



**American National Standards:
Targeted Outreach for a Balanced Consensus Body**

PSA/ANS Staff Contacts



psa@ansi.org = PSA's common email box

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- ❖ Everyone is muted; raise your hand and you will be unmuted when we get to the Q&A at the end.
- ❖ This session is being recorded.
- ❖ Slides will be sent via Email later and posted at www.ansi.org/asd
- ❖ We'll use SLIDO during Q&A.

1.3 Balance (ANSI Essential Requirements)

What does ANSI require? What do your procedures require?

- The standards development process **should** have a balance of interests.
- Participants from diverse interest categories **shall** be sought with the objective of achieving balance.
- If a consensus body lacks balance in accordance with the historical criteria for balance ([see 2.3](#)), and no specific alternative formulation of balance was approved by the ANSI Executive Standards Council, **outreach to achieve balance shall be undertaken.**
 - ✓ Balance is important and shall be sought
 - ✓ Evidence of **timely** outreach – **and targeted outreach as needed** - shall be available to the BSR via the BSR-9 submittal and in connection with an ANSI Audit
 - ❖ Vigorous and documented efforts, as needed, are expected

Sample Outreach Mechanisms

Vehicles for General and Targeted

- Specific website solicitations
- Social media postings
- ANSI Standards Action custom announcements
- Webinars/slides
- Meeting announcements
- Meeting agenda item
- Trade press announcement
- Trade press articles
- Flyers at conferences
- Direct Emails/mailings
- Documented phone calls
- Other...

Outreach vs. Targeted Outreach

In order for outreach to be considered “targeted”, specific interest categories for which participation is sought must be identified as part of each documented outreach effort:

- ✓ USER
- ✓ PRODUCER
- ✓ GENERAL INTEREST
- ✓ ASD's Unique Categories



Targeted Outreach – ANSI Standards Action

www.ansi.org/standardsaction

- A **general** call for consensus body members is a good thing and checking the relevant box on a **PINS or BSR-8 form** at <https://www.ansi.org/portal/psawebforms> automatically generates such an announcement
 - ✓ *__Solicit New Consensus Body Members: Check here to request the publication in Standards Action of a call for membership on the relevant consensus body.*
 - *This is **NOT** Targeted Outreach*
 - *See Standards Action (www.ansi.org/standardsaction) for examples of how these are published*
 - *General announcements, e.g., lists of work underway, meeting notices, on websites and in newsletters, etc., are not targeted outreach and should not be submitted to the ANSI Board of Standards Review (BSR) as if they are*
 - ✓ ASDs may request publication of announcements intended to **target and recruit** consensus body members in one or more specific interest categories.
 - Please send the text of the announcement to psa@ansi.org

Sample *ANSI Standards Action (SA)* Targeted Outreach (psa@ansi.org)

- ✓ Designation of standard
 - ✓ Title of standard
 - ✓ Brief scope of standard
 - ✓ Interest categories sought (**TARGETED**) and their definitions
 - ✓ Applicable deadlines
 - ✓ Related links
 - ✓ Contact information
- ❖ The recommended data elements are the same regardless of outreach mechanism.

BSR/ABC 123-2025 Mocktails

*ABC is seeking stakeholders to join as voting members of the consensus body for ABC 123-2025 Mocktails. This standard defines terms relevant to Mocktails and instructions for making Mocktails. At this time, ABC is seeking participants in the **USER** interest category. **USER** is defined as a drinker of mocktails. If you are interested in applying please contact Jessie Wyville by July 4, 2025 at jwyville@abc.org. Applications may also be submitted online by July 4, 2025 here: xxx. Additional information is available here: xxx.*

Send custom text to psa@ansi.org

Evidence of outreach

- Outreach - **targeted as needed** - to achieve balance is **required to be documented** and is subject to review by the ANSI BSR, ANSI ExSC, ANSI Appeals Board, Auditors
 - Evidence is reviewed by the ANSI BSR via **BSR-9** submittal (or by Audited Designator prior to approval)
 - ✓ Keep a running list of your **timely outreach and targeted outreach** – event, date, interest categories reached – and include it with the BSR-9 as needed
 - ✓ If some of your outreach takes place, for example, at a conference, document/highlight the interest categories in attendance
 - ✓ Document **timely outreach and targeted outreach**, including screenshots *while the announcement is active on your website or social media, etc.*

Additional points to remember...

- ✓ General outreach is not sufficient **if the ANSI consensus body is not balanced** in accordance with the developer's procedures (or the historical ANSI criteria)
- ✓ If an interest category is relevant to the nature of the standard and no one (0) is populating that interest category, you must undertake and document targeted outreach
- ✓ Outreach just to your organization's membership is not sufficient – expand your reach!
- ✓ The ANSI BSR routinely requests evidence of targeted outreach – **so be clear in your efforts...which interest categories are you targeting?**

Bringing Consumers to the Table, as appropriate (not all standards require consumer participation)

- Targeted outreach should highlight the impact consumers can have on standardization activities and how the standard will impact them or their organization
- Typical methods of outreach may not reach consumers
- Targeted outreach to consumers can include:
 - Identify not-for-profit organizations via online searches or through networking that have a focus on the sector the standardization activity covers
 - Contact technical experts and members of academia to gauge interest and tap their network for consumers
- Some potential contacts:
 - Consumers Union, Consumer Federation of America, National Consumers League, technical departments of universities, academic societies, retired business executives, retired teachers, and appropriate governmental agencies

➤ **Contact: Cleo Stamatatos, cstamatos@ansi.org, Senior Manager, Consumer and Legislative Outreach**

➤ **Read: <https://www.ansi.org/outreach/consumers/consumers-standards>**

Guidance Documents - Review

www.ansi.org/asd

- ✓ ExSC_013_2022_ExSC balance outreach
- ✓ Three ExSC Q&A Documents – 2022
- ✓ Link to all recent webinars



Reporting Documented Targeted Outreach via the BSR-9 Form

- On an ongoing basis, save all targeted outreach, label it and organize it as such
 - ✓ This includes screenshots of **timely and targeted** social media posts and websites
 - ✓ Flyers given out at events – note the interest categories of attendees and estimate how many
 - ✓ Save emails that reflect targeted outreach – and be sure to include those outside of your organization's membership
 - ✓ Save all other types of targeted outreach
- When submitting to the BSR, separate **Targeted** outreach from general outreach – and label it accordingly
 - **Give your best showing upfront so the BSR doesn't have to ask for more!**

Slido.com question

What is the most effective outreach mechanism that you have used?



Slido.com #2117694

Passcode:dsr81d

