USNC Strategic Objectives

The USNC, broadly comprising industry, SDOs, government, trade associations, test/certification organizations, academia, and consumers, has a long and successful history as the U.S. representative to the international community on all issues of standardization and verification of conformity to standards in the fields of electricity, electronics and related technologies. The following five Strategic Objectives were approved by the USNC Council to meet the future demands of the domestic and international electrotechnical community.

A. Enhance US Influence
   i. Balance regional influence
   ii. Build meaningful and valuable partnerships
   iii. Strengthen the voice of the National Committee, and influence the IEC
   iv. Promote the adoption or use of IEC standards

B. Optimize Membership, Leadership and Participation
   i. Develop the value proposition of the USNC
   ii. Conduct succession and leadership planning
   iii. Strengthen working relationships with Government and Academia
   iv. Engage Young and Emerging Professionals

C. Improve Business Stability
   i. Analyze business model options associated with financial sustainability
   ii. Help shape IEC financial policy
   iii. Ensure functionality and efficacy of the USNC TAGs

D. Communicate and Educate
   i. Create and implement an effective messaging plan in support of USNC activities
   ii. Develop and implement targeted training programs for USNC members

E. Develop Future Roadmap
   i. Mitigate risk and maximize opportunity for the USNC
   ii. Forecast and address potential disruptions and changing market demands
   iii. Evaluate and enhance the standardization and conformity assessment process and tools
   iv. Monitor and respond to regulatory environment