

Organizing and Convening Focus Group

Evolving Standards Landscape Summit

October 12, 2022



WORLD STANDARDS WEEK

FALL 2022

Members: Organizing and Convening Focus Group

- **Elaine Newton (Lead)**
- Jonathan Booe, North American Energy Standards Board (NAESB)
- Sue Carioti, ASIS International
- Jamie Ferguson, Kaiser Permanente International
- Gillian Kelleher, Wegmans Foods Markets
- Veronica Lancaster, Consumer Technology Association (CTA)
- Alan Manche, Schneider Electric
- Sharon Stanford, American Dental Association (ADA)
- Andy Updegrove, Gesmer Updegrove LLP
- Cynthia Woodley, Professional Testing Inc.
- Jessica Roop (**ANSI staff liaison**)

Scope: Organizing and Convening Focus Group

Organizing and convening standards stakeholders to address standards-related challenges.

Challenges and Opportunities: Organizing and Convening

- Retaining and engaging diverse/new stakeholders
- Governments' interests and actions (outside of standards committees)
- Pace of product development (e.g. ICT) and detection/discovery of problems (e.g. cybersecurity attacks; pandemic)
(versus time to develop (formal) standards)
- Resistance to changing methods/tools (group/organization inertia)

How to Improve upon Existing Practice

Some Initial Ideas

1. Develop a best practices document, videos, podcasts, etc.
2. Develop training for editors/chairs on leading meetings efficiently, including what should be done 'offline' rather than with the committee
3. Establish a mentorship program (Mentees do not have to be US experts)
4. Provide listing of available, effective venues to hold hybrid meetings
5. Provide guidance on how to sponsor or offer a scholarship to low-budget orgs (This doesn't have to be from ANSI as long as it is disclosed)

Alternatives – Piloted or Untested

Some Initial Ideas

1. Build relationships with community groups (e.g. provide status updates on standards of interest) *
2. Convene special sessions with underrepresented stakeholder groups to hear feedback and/or encourage feedback through public comment
3. Establish a volunteer program for standards professionals to mentor/assist underrepresented groups (e.g. consumers) to engage in standards. “StandardsMatch.com”
4. Establish/expand a program to assist federal, state, and local government staff engagement
5. Share success stories

Recommended Actions and Timelines

- **October 12** – Report out at WSW Evolving Standards Landscape Summit, hosted by ANSI Joint Member Forum
- **BTG FG to reconvene post WSW:** After Action Review
- **November 16** – Report to Executive Committee with initial findings and recommendations
- **December 1** – Report to ANSI Board with initial findings and recommendations
- **March 2023** – Progress report to Executive Committee on recommended actions
- **June 2023** – Progress report to ANSI Board on recommended actions

The Plan

Define
the
Problem

1. Identify challenges to engaging stakeholders to develop market-relevant standards.

Note: Absence of a group of stakeholders is not a challenge.

2. Identify one or more underlying causes/contributors.

Potential
Solutions

3. How can current modes of convening be improved?

4. What alternative resources/ideas can be used to convene stakeholders?

ANSI's
Role

5. Recommendations/Next steps for ANSI:

What is ANSI's role with regard to making the resources, tools, and ideas available?

Discussion

- What significant standards challenges have you observed that could be addressed by changing how we convene?
- How has your organization dealt with changes to the standards landscape? (e.g. open source software development)
- Have your committees tried new approaches that you recommend? (Do's and Don'ts are welcome)
- We welcome 'out of the box' ideas to address challenges

Stay in touch

We want to hear from you!

- Organizing and Convening Focus Group Lead, Elaine Newton:
elaine.newton@oracle.com
- Jessica Roop (ANSI staff liaison): jroop@ansi.org