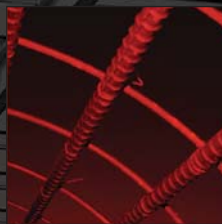
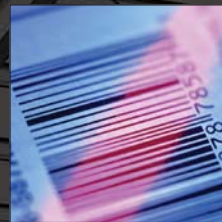
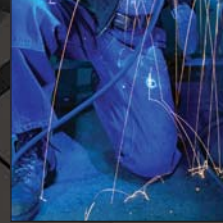
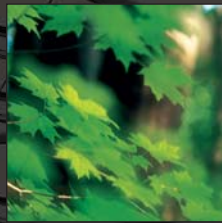
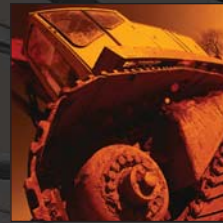
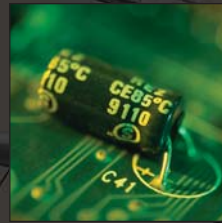


2005 Framework for Action

Summary of Strategic Initiatives and Top Ten Priorities





The effective planning we undertake today will lead to great achievements tomorrow.

In early 2004, the American National Standards Institute (ANSI) convened a cross-sector committee to review the *National Standards Strategy for the United States* (first edition — August 2000).

“The proof of a strategy is in its execution,” we said, and it was time for a reconsideration and update of the framework that guides U.S. standardization activities.

For more than a year, facilitating the revision of the *Strategy* (now referred to as the *United States Standards Strategy*) has remained at the forefront of the Institute’s endeavors. This is a pervasive effort driven by the increasing impact of standards on trade, market access, national priorities, and emerging technologies. Revision of the *Strategy* will remain as a top priority for ANSI until it is approved and published; planning is already underway for aspects of its implementation.

Planning for the future — both for the long and near terms — is a common endeavor for the Institute. In fact, the officers and members of the ANSI Board of Directors engage with management staff each year to develop the *Framework for Action*, a document that articulates the strategies, initiatives and tactics to guide the Institute’s operations, management and budgetary processes.

At the request of the Board of Director’s Executive Committee, this year we also prepared a “top ten” priorities list that delineated areas of special focus for 2005. From international initiatives and governance to membership and education — the list represents goals and objectives that are being pursued by each of ANSI’s program areas.

As you review the top ten list and the excerpts from the full *Framework* that are shown in this document, you will see that we have been conscientious and have tried to carefully align ANSI’s priorities with those identified in the draft *United States Standards Strategy*. I welcome your active engagement as we move forward with implementation activities.

A full report of our efforts will be presented during the World Standards Week 2005 celebration in Washington, DC. I will look forward to seeing you there.

Dr. Mark W. Hurwitz, CAE
ANSI President and CEO
mhurwitz@ansi.org

ANSI’s top ten priorities for fiscal year 2005 demonstrate a continuing commitment to provide quality programs, products and services to meet the standardization and conformity assessment needs of the ANSI federation.

- Finalize the revision of the *National Standards Strategy for the United States* (now known as the *United States Standards Strategy*) and ensure that the revision process is open, balanced, transparent and participatory. Play a major leadership role in promotion and implementation efforts to support launch of the revised *Strategy*.
- Develop strategic relationships with China to foster closer cooperation on standardization strategies, issues and concerns in areas of mutual interest.
- Promote standards panels as a mechanism to address standards coordination and facilitation needs related to emerging national priorities.
- Expand accreditation programs for conformity assessment bodies that effectively serve the needs of specifiers and are accepted through enhanced recognition by federal government agencies.
- Work to secure increased funding from government dues, grants and contracts by increasing our service and product offerings to Federal agencies and the states.
- Increase total member count by at least 10% and improve the membership retention rate to at least 90%. Enhance relationships with and increase membership from consumer organizations, organized labor, and non-governmental organizations.
- Develop and initiate a long-term University Outreach Strategy to promote the integration of standards and conformity assessment content in program curricula.
- Ensure integrity and consistency in the promotion, application and use of ANSI’s brand.
- Enhance and promote the ANSI eStandards Store as a one-stop shop for standards and work to increase the number and breadth of available standards collections.
- Take full advantage of the legal and financial skills, training and experience of ANSI’s newly expanded business development team when establishing new programs, services, grants and contracts.

Excerpts from the 2005 Strategic Objectives



GOVERNANCE

- Support formation of the new ANSI Intellectual Property Rights Policy Committee and its activities to address more expansive IPR issues.



INTERNATIONAL

- Advocate widespread endorsement of the globally-accepted principles of standardization — such as openness, transparency, balance of interests and voluntary consensus — in international, regional and national standards forums.
- Encourage the international adoption of globally-relevant and sector-supported standards as a means of facilitating trade in goods and delivery of services.



DOMESTIC

- Facilitate a voluntary consensus standards process that is broad, inclusive and responsive to societal and market needs.
- Utilize standards panels as a standards coordination and facilitation mechanism for emerging national priorities.



CONFORMITY ASSESSMENT

- Continue to expand ANSI's "best-in-class" accreditation programs so as to provide services that effectively meet the needs of certification bodies and their customers and that are accepted internationally through mutual recognition programs.



GOVERNMENT RELATIONS

- Strengthen the U.S. standards system by cultivating existing and developing new relationships between ANSI and government entities — especially at the state and local levels.



MEMBERSHIP

- Explore new programs, products and services that demonstrate and enhance the value of membership at all levels and across all segments.



EDUCATION & TRAINING

- Implement a long-term university outreach strategy that promotes the integration of standards and conformity assessment content into program curricula.



COMMUNICATIONS

- Enhance and expand the editorial coverage of standardization activities by leveraging existing and new media outlets and contacts. Develop mutually beneficial public relations partnerships with standards development organizations and government agencies.



CONSUMER RELATIONS

- Educate consumers about the functions, value and impact of the domestic and international voluntary consensus standardization and conformity assessment system and facilitate their representation in relevant activities within this system.



PUBLICATIONS MANAGEMENT

- Support the development of new and enhanced publications management and information delivery systems needed by the general public and by special interest groups.



OPERATIONS

- Ensure adequate financial resources, staffing, facilities, IT infrastructure and support to meet the changing needs of the Institute and its constituents.
- Seek recognition that ANSI is compliant with the requirements of ISO 9001.

The complete *Framework for Action* is available for viewing on ANSI Online (www.ansi.org/about — see the left-hand sidebar menu for a link to the file).



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ANSI MISSION

To enhance both the global competitiveness of U.S. business and the U.S. quality of life by promoting and facilitating voluntary consensus standards and conformity assessment systems, and safeguarding their integrity.