USNC Strategy, Perspectives and Positions on IEC Policy and Technical Initiatives

Conference on U.S. Leadership in ISO and IEC Technical Committees

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Overview

- USNC reorganized in 2000
  - Two management committees:
    - Council for Strategy and Policy
    - Technical Management Committee for technical matters
  - Broaden and strengthen industry representation
  - Stronger focus on strategy and policy issues
  - Separate resource for dealing with technical issues
  - Participation fees to stabilize finances
  - Leverage ANSI position
Strategy 1

- Provide leadership in IEC Management activities
  - US officer
  - Support PASC and COPANT management candidates
  - Increase US held Chairs and Secretariats
  - Broaden participation in PACT
  - Leverage CB, SMB, CAB, FinCo seats
  - Meet with IEC officers, NC’s and CENELEC
  - Proactively participate in MasterPlan 2006 especially in “Positioning” and “Quality and Efficiency”
Strategy 2

- Guide and influence the structural and marketing positioning of IEC in global markets
  - IEC MasterPlan- “Positioning” task group
  - IEC/ISO/ITU cooperation, while maintaining identity
  - Dual logo/Partnerships
  - Brand/Label/Mark
Strategy 3

- Grow USNC membership through improvement in outreach, participation and diversity
  - Assure each industry sector is represented
  - Academia and consumers
  - Tie into ANSI new membership structure
Strategy 4

- Increase regional effectiveness and IEC participation
  - Liaison to ANSI RSCs
  - Develop PASC, COPANT, and CENELEC strategies
  - Expand Tri-National meeting to include Latin American countries
    - Mercosur/Canena relationships
  - Support IEC Latin American regional office
  - Host IEC AGM 2010
Strategy 5

- Develop comprehensive Standards strategy
  - Global Relevance initiative
    - Training of USNC constituency
    - Submit defensible initial EDRs
  - Sector specific strategies
    - National adoption plan
    - SDO liaisons
  - Proactively participate on IEC Masterplan “Services” and “Quality and Efficiency” task groups
Strategy 6

- Develop comprehensive Conformity Assessment strategy
  - Support/promote IEC CA schemes
  - Proactively participate in IEC Masterplan “Services”
Strategy 7

- Ensure sound financial base for USNC operations
  - Develop 5 year USNC funding plan
  - Develop policy for IEC royalties and retrocessions
    - Consider national adoption alternative of entire collection
  - Funding plan for 2010 AGM
  - Proactively participate in MasterPlan “Long Term Finance”
Strategy 8

- Develop effective communications process for USNC constituents
  - Survey of constituency
  - Training program
    - Distance learning and Instructor led web based
  - Identify and communicate success stories
    - HoD and other sources
  - Work with ANSI staff to improve website and develop communications program