2022 INCITS Officer’s Symposium

Updating INCITS Mission Statement
Laura Lindsay
08 June 2022
Why Update?

- Visibility to the Industry
- Improve Brand
- Help to increase membership
- Improve reputation
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.
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
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.
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
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
Attract, engage, and retain a diverse group of members and participants

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