The Society For Standards Professionals

Welcome to the SES May 2018 2018 Webinar

"Standards Professional Certification: Why, How, When!"

May 23, 2018
Lee Webster and Erik Puskar
1:00 - 2:30 pm ET

Lisa Spellman - Moderator
General-Secretary, DICOM,
SES Education Committee Chair

Guest Speakers

Lee Webster - Director, Standards Development University of Texas Medical Branch at Galveston,
Erik Puskar- Senior Standards Specialist, NIST

A Special Thanks to Our Sponsor

The SES 2018 Webinar Series is brought to you through the generous support of

Techstreet, part of the Intellectual Property & Science business of

The Society for Standards Professionals

SES Professional Certification Program

Lee Webster

Erik Puskar

Speakers

CHAIR OF THE SES CERTIFICATION COMMITTEE

Lee Webster, JD-MBA, GPHR, AStd

Director, Standards Development

Healthcare Management Institute (HMI)

University of Texas Medical Branch (UTMB)

Lee Webster is currently the Director of Operations for the UTMB Healthcare Management Initiative (HMI). Lee serves as the Secretary for ISO TC 304 for Healthcare Organization Management and for ISO TC 260 for Human Resource Management, and the Chair of the Standards Engineering Society Certification Committee. Lee also serves as the secretary for the US Technical Advisory Groups (US TAG) for TC 260 and TC 304.

Over a 25-year period prior to joining UTMB, Lee held important HR positions at UTMB, Exxon Mobil, PepsiAmericas, and other international Fortune 500 firms. He formerly served as the Director Employee relations and the Director of Talent Acquisition for UTMB. In those roles he oversaw the HR services support for a 12,000 person academic healthcare organization. For several years, Lee has also been an adjunct professor in human resources and business strategy for Trinity, American, and Regent Universities. Lee was Chair of the ANSI Organizational Member Forum (OMF) and an Executive Committee member on the American National Standards Institute (ANSI) Board. Prior to his civilian career, Lee spent several years in the military as an Infantry officer.

An active volunteer leader for many years, Lee has served as a certification test item writer and the Body of Knowledge drafting committee member for the HR Certification Institute. He is currently the Chair of the certification committee for SES - The Society for Standards Professionals. Lee holds a BS in Engineering from the United States Military Academy at West Point, an MS in Management Systems from the University of Central Texas, and a JD/MBA from Northwestern University.

VICE CHAIR OF THE SES CERTIFICATION COMMITTEE

Erik Puskar, CStd

Senior Standards Specialist

Standards Coordination Office
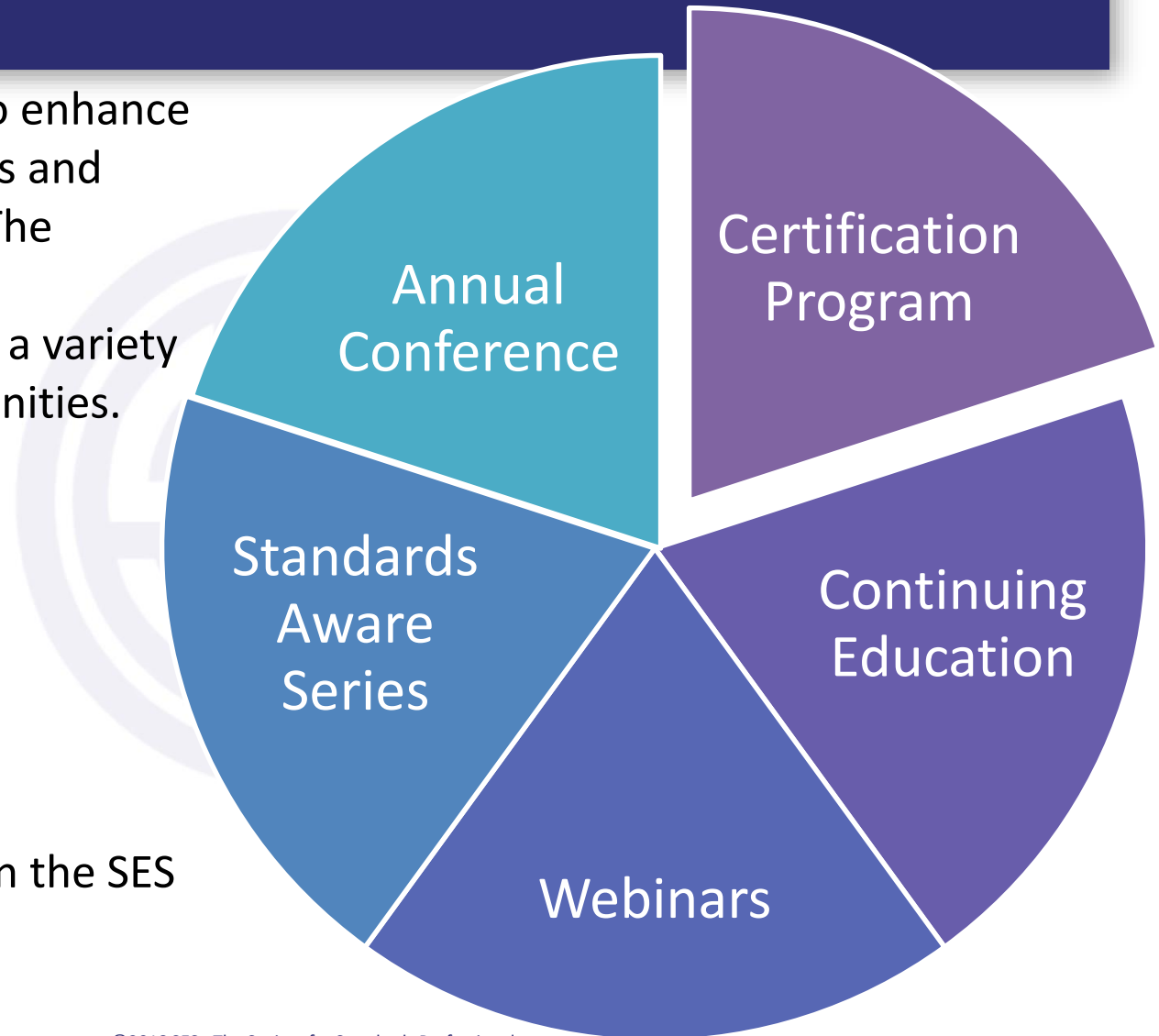
National Institute of Standards and Technology

Erik Puskar is a senior standards specialist within the Standards Coordination Office (SCO) at the National Institute of Standards & Technology. Erik provides technical information related to standards and supports Federal agencies by monitoring developments in standards and conformity assessment internationally and helps equip US industry with the standards-related tools and information necessary to effectively compete in the global marketplace. He leads the Office's impact assessment efforts and helped launch NIST's initiative on standards education. Erik serves on the International Policy Committee of ANSI and is a former vice-chair of the Committee on Education (COE). He is a previous chair of the International Committee for Education About Standardization (ICES). He currently serves on the SES certification and awards committees. Previously he was a program manager with the Advanced Technology Program of NIST and has held other positions with the U.S. Government, international development organizations, and in consulting and was an assessor for the Maryland Performance Excellence Award program. He has experience in working in over 25 countries. Erik holds a degree in economics from Rutgers University and a Masters Degree in public management and policy from Carnegie-Mellon University.

Agenda

- Explanation of the AStd & CStd Program
  - The benefits of certification
  - The Qualifications and Process for AStd Certification
  - The Qualifications and Process for CStd Certification
  - Examples of Training and Experience
  - Recertification
- The Future of the Program

SES Mission

As part of its mission to enhance knowledge of standards and standardization, SES - The Society for Standards Professionals, provides a variety of educational opportunities.

This webinar focuses on the SES Certification Program.

Certification Program

Annual Conference

Continuing Education

Standards Aware Series

Webinars

SES Certification Program

SES - The Society for Standards Professionals has established a [certification program](#) to recognize people who have demonstrated a high degree of professional competence in different areas of standards. The SES certification program is the only one of its kind globally. The SES brand provides program credibility.

Strategic Vision: *The SES Certification Program is the premier certification program of choice globally for those seeking recognition as certified standards professionals including entry-level certification.*

Certification Levels: AStd or CStd

- AStd is an initial professional certification that demonstrates a fundamental knowledge of standards development and application.

- CStd is an advanced professional certification that demonstrates a thorough, more sophisticated knowledge of the principles, techniques, and effects of standards and standardization and recognizes a person's experience, expertise, and contributions in the overarching realm of standards.

SES Certification Step by Step

Step 1: Complete the Application and Personal Data form

- The application identifies who you are and which of the two levels you wish to pursue. The Personal Data Form documents your education, achievements, and experience in standards. There are minimum points required.

Step 2: Successful completion of the certification examination

- The questions are based on the following sources: A Guide To Standards; and for CStd testing, also: SES 1 Recommended Practice for Designation and Organization of Standards; SES 2, Model Procedure for the Development of Standards; SES 3 Recommended Practice for Joint Standards Development; The United States Standards Strategy; and Canadian Standards Development Program Overview and Requirements & Guidance.
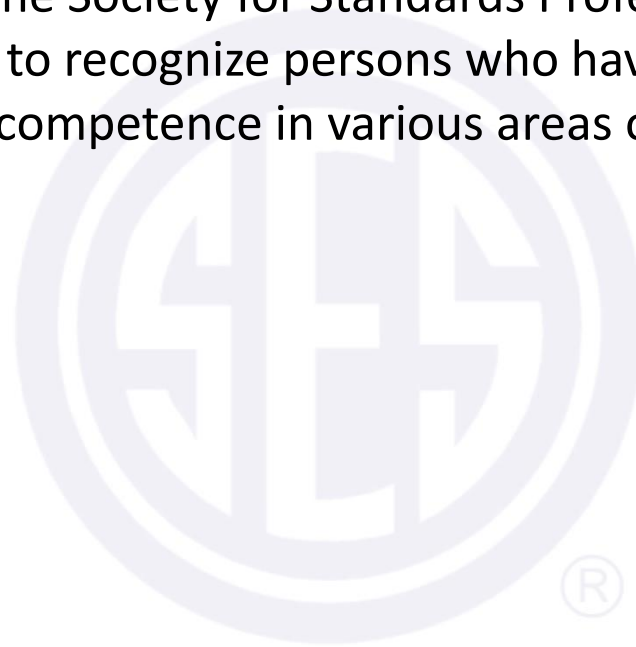
Step 3: Publish or Present to obtain a CStd

- Successful publication of a paper or presentation on standards, standardization, or standards information resources, either for presentation at the SES Annual Conference, for publication in the Society's journal, or, with approval of the SES Certification Committee Chairman, for publication in another highly regarded technical publication.

Benefits of Certification

As part of its mission to enhance the knowledge of standards and standardization, SES - The Society for Standards Professionals has established a certification program to recognize persons who have demonstrated a high degree of professional competence in various areas of standards and standardization.

Benefits of Certification

Certification provides:

- Evidence to employers that the individual has attained competence in the standards profession;

- A credential for use in seeking a position or advancement;

- Assurance to customers of professional competence in standards development;

- A criterion for employers to use for selection and advancement in standardization;

- Incentive for professional self-development;

- A means to increase and enhance acceptance of the standards profession;

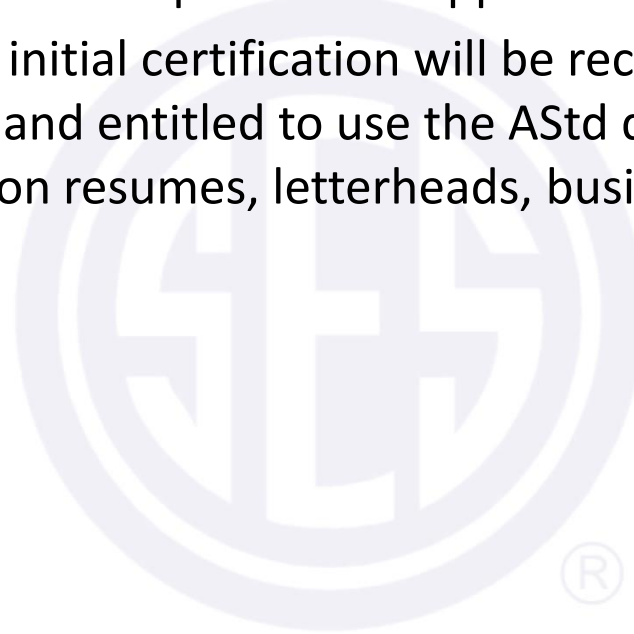- Public acknowledgement among peers at the annual SES conference

The Society for Standards Professionals

AStd Certification

AStd Qualifications

AStd is an initial professional certification that demonstrates a fundamental knowledge of standards development and application.

A person who achieves initial certification will be recognized as an Associate Standards professional and entitled to use the AStd designation and logo in personnel records and on resumes, letterheads, business cards, and other items as appropriate.

AStd Qualifications

Satisfy the following requirements within one year of the SES Certification Committee Chairman's approval of the AStd Personal Data Form:

- Participate in standards development or standardization activities as part of your employment or as a volunteer; or equivalent education; and

- Pledge to adhere to the SES Code of Ethics; and

- Achieve a minimum score of 75 points on the AStd Personal Data Form; and

- Perform one of the following:
  - Pass an open-book test based on *A Guide to Standards*;
  - OR complete four *Standards Aware*™ courses.

AStd Process

- Submit the AStd Certification Application Form and the AStd Personal Data Form with applicable fee
  - SES Members: $150 (USD)
  - Nonmembers: $225 (USD)

- Within one year of the SES Certification Committee Chairman's approval of your AStd Application and Personal Data Form, you must either:
  - Pass an open-book test based on information from the book, *A Guide To Standards*
  OR
  - Successfully complete any four courses in the Standards Aware™ online series.

AStd Personal Data Form

- SES-sponsored professional development course (15 points per day for each course)

- Up to four courses in the Standards Aware[TM] online series (15 points per course)

- Attendance at the SES Annual Conference (25 points for each conference)

- Attendance at other standards-related courses or events (10 points per day for each approved course or event)

- Attendance at SES Webinars (3 points per day for a 1 ½ hour program)

- Must achieve 75 points total

The Society for Standards Professionals

CStd Certification

CStd Qualifications

CStd is an advanced professional certification that demonstrates a thorough, more sophisticated knowledge of the principles, techniques, and effects of standards and standardization and recognizes a person's experience, expertise, and contributions in the overarching realm of standards.

A person who achieves an advanced certification will be recognized as a Career Standards professional and entitled to use the CStd designation and logo on resumes, letterheads, business cards, and other items as appropriate.

CStd Process

- Submit the CStd Certification Application Form and the CStd Personal Data Form and non-refundable fee
    - SES Members: $150 (USD)
    - Nonmembers: $225 (USD)
- Within 1 year of the approval of your CStd Application and Personal Data Form you must take and pass the Certification Test
    - The test is open book and questions are based on the following sources:
        - A Guide To Standards published by SES;
        - SES 1, Recommended Practice for Designation and Organization of Standards;
        - SES 2, Model Procedure for the Development of Standards;
        - SES 3, Recommendations for Joint Standards Development;
        - The United States Standards Strategy
        - Canadian Standards Development Program Overview and Requirements & Guidance
- Submit an abstract for approval of a paper on standards, standardization, or standards information resources for publication in the Society's journal or, with approval, for publication in another technical publication; or make a presentation at the SES Annual Conference

CStd Process

Technical Paper Requirements:

- Include in-depth discussion, analysis, or application

- Be of suitable quality for integration into a collection of similar papers

- Serve as an authoritative reference to other researchers

- Note: A recently published paper that meets these requirements and guidelines may, at the discretion of the SES Certification Committee, satisfy this requirement.

Conference Technical Presentation Requirements:

- Abstract must be accepted by the Conference Planning Committee. Your topic must align with the Conference Planning Committee's theme and panels.

- You must provide original technical content to the audience.

- Panelists and keynote speakers are eligible.

CStd Personal Data Form

Part A, minimum score of 100 points, 75 Points for Recertification

- AStd Certification (50 points)
- SES-sponsored professional development course (15 points per day for each course)
- Four courses in the Standards Aware™ online series (15 points per course)
- Attendance at the SES Annual Conference (25 points for each conference)
- Attendance at standards-related courses or events (10 points per day for each approved course or event)
- Attendance at SES Webinars (3 points per day for a 1 ½ hour program)

CStd Personal Data Form

Part B, min. score of 100 points for Certification, 50 Points for Recertification

- SES Positions: Society Officer – 20; Society Director – 20; Committee Chairman – 10; Committee Member – 5; Section Chairman – 5; Section Board Member – 3.

- Volunteer or staff positions held in other standards organizations: Officer – 15; Board member – 10; Technical Advisor – 7; Committee or Group Chair – 10; Staff – 5; Committee member – 3.

- Instructor or speaker on the subject of standards or standardization: Instructor or speaker – 10; Moderator – 2; Add one-half of these points for repeat sessions

- Articles written and published on standards and standardization subjects: Books – 100; Article for SES journal – 25; Article for other publications – 20; Other – 10

- Standards-related honors or awards: Honors or awards from an employer, a voluntary standards organization, an association or society, a government organization, or any other recognized organization acknowledging an achievement in standards or standardization. Five points are allowed per honor.

The Society for Standards Professionals

Examples and Details

Examples of Training and Positions Held

- SES Professional Development Courses (15 points for full day, 8 points for half day):
  - Fundamentals of Standards and Conformity Assessment: Basic Knowledge and Tools for Today's Professional: This full-day course will provide fundamentals on standardization, along with tools and resources to be used throughout one's career. Attendees will also earn 15 credits towards the SES Certification program for standards professionals.

- Examples of standards-related courses or events (10 points for each approved course or event)
  - The American Way: The American National Standard (ANS) Development Process
  - CSA Webinar: The 4th Edition of the 60601-1-2 Medical Device EMC Standard
  - Employer Training: Boeing 777X Standards Strategy Webinar

Examples of Training and Positions Held

For Part B of the CStd Data Form:

- Examples of volunteer or staff positions held in standards organizations:

    Officer – 15: IEC President

    Board member – 10: ANSI Board Member

    Staff – 5: ULC Staff responsible for Joint Committee on Fire Fighting Foams

- Articles written and published on standards and standardization subjects:

    Books – 100: *Standards, Conformity Assessment, and Accreditation for Engineers* by Robert D. Hunter

    Article for publications – 20: ISO Focus, ASTM Standardization News

- Standards-related honors or awards:

    SCC Young Leader Award

    SES Fellow

    ASTM WT Cavanaugh Memorial Award

    NIST Judson C. French Award

Recertification

AStd Process

- Be employed by, or participate in, standards or standardization activities

- Pledge to adhere to the SES Code of Ethics

- Achieve a minimum score of 75 points on the AStd Personal Data Form

RECERTIFICATION FEES:
SES Members: $150 (USD)
Nonmembers: $225 (USD)

CStd Process

- Be employed by, or participate in, standards or standardization activities

- Pledge to adhere to the SES Code of Ethics

- Achieve a minimum score of 125 points on the CStd Personal Data Form

CStd Life Certification

A person holding a CStd certification upon reaching 62 years of age will receive "life" certification. No further reporting will be required, nor will additional fees be required when life certification is conferred.

SES Code of Ethics

PREAMBLE

Standards Engineering and the development of standards is an important part of the engineering profession. Those engaged in standards development recognize that their work has direct and vital impact on the quality of life for all people. Consequently, it is imperative that standards engineers and others engaged in the practice of standardization, certification, and accreditation conduct their activities in an ethical manner that merits the confidence of their employers, colleagues, employees, and clients, as well as the general public. Members of SES – The Society for Standards Professionals, are expected to conduct themselves in accordance with this Code, all applicable laws, and to support others who do the same.

How to Start

Download the booklet and forms from the SES Website:

http://www.ses-standards.org/?page=certification

Questions

?

Future Plans

The Society for Standards Professionals

Future Plans

Development of a Standard Body Of Knowledge

- Need to improve the professionalism of Standards Developers

- Need to make the certification program relevant to the
- professional development of SDs

- Need to improved the rigor and credibility of the certification program to stakeholders

- Need to establish a certification that is agile and keeps up with current practice and technology in the field

- Need to establish a certification that reveals effective execution in the field

- Need to establish a certification that inspires research, training, and professional development in the field

- Need to communicate the value of SD to the stakeholders
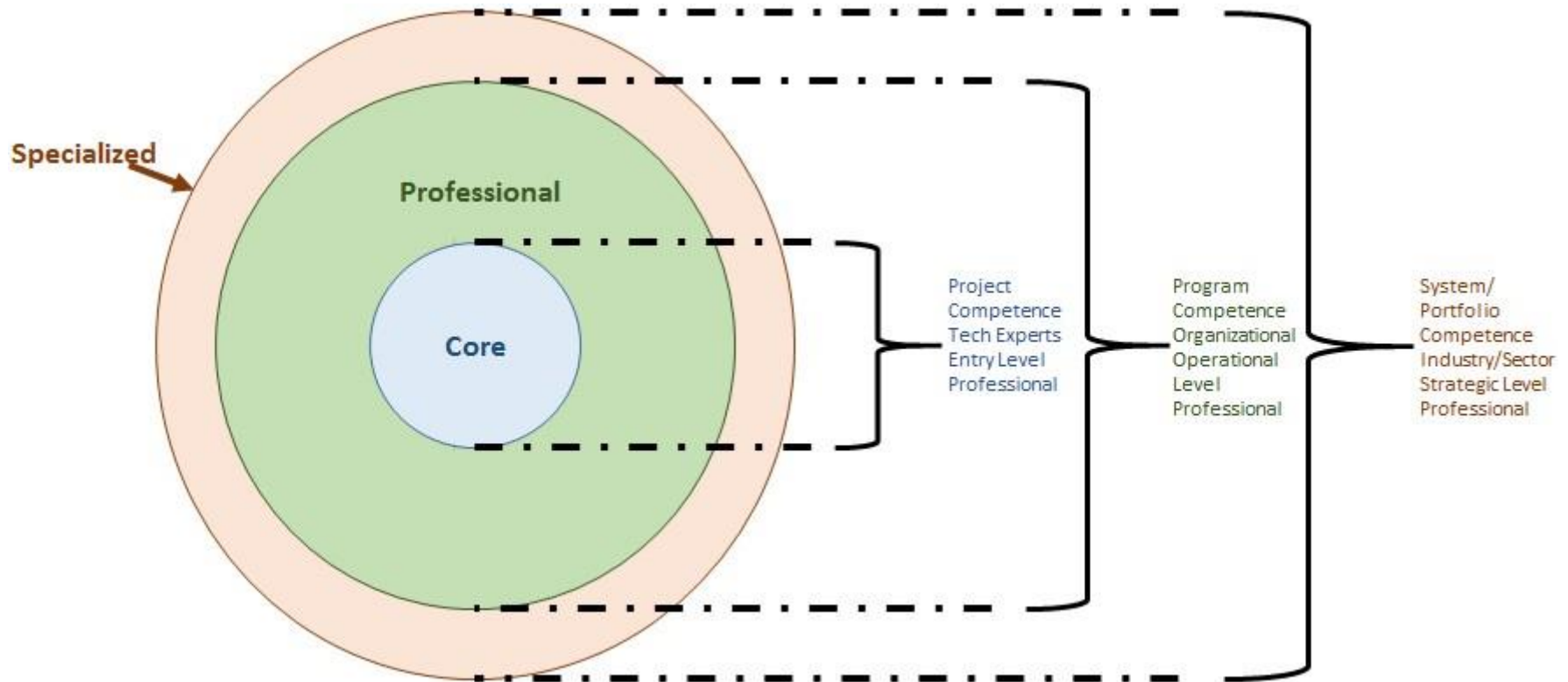
Definition

A **body of knowledge** (**BOK** or **BoK**) is the complete set of concepts, terms and activities that make up a professional domain, as defined by the relevant learned society or professional association. It is a type of knowledge representation by any knowledge organization.

- Structured knowledge that is used by members of a discipline to guide their practice or work

- Knowledge an individual is expected to have mastered to be considered or certified as a practitioner

- BOK is a stepping stone to unifying community

Benefits of the SDBoK

- **Standards practitioners** – The guide enables professionals to self-assess their knowledge and understanding of standards development and management practices.

- **Standards Developing Organizations**– The SDBoK provides standards development group insight and context for comparing their practices with their own procedures and international directives.

- **Academics** – University professors of standards and related disciplines can ensure that that topics covered in classes and programs prepare participants to succeed in the standards development field.

- **Astd and Cstd Certification Candidates** – This guide's content areas will align with the SES certification exams, making the SDBoK a useful resource for professionals planning to take, or preparing others to take the Astd and Cstd exams.

Standards Development Body of Knowledge ("SDBoK")

Knowledge Groups

	Technology	Marketing and Sales	Infrastructure	Human Capital	Logistics	Operations	Strategy	Services
Core	• Teleconferencing • Virtual Meeting • Knowledge management software	• Business Plan writing	• Voting/Balloting • Forms and documents • How to join a committee • How to start a committee	• Recruiting experts • Recruiting Committee Leaders	• Document archiving	• Essential Requirements • ANSI Procedures • Document writing • Document editing • Committee Management • Codes/Ethics	• History of Standards • U.S. Standards System • Negotiations	
Professional	• Technical writing		• SDO management • US TAG Management • ISO TC Management	• Cross cultural communications	• Meeting management • Visa Management • Meeting budgeting	• Program Management	• Sourcing project ideas • Dispute Resolution • Managing appeals	
Specialized		• Standards pricing • Product development		• Secretary duties • Convener duties • Chair duties			• Strategic Standardization • Patent and Trademark	• Conformity Assessment

Benefits

- Clarify what standards developers need to know at all levels

- Source of questions for certification exam

- Foundation for Standards Developer competencies

- Competencies are a foundation for training, compensation, and other SD career activities

- Supports research

Next BOK Steps

- Flesh out the knowledge Groups
- Add and complete the definitions
- Write the descriptions of knowledge
- Review and edit the descriptions
- Prepare for sharing and discussion at the conference
- Refine descriptions and circulate to professional community
- Draft questions for certification
- Validate question and create a draft exam
- Validate exam
- Implement a pilot
- Monitor and participate as needed in international certification activities

Get Involved!

- Join SES – The Society for Standards Professionals

- Attend Webinars, Courses, and the Conference to learn more about your profession

- Pursue your certification. SES seeks to increase our certification numbers in particular among SES membership but also outside.

- Participate in Certification Committee and others to engage with other standards professionals.

See you at the Conference!

The Certification Committee will be available to:

- Answer questions

- Assist you in completing and submitting your forms

- Provide the test if you submit your application one month prior to the conference

Also available during and after the free Thursday morning workshop

One stop shopping for your certification needs ☺

For additional questions, reach out to the SES Certification Director, Chair, or Vice Chair.

Questions

?

Upcoming SES Webinars

Wednesday, June 20, 2018 at 1:00 PM ET

SES/ANSI Joint Webinar
Details regarding the webinar will be coming shortly

Stay Tuned for Information on the 2018 Webinars

Visit the SES website at **http://ses-standards.org** for webinar information

Statements and opinions expressed by speakers are not necessarily those of SES, and the Society is not responsible for same.

![SES logo] The Society for Standards Professionals

67th Annual SES Conference
The Society for Standards
Professionials - SES

August 6-9, 2018
The Inn at Opryland,
A Gaylod Hotel
Nashville, Tennessee

SES Webinars are Free to Members

Thinking about becoming an SES Member?

❧ *Did you know? For the cost of two webinars you could become an Individual Member* ❧

SES Membership is open to anyone interested in the principles, techniques
and effects of standards and standardization.

SES Membership Types

Individual Membership: Receive the bimonthly journal, *Standards Engineering*, attend conferences and training courses at reduced rates, and take advantage of professional growth opportunities.

Organization Membership: Register up to ten employees as Individual Members of SES who will receive the bimonthly journal, *Standards Engineering*, attend conferences and training courses at reduced rates, and take advantage of professional growth opportunities for one membership fee.

Student Membership: For college students preparing for a career working with standards. Receive the bimonthly journal, *Standards Engineering*, attend conferences and training courses at reduced rates, and take advantage of professional growth opportunities. *Student Membership is only $15 per year!*

Visit www.ses-standards.org for more information!

Your Feedback is Requested

Thank you for attending today's webinar

We appreciate your response to our
Webinar Aftermarket Survey –
watch your email following the webinar!