LISTENING SESSION
ON THE U.S. GOVERNMENT NATIONAL STANDARDS STRATEGY FOR CRITICAL AND EMERGING TECHNOLOGY

The session will begin at 1:00 pm ET.
Please note that the listening session will be recorded for notetaking purposes only.

AGENDA & SPEAKER BIOS

ANSI  COLUMBIA UNIVERSITY
School of Professional Studies  workcred
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IN-PERSON ATTENDEES:
- When asking a question or speaking from the floor, please use the table microphone and introduce yourself (name and organization).

VIRTUAL ATTENDEES:
- Audio will be muted.
- Please use the chat function for technical questions only.
- Join the discussion at Slido.com with the code #2438879.
WELCOME REMARKS

STEVE SAFIER
Program Director and Lecturer, Human Capital Management – Columbia University School of Professional Studies

WON PALISOUL
Adjunct Associate Faculty for Human Capital Management – Columbia University School of Professional Studies
FIRESIDE CHAT: STANDARDS AND THE INNOVATION ECOSYSTEM

DR. LAURIE LOCASCIO
Director of NIST and Under Secretary of Commerce for Standards and Technology

DR. ALEXIS WICHOWSKI
Professor of Professional Practice and Program Director, Technology Management
REMARKS FROM ITA

HEATHER EVANS
Deputy Assistant Secretary for Manufacturing –
International Trade Administration
USG NATIONAL STANDARDS STRATEGY FOR CRITICAL AND EMERGING TECHNOLOGY (USG NSSCET)

Jayne B. Morrow, PhD
Senior Advisor on Standards Policy
Directors Office
National Institute of Standards and Technology
LEADERSHIP IN STANDARDS

USG National Standards Strategy for Critical and Emerging Technology supports the development of federal standards policy to ensure continued U.S. global economy competitiveness and technology leadership
The future of U.S. innovation, competition, and national security is at risk.

The U.S. must uphold the integrity of international standards in coordination with likeminded partners and allies.

A clear vision is needed to sustain engagement in global standards-setting.
CRITICAL AND EMERGING TECHNOLOGIES IDENTIFIED IN THE USG NSSCET

- Quantum Information Technologies
- Semiconductors & Microelectronics
- Digital ID Infrastructure & Distributed Ledger Technologies
- Communication & Networking Technologies
- Biotechnologies
- Artificial Intelligence & Machine Learning
- Renewable Energy Generation & Storage
<table>
<thead>
<tr>
<th>Specific CET Applications Identified in the USG NSSCET</th>
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<tr>
<td><strong>Automated &amp; Connected Infrastructure</strong></td>
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<tr>
<td>Smart cities, Internet of Things, and other novel applications</td>
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<tr>
<td><strong>Automated &amp; Connected Transportation</strong></td>
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<tr>
<td>Autonomous vehicles, unmanned aircraft systems, automated subway systems, smart cities, internet-of-things, and other possible applications</td>
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<td><strong>Critical Mineral Supply Chains</strong></td>
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<td>Cross-cutting issues that are critical to enabling the development and deployment of emerging technologies and data security</td>
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<td><strong>Biobanking</strong></td>
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<td>Involves the collection, storage, and use of biological samples from individuals</td>
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<td><strong>Electric Vehicles (EVs)</strong></td>
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<td>Standards to integrate EVs with the electrical grid</td>
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<td><strong>Cybersecurity &amp; Privacy</strong></td>
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<tr>
<td>Cross-cutting issues that are critical to enabling the development and deployment of emerging technologies and data security</td>
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USG NSSCET OBJECTIVES

Objective 1: Investment
Objective 2: Participation
Objective 3: Workforce
Objective 4: Integrity & Inclusivity
# USG NSSCET Lines of Effort

## Greater Investment in Pre-Standardization Research
- Increase R&D funding for CETs
- Support development of standards that address risk, security, and resilience

## Workforce Development
- Educate and empower the new standards workforce

## Participation in Standards Development
- Remove and prevent barriers to private sector participation
- Improve communication between public and private sector
- Enhance USG and like-minded nations’ representation and influence in international standards governance and leadership

## Integrity and Inclusivity in Standards Development
- Deepen standards cooperation with allies and partners to support a robust standards governance process
- Facilitate broad representation in standards development
The U.S. Government National Standards Strategy for Critical and Emerging Technology (USG NSSCET) was released in May 2023.

**USG NSSCET IMPLEMENTATION: LISTENING**

**Request for Information (RFI)**
- September 7 RFI seeking public input on how to best implement the Strategy
- Seeking input on investment, participation, workforce, and integrity and inclusivity
- Responses are due **22 DEC 2023**

**Listening Sessions and Stakeholder Engagements**
- National Listening Sessions and stakeholder engagement workshops (SEP – DEC 2023)
- NIST Visiting Committee on Advanced Technology Subcommittee on International Standards Development
NOTE: THE RFI WILL CLOSE ON 22 DEC 2023

**Broad questions:** Benefits, risks, and challenges faced by small- and medium-sized enterprises

**Investment:** Policies, R&D and pre-standardization budget to support standards development and encourage USG adoption of standards and demonstrated CETs.

**Participation:** Support coordination, communication, collaboration with private-sector, civil society and state and local government in participation in CET standards development.

**Workforce:** Tools, resources, curricula, activities to encourage engagement and awards for increased recognition for participation in CET standards development.

**Integrity and Inclusivity:** Support coordination, communication, and collaboration with partners and allies to reinforce TBT principles.
• Listening sessions planned around the country
• Align with the RFI to increase coordination and engagement in standards development
• Updated list on standards.gov
LISTENING SESSIONS: KEY FINDINGS

Workforce
- Framing standards as a critical component to the innovation ecosystem
- Recognition and incentives for sustained engagement (5-10 years)
- Training – taking research to standards vs bootcamps and skill development

R&D Coordination
- Technology convergence is a unique challenge
- Interagency coordination of CET programs and credit for standards essential to sustained standards investment

International Coordination
- Better coordination and support through the WTO TBT
- Need stronger engagement with industry to define policy engagement
- Establish strong coordination of standards with conformity assessment processes
WE ARE HERE TO LISTEN ...

The Standards Information Center provides a gateway to navigating the dynamic U.S. and international standards landscape.

The USA Enquiry Point for the World Trade Organization (WTO)
PANEL DISCUSSION

MODERATOR: Dr. Roy Swift, Executive Director – Workcred

PANELISTS:

• Muhammad Ali, Senior Standards Strategy and Policy Lead – HP Inc.
• Dr. Diana Gelhaus, Senior Advisor for the Chief Digital and Artificial Intelligence Office (CDAO) – Department of Defense (DoD)
• Tanya Pope, Assistant Vice President of University Supplier Diversity – Columbia University
MODERATED GROUP DISCUSSION

• How can we work together, learning from each other’s experience, to build standards awareness and foster a standards-literate workforce of the future?

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#2438879
MODERATED GROUP DISCUSSION

• How can we expand efforts to educate and empower a new standards workforce and be more inclusive to additional stakeholders, such as start-ups, small- and medium-sized companies, academia, and members of civil society?

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MODERATED GROUP DISCUSSION

- What standards development information, guidance, training, educational tools, and assistance are needed to reach a more diverse audience?

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- **Broad questions:** Benefits, risks, and challenges faced by small- and medium-sized enterprises
- **Investment:** Policies, R&D and pre-standardization budget to support standards development and encourage USG adoption of standards and demonstrated CET
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- **Integrity and Inclusivity:** Support coordination, communication, and collaboration with partners and allies to reinforce TBT principles
CLOSING REMARKS AND ADJOURNMENT

DR. JAYNE MORROW
Senior Advisor to the Director for Standards Policy – NIST National Institute of Standards and Technology
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