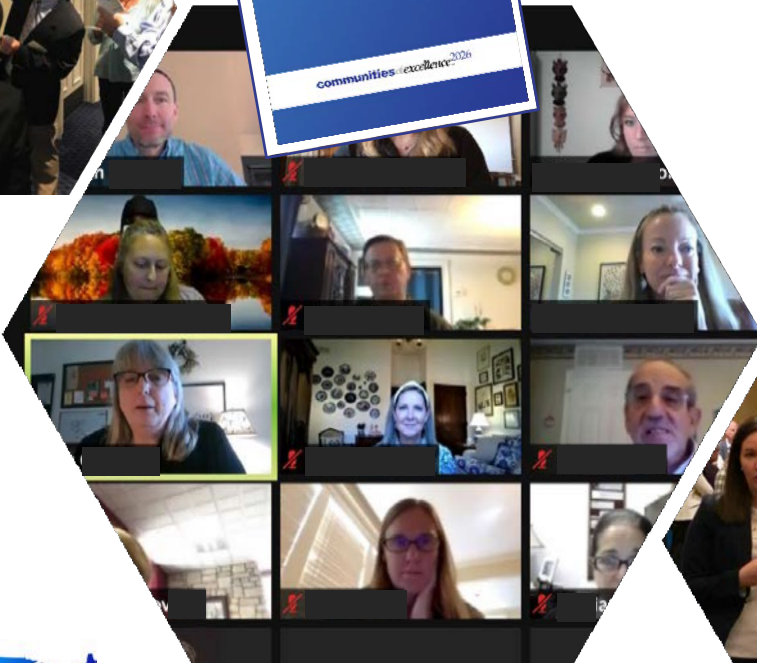


communities of *excellence* 2026™

National Learning Collaborative Informational Webinar

OCTOBER 2021 TO SEPTEMBER 2022



Guest Panelists

Manuel Castañeda San Diego South Region, California/
Learning Collaborative Faculty and Mentor

Christel Gollnick Northwest Missouri Region/Learning
Collaborative Mentor

Kim Halfhill Excelsior Springs, Missouri/ Learning
Collaborative Faculty and Mentor

Outline for Today

Background on Communities of Excellence 2026

How the National Learning Collaborative Works

How to Join Cohort Five beginning October 2021

Community Spotlights: San Diego South Region/Excelsior
Springs/Northwest Missouri

Q&A

*Please use the chat box during the presentation if you have questions. We will pause frequently to open it up for discussion.

Background on Communities of Excellence 2026

Mission

Improve the quality of life for our nation's residents by assisting communities in implementing the Baldrige-based Communities of Excellence Framework.

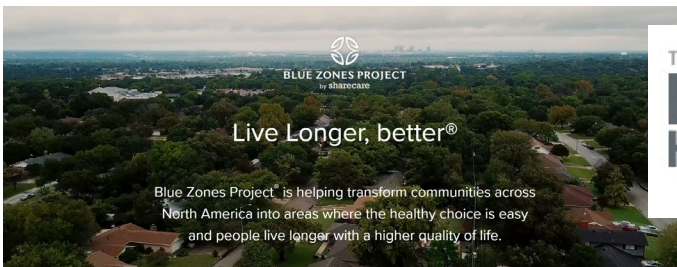


Foundation Statement

“For America to sustain its vitality,
promote opportunity, and create a more
equitable society
during its second 250 years of existence,
we must
improve the performance of
communities and the people who lead
and live in them.”



What is Being Done to Address our Nation's Challenges?



The
**BUILD
HEALTH**
Challenge

PORTLAND, OR
**BUILDING Health and
Equity in East Portland**
Expanding access to
affordable housing, green
space, and healthy food

OAKLAND, CA
**San Pablo Area
Revitalization Collaborative**
Revitalizing local
businesses and expanding
affordable housing

ONTARIO, CA
The Healthy Ontario Initiative
Developing "health hubs"
to foster strong bodies and
communities

SEATTLE
SEATTLE
DISTRICT
IMPROVING
HOUSING



**DEMOCRACY
COLLABORATIVE**
Building community wealth

Make th

C • J • A

**Communities
JOINED IN ACTION**

Improving Health ~ Eliminating Disparities



COMMUNITIES

OUR TEAM

JOIN IN

Collective Impact

LEARN ABOUT THE
COMMUNITY



**COLLECTIVE IMPACT
CONSULTING**
Help POC for a collective impact project.
[Learn more >](#)



Initiatives

Overview

How Did It All Begin?



**100 Mil
Healthi**

Are you a HealthDo

JOIN IN

COMMUNITY TOOL BOX

Enter your search...

العربية
English
Español



LEARN A SKILL
How-to information



HELP TAKING ACTION
Guidance for your work



CONNECT
Link with others



ABOUT
The tool box



SERVICES
Supporting collective impact

Tools to change our world

COMMUNITY COMMONS Activity Maps & Data Hubs Channels Support Register

Enrich your community work with maps and data reports that can be shared and saved.

SHARE

Make a Map

Build a Report

ies of excellence



There is no systematic approach familiar to and used by all entities within communities that ensures federal, state, local, and private sector efforts are aligned and integrated to maximize their benefit and impact.



Our Hypothesis

That a framework proven to drive performance excellence in *companies and organizations* – the Baldrige Framework - can be modified to achieve performance excellence in *communities* to benefit the health and wellbeing of all residents.



Why Baldrige?

Some History...

Founded in 1987 to improve US quality, productivity, & competitiveness

Today, is being used by thousands of organizations of all types & sizes across the US

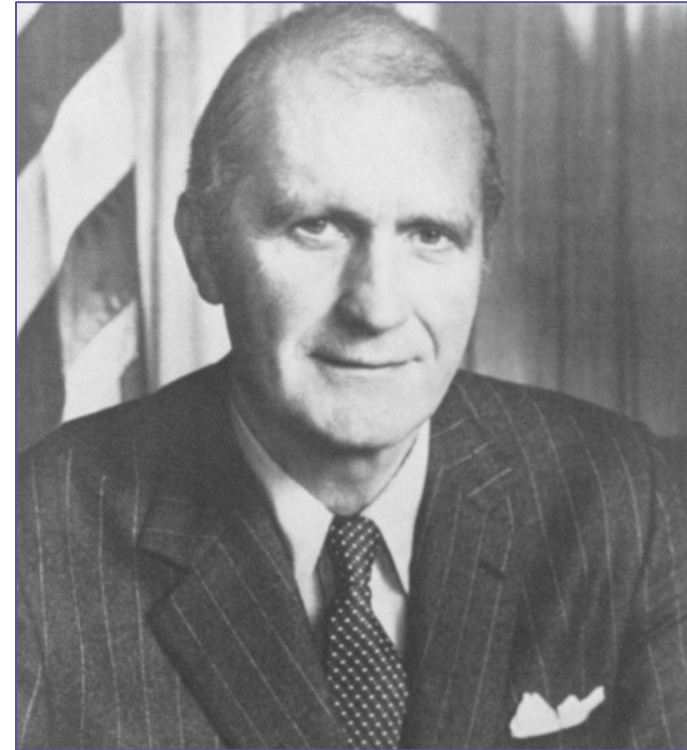
A public-private partnership, managed by the National Institute of Standards of Technology, an agency of the Department of Commerce

Scope:

- 127 national awards given since 1987

- 30+ state/regional programs, administering 2000+ Awards/year

- 80+ national programs around the world



Why Baldrige?

Purpose

- Improve US quality, productivity, and competitiveness
- Establish a nationally recognized standard of organizational (*and soon community*) excellence and quality performance
- Establish role models of that standard – Malcolm Baldrige National Quality Award



Why Baldrige?

- Identifies strengths and improvement opportunities using an integrated systems approach
- Facilitates improvement, innovation, alignment, and integration of key processes
- Assists in delivery of value to customers & stakeholders
- Facilitates organizational and personal learning
- Monitors progress over time and helps organizations achieve and sustain world class results

A 2011 study estimated the ratio of Baldrige Program benefits for the U.S. economy to program costs at 820:1.

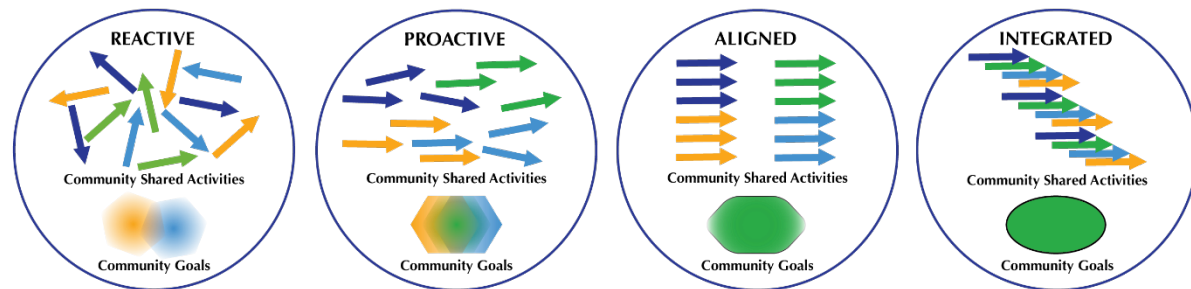
Why Baldrige in Communities?

- True systems perspective - Equal emphasis and focus on how each part impacts and links with the others.
- Optimizes an entire system rather than just focusing on pockets of excellence.
- Many tools focus on one or a few of components of the system.
 - Helps to decide which tools will benefit you most and when.

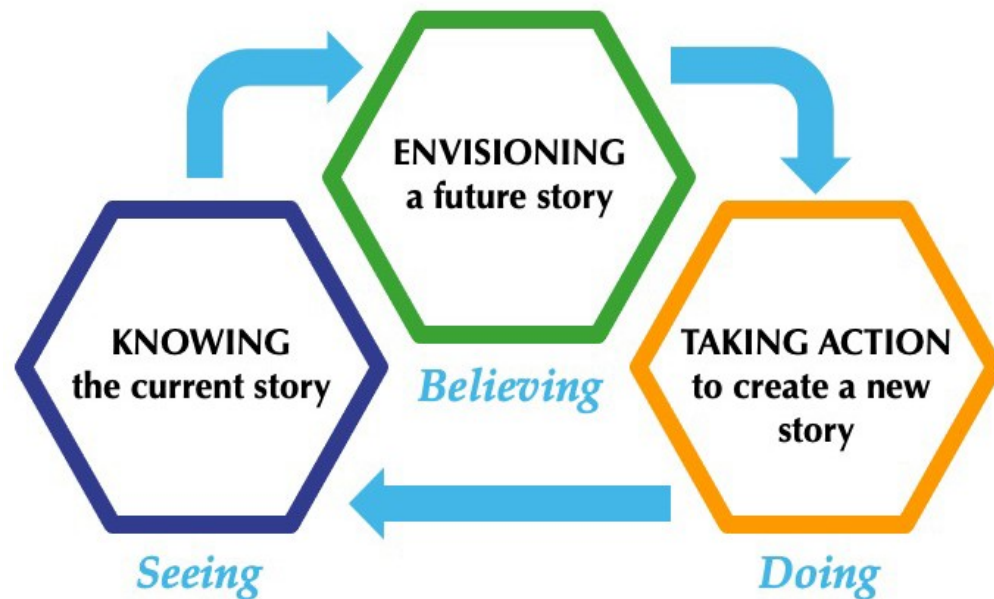


Why Baldrige in Communities?

- ✓ Identifies strengths and improvement opportunities using an integrated systems approach
- ✓ Facilitates improvement, innovation, alignment, and integration of key **community** processes
- ✓ Assists in delivery of value to **residents**, other customers & stakeholders
- ✓ Facilitates organizational and personal learning
- ✓ Monitors progress over time and helps **communities** achieve and sustain world class results



A systems approach to change in communities involves seeing, believing, and acting



Why Adopt the Communities of Excellence Framework?

It can help you...

- Unite leadership at all levels towards shared goals.
- Align the efforts in different sectors of your community so that they work together in a unified, mutually beneficial manner.
- Manage all the parts of your community as a unified whole to achieve your mission.
- Ensure that your plans, processes, measures, and actions are consistent.

What Does Communities of Excellence 2026 Do?

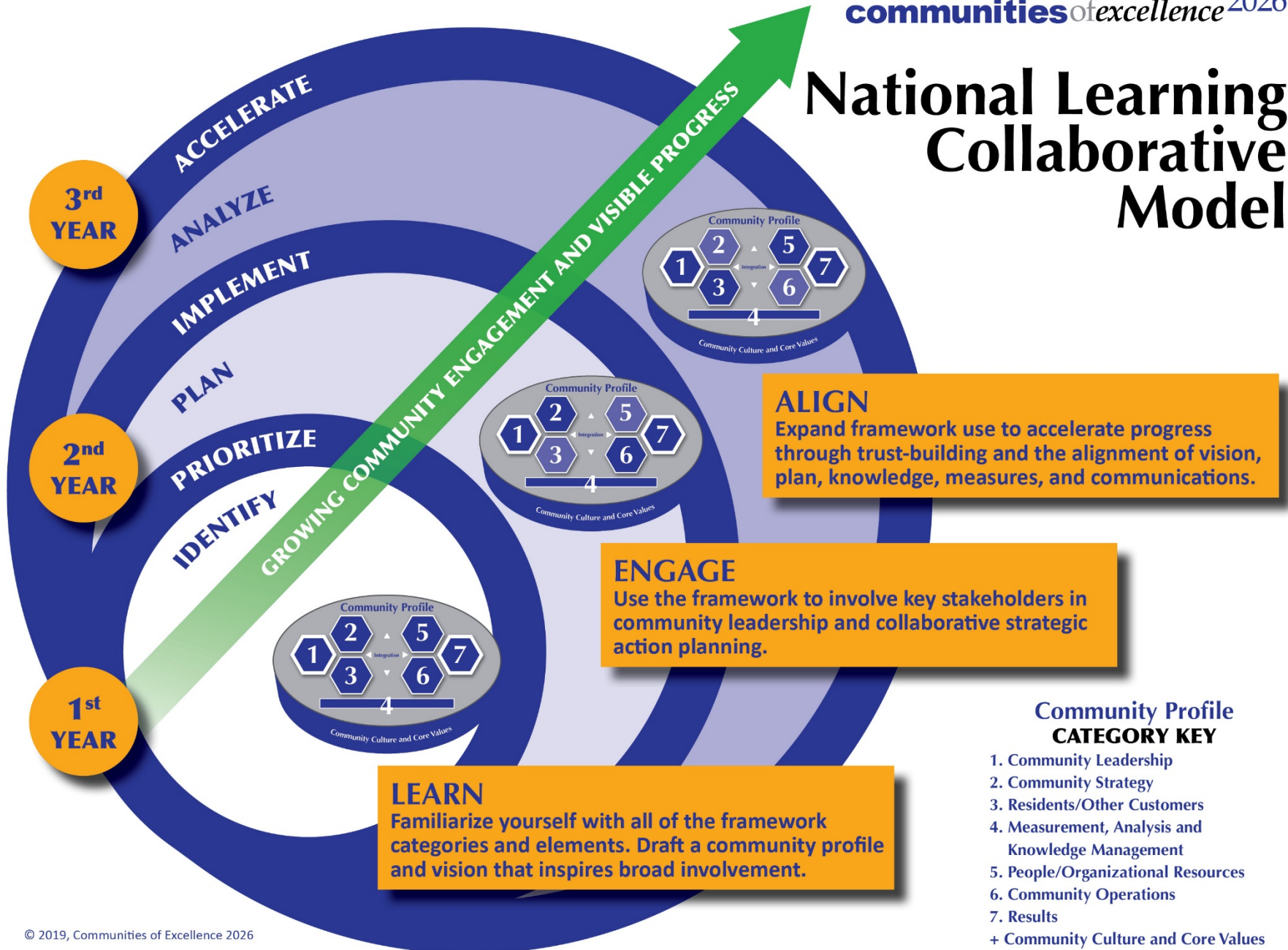
We help communities and the businesses and organizations within align goals and integrate actions to maximize win-win opportunities while respecting each other's individual interests.

We empower leaders to excel.

Our roadmap for this journey is the Communities of Excellence Framework.

How the National Learning
Collaborative Works
and
How to Join Cohort Five
beginning October 2021

National Learning Collaborative Model



The Criteria for Community Performance Excellence



communitiesofexcellence²⁰²⁶

The Community Profile

Know the Current Story

- You define your community and what's important to it
- Starting point
- Shared understanding across sectors
- Beginning of a common language

Envision a future story

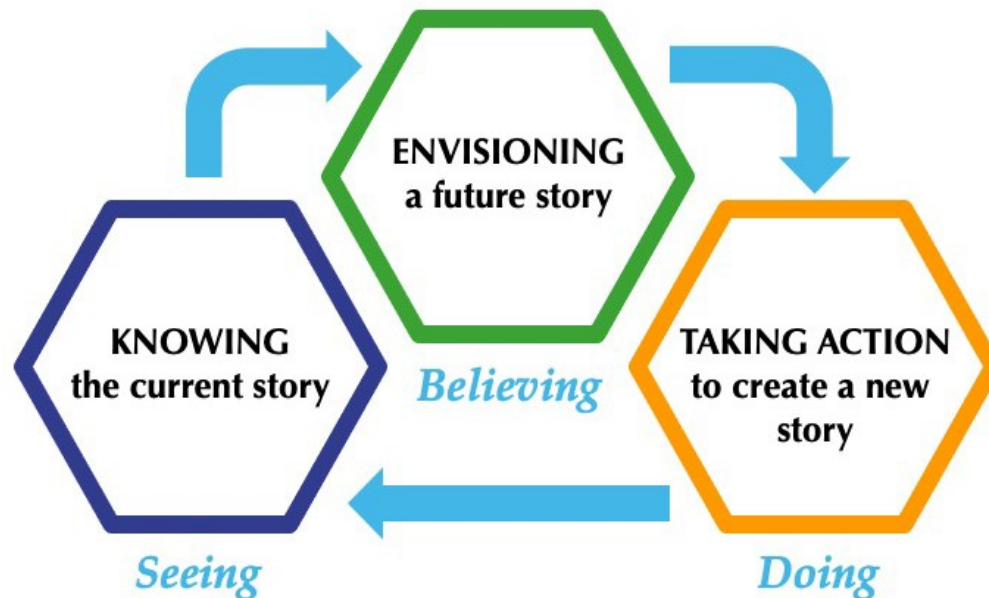
- What future can we create working together?



Year One

Objectives

- Build and engage your community excellence group.
- Develop your first Baldrige-based Community Profile and understand its relationship to the questions in the seven framework categories.
- Use the information in your Community Profile to identify the next steps towards your community of excellence journey.



Elements of the Community Profile

What are the critical success factors for your group?



Elements of the Community Profile

What are the critical success factors for your group?

Community Profile

Community Environment

- Defining the area your community excellence group will serve.
- Begin to understand the complex systems within that area.
- Understand key offerings, who receives the key offerings, and the people resources involved in delivering those offerings.

Elements of the Community Profile

What are the critical success factors for your group?

Community Profile

- Define why you have formed a community excellence group.
- Establish “navigating statements.”
- Develop a structure.

Community Excellence Group

- Understand who is part of the group and who else should be invited.
- Understand why those individuals and groups want to be involved in the group.

Elements of the Community Profile

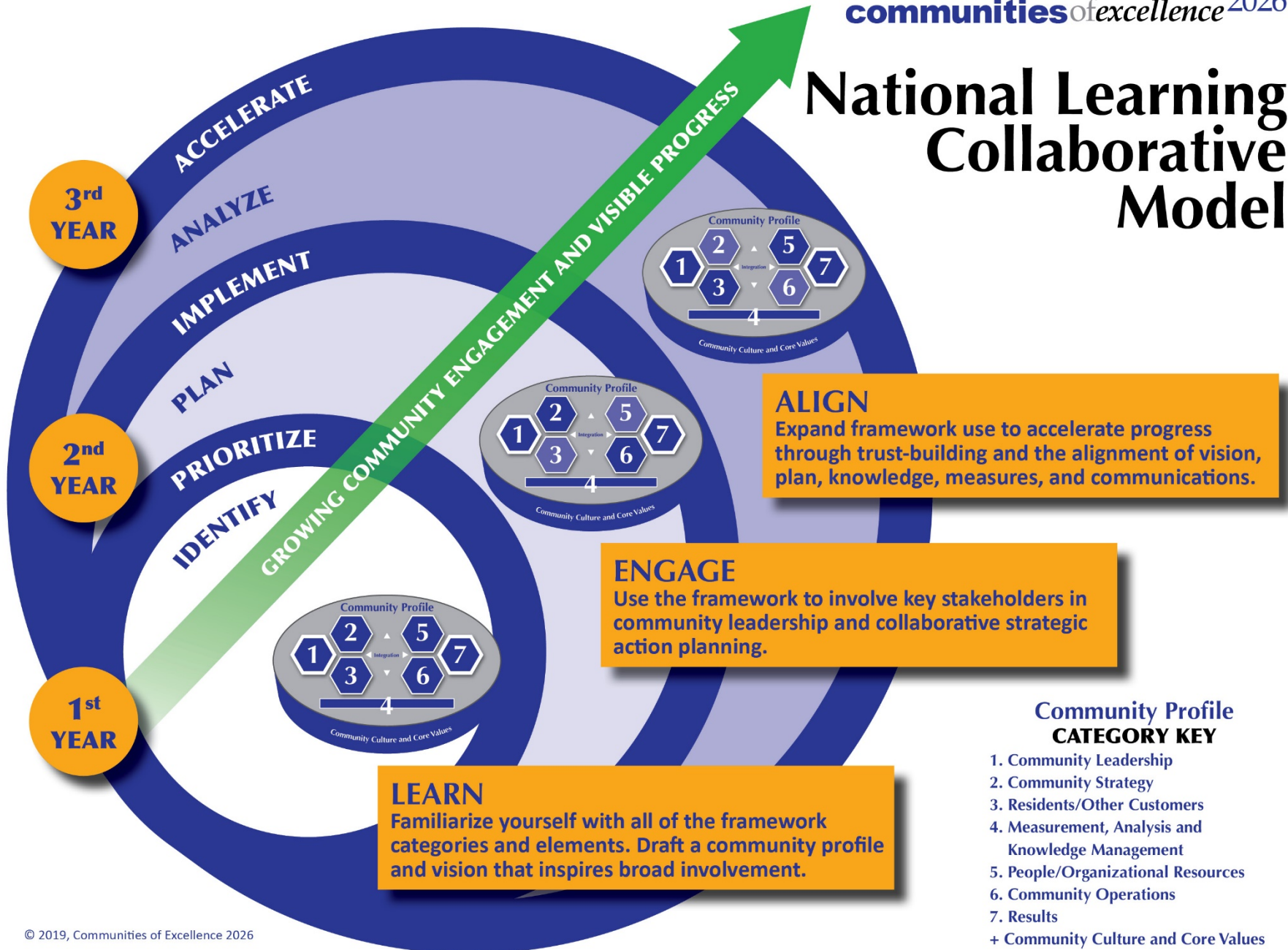
What are the critical success factors for your group?

Community Profile

- Establish how well your community is currently doing compared to neighboring communities.
- Define any anticipated significant changes in the near or long-term.
- Agree on your community's key strategic challenges and advantages.
- Understand what your community and your community excellence group is very good at.

Competitive
Environment
and Strategic
Context

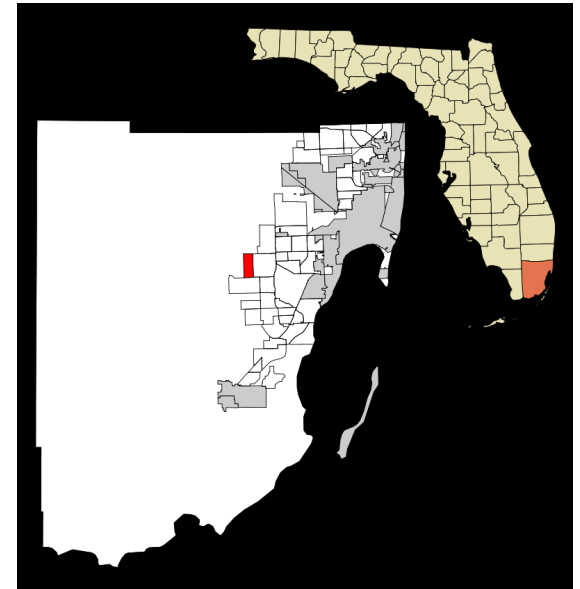
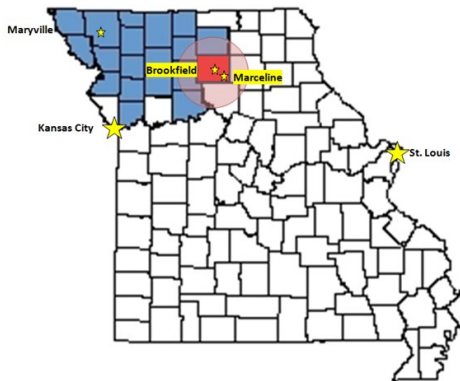
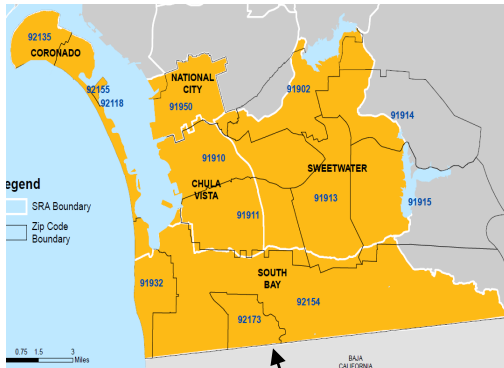
National Learning Collaborative Model





Getting Started

How do we define community?



**“Think Regionally,
Act Locally”**



Getting Started

- **Commitments from members of key sectors** such as health, education, business, government, social services and safety, OR Have a pre-existing community leadership team representing all sectors and generations. This could take many forms including regional coalitions or a pre-existing collaborative.
- Have an identified **backbone organization(s)** that provides the ongoing support required to sustain the effort and serve as the key contact.
- Understand the **time commitment required to meaningfully engage** in implementing the Communities of Excellence Framework.
- Willingness to **look beyond sectors and silos**, projects and activities.
- Recognition that this is a “**forever journey**” of continuous improvement.

Key Offerings

Attendance at the COE Kickoff and Baldrige Fall Conference

(Registration costs for 2, discounted for additional)

Online Sessions (Twice monthly)

Led by COE 2026 Faculty and invited presenters. Includes teaching presentations, presentations by communities and assignments that will assist the community to build their Profile and strengthen their Leadership and agree on strategic priorities.

Expert Review and Feedback on your Community Profile Draft and Assignments

COE Experts will provide specific tailored feedback on your community work to advance your efforts.

Mentoring Session (Monthly)

Each community will be assigned one COE/Baldrige mentor to follow their progress and be available each month for specific tailored assistance and questions.

Assessment and Recognition Program

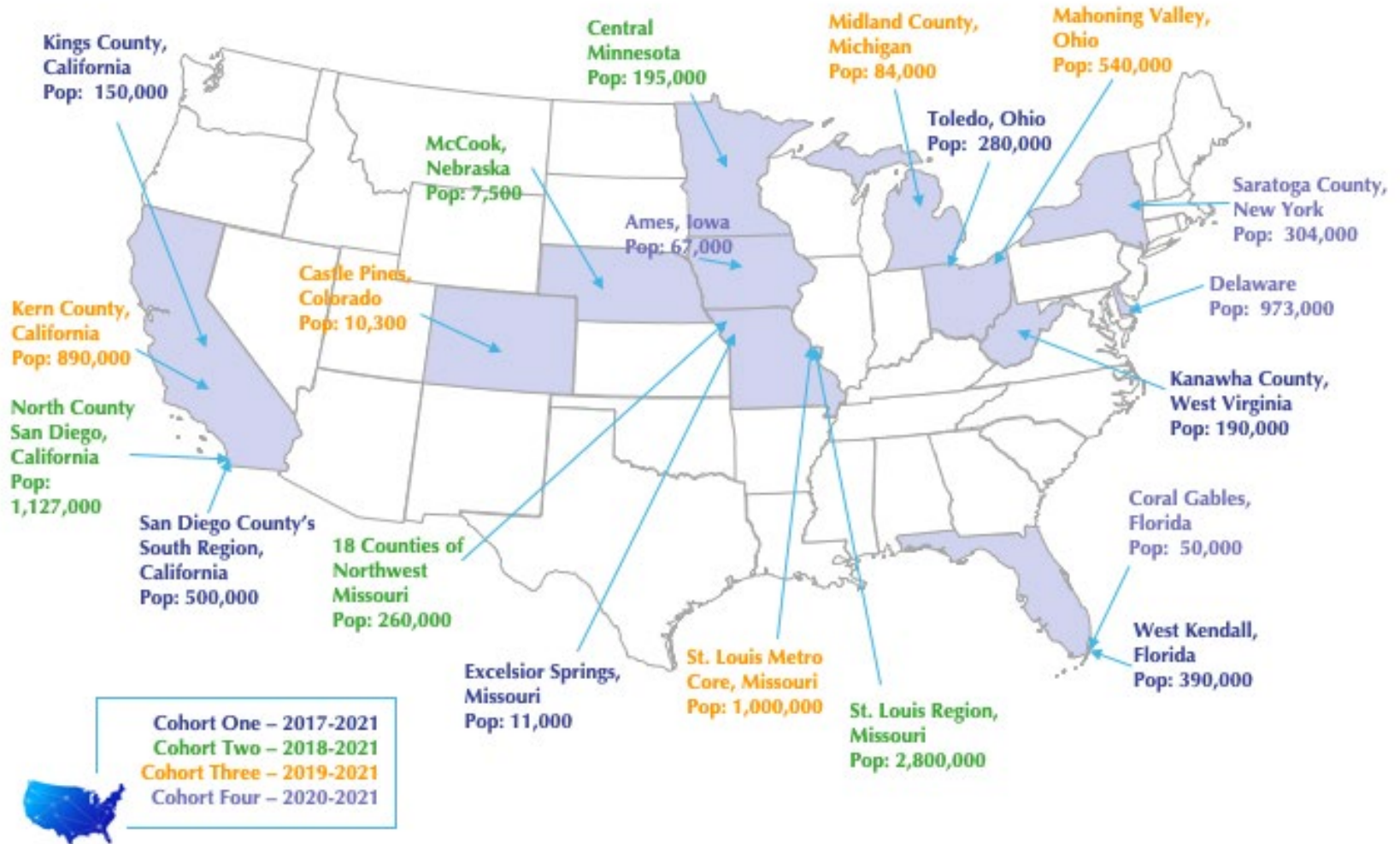
Application fees are included in the Learning Collaborative yearly fee.

Cost for participation is \$25,000 per community.

Key Dates at a Glance

1. **Initial Assessment Video Conference** set up when application is received
2. **Onboarding** – Initial Assessment Meeting through September 2021
3. **1st Online Session** – Wednesday, October 6th, 2021, at 9:00 am PT/12:00 pm ET (60 minutes)
4. **Kick-Off Conference** – October 20-22, 2021 in Excelsior Springs, MO (Kansas City)
5. **Online Sessions** – 1st and 3rd Wednesdays of every month through September 21, 2022 (60 minutes each)

Participating Communities



Community Spotlights:
San Diego South Region
Excelsior Springs
Northwest Missouri



LIVE WELL SAN DIEGO

A DECADE OF HEALTHY, SAFE, AND THRIVING COMMUNITIES

The *Live Well San Diego* vision began ten years ago with the goal of improving wellness for all 3.3 million residents living in San Diego County. Developed over the course of two years, through a robust community and stakeholder engagement process, the vision was a response to a startling statistic that found that throughout the nation and locally three behaviors (poor nutrition, lack of physical activity and tobacco use) were contributing to four diseases (heart disease/stroke, cancer, type-2 diabetes and respiratory conditions) that resulted in over 50% of the deaths in San Diego County (also known as 3-4-50).

Since it was initiated with the approval of the San Diego County Board of Supervisors on July 13, 2010, the vision has grown into a collective impact movement that is creating a better quality of life for all residents. As of December 3, 2020, **500 Recognized Partners have committed to the vision**, so that wherever you live, work, play or pray, an organization or individual is nearby working to improve your well-being and the health of your community.

During the past decade, efforts in support of the vision have driven a 12% reduction in the percentage of deaths associated with preventable health threats (2007-2019).

The full 2020 10-Year Impact Report can be found online and includes success stories and incredible impacts that partners have accomplished together over the past decade. Read the full report at [LiveWellSDAnnualReport.org](https://www.livewellsd.org/annual-report).

500 PARTNERS

1
VISION
of a
region
that is

Building
Better
Health | Living
Safely | Thriving

4
STRATEGIC
APPROACHES

Building a
Better Service
Delivery
System | Supporting
Positive
Choices | Pursuing
Policy &
Environmental
Changes | Improving
the
Culture
Within



5 AREAS OF INFLUENCE



TOP 10
LIVE WELL SAN DIEGO INDICATORS

Life
Expectancy
Quality of Life

Education

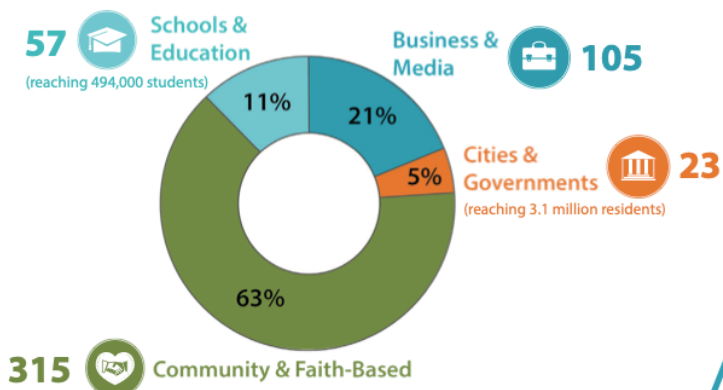
Unemployment
Rate
Income

Security
Physical
Environment
Built Environment

Vulnerable
Populations
Community
Involvement

that measure the impact of collective actions by partners and the County to achieve the vision of a region that is Building Better Health, Living Safely and Thriving.

PERCENT DISTRIBUTION OF PARTNERS BY SECTOR





Health & Wellness

- Hospital
- Physician
- Parks & Rec
- County Health Department
- Insurance Broker
- Senior Center
- Prevention



Housing

- Insurance Broker
- Housing Authority
- Finance/Mortgage
- Real Estate
- Historic Preservation
- Nonprofit
- School Board
- City Government
- School District



Economic Vitality

- City Government
- Business Owners
- Mainstreet America (DEP)
- Tourism/Hospitality
- Manufacturing
- Banking
- Chamber of Commerce
- School District



Communication & Data

- School District
- Newspaper
- Local Influencer
- Baldrige Expert



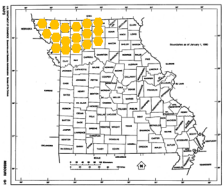
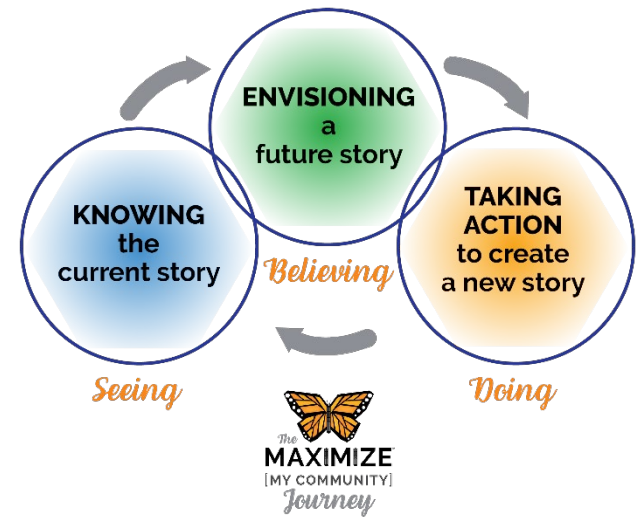
Ethics & Inclusion

- Students
- Retired Educator
- Law Enforcement
- Residents
- HR Experts
- Attorney
- Diverse Perspectives

Steering Team

City Manager ● City Council ● Nonprofit ● School District ● Hospital ● Community Coach

ENGAGING LEADERS IN THE 18 COUNTIES OF NORTHWEST



URBAN, Metro County

Has a densely-settled urban entity with 50K+ people

RURAL, Metro County

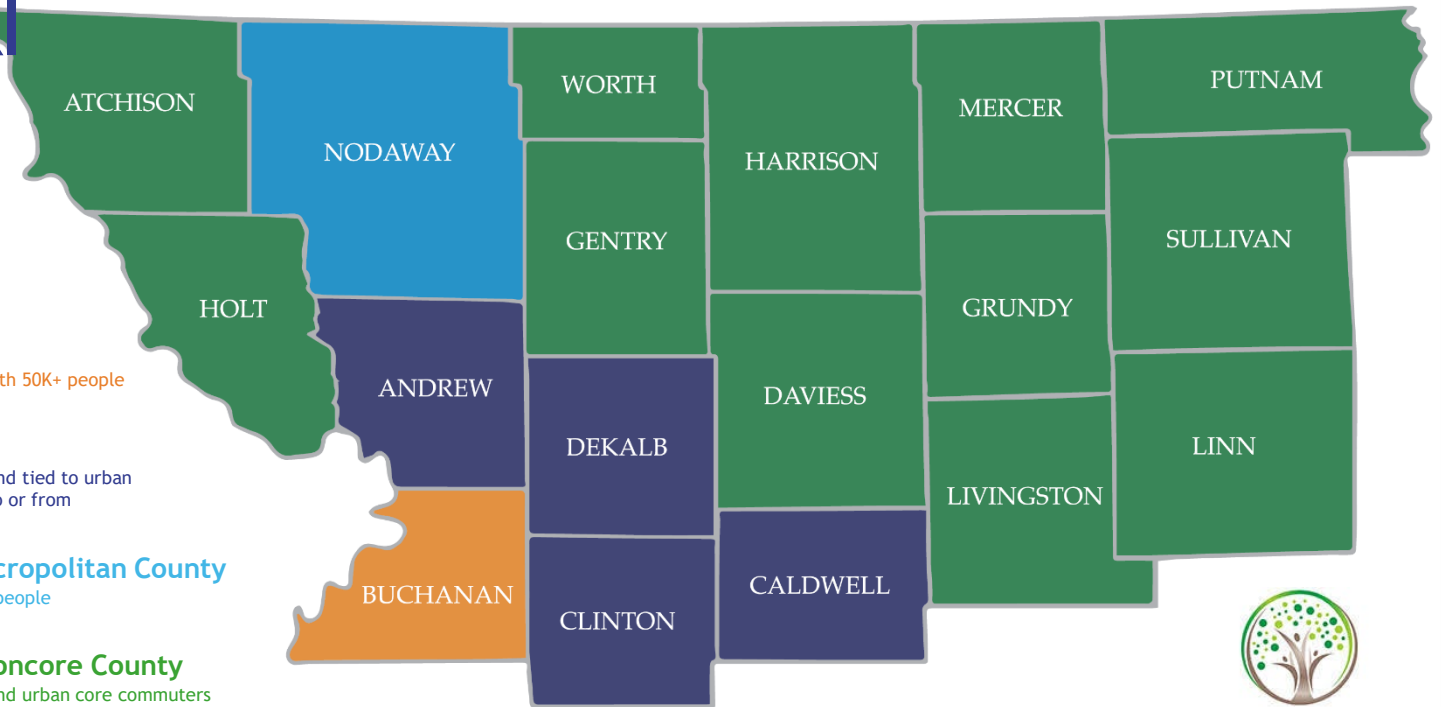
All urban clusters are less than 10K and tied to urban core with 25%+ workers commuting to or from

RURAL, Non-metro Micropolitan County

Has an urban cluster of 10K-49,999 people

RURAL, Non-metro, Noncore County

All urban clusters are less than 10K and urban core commuters at less than 25%



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Source: USDA, Economic Research Service using data from the U.S. Census Bureau with definitions based on the Office of Management and Budget

communities of excellence²⁰²⁶

FOUNDATION STATEMENT

For America to sustain its vitality, promote opportunity, and create a more equitable society during its second 250 years of existence, we must improve the performance of communities and the people who lead and live in them.

VISION

High-performing, vibrant communities

MISSION

Improve the quality of life for our nation's residents by assisting communities in implementing the Communities of Excellence Framework.

Learn more about getting involved in Communities of Excellence 2026 and for the Learning Collaborative Application Form.

Visit:

www.coe2026.org

Email:

snorling@communitiesofexcellence2026.org

Call:

858.342.8185

Stephanie Norling, COE
2026
Executive Director

