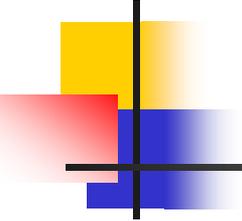


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**Presentation on**  
*Strategic Standardization*  
**Catholic University**  
**Engineering Management Program**

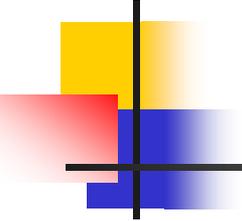
**Donald E. Purcell, Chairman**  
**The Center for Global Standards Analysis**  
**May 8, 2009**



# Purpose of Course

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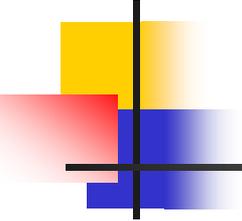
- The purpose of the graduate engineering course *Strategic Standardization* is to significantly raise the level of awareness for engineering students concerning the relationship between standards, standardization, engineering, science, technology and public policy issues such as health, safety, the environment, sustainability, energy and trade.



# Curriculum

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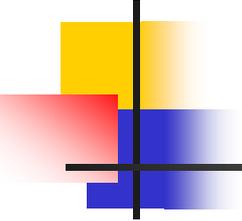
- National Standards Strategies
- US System
- Intl System
- Trade & WTO
- Strategic value
- Strategic mgmt
- Due process & procedures
- Testing
- Certification
- Conformity Assessment
- Ethics & legal issues



# Lesson #1

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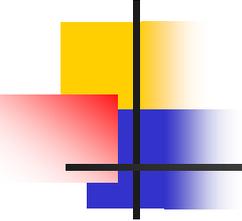
- Most graduate engineering students have little or no awareness of the significance of technology standards and/or the process of standardization unless they have been directly involved with development of such standards.



# Lesson #2

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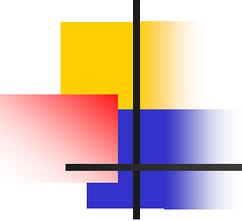
- Reviewing basic standards and standardization concepts requires a period of at least 3-4 weeks.
- Development of a multidisciplinary course is essential to show relationships between engineering, science, technology, public policy, process & procedures, trade, legal issues, etc.
- Use expert speakers to supplement course lectures where necessary.



# Lesson #3

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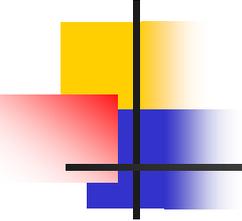
- Grading and student evaluation can be difficult, e.g., no textbook is available.
- *Strategic Standardization* course requires:
  - Research paper approved by faculty
  - Class presentation based on research
- Course curriculum, content, graduate research papers and presentations are available on [www.strategicstandards.com](http://www.strategicstandards.com)



# Course chronology

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- 1999: *Strategic Standardization* offered as first joint course between engineering and law in university history.
- 2001: course dropped by law school – insufficient number of law students.
- 2001: course moved to engineering school.
- Note: *Strategic Standardization* is one of four graduate courses on standards offered at 2,500 United States universities and colleges.



# Class profile

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- Typically 15-16 students.
- 9-11 military and/or government students.
- 2 engineering firm and/or SDO students.
- 2-3 foreign students.

# Standards are a Bridge to the Future

## User Needs:

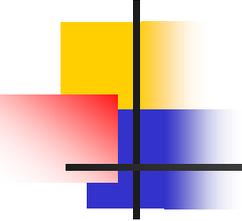
consumers,  
companies,  
industries,  
government,  
testing &  
certification .



## Technology:

ideas,  
concepts,  
values,  
perspectives,  
methods,  
products &  
services

**Standards form a bridge between technology and users.  
Whoever controls the bridge controls the future.**



# Contact Information

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- Donald E. Purcell, Chairman  
The Center for Global Standards Analysis  
1700 K Street, NW, Suite 720  
Washington, D.C. 20006  
202/531-0551  
email: [donpurcell@strategicstandards.com](mailto:donpurcell@strategicstandards.com)  
website: [www.strategicstandards.com](http://www.strategicstandards.com)