ANSI Workshop:
**Generating U.S. Input
on the ISO Strategic Plan
2011-2015**

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REPORT OF BREAKOUT SESSION 3(b)

Education and Communication

June 25, 2009

2:00 pm to 3:30 pm

ANSI Workshop: *Generating U.S. Input on the
ISO Strategic Plan 2011–2015*
June 25–26, 2009

Education and Training:
General and Academic Audience

- ❑ **Access is key to getting the academic community involved.**

  — **If they can't learn it themselves, how can they teach it?**

  — **An electronic version of *ISO Focus* would be an excellent outreach tool.**

- ❑ **Feedback loop: How many people are using the materials and are they effective?**

- ❑ **How much service is reasonable to expect from an NGO/non-profit?**

  — **Could ISO license third-party education and training providers?**

  — **Without financial motivation (a demand to justify the supply), the work won't get done.**

Education and Training: Participants and Technical Experts

☐ **ISO should focus on the strategic development of training programs for participants.**

— **A procedure is needed to get new participants up to speed quickly.**

— **An <u>interactive</u> "welcome to ISO" package is needed; flipping through paper is not compelling.**

▪ **Many NSBs already have these programs (StandardsLearn.org)**

▪ **10-15 of the most active NSBs could contribute materials to ISO for best practices and broad dissemination**

— **ISO should develop relationships with the International Cooperation for Education about Standardization (ICES) and IFAN toward the development of this training**

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Education and Training: Participants and Technical Experts

❑ **Before you go to another country, you are obligated to understand that country's laws and customs**

— **So it is with ISO, but providing training to participants has a strong return on investment, as it results in more effective delegates**

— **At a recent ITU general meeting, the organization hosted a free training session for all interested parties**

▪ **No charge to the trainee for anything but their time**

Isn't international standardization supposed to be an open, balanced, and transparent process? If participants aren't well-trained, can it really be so?

The ISO Website Should . . .

- **Focus on transparency and usability for participants, academics, users, and customers alike**

    — **Utilize IDM/content segmentation to distinguish between active participants and guests**

- **Offer free web-based training**

- **Provide more information about published standards and current technical activities:**

    — **Table of contents and a thorough synopsis**

    — **Record of national adoptions underscore the value of the ISO brand**

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Communicating the ISO Brand

❑ **ISO is a very powerful brand, but the organization doesn't capitalize upon this power.**

— **People only think of ISO 9000; what about the rest of the valuable technical work?**

— **ISO must carefully guard against fraudulent use of the brand so its power doesn't become diluted.**

❑ **Need a proactive campaign to strengthen and clarify the brand.**

— **But fix the website first! A campaign that drives users to an ineffective website is self-defeating.**