processes for the following:  
a. listening and engaging with your key communities, and  
b. supporting your key communities.



2 - What are your results for engaging and building relationships with your key communities? Be sure to include results for the following:  
a. the number and type of engagements,  
b. the frequency of each engagement type (how often the engagement happens), and  
c. the length of time of engagements.



3 - What are your results for societal contributions?



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Finance

Instructions:

- 1) Use menu items to the left to navigate "backwards or forwards" to content.
- 2) You must enter the question response first (by clicking the "pen" edit button), then you may upload related image files.

- 1 - Briefly describe your key processes used for managing your organization's finances to ensure the following:  
a. financial viability, and  
b. access to capital during disruptions. ▼
- 2 - What are your results for financial viability (e.g., liquidity, days cash on hand/reserves, credit or bond rating)? ▼
- 3 - What are your results for financial performance (e.g., revenues, operating margin, performance to budget) by organization units, as appropriate? ▼

Mark Finance Questions as Complete



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## Review & Submit Application

Once you have successfully completed all of the Criteria sections and before you submit, download and review the pdf of your application.

[Download Application Pdf File](#)

### The following Criteria sections are incomplete.

Please check each section and be sure to click the "Mark Questions as Complete" button at the bottom of the page.

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- Leadership and Governance
- Strategy
- Operations
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## Release and Ethics Statements

### Release Statement

- ☐ I understand that \*
- this application will be reviewed by members of the Board of Examiners.
  - if my organization is selected for a site visit, my organization will host the site visit.
  - facilitate an open and unbiased examination, and
  - pay reasonable costs associated with the site visit see [Baldrige Award Process Fees](#)
- ☐ If selected to receive an award, my organization will share nonproprietary information on its successful performance excellence strategies with other U.S. organizations. \*

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### Ethics Statement

☐ I state and attest that \*

- I have reviewed the information provided by my organization in this award application package.
- To the best of my knowledge, this package contains no untrue statement of a material fact and omits no material fact that I am legally permitted to disclose and that affects my organization's ethical and legal practices. This includes but is not limited to sanctions and ethical breaches.

☐ I understand that after I submit the application, I will not be able to update it. \*

Enter your full name as your signature: \*

Submit Award Application