OEOSC 2025: "Profitable" non-profit organization funded through sale of standards, training programs, membership and US industrial sponsorships

Purpose: Provide unified coherent voice for US optics and electro-optics industry in establishing US and international standards

2018 - 2025 Focus: Increase optics standards adoption and usage in the US

Key Objectives:

<table>
<thead>
<tr>
<th>Market Development</th>
<th>People Development</th>
<th>Standards Development</th>
<th>Process Improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase OEOSC visibility in US Industry (marketing) - create material that clearly shows how OEOSC creates value and the benefits of membership</td>
<td>Create program/process to involve and mentor young engineers</td>
<td>Funded positions within OEOSC to represent US at ISO meetings</td>
<td>Sponsorship opportunities with incentives (ex. in-house training, named funded position for ISO travel)</td>
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<td>Incorporate optical drawing standards into US university optical engineering curriculums</td>
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<td>Increase number of experts involved in development</td>
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<td>Simplify fee structure options</td>
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Performance Indicators:

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<th>Number of standards purchased</th>
<th>Number of standards trainings delivered</th>
<th>Number of new standards published</th>
<th>Number of active OEOSC committee members</th>
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<td>OEOSC membership</td>
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Only one correction I'd make; the standards are not purchased directly from ISO. They are purchased from ANSI webstore, but the point is still valid. We don't get any of the money for ISO standards we didn't adopt, and we only get a fraction of those we did which are sold this way.

I'm not sure what the discussion was behind "create material that clearly shows how OEOSC creates value and the benefits of membership." can you elaborate?

In the Market development column, I think the biggest leverage in the long term is the University stuff. But the biggest lever in the short term is getting the standards better served by the lens design software.

I have also heard repeatedly that we need to have a guide to using ISO 10110; was that discussed at all?

I really like the idea of decoupling participation and a fee. Was this discussed? What about doing the sponsorship angle? Any ideas on how sponsorship could pay back to the companies?

Should we explore having a tabletop at an SPIE show (OptiFab, for example)? Could we get a bye on the cost of the tabletop from SPIE, so the cost would just be printing up fliers and manning the table?

Anyway, glad to see you moving the ball down field. Good stuff!

Dave

On 3/14/2018 10:48 AM, Jessica DeGroote Nelson wrote:
> Good Morning,
> >
> > I just had a phone call and hashed out a second draft of the proposed OEOSC 2025 strategic plan. Dennis, Rick and I just had a phone call and hashed out a second draft of the proposed OEOSC 2025 strategic plan. Dave and Allen
> > can you take a look and let us know if this is good for a proposal to send to the board for a meeting in April? If we want to have another meeting as a group to discuss before we send it out, we can meet on Friday 3/23 at 4pm. Let me know what you think.
> >
> > Thanks,
> >
> > Jessica
Hi there,

Optimax Systems, Inc is inviting you to a scheduled Zoom meeting.

Join from PC, Mac, Linux, iOS or Android: https://zoom.us/j/238642274

Or iPhone one-tap:

737 549 8629 (US) or +1 253 212 8043 (International) Meeting ID: 238 642 274

International numbers available: https://zoom.us/zoomconference?m=q141GFj33sRzglj662fhqLqfdV4DzPXT
OEOSC 2025: “Profitable” non-profit organization funded through sale of standards, training programs, membership and US industrial sponsorships.

Purpose: Provide unified coherent voice for US optics and electro-optics industry in establishing US and international standards and promote adoption and usage in the US.

2018 - 2025 Focus:

Key Objectives:
- Market Development
- People Development
- Standards Development
- Process Improvements

Initiatives:

- Increase OEOSC visibility in US Industry (marketing) - create material that clearly shows how OEOSC creates value and the benefits of membership
- Standards training classes (increase number of trainers available)
- Create program/process to involve and mentor young engineers
- Incorporate optical drawing standards into US university optical engineering curriculums
- We can gain some financial advantage if we sold our domestically developed standards on our website rather than through ANSI. The sale of ISO or domestically adopted ISO standards are tightly controlled by ISO. It is probably better to continue to offer them for sale through ANSI’s webstore. We cannot sell ISO standards directly. An OEOSC subscription service is worth investigating; ANSI already has one.

Performance Indicators:
- Number of standards purchased
- Number of standards training classes (number of trainers available)
- Number of new standards published
- Number of active OEOSC committee members
- Number of new members of OEOSC
- Number of standards in process (what is on deck?)

What does a program or process to mentor actually look like?

For example, the "II-VI Travel Stipend" or the "Nikon SCS Travel Fund" or the "Coherent SC9 Traveling Representative"?

Sorely needed. There are brochures published by ISO and courses and brochures by ANSI which provide much of the basic information.

Dennis' idea for modifying the meaning of the lowest cost tier should be implemented immediately for 2018. We radically simplified the structure in 2016 after a special committee presented its analysis at the Board Meeting in January of 2016. Our current fee structure looks like that of many other industry and educational non-profit organizations, including ANSI. The biggest challenge with these kinds of fee structures is that they are a function of an organization's size and its business purpose.

For students, a grant would most likely need to cover 100% of the cost of travel.

Additionally, newsletter and/or periodic press releases, and technical papers will all advertise optics standards to the public and maintain excitement and a sense of purpose within our committees.

There has been resistance from the vendors of software. Needs some investigation.
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- Sponsorship opportunities with incentives (e.g., in-house training, named position for ISO travel)

Year 1
- Incorporate optical drawing standards into US university optical engineering curriculums
- Standards training classes (increase number of trainers available)
- Increase number of experts involved in development
- Onboarding process for new members to introduce to procedures and nomenclature

Year 2
- Website upgrade, e.g., make purchasing ISO standards easier through OEOSC vs direct from ISO
- Travel grants to increase student involvement
- Simplify fee structure options

Year 3
- Better integration of standards into lens design software
- Quarterly meeting/webconference of OEOSC board to check and adjust initiatives based on performance indicators

Performance Indicators:
- Number of standards purchased
- Number of standards trainings delivered
- Number of new standards published
- Number of new members of OEOSC
- Number of new standards in process (what is on deck?)
- OEOSC P/L
- OEOSC membership
- Number of new committee members

"value and benefit" of standards development is a very abstract concept for most financial decision makers. Ownership of copies of standards are also recognized as valuable; the complaint is that one copy is affordable, but many copies for a department, and the associated maintenance, is not affordable (at least problematic). Training has been demonstrated to be of recognized value and benefit. Ownership of copies of standards are also recognized as valuable; the complaint is that one copy is affordable, but many copies for a department, and the associated maintenance, is not affordable (at least problematic). The sale of ISO or domestically adopted ISO standards are tightly controlled by ISO. It is probably better to continue to offer them for sale through ANSI's webstore. We cannot sell ISO standards directly. An OEOSC subscription service is worth investigating; ANSI already has one. Dennis’ idea for modifying the meaning of the lowest cost tier should be implemented immediately for 2018. We radically simplified the structure in 2016 after a special committee presented its analysis at the Board Meeting in January of 2016. Our current fee structure looks like that of many other industry and educational non-profit organizations, including ANSI. The biggest challenge with these kinds of fee structures is that they are a function of an organization’s size and its business purpose.

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What does a program or process to mentor actually look like?

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Sorely needed. There are brochures published by ISO and courses and brochures by ANSI which provide much of the basic information.

Test Drive this idea

Longer term: We have started working on a NIST grant for educational initiatives involving standards.

We can gain some financial advantage if we sold our domestically developed standards on our website rather than through ANSI. The sale of ISO or domestically adopted ISO standards are tightly controlled by ISO. It is probably better to continue to offer them for sale through ANSI’s webstore. We cannot sell ISO standards directly. An OEOSC subscription service is worth investigating; ANSI already has one.

There has been resistance from the vendors of software. Needs some investigation.

Add standards to the training curriculum of the software vendors. There has been some interest at Zemax. Needs follow-up.

Get 12 universities on-board to deliver OEOSC/ISO basics. Get optical design (Zemax, CodeV, OSLO, FRED, TracePro)
Additionally, newsletter and periodicals provide news and technical papers to all interested parties, and standards are the foundation of the information and content. However, it is important to note that the industry is facing significant challenges, including increasing competition, budget constraints, and the pace of innovation.

**Key Objectives:**
- Increase CLEOR's visibility in the industry
- Enhance membership numbers
- Expand the scope of activities

**Initiatives:**
- Creation of new standards
- Training programs
- Public relations

**Standards Development:**
- Market Development
- Resource Development
- Standards Development
- Market Development

**For Future Improvements:**
- Increase CLEOR's visibility
- Enhance member benefits
- Expand the scope of activities

**Year 1:**
- Launch new standards
- Create a training program
- Host a conference

**Year 2:**
- Expand the scope of activities
- Increase membership
- Enhance public relations

**Year 3:**
- Expand the scope of activities
- Increase membership
- Enhance public relations

**Wants to be addressed:**
- Needs urgent help
- Needs a 10K budget

**Action Plan:**
- Develop new standards
- Create training programs
- Host conferences

**Importance Indicators:**
- Number of standards
- Number of standards in process
- Number of standards published

**Number of Standards:**
- New standards
- Updated standards
- Retired standards

**Committee:**
- Membership
- Meetings
- Event planning

**Next Steps:**
- Get 12 units on board to deliver OQ5G/ISO basics
- Get opt design (Zemax, Code V, Galaxy, FRED, Trace Pro)