

Presented by the original 1988
Baldrige Board of Examiners
member and also the 2007 Member
of the Baldrige Board of Examiners

Achieving Higher Education
Performance Excellence Thru'...

BALDRIGE CRITERIA

... Roadmap to Worldclass Rankings

February 18-19, 2008 . JW Marriott, Kuala Lumpur

*"Baldrige Criteria integrates all the key drivers of organisation performance...
allowing you to manage your organisation as a system instead of a
collection of individual parts."*

- Baldrige Panel of Judges -

Developed by :

Strategic Partner :



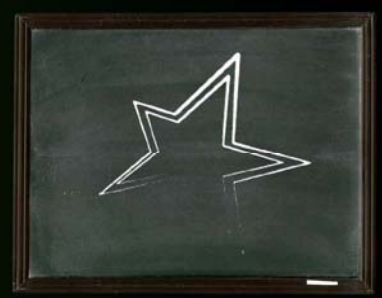
Call 603- 9206 5800

Fax 603- 9200 7946

e-mail ibn@intel-biznet.com

"...The Baldrige Award... represents much more than a single year of distinction. It also signifies all the years of striving, and focus, and sacrifice that made this moment possible. By reaching for a higher standard, and never settling for second-best, and facing the future with confidence, the men and women of these organizations rank among the most exceptional achievers in our nation today."

- Dick Cheney, Vice President of USA, April 19, 2006



In today's education environment of high-stakes academic testing and accountability to wide-ranging stakeholders, being results-focused is essential for higher education institutions. The ponderous pace of academia seems to be at odds with the immediate needs and challenges of globalisation, shifting demographics, the need for a more (and differently) educated workforce, increasing competition from traditional and emerging education providers and new technologies.

The recent Times Higher Education's world university rankings showed that none of Malaysian universities made it into the top 200.

"Local universities must multiply efforts to *IMPROVE THEIR PERFORMANCE* if they are to join the Ivy League."

- YB Dato' Mustapa Mohamed, Minister of Higher Education, Malaysia

With higher education institutions all over the world focusing on **PERFORMANCE EXCELLENCE & SYSTEMATIC PROCESS IMPROVEMENT**

Educational leaders must find innovative ways to capitalise on their unique strengths and identify their opportunities and challenges for improvement.

HOW DO YOU THEN IMPROVE ACADEMIC ACHIEVEMENT?

THE SECRET TOOL TO DELIVER EDUCATIONAL EXCELLENCE...

- THE BALDRIGE CRITERIA -

For nearly 15 years, in countries around the globe, organisations committed to high performance have competed against sophisticated comprehensive criteria for performance excellence. Higher education institutions in many parts of the world have embraced the Baldrige Criteria as a benchmark to gauge their strengths and opportunities for improvement and as a measurement of their overall alignment and integration of key areas of overall performance and process improvement. **BALDRIGE CRITERIA**, is now accepted worldwide as **THE CORNERSTONE** in helping higher education institutions gain the edge in a fiercely contested industry.

"The criteria will help education organisations improve performance and will facilitate communication and sharing of best practices.

The Baldrige performance excellence criteria broadly define the practices that any organisation, not just business, need to achieve excellence. They focus on all aspects of organisational performance results, not just on the tools or methods that an organisation should use to achieve improved results."

-Harry Hertz, Director of Baldrige Award Program, National Institute of Standards and Technology, USA

IBN International's executive workshop will provide you with strategic framework that is both process-driven and results-based for continuous improvement. Internationally awarded Baldrige Senior Examiner, **Paul Steel**, will help demystify the criteria in Baldrige process for higher education institutions in achieving higher education excellence.

The seven critical categories of the Baldrige Education Criteria for Performance Excellence are emphasised to achieve world class Performance Excellence.

» ARE YOU SELECTING THE RIGHT PERFORMANCE MEASURES?? «

Why it is crucial?

This Result-Oriented Action Learning Masterclass will enable YOU to...

- ❖ Gain insight on how to successfully launch your organisation on a journey to world-class excellence
- ❖ Clearly understand the Baldrige criteria and its role in achieving world-class excellence
- ❖ Recognise proficiency in conducting a Baldrige assessment
- ❖ Explore proficiency in conducting a Baldrige assessment scoring
- ❖ Compare and contrast the advantages of Baldrige in relation to TQM, Six Sigma and ISO certification
- ❖ Unfold the excellence indicators from Baldrige in Education winners
- ❖ Examine the performance excellence metrics used by Baldrige in Education winners
- ❖ Review a best practice model from each of the seven categories of the Baldrige Education Criteria
- ❖ Integrate Baldrige with TQM, ISO and Six Sigma process for achieving excellence
- ❖ Describe the benefits of using the Baldrige Education Criteria to improve organisational performance
- ❖ Identify challenges using the Baldrige Education Criteria
- ❖ Gain a greater understanding of Baldrige core values, concepts and framework
- ❖ Leverage the Baldrige system approach to align organisation's strategic goals
- ❖ Diagnose the effectiveness of your organisation and devise an improvement plan from the diagnosis
- ❖ Strive to design and deliver strong learning results and educational improvement in your organisation

"Baldrige is a PERFECT EDUCATIONAL REFORM MODEL to use with mandated assessments."

- Richard J. Noeth, Director, ACT's Office of Policy Research, USA

"This presidential recognition honours Richland College's serious commitment to and passion for student learning success and our vital mission of teaching, learning and building sustainable local and world community. Richland College has used the Malcolm Baldrige criteria for performance excellence during the past nine years as a framework that guided us through continuous performance improvement. We will continue to maintain those standards of excellence both now and in the future."

- Dr. Stephen K. Mittelstet, President, Richland College,
Baldrige Award (Education) Winner 2005



Day One

Day Two

MODULE 1 LEADERSHIP EXCELLENCE

- Leadership Orientation
- Criteria Explanation and Intent
- Leadership Excellence Indicators for World-Class Education Institutions
- Criteria Best Practice Examples – *Chugach School District, Consolidated Community School District 15, Jenks Public Schools, Montfort College of Business, Pearl River School District, Richland College, and University of Wisconsin – Stout*
- Actual Leadership Best Practice Management Process Models (Process Diagrams) for Education
- Questions & Answers

Video Presentation: *Baldrige Education Winners Leadership Excellence Examples*

MODULE 2 STRATEGIC PLANNING EXCELLENCE

- Strategic Planning Orientation
- Criteria Explanation and Intent
- Strategic Planning Excellence Indicators for World-Class Education Institutions
- Criteria Best Practice Examples - *Chugach School District, Consolidated Community School District 15, Jenks Public Schools, Montfort College of Business, Pearl River School District, Richland College, and University of Wisconsin – Stout*
- Actual Strategic Planning Best Practice Management Process Models (Process Diagrams) for Education
- Questions & Answers

Video Presentation: *Baldrige Education Winners Strategic Planning Excellence Examples*

MODULE 3 STUDENT, STAKEHOLDER AND MARKET FOCUS EXCELLENCE

- Student/Stakeholder/Market Focus Orientation
- Criteria Explanation and Intent
- Student, Stakeholder, and Market Excellence Indicators for World-Class Education Institutions
- Criteria Best Practice Examples – *Chugach School District, Consolidated Community School District 15, Jenks Public Schools, Montfort College of Business, Pearl River School District, Richland College, and University of Wisconsin – Stout*
- Actual Student, Stakeholder and Market Focus Best Practice Management Process Models (Process Diagrams) for Education
- Questions & Answers

Video Presentation: *Baldrige Education Winners Student, Stakeholder and Market Focus Excellence Examples*

MODULE 4 MEASUREMENT, ANALYSIS AND KNOWLEDGE MANAGEMENT EXCELLENCE

- Measurement, Analysis and Knowledge Management Orientation
- Criteria Explanation and Intent
- Measurement, Analysis and Knowledge Management Excellence Indicators for World-Class Education Institutions
- Criteria Best Practice Examples – *Chugach School District, Consolidated Community School District 15, Jenks Public Schools, Montfort College of Business, Pearl River School District, Richland College, and University of Wisconsin – Stout*
- Actual Measurement, Analysis and Knowledge Management Best Practice Management Process Models (Process Diagrams) for Education
- Questions & Answers

Video Presentation: *Baldrige Education Winners Measurement, Analysis and Knowledge Excellence Examples*

MODULE 5 APPROACH / DEPLOYMENT ASSESSMENT INTRODUCTION

- Case Study Group Exercise:** *Baldrige Process Assessment and Scoring*

MODULE 6 WORKFORCE MANAGEMENT EXCELLENCE

- Workforce Management Orientation
- Criteria Explanation and Intent
- Workforce Management Excellence Indicators for World-Class Education Institutions
- Criteria Excellence Examples – *Chugach School District, Consolidated Community School District 15, Jenks Public Schools, Montfort College of Business, Pearl River School District, Richland College, and University of Wisconsin – Stout*
- Actual Workforce Management Best Practice Management Process Models (Process Diagrams) for Education
- Questions & Answers

Video Presentation: *Baldrige Education Winners Workforce Focus Excellence Examples*

MODULE 7 PROCESS MANAGEMENT EXCELLENCE

- Process Management Orientation
- Criteria Explanation and Intent
- Process Management Excellence Indicators for World-Class Education Institutions
- Criteria Best Practice Examples – *Chugach School District, Consolidated Community School District 15, Jenks Public Schools, Montfort College of Business, Pearl River School District, Richland College, and University of Wisconsin – Stout*
- Actual Process Management Best Practice Management Process Models (Process Diagrams) for Education
- Questions & Answers

Video Presentation: *Baldrige Education Winners Process Management Excellence Examples*

MODULE 8 EDUCATION RESULTS EXCELLENCE

- Results Orientation
- Criteria Explanation and Intent
- Results Excellence Indicators for World-Class Education Institutions
- Criteria Best Practice Examples – *Chugach School District, Consolidated Community School District 15, Jenks Public Schools, Montfort College of Business, Pearl River School District, Richland College, and University of Wisconsin – Stout*
- Questions & Answers

Video Presentation: *Baldrige Education Winners Results Excellence Examples*

MODULE 9 EDUCATION RESULTS ASSESSMENT

- Case Study Exercise:** *Baldrige Education Results Assessment and Scoring Simulation*

MODULE 10 BALDRIGE EDUCATION PERFORMANCE METRICS USED BY EXCELLENT ORGANISATIONS

- Student Learning Outcomes
- Student-Focused and Stakeholder-Focused Outcomes
- Budgetary, Financial and Market Outcomes
- Workforce-Focused Outcomes
- Process Effectiveness Outcomes
- Leadership Outcomes

MODULE 11 HOW TO GET STARTED AND WHAT TO DO TO EFFECTIVELY USE BALDRIGE EDUCATION CRITERIA TO ACHIEVE WORLD-CLASS EXCELLENCE IN YOUR ORGANISATION

- What You Have To Do To Get Started
- How To Manage the Project To Enable Achievement of Performance Excellence
- Resource Requirements

TO SUM IT ALL UP

Develop an "Action Plan" To Connect the Classroom Learning to Your Current Quality Initiatives

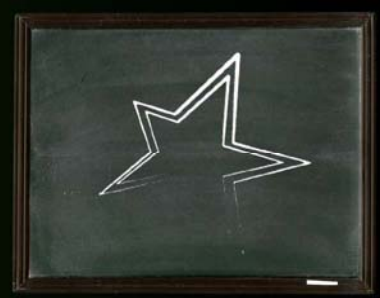
- Assign Responsibilities
- Identify Through a Baldrige Assessment Process Improvement Opportunities in Your Organisation That Can Best Be Effectively Addressed Using the Baldrige Assessment Feedback and the Best Practice Management Models
- Receive an Electronic Copy of All Education Best Practice Management Models to Guide Your Organisation to World-Class Performance Excellence
- Receive an Electronic Copy of all Education Performance Metrics Used by Excellent Organisations to Achieve World-Class Performance Excellence
- Develop an Improvement Action Plan Based on the Baldrige Criteria

Case Studies from The Malcolm Baldrige National Quality Award (Education) Winners 2001– 2006



"We are here because of their continued commitment to performance excellence...While many of our peers measure success by business school rankings, we decided to instead focus on quality by selecting metrics such as student learning, faculty and student satisfaction, placement rates and employer satisfaction quantifiable, benchmarked results that would speak for themselves."

- Joe Alexander, Dean, Kenneth W. Monfort College of Business at the University of Northern Colorado, Baldrige Award (Education) Winner 2004



Paul Steel is a world renowned Baldrige Trainer, Consultant, Examiner and Assessor. He has more than 25 years of application, management, education and consulting experience in the organisational excellence field. He is the developer of the Baldrige Excellence Templates Software and Baldrige Best Practices on key management and operational processes included in Baldrige Criteria for major Asian, Australasian and European Award processes. Thousands of organisations worldwide use TQI's Baldrige products and services to spearhead their performance excellence initiatives.

External to Baldrige, he has assessed hundreds of organisations using the Baldrige Criteria and has led/participated in over 130 actual/internal mock site validation visits. He has trained more than 12, 600 individuals, including hundreds of Performance Excellence Examiners worldwide and has worked in more than 30 countries. He has led Baldrige improvement projects for healthcare, public sector, education, service, manufacturing and smaller organisations.

He has facilitated the Baldrige Board of Examiners Assessment training for National Institute of Standards and Technology (NIST) and has trained national and/or State Examiners each year since 1991 as well as thousands of internal assessors for organisations worldwide. He had facilitated the 'Executive Achieving Excellence' which has been attended by hundreds of CEOs from around the world for the past three years. Paul has contributed for five years to Telkom Indonesia which won the first Indonesian Quality Award 2006. He is an Indonesian Ministry of State-Owned Companies-authorized Baldrige consultant. Meanwhile, in Malaysia, he has trained the national Examiners and Judges for the Prime Minister's Quality Award.

Paul has served as a Washington State Quality Award (WSQA) Judge/Board of Directors Member for 12 years. He is on the KPMG Technical Advisory Committee and served as a Fortune Magazine Best Practices Awards Judge. He is a Senior Member of ASQ and SME and he holds Masters Degrees in Business and Engineering and is an Adjunct Professor of Process Management in a leading university in the USA. He is instrumental advisor to the annual Singapore Quality Award. He facilitated Baldrige Board of Examiners training for National Institute of Standard and Technology (NIST) and has trained national State Examiners since 1991. Paul also has conducted Executive Achieving Excellence seminars which have been attended by more than 700 CEOs worldwide since 2002.

His international consulting experience spans across 30 countries which includes over 200 consulting assignments in Europe, Asia-Pacific, the Middle East, Australasian and the South America. He has consulted the Baldrige Healthcare Criteria Award Winners such as the **Chugach School District**, **Community Consolidated School District** and **University of Wisconsin-Stout**. Paul's illustrious clients list include **IBM, Tata Steel, Bahrain Telecommunications, Xerox Europe, Telecom New Zealand, Ricoh Japan, Microsoft, Intel, Kodak, Ford and American Express**. He was the only external consultant Xerox of Europe used to prepare them in winning the European Quality Award and he is the only American to be lead consultant to a European Quality Award winner.

The Maestro

Total Quality Inc.

Total Quality Inc. (TQI) was formally founded in 1991 by Paul Steel and is based in Bellevue, WA USA. TQI has served thousands of organisations worldwide since 1991, attesting to their enduring marketplace value. Any organisation serious about achieving unsurpassed excellence is a candidate to be a customer. Their customers are diverse including smaller and larger public sector, not-for-profit, education, health care, service, and manufacturing organisations. They represent all levels of excellence achievers from beginners to winners (Europe, Asia and the Americas).

TQI offers a full menu of Baldrige services and products. They innovate to strive to be the recognised leader in enabling the effective and easier use of the Baldrige Criteria.

TQI's mission is to enable organisations to achieve unrivalled excellence - in the minds of their customers and other stakeholders, in the shortest timeframe, and at the lowest total cost.



www.baldrige21.com

Partial Client List

Alaska Pacific University . Albuquerque Public Schools . American Association of Community Colleges . Army Management Staff College . Athabasca University . Australian Organisation for Quality . Bandung Institute of Technology . Baškent University . Bentley College . Cabrillo College . California State University . Chugach School District . CIM College . CIM College Yugoslavia . City University of Hong Kong . Clovis Unified School District . Community Consolidated School District . Concordia University . Coventry University . Czech Society for Quality . Dana College . Davenport University . De La Salle University . Defense Acquisition University . Delaware Technical & Community College . Delta State University . Detroit Public Schools . Dickenson-Iron Intermediate School District . Dudley College . Duplin County Schools . Eagle Ridge Middle School . Eastern Kentucky University . ESAN - Graduated School of Business . The Hong Kong Polytechnic University . Fiji National Training Council . Fox Valley Technical College Gateway Technical College . Gazi University Granite State Quality Council . Grant MacEwan College . Green Mountain College . Hamilton County Educational Services . Hanover County Public Schools Hardin County Schools . Harvard University . Henry Ford High School . Howard Community College . Illinois State University . Indiana Department of Education Indiana University . Institute of Business Management . Iran University of Medicine . Johns Hopkins Bloomberg School of Public Health . Kaohsiung University of Applied Science . Kent State University . Kentucky Department of Education . Kenwood Elementary -Springfield City Schools . Kettering College of Medical Arts Knox Middle School . Korea Education Management Consulting . Korea University . Kupala University . Lockland City Schools . London School of Hygiene and Tropical Medicine . Longmeadow Public Schools . Los Angeles Unified School District . Loyola University New Orleans . Mahanakorn University of Technology Maine Technical College System . Marian College. Maricopa Community Colleges . Mary Washington College . Massey University . Michigan Center Schools Millersville University . Mindanao State University . Minnesota State Colleges and Universities . Montclair Elementary School . Mountain View Middle School Nan Kai University China . Nanyang Technological University . National Graduate School of Quality Systems Management . National Reconnaissance Office Naval Postgraduate School . Nebraska Methodist College . NEC Technologies Hong Kong . Northern Illinois University . Northern Kentucky University Northwest Regional Education Service District . Northwest Vista College . Nova Southeastern University . Ocean View School District . Ohio Education Assoc Ohio State University . Ohio University . Ohio University College of Osteopathic Medicine . Pennsylvania State University Plymouth Public Schools . Prince of Songkla University . Reed Middle School . Regis University . Richmond Community Schools . RMIT University . Rochester Institute of Technology . Roosevelt University . Ruhr-University of Bochum Denmark . Saginaw Valley State University . Seattle Pacific University . Shanghai Jiaotong University . Southern Connecticut State University . Southwest State University . University of Wollongong . Swinburne College of TAFE . Telkom School of Engineering . Temple University Center for Professional Development . Thailand Productivity Institute . Tianjin Medical University . U.S. Department of Education . Universidad Autónoma Metropolitana Azcapotzalco . Universidade Estadual de Pernambuco . Universiti Teknologi MARA . University New Orleans . University of Auckland University of Bradford . University of Incheon . University of Jordan . University of Massachusetts . University of Mauritius . University of Moratuwa Sri Lanka University of South Africa . University of the Philippines . University of Vermont . University of Wisconsin - Stout

for detailed client list: <http://baldrige21.com/Baldrige%20Services%20and%20Products%20Users.html>

REGISTRATION...

PAYMENT

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Two easy way to pay

• Telegraphic Transfer

Bank : Maybank Berhad
Branch : Desa Pandan, Kuala Lumpur
Malaysia
A/C No : 514543111415
Swift Code : MBB EMY KLA

• Foreign Demand Draft in USD to be drawn in a MALAYSIAN Bank.

All payments by cheque should be made in favour of:-

Intelligence Business Networks (M) Sdn. Bhd.
160-3-1, Kompleks Maluri
Jalan Jejaka, Taman Maluri
55100 Kuala Lumpur
Malaysia

Note: Payments must be received within 7 days upon issuance of invoice

HOTEL RESERVATION DETAILS

JW Marriott Hotel
Kuala Lumpur
183 Jalan Bukit Bintang
55100 Kuala Lumpur, Malaysia
Tel : 603 2715 9000
Fax : 603 2715 8111



Room Reservation can be made by delegates directly with the hotel. To enjoy privileged room rates, please state you're attending an event organised by IBN International. Please call Ms. Ros at 603 2719 8210 or email at roseat@ytlhotels.com.my

CANCELLATION POLICY

Due to contractual obligations, cancellation charges are as follow:

20 to 10 days notice : 50% of the workshop fee
9 to 3 days notice : 70% of the workshop fee
2 days or less notice : 100% of the workshop fee

However, complete sets of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing.

Note: It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue, every effort will be made to inform the participants of the change.

THE IBN CERTIFICATE



Delegates who successfully complete this course will receive the prestigious IBN's Certificate of Achievement; a statement of Intelligence endorsed by world renowned subject matter experts.

VISA REQUIREMENT

Delegates requiring visas should contact the respective Embassies or High Commissions in their country of residence as soon as possible.

PROGRAM CUSTOMISATION

To get the most value out of this workshop, participants will be required to complete a Pre-Course Questionnaire. This information will be used to tailor the workshop content and delivery methods to meet your specific needs. The Questionnaire will be sent to delegates immediately upon receiving the registration form.

February 18-19, 2008 . JW Marriott, Kuala Lumpur

Achieving Higher Education
Performance Excellence Thru'...

**BALDRIGE
CRITERIA**

Investment

... Roadmap to Worldclass Rankings

WORKSHOP FEE
RM 5290

EARLY BIRD REGISTRATION
RM 4990
(register before 20th December 2007)

GROUP DISCOUNT
SAVE ADDITIONAL 10 %
(for the 3rd and subsequent delegate from the same organisation)

PLEASE COMPLETE THIS FORM IMMEDIATELY AND FAX TO 603 - 9200 7946

PARTICIPANT DETAILS

Name 1 Job title

Name 2 Job title

Name 3 Job title

(name in full)

INVOICE SHOULD BE DIRECTED TO

Company

Business Address

Name Job title Dept

Email Tel No Fax No

Name of Authorising Manager Job title

Signature Date

This Booking Is Invalid Without A Signature

INFORMATION
For further information on this event,
please contact our Program Managers
at 603 92065800
or e-mail: ibn@intel-biznet.com

**WORKSHOP
SCHEDULE**

Registration	0830
Course begins	0900
Morning Refreshment	1030
Luncheon	1300
Afternoon Refreshment	1530
End of the day	1700

"We think differently in terms of improving everything on a continual basis. We don't look backward anymore. There's been constant improvement in every process we have. We think with more vision than we ever did before, always looking ahead five years at what we want to become and how we're going to get there. I think the strength of Baldrige is that it's not prescriptive. You can even take the criteria and drive it into the classroom very deeply, but we chose not to do that because we felt we had enough classroom admissions, retentions and graduation rate measures. I don't think that the Baldrige criteria have any major weaknesses because you can decide what you want to do within the seven criteria, based on your organisation... We have demonstrated at UW-Stout that the Baldrige is a clear fit for any university or subsets of any university because it's not prescriptive, but it forces you to drill down into your organisation and look at the specific issues that drive your organisation."

- Charles Sorensen, Chancellor, University of Wisconsin-Stout,
First Baldrige Award (Education) Winner 2001

Who Should Attend

THIS EXECUTIVE TUTORIAL IS EXCLUSIVELY DESIGNED FOR
Vice Chancellors, Presidents, Rectors, CEOs, CFOs, COOs, Managing Directors,
General Managers, Executive Directors, Provosts, Undersecretaries, Directors, Managers, Analysts,
Deans, Heads of Department and Senior Executives from both public and private
higher education institutions with the following responsibilities:

- | | | |
|-------------------------|-----------------------------|-------------------------------|
| > Quality Management | > Program Development | > Education Policy |
| > Admission & Enrolment | > Performance Management | > Leadership & Strategy |
| > Human Resources | > Total Quality Management | > Finance and Budget Planning |
| > Process Management | > Risk Management | > Policy Planning |
| > Strategic Planning | > Professional Services | > Quality Improvement |
| > Customer Relationship | > Organisational Excellence | > Staff Development |
| > Audit | > Learning and Development | > International Affairs |
| > Change Management | > Service Quality | > Student Affairs & Alumni |