



# Role of Standards in the Globalization of Higher Education

*Presented by*

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**Eleventh Annual Forum on the  
Globalization of Higher Education  
May 23, 2003**

*“Roughly 80 percent of global merchandise trade is affected by standards and by regulations that embody standards.”*

**Source:**

National Institute of Standards and Technology  
Testimony before the House Committee on Science, Subcommittee on Technology,  
September 13, 2000



# Definition of terms



## ■ Standard

- A formal agreement documenting generally accepted specifications or criteria for products, processes, procedures, policies, systems and/or personnel

## ■ Standardization

- Use of common products, processes, procedures, and policies to facilitate attainment of business objectives

# Definition of terms

- Conformity Assessment
  - A process whereby a product, process, service or system is evaluated against a standard.



*The World Trade Organization (WTO) fosters international trade based on, among others, conformity assessment practices that balance regulated public protection and heightened industrial competition.*

# Standardization and conformity assessment impact all industries

- In the U.S. alone, there are more than 95,000 recognized standards. These encompass:
  - Product-Based Standards  
*(ISO film speed code; banking and telephone cards)*
  - Performance-Based Standards  
*(Safety of wire ropes; safety of toys)*
  - Management System Standards  
*(ISO 9000 Quality and ISO 14000 Environmental Management Systems)*
  - Personnel Certification Standards  
*(financial planners; food protection managers; others)*





*Mission: To enhance the global competitiveness of U.S. business and the American quality of life by promoting and facilitating voluntary consensus standards and conformity assessment systems and ensuring their integrity.*





**who we are**  
**what we do**

- A membership-based, not-for-profit organization founded in 1918
- A coordinator and facilitator of the U.S. voluntary consensus standards and conformity assessment system
- An accreditation body for U.S. standards developers, U.S. Technical Advisory Groups and U.S. certification programs
- The forum for the U.S. standards and conformity assessment communities

# Global Commerce:

## Reliance Upon Internationally Accepted Standards



- In order to participate in international trade—and to supply products and services to companies that participate in international trade—companies will be required to demonstrate that their products conform to internationally accepted standards.
  - International standards (such as those produced by the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC))
  - Other standards that are widely accepted internationally (e.g., ASME, ASTM, IEEE, NFPA)

# Outreach to Higher Education



- Initial focus: Introduction to standards (*as related to NSS Objective 11*)
  - Support efforts to make educational providers aware of the role of standards

- Intend to broaden outreach to make higher education aware of potential role of standards in trade in educational services

- Examples

- Standards for learning technologies – distance learning
- Management system standards – quality assurance ISO 9000
  - e.g, Mexican (DGN) proposal for guidelines for application of ISO 9001 in education

# National Standards Strategy for the United States – Goal 11



Approved August 2000

*Make the value of standards development both apparent and real by educating private- and public-sector decision-makers about the value of standards and how to take advantage of the process.*



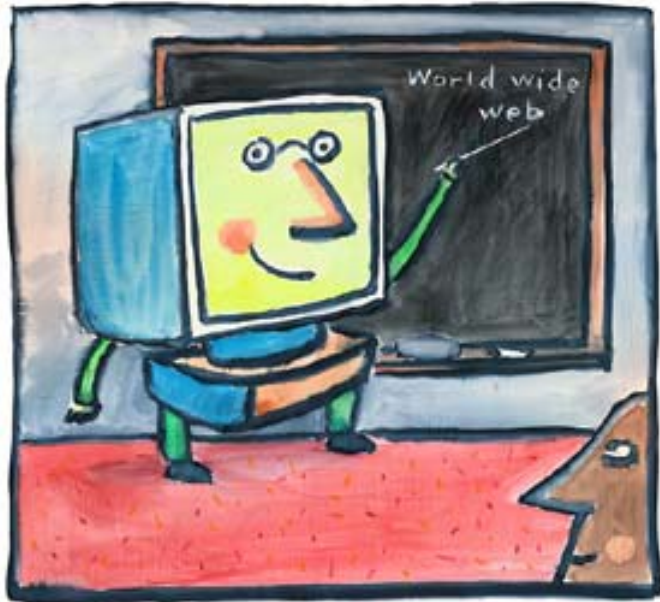
# Education and Awareness: ANSI's E-Learning Portal



[www.StandardsLearn.org](http://www.StandardsLearn.org)

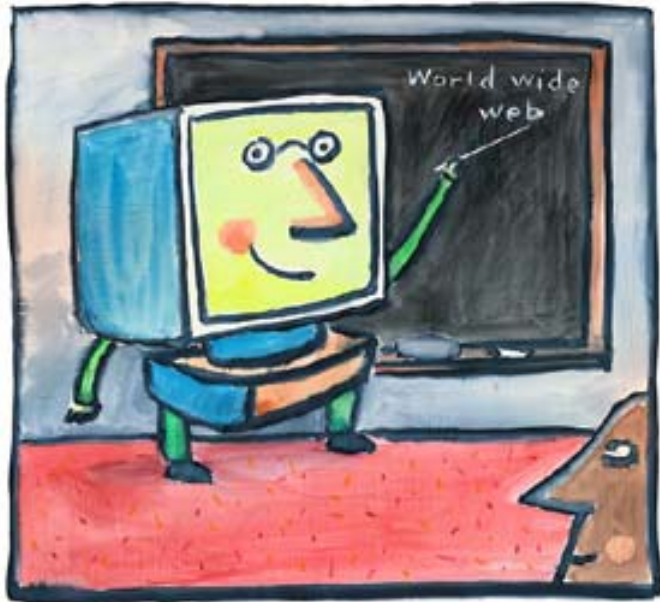
- ***“Why Standards Matter”***
  - Free overview of standards and their use in everyday life
- ***“U.S. Standards – Today and Tomorrow” – June 2003***
  - Overview of national standardization activities
- ***“International Standards Development” – December 2003***
  - Overview of international standardization activities

# Standards for use IN Higher Education



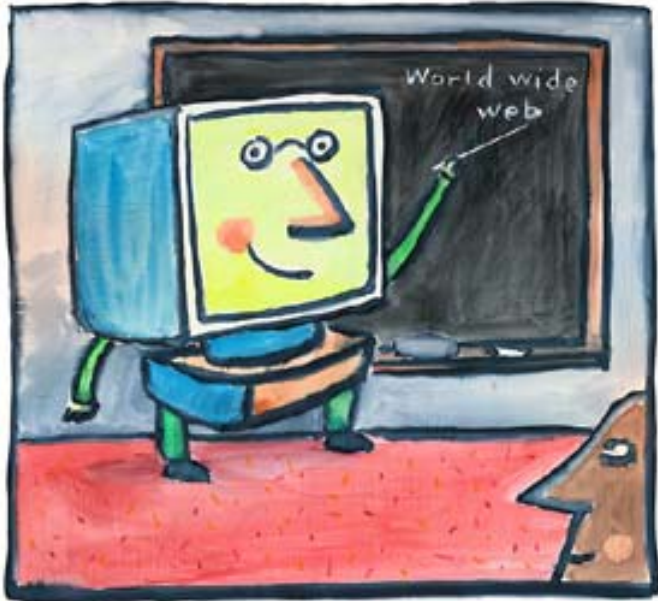
- Exploration of standards as strategic business tools to . . .
  - open markets and facilitate global trade
  - advance global trade in services
  - promote quality assurance
  - enhance consumer protection
  - enhance environmental protection

# Standards for use BY Higher Education



- Standards to facilitate sharing resources
- Standards for learning technologies
- Standards for learning resources – library resources
- Complying with International Standards

# Summary



- Standards will play a role in the globalization of higher education
- Strategic thinking and partnering is needed to ensure best practices
- Participation at the standards developer and ANSI levels is required to ensure a representation of interests
- ANSI is a U.S. standards resource that can help ensure best standards practices are adopted worldwide



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