LOG OF MEETING

SUBJECT: American National Standards Institute's (ANSI's) Board of
           Directors Executive Committee

DATE: November 8, 1994

PLACE: Instrument Society of America Training Center, Raleigh,
           N.C.

LOG SOURCE: Colin B. Church, EXHR   CBC

CPSC ATTENDEE: Colin B. Church, EXHR

NON-CPSC ATTENDEES:

F. Criqui - General Motors   D. Dutton - Southern Co. Services
R. Hudnut - BHMA   N. Kippenham - 3M
P. Mercer - Boeing   A. O'Neill - NFPA
J. Pearse - Leviton Manuf.   R. Reimer - USNC
M. Rumeraugh - SAE   O. Smoot - CBEMA
L. Wills - IBM   J. Mazza - ANSI
G. Willingmyre - ANSI   A. Marasco - ANSI

Highlights

1. Accelerating ANSI's Standards Development

      In a discussion held prior to the start of the meeting, ANSI's
General Counsel agreed to advise Mr. Church of any limitations on
ANSI standard developing organizations (SDOs) using "Draft
Standards for Trial Use" as described in the ANSI "Procedures for
the Development and Coordination of American National Standards."
Use of such standards will help accelerate the standards
development process.

2. Improving the Use of ANSI Consumer Product Safety Standards

      The Chairman of ANSI's Consumer Interest Council (ANSI-CIC)
reported on the ANSI-CIC's new pilot project to improve the useage
of consumer product safety standards. A survey will be made to
determine: (1) the extent to which industry is using 2-5 ANSI
consumer product safety standards, (2) in cases where the standards
are not being used, to learn why they are not being used, and (3)
what are the best mechanisms to improve useage, i.e., improve
conformance.

3. ANSI Strategic Plan

      The proposed ANSI Strategic Plan was reviewed. This plan
includes new strategies to speed up the standards development
process, improve conformance (useage) of ANSI standards, and
increase consumer participation. (See copy attached)

4. Minutes of Meetings

Detailed minutes of this meeting are being prepared by ANSI staff and will be appended to this log when the minutes are approved.

Attachment

ANSI'S STRATEGIC PLAN

I.   MISSION

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.

II.   CORE COMPETENCIES

In pursuing its mission, ANSI:

- Serves as the established forum for the U.S. standardization community.

- Is the established facilitator of the U.S. voluntary consensus system, which requires due process and openness to all directly and materially affected interests in the private and public sectors.

- Protects the public's participation and representation in the American national standardization, conformity assessment and related activities.

- Provides a means for assessing the need for new standards activities and conformity assessment programs, and promotes activity by existing organizations competent to resolve the need.

- Safeguards the integrity and value of the American National Standard designation.

- Serves as the official U.S. representative to non-treaty, regional and international standards organizations and facilitates access to those organizations.

- Provides a central resource of information and education on standards, conformity assessment programs, and related activities in the U.S. and abroad.

- Promotes the value of voluntary consensus standards and conformity assessment.

III.   GOALS AND STRATEGIES

GOAL A: <u>COHESION</u>

Greater cohesion among participants in the voluntary standards community resulting in an effective, integrated and cooperative standards community which is private sector-led and government supported.

<u>Strategies:</u>

1.   Promote the use and development of voluntary standards and conformity assessment activities as a means of advancing the national economy; benefiting the public health, safety, welfare and environment; enhancing U.S. competitiveness; and facilitating domestic and international trade, commerce and communications. [M. Hoynes] [1995-]

2.   Facilitate interaction among the various constituencies. [M. Hoynes] [1995-]

3.   Facilitate a process by which the roles of the various constituencies and the Institute are clearly defined, broadly supported and adequately funded. [A. Marasco] [1995]

4.   Facilitate a consensus on a meaningful distinction between safety, health and regulatory-related standards and all others in terms of the requirements of the development process. [A. Marasco] [1995-1996]

5.   Provide the opportunity for qualified standards developers to apply the ANS designation replacing BSR review with audits. [A. Marasco] [1995]

6.   Develop a proposal to restructure ANSI funding from SDOs and standards sales so as to build a strategic partnership between the Institute and its organizational members. [P. Szymialowicz] [1995-1996]

7.   Transition from the physical distribution of a limited number of standards to an order-acceptance service for a broader array of standards developers in an orderly and fiscally responsible manner. [P. Szymialowicz] [1995-1998]

8.   Develop future funding plan. What is the appropriate split between government dues, SDO dues and company dues? How much of ANSI's funding should come from dues, fees for services, royalties, sales of standards, grants, etc. [P. Szymialowicz] [1995]

9.	Promote the inclusion of or reference to American National Standards in laws and regulations. [G. Willingmyre] [1995-]

10.	Seek Government recognition of ANSI's role. [G. Willingmyre] [1995-1996]

Measures:

1.	Results of annual survey. [M. Hoynes] [1995-]

2.	The total number of standards designated as American National Standards and the extent to which those standards constitute a percentage of all U.S.-originated standards. [A. Marasco] [1995-] Staff will attempt to establish a mechanism to measure this.

3.	Development and implementation of transition plan and new funding structure for ANSI. [P. Szymialowicz] [1995]

4.	Number of voluntary consensus standards adopted as or referred to in government regulations. [G. Willingmyre] [1995-] Staff will attempt to inventory and track.

5.	The number of joint ANSI-government agreements or undertakings. [G. Willingmyre] [1995-] Staff will attempt to inventory and track.

GOAL B: AWARENESS/PARTICIPATION

Increased (a) diversified participation in ANSI, (b) use of American National Standards in the private and public sectors and (c) awareness of the meaning and value of American National Standards and ANSI's role in the national and international standards community.

Strategies:

1.	Increase variety and number of business sectors that participate in ANSI and the ANSI community. [M. Hoynes] [1995-]

2.	Increase the participation of consumer and public interest groups. [M. Hoynes] [1995-]

3.	Market the benefits of the ANS designation and encourage standards developers to seek that designation. [M. Hoynes] [1995-]

4.	Increase understanding of the value, meaning and importance of American National Standards. [M. Hoynes] [1995-]

5.	Initiate and develop an aggressive marketing and public relations campaign to reach all target audiences. [M. Hoynes] [1995-]

6.	Increase funding support for ANSI and broaden participation in ANSI through a re-structuring of the company members' dues schedule. [M. Hoynes] [1995]

7.	Define the benefits of the ANS designation to end users and standards developers. [A. Marasco] [1995]

8.	Enhance the value of ANSI accreditation for both end users and standards developers through increased government awareness. [A. Marasco/G. Willingmyre] [1995-]

9.	Facilitate the inclusion of standards-related training in the business community and educational institutions. [B. St. John] [1995-]

10.	Facilitate the inclusion of standards in engineering and business school curricula. [B. St. John] [1995-]

11.	Determine "fair share" funding and mechanism for payment from government members [G. Willingmyre] [1995] and obtain Congressional support for same. [G. Willingmyre] [1996]

Measures:

1.	Total member revenue value and number of members. [M. Hoynes] [1995-] Staff to calculate.

2.	The extent to which members represent different sectors as delineated by SIC numbers. [M. Hoynes] [1995-]

3.	The number of feature articles referring to standards-related issues in the press. [M. Hoynes] [1995-] Marketing staff to calculate.

4.	The results of an "awareness" study. [M. Hoynes] [1995-] Marketing staff to survey.

5.	The participation by consumer interest organizations in ANSI. [M. Hoynes] [1995-] Marketing staff to calculate.

6.		The number of ANSI-accredited standards developers as compared with the total number of standards developers, including consortia. [A. Marasco] [1995-] Staff to calculate.

7.		The extent to which consortia cooperate with ANSI accredited SDOs or committees. [F. Schrotter] [1995-] Staff to survey accredited standards developers.

8.		Attendance at ANSI-sponsored meetings and functions. [F. Schrotter/All] [1995-]

9.		The number of American colleges and universities including standards in their curriculum. [B. St. John] [1995-] Staff to survey.

GOAL C: <u>RESPONSIVENESS</u>

Timely provision of relevant products and services that meet the needs of the voluntary standards community and the general public.

<u>Strategies</u>:

<u>Core Services for Members</u>:

1.		Forecast major standardization trends by analyzing relevant national, political, commercial and standards events and synthesizing those trends into a succinct, actionable summary for use by ANSI constituencies. [M. Hoynes/All] [1995-]

2.		Enhance the value of the *ANSI Reporter* and *Standards Action*. [M. Hoynes] [1995-]

3.		Identify global issues and develop U.S. standards-related strategies and decisions to address these issues. [G. Kushnier] [1995-]

4.		Initiate programs responsive to national priorities such as: information infrastructure, healthcare, environment and military specification conversion. [S. Mazza/All] [1995-]

5.	Facilitate the development of information technology and project management tools and develop new processes so as to reduce the cost and speed of standards development. [F. Schrotter/P. Szymialowicz] [1995-]

6.	Establish and provide base level support to ANSI councils, boards and committees. (Those activities that require support beyond base services are fee services.) [F. Schrotter/All] [1995-]

Fee-Based Services:

1.	Develop fax and e-mail based newswire service to provide immediate and relevant information on news in the standards world, regulatory action and conformity assessment. [M. Hoynes] [1995-]

2.	Develop Strategic Standardization Management consulting service. [M. Hoynes] [1995-]

3.	Establish a feasible and cost-effective standards developer audit program. [A. Marasco] [1995-]

4.	Provide supporting infrastructure for accreditation of standards developers and standards recognition. [A. Marasco] [1995-]

5.	Recognize and approve American National Standards in a timely and cost effective manner. [A. Marasco] [1995-]

6.	Define [F. Schrotter] [1995] and provide relevant support beyond the base-level support to ANSI standards boards and panels. [All] [1995-]

8.	Implement existing registration programs. [F. Schrotter] [1995-]

9.	Provide secretariat administration for international activities when requested and supported by the relevant community. [F. Schrotter] [1995-]

10.	Develop Information Central databases, alerting services and research services. [B. St. John] [1995-]

11.	Investigate the feasibility of and, if appropriate, develop a MSTQ training program for developing nations. [B. St. John] [1995-]

12.	Investigate the feasibility of and, if appropriate, develop ANSI University education and training information and services. [B. St. John] [1995-]

13.	Support the development of the National Standards Systems Network (NSSN). [P. Szymialowicz] [1995-]

14.   Develop subscription service to ANSI committee, panel, board and council documents. [P. Szymialowicz] [1996-]

15.   Devise mechanism for evaluating our acting as an order point for variety of publications and negotiating fees from the publisher for providing that service. [P. Szymialowicz] [1995-]

Internal Improvements:

1.   Enhance the Institute's human resources manual and research and implement an improved performance appraisal system which is integrated with the Institute's compensation policies. [P. Szymialowicz/A. Marasco] [1995-]

2.   Research and implement enhanced and/or new information systems aimed at improving the productivity of the ANSI staff or the quality and breadth of service to ANSI's customers. [P. Szymialowicz] [1995-]

Measures:

1.   The total number of products and services ANSI offers. [M. Hoynes] [1995-]

2.   For each ANSI product or service, we need to establish the basis for four measures: revenue (if appropriate), usage, customer satisfaction and cost-efficiency. [P. Szymialowicz] [1995-]

3.   To what degree ANSI has improved standards administration processes. [A. Marasco] [1995-]

4.   To what extent is ANSI in the forefront of national and international issues in which standards are or should be involved. [S. Mazza] [1995-]

5.   To what degree ANSI has improved its internal processes. [P. Szymialowicz] [1995-]

6.   Time from order to delivery (average and range). [P. Szymialowicz] [1995-]

GOAL D: **INTERNATIONAL POLICY**

Global standards that reflect U.S. interests.

Strategies:

1.   Work with standards developers to establish an international distribution network for American National Standards. [M. Hoynes] [1996-]

2.   Support U.S. standards developers by actively promoting foreign use of American National Standards in international and, where applicable, regional fora. [G. Kushnier] [1995-]

3.   Pursue U.S. standards policy objectives in international, regional and foreign national standards fora. [G. Kushnier] [1995-]

4.   When appropriate, delegate ISO and IEC secretariat or TAG administration and continue related support. [F. Schrotter] [1995-]

5.   Facilitate the participation of United States interests in international standardization efforts. [F. Schrotter] [1995-]

6.   Promote the active participation of the United States' representatives in international standardization activities. [F. Schrotter/M. Hoynes] [1995-]

Measures:

1.   Number of American National Standards used or adopted nationally abroad. This is an ANSI federation goal and not just an Institute goal. [MH] [1996-]

(a)   The only currently available measure at this time is the sale of American National Standards abroad as supplied by U.S. standards developers. At this point, we have no mechanism for obtaining this information.

2.   The extent to which U.S. policy positions [G. Kushnier] and U.S. technical positions [F. Schrotter] are accepted in international, regional and foreign national standards development fora as measured by the number of U.S. positions adopted in whole, in part, and not at all and the annual Institute customer satisfaction survey. This is an ANSI federation goal and not just an Institute goal. [1995-]

(a)   Staff will track the status and resolution of those positions addressed by the Institute. [G. Kushnier] [1995-]

(b)   Staff will establish a mechanism whereby TAG administrators can provide a similar list for technical positions. [F. Schrotter] [1995-]

(c)   Staff will establish a mechanism whereby the number of American National Standards adopted as ISO or IEC standards can be tracked. [F. Schrotter] [1995-]

3.   Number of international standards adopted as American National Standards where these meet the needs of the user community. [A. Marasco] [1995-] The PSA will track this number.

Note: The priority of Measures 1, 2 and 3 is industry sector dependent.

4.   The extent to which the U.S. participates in ISO and IEC activities, including the number of U.S.-led secretariats, and the number of individuals and companies participating. This is an ANSI federation goal and not just an Institute goal. [F. Schrotter] [1995-]

(a)   Staff will publish the information related to U.S.-administered ISO and IEC secretariats, P-memberships and O-memberships.

(b)   Staff will improve the existing mechanism for tracking TAG participation and encourage TAG administrators' use of same.

GOAL E: <u>CONFORMITY ASSESSMENT</u>

Global marketplace acceptance of a suppliers' declaration of conformity, a product certification, a quality system registration or a laboratory test result performed one time preferably at the site of choosing of the first party supplier.

<u>Strategies</u>:

1.   Promote American National Standards based supplier's declaration of conformity as the first priority in conformity assessment; independent certification, accreditation and recognition as the second priority; and regulation as the third priority. [G. Willingmyre] [1995-]

2.   Increase usage of international and American National Standards in testing, certification and quality assurance. [G. Willingmyre] [1995-]

3.   Recognize and accredit conformity assessment and related programs in a timely and cost effective manner and encourage organizations to prepare and submit such programs for accreditation by the Institute. [G. Willingmyre] [1995-]

4.   Secure NVCASE recognition for ANSI-related accreditation programs. [G. Willingmyre] [1995-]

5.   Actively promote federal, state and local government adoption of ANSI accreditations in lieu of their own programs. [G. Willingmyre] [1995-]

6.   Actively promote foreign acceptance of products certified by ANSI-accredited organizations. [G. Willingmyre] [1995-]

7.   Determine ANSI's value-added role in laboratory and personnel certification accreditations. [G. Willingmyre] [1995-]

8.   Facilitate market acceptance of suppliers' declarations by providing and publicizing lists of manufacturers who self-declare conformity to American National Standards or ISO and IEC standards. [G. Willingmyre] [1995-]

Measures:

1.   Number of voluntary declarations submitted to ANSI of conformity to American National Standards or ISO and IEC standards. [G. Willingmyre] [1995-] Staff will attempt to establish mechanism to track this.

2.   Where there is a demonstrated marketplace or regulatory need, the number of ANSI-accredited product certification programs and the number of products certified under those programs. [G. Willingmyre] [1995-] Staff to publish the number of ANSI-accredited product certification programs and those accepted by federal, state, local and foreign authorities. Product certifiers are required to publish the number of certified products.

3.   Where there is a demonstrated marketplace or regulatory need, the number of ANSI-RAB accredited quality system registrations and the number of suppliers registered under these programs. [G. Willingmyre] [1995-] Staff will arrange for RAB to publish the number of ANSI-RAB accredited quality system registration programs and those accepted by federal, state, local and foreign authorities. Registrars are required to publish the number of registered suppliers.