

2004 Framework for Action

Summary of Strategic Initiatives





With the development and approval in August 2000 of the *National Standards Strategy for the United States* (NSS), and later in 2001, the approval of the *National Conformity Assessment Principles for the United*

States (NCAP) document, members of the U.S. standardization and conformity assessment community began to coalesce towards implementation of certain long-range strategic initiatives. Building on the success of the NSS and the NCAP, the American National Standards Institute (ANSI) has given a renewed focus to its own strategic planning initiative, the *Framework for Action*.

Together with the NSS and the NCAP, the *Framework for Action* guides the Institute's management and budgetary processes. The summary document you are reviewing now is a synopsis of objectives culled from the complete 2004 plan.* Each of these objectives is supported by specific strategies and tactics and is intended to achieve a significant productive impact for the organization.

In all cases, the program areas defined in ANSI's 2004 strategy were developed through input from the Institute's membership, its volunteer leadership and the full management team. Some of these objectives are quite specific and measurable. In these cases, ANSI staff track measurable criteria and evaluate these metrics against key milestones and target dates. Often, the tactics to be implemented and deliverables to be achieved will occur within 2004; in other cases, the outcomes may extend well into the future. We know the critical importance of long-term planning and recognize that many of our future successes will be the result of long-term efforts that start now.

I am pleased to share this document with you and look forward to working together to achieve the implementation of our shared goals.

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GOVERNANCE

- Evaluate the effectiveness of ANSI's new governance structure based on input received from the Institute's membership and from experience gained during 2003.
- Broaden member participation in the development of ANSI policy positions leading to the most efficient, cohesive and inclusive processes possible.
- Initiate the scheduled revision of the *U.S. National Standards Strategy* so that the text clearly articulates new priorities and initiatives.
- Develop action plans in support of the Business Model Ad Hoc Group's recommendations regarding ANSI's current business model and future business opportunities.



INTERNATIONAL

- Promote the development of globally relevant standards in appropriate national, regional, and international bodies.
- Advance standardization policies that help to meet societal needs and responsibilities, foster trade, and enhance the global competitiveness of business.
- Support the participation and effective performance of the U.S. in international and regional policy and technical activities, including:
 - advocacy of the U.S. input on the IEC Master Plan 2004 and the ISO Horizon 2010 initiative, and
 - leadership and influence in priority areas such as biometrics and other activities that advance personal and/or homeland security.



DOMESTIC

- Facilitate a voluntary consensus standards process that is responsive to key national priorities such as homeland security and trust in business.
- Utilize the *U.S. National Standards Strategy* as a tool to broaden the nation's standards "umbrella" and welcome all those organizations that are contributing to the system.
- Monitor major legal developments related to standardization and develop appropriate action plans.

* The complete *Framework for Action* is available for download from ANSI Online (www.ansi.org/about — follow the left-hand sidebar link for the document).



CONFORMITY ASSESSMENT

- Continue to expand ANSI's "best-in-class" accreditation programs so as to provide services that effectively serve the needs of specifiers and that are accepted internationally by the appropriate mutual recognition programs.
- Strengthen relationships with U.S. government agencies to recognize private sector-led conformity assessment for both foreign and domestic regulatory needs.
- Support the development of long-range strategic conformity assessment plans in the various fora where ANSI is represented; provide leadership and input on U.S. views as appropriate.



GOVERNMENT RELATIONS

- Strengthen the U.S. national standards system by cultivating existing and creating new relationships between ANSI and government entities — especially at the state and local levels.
- Increase the participation of government personnel in standards-setting and related conformance assessment activities.
- Take an active role to ensure that all government entities are aware of and effectively utilizing private sector-led standards and conformity assessment resources.



MEMBERSHIP

- Continue to explore and develop new programs, products and services and pursue ongoing member relations efforts that further demonstrate the value of ANSI membership at all levels and across all segments.
- Develop and initiate an implementation plan to transition all members to the new membership structure, effective January 1, 2005.



EDUCATION & TRAINING

- Continue to deliver high-quality education and training programs that help standardization personnel become more effective in their technical or policy committee activities.

- Maximize the use of online and on-site training resources.

- Develop and initiate a long-term University Outreach Strategy that promotes the integration of standards and conformity assessment content into program curricula.



COMMUNICATIONS

- Continue to deliver and further enhance the bi-weekly e-newsletter, *What's New*, the *ANSI Reporter* quarterly newsmagazine, and the Institute's website (www.ansi.org).
- Develop mutually beneficial public relations partnerships with standards development organizations and government agencies that will expand the reach and increase the frequency by which key standardization messages are delivered to all target audiences.



CONSUMER RELATIONS

- Expand efforts to educate consumers about the functions and value of the domestic and international standards and conformity assessment system.
- Facilitate the representation of consumer interests in ANSI and in the voluntary consensus standards and conformity assessment activities that impact them.



PUBLICATIONS MANAGEMENT

- Improve publications management and information delivery systems by further expanding data resources and increasing the number and breadth of standards collections — especially the collections of American National Standards — available via the eStandards Store.
- Support the development of new and enhanced information delivery systems supported by special interest groups.



OPERATIONS

- Ensure adequate financial resources, staffing, facilities and support to meet the changing needs of the Institute and its constituents.
- Provide "best-in-class" IT infrastructure support for all ANSI programs and services.



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ANSI MISSION

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.