

International Cooperation for Education about Standardization

ICES 2009 Workshop

Input for Panel Discussion #2: “How to introduce international cooperation for SE into national education programs”

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Committed to connecting the world

Strategic importance

- Engage academia to ensure continued flow of innovations for tomorrow's standards
- Familiarize future professionals with ITU standards setting environment and how to benefit from it
 - Teach about it
 - Opportunities for hands-on training
 - Explore “real” standardization processes
- Identify suitable partnership / collaboration platforms

From the ITU-T & academia consultation meeting conclusions

- Increase ITU presence in the academic environment
- Preparation of promotion plan for ITU-T activities (workshops, meetings, etc) in the academic environment (coordinated with other ITU-T promotion initiatives).
- Development of an action plan for educational initiatives.
- Identification of opportunities for the organization of workshops and symposia, possibly co-located with ITU-T meetings and harmonized with the ITU-T Workshop/Seminar programme.
- Organize regular Kaleidoscope events to bring together academia, research organizations and ITU-T members
- Support ITU-T Secretariat in various information gathering activities:
 - Identify external programmes that can be used to support internships in ITU
 - Identify relevant publications and societies that could increase visibility of ITU's standardization work
 - Stocktaking of academic organizations interested in standardization and facilitate networking of these organizations with potential sponsors
 - Identify opportunities to increase ITU-T presence in the academic environment

In other words...

- Engage “us” and “them” → partnership
 - Us: ITU ; them: academia (teachers, professors)
- Increase awareness:
 - who we are
 - what we do
 - why what we do is important
 - how you can be part of it
- But ... it's a buyer's market – need to make it as convenient as possible
 - Use our international reputation, contacts & tools
- Bottom-up & top-down approaches



Bottom-up

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Tokyo, Japan, 23-24 March 2009

... use bait as needed ...

- Help create situations that will naturally interest them
 - *Birds-of-a-feather* events such as ICES - but also regional, national and local ones
 - Wrap standardization into more attractive packages
 - Kaleidoscope
 - Competitions
 - Awards

... awareness ...

- Inform them of our activities
- Go where they are (visits, workshops, etc)
- Develop opportunities for them to participate in our activities
- Events:
 - Showcase of the value of standardized technology
 - Education about standardization
- Make them believers
 - Vini vidi vinci

... offer assistance ...

[inter alia]

- Facilitate access to material
 - Free Recommendations [low cost]
 - Access on-demand to meeting documents for support of course preparation
- Facilitate networking opportunities
 - Events
- Develop databases of contacts, courses, case studies, etc



Top-down

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Convince the decision-makers

- Decision makers: those influencing the development of curricula
 - Government-level
 - Management of schools / association of schools
- Demonstrate socio-economic value of standards as a means of...
- ... demonstrating value in preparing – for the long run – professionals than can effectively tackle standardization...
- ... this will lead to establishment of curricula
- Multidisciplinary aspect of standardization: engineering, bio sciences, business schools, etc

Sum-up

- Acknowledge it's a buyer's market
- Use our reputation, contacts and tools to engage
 - Top-down & bottom-up approaches
- Help convincing decision-makers
 - Ripple effect
 - Emphasize multidisciplinary aspect
- Captivate the audience
 - Make it as attractive and easy as possible
 - Mobilize resources at hand
- *"...Tu deviens responsable pour toujours de ce que tu as apprivoisé..."*
 - Antoine de Saint-Exupéry, "Le Petit Prince", [Chapitre XXI](#)