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*InterNational Committee for  
Information Technology Standards*

# 2022 INCITS Officer's Symposium

Updating INCITS Mission Statement

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## Why Update?

- Visibility to the Industry
- Improve Brand
- Help to increase membership
- Improve reputation



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## Current Mission Statement

To promote the effective use of Information and Communication Technology through standardization in a way that balances the interests of all stakeholders and increases the global competitiveness of the member organizations.



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## But... what is INCITS?

- INCITS -- the InterNational Committee for Information Technology Standards
- Is the central U.S. forum dedicated to creating technology standards for the next generation of innovation.
- Members combine their expertise to create the building blocks for globally transformative technologies.
- Cover topics from cloud computing to communications, from transportation to health care technologies



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## New Mission Statement

An open, collaborative community that enhances the competitiveness of U.S. organizations and brings technological advancement to society through the development and promotion of consensus-driven U.S. and global ICT standards.



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## Feedback on Mission Statement



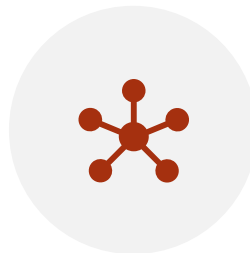
# Strategic Pillars



DRIVE A RELEVANT TECHNICAL  
PROGRAM



ATTRACT, ENGAGE, AND RETAIN A DIVERSE  
GROUP OF MEMBERS AND PARTICIPANTS



MAINTAIN A HIGHLY  
EFFECTIVE OPERATING  
INFRASTRUCTURE



ELEVATE  
COMMUNICATIONS AND  
BRAND AWARENESS



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## Drive a relevant technical program

- Support for prioritization of work and resources
- U.S. interests are represented in the shaping and driving of future/emerging work items in JTC 1





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## Attract, engage, and retain a diverse group of members and participants

- Grow membership
- Increase active participation of members
- Increase leadership of members in activities



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## Maintain a highly effective operating infrastructure

- Maintaining an infrastructure to support activities efficiently and effectively
- Leadership effectiveness and succession planning
- Improve responsiveness to action items



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## Elevate communications and brand awareness

- Improve visibility to be seen as the premier hub of global ICT standardization
- Improve communications to reinforce the impact of the work



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Thank You