

2006 Framework for Action

Summary of Strategic Initiatives





ABOUT THE FRAMEWORK FOR ACTION

The *Framework for Action* guides ANSI's operations, management and budgetary planning processes.

Operationally, the *Framework* is updated each year to articulate the current strategies, initiatives and tactics that are being or will be implemented by the Institute. Input is provided by the ANSI Board of Directors, its Executive Committee and the Institute's Policy Committees, as well as ANSI's Senior Staff and Management Team. The *Framework* is approved by the ANSI Board of Directors each December so that implementation by ANSI members and staff can begin early in the new calendar year. The activities of each of the program areas of the Institute are addressed.

Development of the 2006 *Framework* is influenced by the *United States Standards Strategy* and the *National Conformity Assessment Principles* document.

This high-level summary is provided for all ANSI members and constituents; a more detailed version of the *Framework* can also be found on the Institute's website (www.ansi.org/about).

As you will see, the annual *Framework for Action* demonstrates ANSI's continuing commitment to its members and customers, and to providing quality programs, products and services that will meet the standardization and conformity assessment needs of the ANSI Federation.

ANSI's future successes begin with the long term objectives contained within the 2006 *Framework for Action*.

THE 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.

GOVERNANCE

- Implement tactical initiatives of the *United States Standards Strategy* (USSS) that are specific to ANSI:
 - Work with Federation members to develop an action plan to implement key initiatives.
 - Lead communication, promotion and implementation efforts.
 - Track and report progress.
- Convene the new Intellectual Property Rights Policy Committee (IPRPC) to address national, regional and international intellectual property matters, including the global trade aspects of such matters.

INTERNATIONAL

- Implement the ANSI International Policy Committee's International and Regional Strategic Plan
 - Continue to promote global relevance to realize international standards that can be used and implemented worldwide.
 - Dedicate additional resources to the support of China outreach activities.
- Continuously engage other national standards bodies and regions so as to promote the USSS.

DOMESTIC

- Promote standards panels as a mechanism to address standards coordination and facilitation needs related to emerging national priorities
 - Explore the formation of a new Standards Panel on Identity Management and Identity Theft.
- Develop an action plan to address the standardization needs of the rapidly expanding service industry sector.

ACCREDITATION SERVICES

- Clarify the *ANSI Essential Requirements* with regard to procedures addressing conflict and duplication within the American National Standards process.
- Expand accreditation programs that effectively serve the needs of stakeholders and that are accepted through enhanced recognition by federal government agencies.

- Conduct a feasibility study for the expansion of the accreditation programs.
- Expand the ISO/IEC 17024, *General requirements for bodies operating certification of persons*, program to attract at least ten new personnel certification bodies.
- Expand Guide 65, *General requirements for bodies operating product certification systems*, accreditation to attract at least four new product certification bodies.

- Consortia groups, state and local governments and SDO's.

GOVERNMENT RELATIONS

- Cultivate existing relationships between ANSI and government entities and create new ones, especially at the state and local levels.
- Enhance the Congressional outreach program to provide education about the importance of standards and conformity assessment.
- Manage the Department of Health and Human Services ONCHIT 1 contract related to the Standards Harmonization Process for Health Information Technology.

MEMBERSHIP

- Grow Company membership by ten percent (10%) in 2006; with the goal of a 30% increase overall by the end of 2008.
- Target a 90% retention rate for all member categories in 2006.
- Recruit the top companies in the following under-represented industry sectors:
 - consumer products and services
 - financial/insurance
 - oil and gas
 - defense contractors
 - utilities
 - healthcare
- Enhance relationships with and increase membership from:
 - Non-member participants in the current standards panels and U.S. Technical Advisory Groups to ISO and IEC committees.

EDUCATION AND TRAINING

- Proceed with implementation of the long-term University Outreach Program and promote the integration of standards and conformity assessment content in program curricula.
 - Pursue opportunities to deliver standards-related educational content via external service providers and partner organizations.

COMMUNICATIONS

- Expand public awareness campaign and capitalize on ANSI's brand name recognition to support the communication and marketing needs of the Institute and its business units.

CONSUMER RELATIONS

- Continue outreach to educate consumer organizations, non-government organizations and organized labor about the work of the standards community.
 - Identify opportunities for these groups to participate in ANSI policy activities.
 - Cultivate relationships with standards developers working in areas of consumer interest to encourage and support consumer involvement.

PUBLICATION SALES

- Implement the new business plan for the publication sales activity.
 - Enhance, improve and promote the ANSI eStandards Store as a one-stop shop for standards.
 - Increase the number and breadth of standards collections.
 - Launch an update to the eStandards Store during early 2006.
 - Promote network and subscription direct sales.
 - Make additional standards production support services available to meet increased demand.

The complete *Framework for Action* is available for download from ANSI Online (www.ansi.org/about); follow the left-hand sidebar menu for a link to the file.



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