



Our Mission

To promote continual improvement strategies and provide training, mentoring, and recognition to anizations in pursuit of performance excellence.



United States Senate Productivity and Quality Award for Virginia and the District of Columbia

3126 W. Cary St. #409 Richmond, VA 23221 • 571-215-8881 • spqa-va.org

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September 2015

The U.S. Senate Productivity and Quality Award for Virginia (Virginia SPQA) is celebrating its 33rd year of serving organizations in Virginia, and has been serving District of Columbia organizations since 2005. From its beginnings, Virginia SPQA has been a national leader in spreading excellence in organizational performance. Every organization in Virginia and the District of Columbia that participates is a winner!

Virginia SPQA endorses the *Baldrige Excellence Framework* used by hundreds of organizations to stay abreast of competition and to improve their performance.

Whether large or small, in manufacturing, business service, education, not-for-profit, health care or government, organizations can benefit from the application of the *Baldrige Excellence Framework*.

Your interest in serving as an Examiner is highly valued. We hope you will take this challenge and become part of an elite group of volunteers in service to the Commonwealth and the District of Columbia.

Sincerely,

Janice K. Garfield

Chairman, Board of Directors

Key Dates for SPQA Examiners

	Date	Activity		
sions	mid-October 2015	Examiner Recruitment Opens – Application Available Online*		
	October 20-21, 2015	An Inquirer's Guide to the Baldrige Excellence Framework – Lynchburg, VA		
simqr	November 17-18, 2015	An Inquirer's Guide to the Baldrige Excellence Framework – Portsmouth, VA		
ant Su	December 15, 2015	Examiner Recruitment Closes		
articip	January 6-7, 2016	An Inquirer's Guide to the Baldrige Excellence Framework – Richmond, VA		
Year around in 6-week cycles initiated by Participant Submissions	January 11-12, 2016 OR January 14-15, 2016	Examiner Training** Richmond, VA		
	January 13, 2016	Recognition Program Training for Team Leadership, Editors, Mentors, Judges hours)		
	April 14 – April 29, 2016	Recognition Program Site Visits Conducted		
	May 31, 2016	Recognition Program notification of Award Recipients		
	June 3, 2016	Recognition Program delivery of Feedback Reports		
	June 20 – July 1, 2016-	Recognition Program Applicant Feedback Meetings		
	Discovery Program Examiner Activity			

The information above summarizes key dates and activities relevant to Virginia SPQA Discovery and Recognition Programs, and the Examiner Community. This Guide provides additional information regarding key dates and activities. Dates are relevant to either/or both the Recognition and Discovery Programs. **Specific training dates are subject to change.** Individuals who are part of the Virginia SPQA master mailing list are notified well in advance of training dates, location, and registration information. To be part of the list, go to https://spqa-va.org/contact_us.html with a request to be added.

^{*} Returning Examiners complete an abbreviated application.

^{**} The Examiner Training noted above is required annually for Examiners participating in the Recognition Program, but optional for returning Examiners who are <u>only</u> participating in the Discovery Program.

About Virginia SPQA & its Examiners

The United States Senate Productivity and Quality Award for Virginia (Virginia SPQA) recognizes and provides performance improvement feedback to organizations in Virginia and the District of Columbia using the Malcolm Baldrige Criteria for Performance Excellence (CPE) contained in the *Baldrige Excellence Framework*. This feedback is based on the evaluation of dedicated Examiners. Virginia SPQA offers two programs where Examiners are critical to success – the Recognition Program and the Discovery Program.



Recognition Program. Organizations "apply" for the United States Senate Productivity & Quality Award Medallion. The Recognition Program is similar to the national Malcolm Baldrige Award Program. Award applicants submit written applications based on the CPE. Each application is assigned to a Team, and each Examiner on the Team conducts an independent evaluation of the assigned application. Thus, each Examiner reviews, writes an analysis, and scores only one application. After

the independent review, the Team comes together for Consensus on their individual findings and scoring of the application, and produces a Consensus Report. A panel of Judges reviews the Consensus Report and nearly all applicants are selected to receive an onsite visit, when the Team actually visits the organization to clarify and verify the Consensus Report. Examiners then prepare a Final Feedback Report for the applicant. Site visits may require travel, and travel expenses for the site visit may be reimbursed by the Virginia SPQA. The panel of Judges then reviews each Examiner Teams' Final Feedback Report, as well as findings from each of the site visits, and makes Award determinations.

In addition to providing a service for the applicant, Examiners assigned to an award application receive an **extraordinary learning experience** – especially when a site visit is conducted. Examiner service for the Recognition Program, Virginia SPQA's premier program, relates to the most important aspect of Virginia SPQA's mission. To ensure the best assessment of applications, Examiner Teams are diverse; comprised of new and experienced Examiners and Examiners from different sectors and backgrounds. Therefore Examiners are exposed to a myriad of knowledge and experience. Examiner team size varies for this Program, but normally ranges from five to eight individuals.



Discovery Program. Organizations "submit" a self-assessment based on a template provided by Virginia SPQA. The Self-Assessment concept is based on CPE fundamentals, but at a more basic level. Although participation is recognized, there are no awards or site visits. For the Discovery Program, smaller Examiner teams consisting of 2-4 individuals are normally adequate. While exceptions may be

made, the Discovery Program relies on Examiners who have participated in the Recognition Program. For the Discovery Program, the Examiner Team develops written "observations" based on the face value of the self-assessment submitted by the organization.

To the extent practical, and ensuring there is no conflict of interest, efforts are made in both Programs to assign Examiners to evaluate and/or review organization applications and submissions in sectors (e.g. government, healthcare, education, business, etc.) where they have experience. Experienced individuals, supplemented by others of differing backgrounds, work to produce optimal perspective.

Program Cycles

The Recognition Program works on an annual schedule with defined dates for Examiner training, review, site visits, and feedback development. For the Recognition Program, the Examiner's time is primarily focused during the first five months of the calendar year, with specific timeframes for each activity to take place. The Discovery Program operates year around. While there are no Discovery site visits, there are still defined steps and timeframes within the actual submission and feedback period that the Examiner Team must follow.

Benefits of Being a Virginia SPQA Examiner

Virginia SPQA Examiners are experts in business, health care, and education selected from industry, service businesses, professional and trade organizations, government agencies, other not-for-profit groups, and the ranks of the retired.

Virginia SPQA Examiners receive training in the *Baldrige Excellence Framework* and the Criteria for Performance Excellence (CPE), as well as training in how to use the CPE as the basis for evaluating applications in the Recognition Program, or self-assessments in the Discovery Program. Examiners can take this learning experience and become performance excellence champions within their own organizations. Many organizations have found it very valuable to have some staff trained in the CPE

to assist their journey to performance excellence.

In addition to a desire to have returning Examiners, new Examiner applicants are welcomed and encouraged. Mentoring is available for new Examiners to help orient them and facilitate their growth and development. The skills and experiences gained as a result of being an Examiner are also valuable professional development opportunities, especially in the areas of analytical thinking, synthesis, and evaluation. The letter of appreciation, signed by the Senators can be an important addition to one's personal file, and the designation as a Virginia SPQA Examiner can be a great addition to one's resume. Continued personal learning and career development, as well as continuing education for recertification, are additional benefits of serving as an Examiner. Further, many Virginia SPQA Examiners have become Examiners for the Malcolm Baldrige National Quality Program.

Virginia SPQA Examiners can take advantage of opportunities to network with other professionals in a variety of career fields such as Quality, Organizational Development, Human Resources, and Leadership, just to name a few, as well as being a part of Virginia SPQA's CPE Community of Practice. Examiners are also called upon to evaluate their experience and make recommendations to the Virginia SPQA Board of Directors for program improvements.

At a practical level, Examiner Training is provided at no cost, and Examiners may receive discounts on other SPQA training events.

Virginia SPQA CPE Community of Practice

Examiners contribute significantly to the Virginia SPQA Program through outreach and educational activities, and by serving as ambassadors for the Program in Virginia and the District of Columbia. Current and past Examiners are part of a unique group of individuals that help to enable the Virginia SPQA CPE Community of Practice. An evolving concept, Virginia SPQA's CPE Community of Practice vision is to create a group of individuals who can network and share their experiences and best practices.

Examiner Eligibility, Application & Ethics

Individuals apply to become Examiners and/or renew their status for acceptance in the coming Program cycle. Examiners must be citizens or permanent residents of the United States, and be located in the United States or its territories. No one is denied consideration or appointment as an Examiner on the grounds of race, creed, national origin, age, gender or disability. Virginia SPQA Program's credibility ultimately relies on its Examiners. As such, those serving in this role must also achieve and maintain certain educational and training, as well as performance requirements.

Virginia SPQA Examiner applications for both new and returning candidates are accepted from October to December. In addition to basic contact information, the on-line application asks questions intended to help assess an applicant's level of experience with the *Baldrige Excellence Framework* and CPE, which helps in assigning individuals to Teams. The on-line process also provides a simplified method for returning Examiners to update their information, including fulfillment of the CPE Educational Requirements. Examiners may select whether they are interested in the Recognition or Discovery Programs or both.

CPE Training Requirements

All individuals who apply to become an Examiner for the first time, and/or renew their Examiner status, are expected to have 14-16 hours of CPE Training within two years of the application and renewal period. This requirement can be met either by attending Virginia SPQA's *An Inquirer's Guide to the Baldrige Excellence Framework* class, offered at a modest cost and conducted regionally throughout the year; or through a comparable training program. Because some regional classes occur in the fall, this requirement can be met conditionally as part of the application or renewal process. Since the Baldrige Excellence Framework and CPE is updated every two years, this ongoing requirement works to ensure Examiners maintain their foundational knowledge associated with the assessment methodology.

A Perk for Returning Examiners:

A returning Examiner privilege for 2016 is a financial discount associated with attending a regional offering of *An Inquirer's Guide to Baldrige Excellence Framework.* Please contact info@spgava.org for the registration information.

NOTE for Returning Examiners:

Because the approach to examining a Discovery Program submission is different than for the Recognition Program, returning Examiners are exempt from the January Examiner Training requirement, IF they intend only to be part of a Discovery Team and their CPE Educational Requirements are current.

Examiner Training Requirements

In addition to the CPE Training Requirements, Virginia SPQA also requires training that focuses on the fundamentals of evaluating an application including scoring practices, and writing actionable comments for the applicant's feedback report.

Individuals who apply to become an Examiner for the first time and/or renew their status with the intention of examining an application in the Recognition Program must attend Virginia SPQA's "Examiner Fundamentals" training. Normally offered in January, this training is **required annually** for new and returning Examiners who wish to be part of a Recognition Program Team. In addition to the learning associated with

this training, for most Examiners this is the first opportunity to meet other potential Examiners and fellow Team Members. "Examiner Fundamentals" training is offered at no cost, but is done so with the expectation that individuals who attend training will serve as a member of the Board of Examiners for Virginia SPQA, and meet the resulting commitments.

Only returning Examiners, who have completed at least one Recognition Cycle are eligible to become Discovery Examiners.

Examiner Application and Renewal Period

Individuals who aspire to become an Examiner or wish to renew the experience as part of the Recognition and/or Discovery Programs in 2016 will be able to apply on-line starting October 12, 2015 through December 15, 2015. Please note that returning Examiners submit a simplified application. In addition to ensuring we have a capable Examiner Community, this process helps us understand our capacity to respond to Recognition and Discovery Program demand.

"Remind me to be an Examiner."

Interested in being an Examiner or returning?
Bookmark these dates to visit the web site or tell us to put you on the "reminder list" for this year or the future. You can get on the "reminder list" anytime during the year by simply contacting info@spqa-va.org with your contact information and the request.

Board of Examiners Designation

New Examiner applicants will be notified of *provisional* acceptance to become a member of the Board of Examiners for Virginia SPQA soon after December 15, 2015. Status as a member of the Board of Examiners is achieved by fully completing the educational requirements (both Criteria for Performance Excellence (CPE) Training and Examiner Training), as well as the expectations for being a contributing member of a Recognition Program Examiner Team and/or a Discovery Program Examiner Team.

Code of Ethical Conduct

Provisional and returning Examiners are expected to carry out their duties and responsibilities in accordance with the Code of Ethical Conduct (see last page) and must commit to such as part of the application and renewal period. All materials relating to an Examination are confidential. Examiners are expected to strictly adhere to the confidentiality procedures that are reviewed at Examiner Training. SPQA takes ethical conduct and confidentiality requirements very seriously. Failure to adhere to these requirements damages the integrity of SPQA and its programs. Therefore, Examiners who violate these requirements may be removed from the Board of Examiners.

Disclosure of Conflict of Interest

Provisional (New) and returning Examiners must provide information regarding conflicts of interest with respect to program participants and applicants. Disclosure includes employers, significant ownership, and client relationships. Such information is used only for purposes of Examiner assignments and will otherwise be kept confidential. The Conflict of Interest Statement is explained during Examiner Training, and signed by Examiners after Team assignments are made. This requirement helps ensure that Examiners provide an objective and unbiased review of their assigned Recognition applicant or Discovery participant.

Adherence to the Process & Methods

Whether part of a Recognition or Discovery Program Team, provisional and returning Examiners are expected to conduct examinations fairly and competently within the prescribed approaches and methods associated with each Program.

Assignment and Compensation

Supply and Demand NOTE

The need for Examiners in a given year depends on how many organizations participate in the Recognition and Discovery Programs. Normally it works well, but there may be times when the Examiner supply for the year is greater than the need. In these cases, Virginia SPQA works to make accommodations.

Examiner Assignment

Virginia SPQA seeks to provide the fairest, most competent evaluation for its Programs. Accordingly, Examiners are assigned on the basis of their knowledge and experience, consistent with the requirements to avoid conflicts of interest, to apportion the application load equitably, and to adhere to Program schedules. To the extent possible, attempts are made to balance each Team with members who: are new Examiners, are returning Examiners, and who have experience within the sectors, i.e., government, education, manufacturing, business, service and technology, healthcare, etc.

Examiner Compensation

The SPQA Program is a 501(c)3 not-for-profit organization. The fees for organizations to submit an application self-assessment are kept to a minimum to encourage broad participation. Therefore, Virginia SPQA operates with maximum voluntary support. Individual Examiner expenses for Recognition Program site visits and feedback meetings are reimbursed in accordance with Virginia SPQA reimbursement policies. Virginia SPQA encourages employer support for Examiner expenses. Reimbursement is not provided for expenses incurred for training or consensus meetings. Discovery Team meetings are conducted by teleconference and do not require travel.

Time Commitments

In addition to meeting the training requirements, the amount of time devoted to being an Examiner varies depending on whether participation is in the Recognition Program or the Discovery Program. Even here, there can be variances. For example in the Recognition Program, the time is reduced if a site visit is not conducted. Other factors include how well the organization has prepared their application (or self-assessment in the Discovery Program). Likewise, Team Leaders can expect to spend additional time simply because of their expanded role.

Teams Can Customize Schedules within a Framework

Whether working independently or together as a Team, Examiners have flexibility to schedule their time provided key deliverables are met. Provisional (New) and Returning Examiners must be willing to honor the time commitments, including potential travel, and be able to accommodate critical review periods – primarily the consensus meeting and site visit.

Recognition Program Time Estimates for Examiners

The majority of Examiner activity in the Recognition Program occurs between mid-January and mid-May. Virginia SPQA recognizes that unplanned situations occur which could impact participation in a site visit or applicant feedback meeting. As such, evidence of commitment for acceptance and/or maintaining status as a member of the Board of Examiners focuses on the level of individual engagement and contribution during the total process. The table below provides an estimated time expenditure for each Phase of the Recognition Program for the typical Examiner. These estimates are based on historical averages.

Phase	Event	Time	Dates
	An Inquirer's Guide to the Baldrige Excellence Framework (For all new and returning Examiners who have not received this or comparable training in the last 2 years.)	8-16 hours	October 20-21, 2015, Lynchburg, VA November 17-18, 2015, Portsmouth, VA January 5-6, 2016, Richmond, VA For additional information and to register, go to www.spqa-va.org
Training	Examiner Training Pre-Work	8-12 hours	Materials & instructions sent to Examiners approximately 2-weeks prior to training
	Examiner Training	16 hours	January 11-12, 2016 or January 14-15, 2016

Phase	Event	Time	Dates
	Training for Team Leaders, Assistant Team Leaders, Editors, Mentors, Judges	4-8 hours	January 13, 2016
Evaluation	Independent Review	40-48 hours	January 15 thru February 28, 2016
Evaluation	Team Consensus Meeting	10-16 hours	March 1 thru March 15, 2016
	Site Visit Training	2 hours	April 1, 2016 -April 8, 2016 (several sessions offered)
Site Visit (If Selected)	Site Visit Preparation	8-20 hours	March 30 thru April 15, 2016
	Site Visit	24-30 hours	April 14 thru April 29, 2016
Report	Feedback Report	8-12 hours	April 15 thru May 4, 2016
Feedback	Applicant Meeting	4 hours	June 20 thru July 1,, 2016
Total Estimated Hours		132-180	January - July 2016

Dates are subject to change.

Discovery Program Time Estimates

Examiner activity associated with the Discovery Program occurs year around. While less labor intensive than the Recognition Program, Examiners in the Discovery Program must still perform within the established timeframes. Organizations submit their Intent to Participate form, which triggers the creation of a 2-4 person Examination Team. For Discovery, other than training and Team formation, the effort starts in earnest for a six-week regimen after the Team receives the Organization's submission. The table below shows estimates of time required for each phase of the Discovery Program for the typical Examiner. The phases and related events are recommendations, Team alterations to this approach are acceptable provided the Feedback Report is available for editing in Week 6 or sooner.

Phase	Event	Time	Dates
	An Inquirer's Guide to the Baldrige Excellence Framework (For all new and returning Examiners who have not received this or comparable training in the last 2 years.)	14-16 hours	October 20-21, 2015, Roanoke, VA November 17-18, 2015, Portsmouth, VA January 5-6, 2016, Central VA For additional information and to register, go to www.spqa-va.org
Training	Examiner Training Pre-Work*	8-12 hours	Materials & instructions sent to Examiners approximately 2-weeks prior to training
	Examiner Training*	16 hours	January 11-12, 2016 or January 14-15, 2016
	JIT Discovery Examiner Tutorial	1-2 hours	Phone call or by webcast as scheduled just prior to receiving the organization's Self-Assessment submission
Team Formation & Preparation	Intent to Participate Received, Team Formed and Trained	N/A	Within the 60 days of receipt of Intent to Participate and prior to Submission receipt.

Phase	Event	Time	Dates
Initial Evaluation	Team Members Review Submission, set roles & ground rules, set detailed 6-week schedule & develop Key Factors	~8 hours/team member	Week 1
Examiner Independent Review	Examiners conduct Independent Review of the Submission & create draft feedback using the Feedback Report Template	20-30 hours/team member	Week 2
Team Consensus Feedback Development	Category Leads consolidate & refine team members' comments; Team Consensus phone call is held	~25 hours/team member	Week 3
Team Consensus & Feedback Refinement	Post-consensus refinement by Category Leads & overall Observation Summary development	~10 hours/team member	Weeks 3-4
Finalize Team Feedback Report	Team Leader/Editor finalizes the Team's Feedback Report; Team's last review and transmission to the Discovery Program Manager for final editing	3-5 hours for editor 1-2 hours/team member	Weeks 5 - 6
Feedback Teleconference	Available on request from the organization	1-2 hours/team member	TBD – within 6 weeks
TOTAL Estimated Hours	Estimate <u>excludes</u> Training Hours	65-80 hours/team member	

^{*} Attendance is optional for Returning Examiners who wish only to participate in the Discovery Program.

Examiner Development

Virginia SPQA has created an Examiner Skills Progression matrix and Examiner evaluation process to facilitate examiner development and ensure that Examiners, who wish to, can progress through the many available roles - Team Leader, Assistant Team Leader, Editor, Mentor, Trainer, Judge, et cetera. Examiners can progress based on their maturity, longevity, experience, and performance as Examiners with Virginia SPQA. A 360° Evaluation, conducted after consensus and site visits, is part of the development path.

NOTE for Returning Examiners

In addition to providing a roadmap for Examiners who desire new and different learning experiences, the effort intends to address the role and types of ongoing education for returning Examiners who wish to continue to add value in the Recognition and Discovery Programs.

Recognizing Examiner Service

Virginia SPQA recognizes the critical importance of Examiners to the success of its Programs. Recognition for Examiners who have fulfilled their obligations includes the following:

- Certificate of completion for relevant Training courses
- Discounts for SPQA training events.
- Recognition Ceremony
- A Certificate of Appreciation, signed by the Senators
- A Letter of Appreciation sent to your employer
- Name listed on the SPQA website and in the SPQA Newsletter
- Individual Examiner Press Release
- Eligibility for Examiner Awards based on performance and achievement (Rookie Award, Above & Beyond, and Examiner of the Year)



Virginia SPQA Examiner Code of Ethical Conduct

Members of the U.S. Senate Productivity and Quality Award for Virginia (Virginia SPQA) Board of Examiners, Editors, Team Mentors, and Panel of Judges pledge to uphold their professional principles in the fulfillment of their responsibilities as defined in the bylaws that established Virginia SPQA. In promoting high standards of public service and ethical conduct, individuals serving as Examiners, Editors, Mentors, and Judges will:

- Conduct themselves professionally, with truth, accuracy, fairness, respect, and responsibility to the public
- Avoid representing conflicting or competing interests, or placing themselves in such a position where their interest may be in conflict, or appear to be in conflict, with the purposes and administration of the Recognition and Discovery Programs
- Safeguard the confidences of all parties involved in the judging or examination of present or former applicants/participants.
- Protect confidential information and avoid disclosures that may in any way influence the Award and Programs' integrity or processes, currently or in the future
- Do not serve any private or special interest in their fulfillment of the duties of an Examiners Editor, Mentor, or Judge, therefore
 excluding by definition the examination of any organization or subunit of an organization that employs them or has a consulting
 arrangement in effect or anticipated with them
- Do not serve as an Examiners Editor, Mentor, or Judge of a primary competitor, customer, or supplier of any organization (or subunit of an organization) that employs them, that they have a financial interest in, or with which they anticipate a consulting arrangement, or are otherwise involved.
- Do not intentionally communicate false or misleading information that may compromise the integrity of the Recognition and Discovery processes or decisions therein
- Make it clear, when establishing links from their own Web sites to the Virginia SPQA Web sites, that users will be taken to the official Virginia SPQA Web site
- Never approach an organization they have evaluated for their personal gain, including the establishment of an employment or
 consulting relationship, and, if approached by an organization they have evaluated, do not accept employment from that organization
 for a period of five years after the evaluation
- Maintain and safeguard fairness in the examination process and the confidentiality of all Award application or Discovery Self-Assessment information, including the identity of applicants/participants.
- Do not communicate with applicant/participant organizations or in any manner seek additional documentation, information, or clarification. This restriction includes Internet searches.
- Treat as confidential all information about the applicant/participant and the applicant's/participant's operation gained through the evaluation process, and take the following precautions:
 - Applicant/Participant information is not discussed with anyone, including other Examiners, with the exception of designated team members, Judges, the Award Administrator, and Virginia SPQA representatives. This includes information contained in the written application, as well as any additional information obtained during a site visit.
 - Names of applicants/participants are not disclosed during or after the application review process.
 - No copies of application information are made or retained. (SPQA will notify Examiners when to delete and /or shred materials.)
 - Do not reveal or discuss with other Examiners, either during training or during the application review phases, their participation with an organization in the preparation of an Award application.
- Physically safeguard all information concerning the applicant/participant and their operation by taking the following precautions:
 - Put an unmarked cover page on any paper copies of the application or self-assessment, and/or place in an unmarked file or folder, such that the name is not easily discernible.
 - Keep the application (or self-assessment) and all related materials in a safe/secure location. If in a vehicle, it should be locked in the trunk, or under the seat with the vehicle locked. This includes computers with electronic applications.
 - Close electronic files when unattended.
- Personally and independently review all assigned Applications or Self-Assessments.
- Report any violations of the SPQA Code of Ethical Conduct, confidentiality, or COIs to their Team Leader or SPQA Board.
- Upon completion of the Examiner Preparation Course, may use the following designation: Examiner, U.S. Senate Productivity and Quality Awards Program for Virginia, and year(s) served. However, the Virginia SPQA logo may not be used in advertising or promotion, or on business cards and this includes the Examiner designation or the Virginia SPQA logo.
- Furthermore, pledge that as a member in good standing of the Virginia SPQA Board of Examiners, an Editor, Team Mentor or member
 of the Panel of Judges, strive to enhance and advance the Award program as it serves to stimulate organizations in Virginia and the
 District of Columbia to improve quality, productivity, and overall performance.