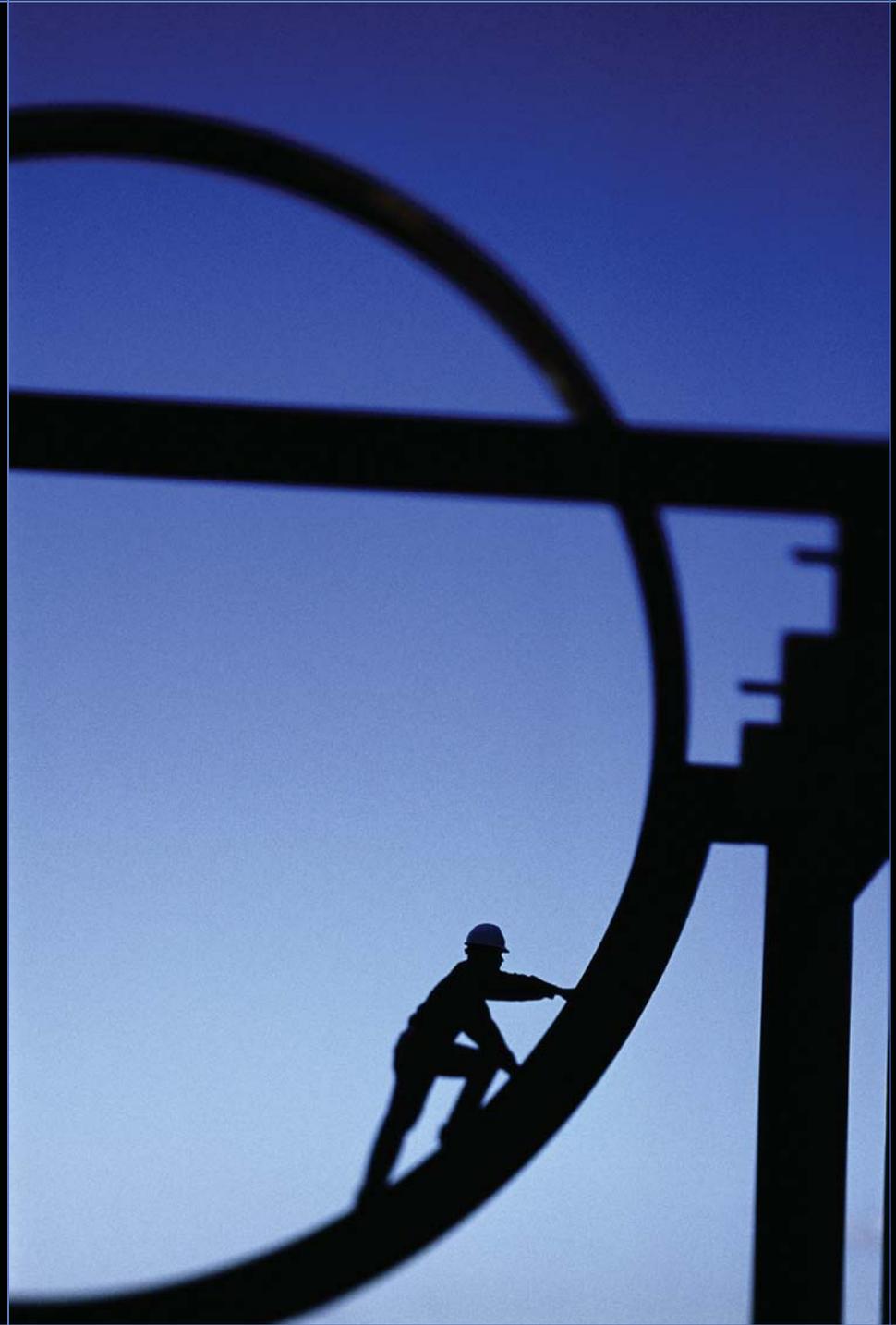




# 2003 framework for action



*Summary of Strategic Initiatives*



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In 1918, the American National Standards Institute (ANSI) was founded to serve as an administrator and coordinator of the United States private sector voluntary standardization system. For its entire history, the ANSI Federation has maintained as its primary goal the enhancement of global competitiveness of U.S. business and the American quality of life by promoting and facilitating voluntary consensus standards and conformity assessment systems and promoting their integrity.

In August 2000 the ANSI Board of Directors approved the National Standards Strategy (NSS) for the United States. Two years later, the Board also approved the National Conformity Assessment Principles (NCAP) document that combines philosophies, activities and definitions in a manner that describes conformity assessment expectations for the United States. Since that time, the NSS and NCAP documents, considered in conjunction with several strategic issues discussed by the Institute's Board of Directors and its Executive Committee, have provided the basis for the Institute's strategic initiatives and have helped to establish ANSI's future direction.

The current economic climate makes it even more difficult to predict or plan for the implementation of future projects. Recognizing this, and noting that it was time to take a serious look at ANSI's near- and long-term financial future, the Institute's Board of Directors created a Business Model Task Force to investigate options for increasing revenue. This group will be meeting during the course of the summer.

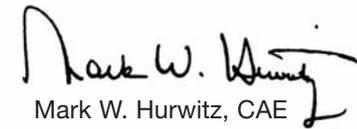
Similarly, the U.S. Department of Commerce recently announced the launch of a study that will help to increase the understanding of and enhance the government's involvement in all aspects of standardization and conformity assessment programs.

A perfect example of a positive, cooperative partnership between the public and private sectors is the new ANSI

Homeland Security Standards Panel (ANSI-HSSP). This cross-sectoral coordinating body was formed in February 2003 in order to meet the standardization needs of the nation in the areas of Homeland Security and emergency preparedness. This group will be a key focus of our work this year.

As you can see, a number of very important issues will be addressed this year that will influence the ANSI community. Our complete 2003 *Framework for Action*\* documents the Institute's plans and activities for the year and forms the basis for our 2003 budget. In certain cases, the tactics to be implemented and deliverables to be achieved will occur within 2003, in other cases the outcomes may extend well into the future. In all cases, the programs reflected in that document represent input from ANSI's membership, its volunteer leadership and the full ANSI management team.

This document is a summary of these strategic initiatives. I call upon each of you for support during their implementation.



Mark W. Hurwitz, CAE

\* The complete *Framework for Action* is available via ANSI Online [www.ansi.org/about](http://www.ansi.org/about) — see the left-hand sidebar menu for a link to the file

## framework for action — operational areas

- international: policy and standards facilitation
- national: standardization activities
- conformity assessment
- government relations and public policy
- legal
- publications management
- membership development
- communications
- education and training
- governance
- operations

ANSI's strategic vision is based upon the  
*National Standards Strategy for the United States*

(an excerpt from the vision statement follows)

internationally . . .

- There is at most one globally applied standard and one globally accepted test, with conformity assessment processes appropriate to the needs of the parties, for each characteristic of a product, process or service.
- Governments use voluntary consensus standards in regulation and procurement.
- The system provides fair treatment for U.S. products and services, accommodating flexible standardization solutions.
- For some technology sectors, ISO and IEC are the preferred organizations within which to achieve one global standard. Other sectors utilize other organizations to achieve that goal. The U.S. confirms its commitment to contribute consistently and effectively in all international standardization activities.
- The standards development and delivery processes have been re-engineered to include full implementation of electronic tools, providing the potential for accelerating the work while reducing costs and making the resulting standards available in more convenient and responsive ways.

at home . . .

- A cooperative process involving industry, government and consumers in the U.S. produces coherent and unified messages and well-coordinated U.S. positions internationally.
- All stakeholders participate in development of U.S. consensus positions.
- The coordination function of ANSI is strengthened to minimize duplication and overlap of national standards development and to develop coherence with international standards where beneficial. All materially affected interests recognize the importance of this function and support ANSI's role.
- Public and private sector management recognize the value of both national and international standardization and fund them appropriately.

## **ANSI and its mission**

The American National Standards Institute (ANSI) is a private, non-profit organization (501(c)3) that administers and coordinates the U.S. voluntary standardization and conformity assessment system. Its mission is 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.

## operational areas & key initiatives

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### international:

#### policy and standards facilitation

- Increase U.S. influence in all relevant regional and international standardization fora.
- Advocate the development of globally-relevant standards responsive to the needs of industry and society.
- Support greater consumer and public interest participation in international standardization activities.

#### national: standardization activities

- Provide a forum to address urgent national priorities such as Homeland Security.
- Ensure voluntary consensus standardization processes are efficient and meet stakeholder needs.
- Broaden the U.S. standards “umbrella” to include all organizations contributing to the system.

#### conformity assessment

- Offer strategic direction and leadership for U.S. views on conformity assessment.
- Deliver best-in-class accreditation programs, such as the newly launched initiative for personnel certification bodies.
- Enhance the use of private sector led conformity assessments to meet both foreign and domestic regulatory needs.

### membership development

- Broaden the Institute's membership base to include sectors not currently represented.
- Explore and develop new programs, products and services that enhance the value of membership.
- Implement new membership structure and pricing model.

### communications

- Stimulate media awareness about ANSI and the voluntary consensus standardization system.
- Leverage ANSI's position as leading source of information about standards and conformity assessment.
- Create mutually beneficial “public relations partnerships” with standards development organizations and government agencies.

### education and training

- Expand the breadth and scope of online education and training resources.
- Advance the standards curriculum in research institutions and universities.
- Assist U.S. interests in becoming more effective participants in standards and conformity assessment activities.



### **government relations and public policy**

- Partner with U.S. government to advance U.S. interests internationally and to reduce non-tariff barriers to trade.
- Facilitate the timely identification, development and adoption of standards responsive to the needs of the Department of Homeland Security.
- Promote increased governmental use of voluntary consensus standards as reference and regulatory source documents.

### **legal**

- Track major legal developments related to standardization and develop appropriate action plans.
- Advocate ANSI consensus positions with regard to the inclusion of proprietary intellectual property in standards.
- Seek to improve the general understanding of the standards development process, benefits and safeguards.

### **publications management**

- Support a coordinated effort among standards developers to address issues of copyright protection and digital rights management.
- Provide a one-stop shop for standards, in accordance with customer needs.
- Cooperate, collaborate and form strategic alliances with standards developers and others to enhance product offerings.

### **governance**

- Provide cohesive, inclusive and efficient decision-making processes.
- Increase participation in policy development activities and build a significant resource base of future leaders.
- Monitor the effectiveness of the new governance structure and recommend changes as necessary.

### **operations**

- Develop and implement an enterprise-wide business model to ensure adequate financial resources for future growth.
- Ensure staffing levels are aligned with the changing needs of the Institute.
- Maintain and expand IT capabilities to support Institute programs and services.



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