

# USNC STRATEGIC OBJECTIVES

The USNC broadly comprises industry, standards development organizations (SDOs), government, trade associations, test and certification organizations, academia, and consumers. It has a long and successful history as the U.S. representative to the international community on all issues of standardization in the fields of electricity, electronics, and related technologies.

The following five Strategic Objectives were approved by the USNC Council to meet the future demands of the domestic and international electrotechnical community:

## 1 ENHANCE U.S. INFLUENCE

- Balance regional influence
- Building meaningful and valuable partnerships
- Strengthen the voice of the National Committee and influence the IEC
- Promote the adoption or use of IEC standards

## 2 OPTIMIZE MEMBERSHIP, LEADERSHIP, AND PARTICIPATION

- Develop the value proposition of the USNC
- Conduct succession and leadership planning
- Strengthen working relationships with government and academia
- Engage young and emerging professionals

## 3 IMPROVE BUSINESS STABILITY

- Analyze business model options associate with financial sustainability
- Help shape IEC financial policy
- Ensure functionality and efficacy of the USNC TAGs

## 4 COMMUNICATE AND EDUCATE

- Create and implement an effective messaging plan in support of USNC activities
- Develop and implement targeted training programs for USNC members

## 5 DEVELOP FUTURE ROADMAP

- Mitigate risk and maximize opportunity for the USNC
- Forecast and address potential disruptions and changing market demands
- Evaluate and enhance the standardization and conformity assessment process and tools
- Monitor and respond to regulatory environment