

NIST

Global Standards Information



Standards Setting: The View from the Inside

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June 22, 2015

Uncle Sam has a HUGE Standards Footprint

- 3,085 USG employees work with >552 SDOs
- 13,503 citations to Standards in the CFR from 371 standards organizations/sources
- 32 Departments/agencies are ANSI members

Today's Discussion

- The standards landscape, the organizations, and the people
- The process: what is really going on?
- Realities of standards setting
- Tips for success, especially if you are working on a Virtual Committee
- Evaluating an SDO – can they do the job?
- Resources available to you

Standards
development
is not for
sissies!



Snapshot of the standards setting environment

- Technically oriented social activity
- Long-term commitment – often spanning three to five years
- The system is open
- The activity is voluntary
- Diversity of interests

Standards Setters are Diverse

Academics

Administrators

Architects

Association members

Consultants

Consumers

Engineers

Government enforcers

Government reps

Lab managers/technicians

Labor organizations

Lawyers

Manufacturers

Marketing professionals

Non-profit interest groups

SDO employees

Installers

Producers

R&D people

Retailers

Retirees

Scientists

Suppliers

Standards People

71%
> 50 yrs
of age

49% BA
40% >BA

Education

81% > 16
15% 6-15
6% 1-5

***Yrs. Work
experience***

Influence . . . #1 reason to get involved

Professional Benefit

- Influence
- Improved safety
- Improved product performance
- Market Intelligence: Early awareness of new/revised requirements

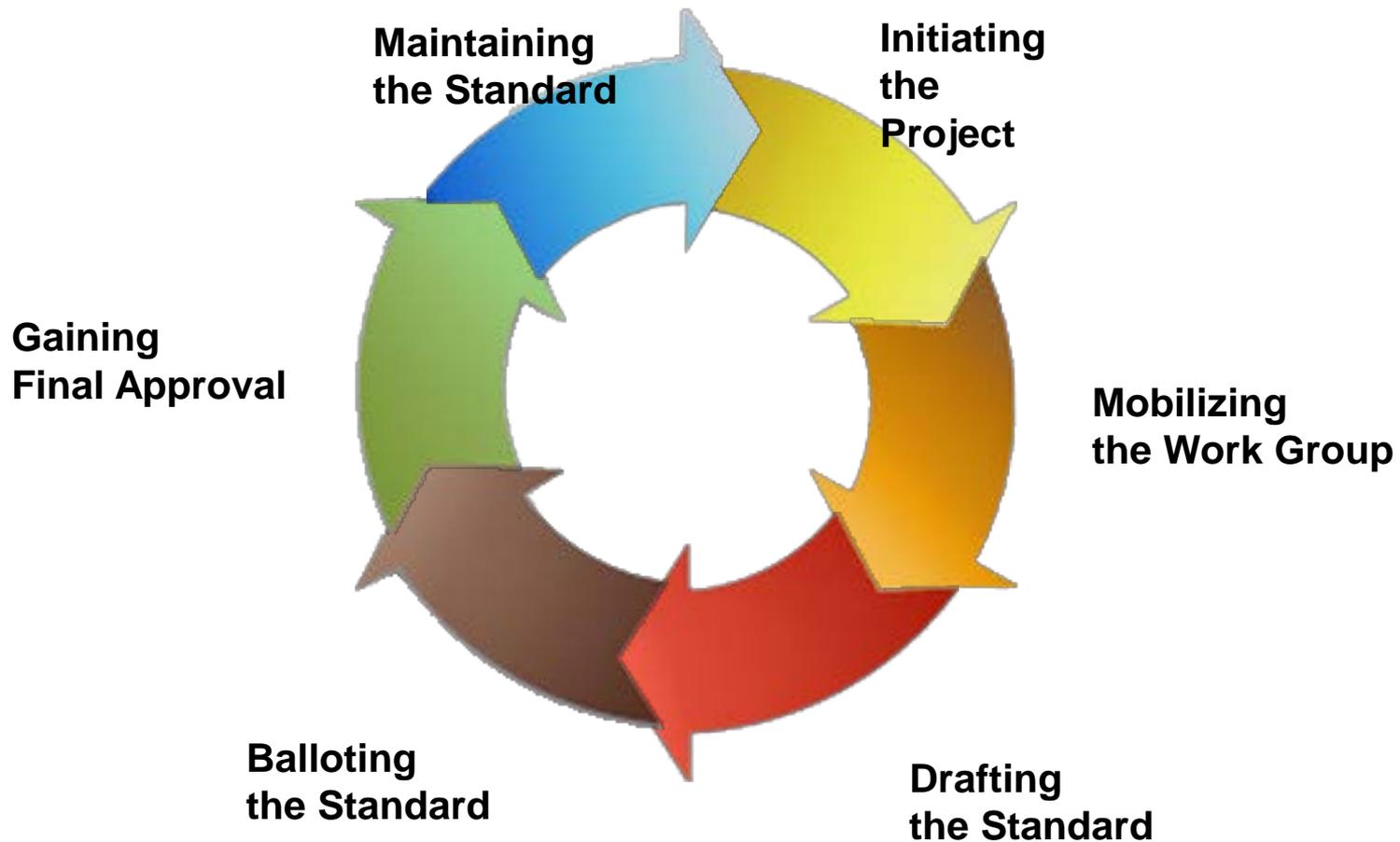
Personal Benefit

- Professional development
- Networking
- Recognition/resume building

Standards Development is a BIG Business

SDO	Scope	Standards	Technical Committees	Subcommittees/ Working Groups	Volunteer Members	Revenue
ASME	Codes and standards for all engineering disciplines	600+ Codes & Standards	100	700 committees	4,700	\$106 million (2013-14 annual report)
ASTM Intl.	Standards on characteristics and performance of materials, products, systems & services	12,000+ standards	143	1,888	30,000+	\$63 million (2013 annual report)
ISO	Standards for all disciplines except electrotechnical and telecommunications	19,023 standards	236	3483 technical bodies	161 member countries	\$42.8 million (2012 annual report)
USP	Standards for the identity, strength, quality, and purity of medicines, food ingredients, and dietary supplements		26 Comm's, 72 Expert Panels, 1 Advisory Group		1000+ experts from the US and 48 countries; plus 900 staff	\$184 million (2013 Form 990)
AOAC Intl.	Standards that promote methods validation and quality measurements in analytical sciences	3000+			800	\$5.1 million (2013 Form 990)

Standards Development Life Cycle



Standards Development is Process Driven

Rules are spelled out:

- ANSI Essential Requirements
- ASTM Blue Book (Form and Style of ASTM Standards), ASTM Green Book (Technical Committee operations), ASTM Officer handbook (Green Book);
- ISO Directives

Committee Leadership

- Chair of the Standards committee
- Committee vice-chair
- Secretary
- Staff liaison

But, what's really going on around the table?

Brainstorming

Collaborative authoring

Competitive collaboration

Compromising

Consensus building

Data gathering/fact finding

Disagreeing

Editing

Environmental scanning

Information sharing/transfer

Modeling

Negotiation

Planning

Problem defining

Problem solving

Proposal developing

Requirements clarification

Requirements setting

Resolving conflicts

Socializing

Strategizing

Visioning

Writing

Standards Setting in a Virtual World

Listen

Effectively communicate

Avoid ambiguity

Respect differences

No judgment

The Facts of “Standards Life”

- There will never be enough time!
- Bring the facts to the table – facts are persuasive
- Build alliances
- Be persistent
- Be a good communicator: within the Committee and back home -- keep your boss and co-workers in the loop

How to succeed as a standards setter

- Show up – attend the meetings
- Prepare
- Follow-through on assignments
- Collaborate
- Bring facts to the table and demonstrate your expertise
- Be persistent
- Keep your boss informed . . . And your in-house team

Skills for Standards Developers from Samsung Electronics' Standards Director, Miss Park

- Technical competence
- Forward thinking (Strategic thinking)
- Language Skills and Negotiation/Debate Skill
- Have good arguing skills! Fighting skills!
- Social and networking ability

Myths about standards development

- You'll get to travel to exotic places and see the world
- Standards are boring

Life outside the Committee is as important as what goes on around the table



Evaluating an SDO

Governance	Is it egalitarian or do a few big players dominate?
Finances	Financially sound? Is this group in the game for the long-term?
IPR policy	What is the IPR policy? Will it deter key players?
Timeliness	What is the typical timeline for standards development? How long does the process take?
Maintenance of Standards	Does the process maintain the state of the art adequately?
Disseminating the standard	What are the distribution mechanisms and costs?

Evaluating an SDO

Reputation	Is this group well-respected?
Competition	Are there competing standards groups?
Membership	Are there potential allies/opponents?
Are the key players involved?	Are key players (potential adopters) missing?
Timing	How long will the development process take?
Process	What is the typical timeline for standards development? What is the required level of consensus? Consensus requirements: can they be used to delay the process?

Standards
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is not for the
unprepared!



Resources

Standards Networking

SES - The Society for Standards Professionals

<http://www.ses-standards.org/>

Consortia and Standards Setting

Andy Updegrave's Consortiuminfo.org

Offers a blog, a journal, a metalibrary on standardization

<http://www.consortiuminfo.org/>

Resources

BlogTalkRadio:

- [Managing Virtual Teams Successfully](#)

Leading Virtual Teams

- <http://www.qualitydigest.com/print/23221>

Time Zones

- <http://www.timeanddate.com/>

Holidays

- <http://www.timeanddate.com/>
- <http://www.officeholidays.com/>

Avoiding Cross-Cultural Faux Pas

- <http://www.mindtools.com/pages/article/cross-cultural-mistakes.htm>

NIST resources to draw on

- NIST's Standards Coordination Office
- NIST's Standards Information Center – NCSI
 - csci@nist.gov
- Standards.gov

Thank You

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