Planning Session
Visiting Committee on Advanced Technology

Dr. Jason Boehm
Director, NIST Program Coordination Office

Session Structure

1 Advancing NIST's Mission and Improving Visibility and Awareness of NIST

2 NIST's Role in Workforce Development

3 Alignment of NIST Labs, Manufacturing Extension Partnership (MEP), and Manufacturing USA

Session outcome: A list of possible topics/actions that VCAT will focus on this year.

Part I
Advancing NIST's Mission, Improving Visibility & Awareness of NIST

Improving Visibility: Current Approach

NIST

Public Affairs

Supports NIST's mission and staff through **original articles** about NIST's research and internal news for NIST staff; **social media** management of NIST's Facebook, Twitter, LinkedIn, and Instagram accounts and the Taking Measure blog; and **media relations**

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Congressional and Legislative Affairs

Coordinates and advises on congressional **legislation**, maintains **liaison between NIST and congressional committees**, handles **congressional correspondence** & inquiries, and provides NIST staff with current status on pending legislation

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Labs

Decentralized **communications** and **external engagement** activities on individual operating unit level

NIST Visibility: Challenges & Solutions

Challenges:

- Department of Commerce doesn't have a clear understanding of and message about NIST

- Hill sees NIST as MEP and cybersecurity shop

- Example: NCNR not communicated to Hill in timely manner

- Lack of resources

Possible Solutions:

- Understand the holistic stakeholder environment

- Develop a plan to vastly increase engagement with stakeholders and then hire required staff

- Position NIST staff in key locations and positions (e.g., National Security Council, key congressional committees, and Department of Commerce)

- Agree on communications pieces/pitches that capture what makes NIST unique

- Properly resource Public Affairs and Congressional and Legislative Affairs

NIST Visibility: Discussion

What approaches can NIST take to strengthen and streamline its messaging?

What new approaches to mission delivery NIST should consider that would increase awareness and stakeholder support?

Part II
NIST's Role in Workforce Development

Workforce Programs

End Goal:

NIST is better aligned with Department of Commerce and Administration priorities to:

- Create a more equitable employee engagement experience and promote DEIA (PMA)

- Build sustainable, employer-driven career pathways to meet employers' need for talent and to connect Americans to quality jobs (Commerce Strategic Plan)

President's Management Agenda

U.S. Department of Commerce
Strategic Plan | 2022 – 2026

Innovation, Equity, and Resilience
Strengthening American Competitiveness in the 21st Century

Workforce Programs: Current State

NICE
NATIONAL INITIATIVE FOR
CYBERSECURITY EDUCATION

NIST NRC Postdoctoral Research Associateships Program

MEP
National Network™
The Go-To Experts for Advancing U.S. Manufacturing

NIST Diversity, Equity, and Inclusivity Office

Workforce: Challenges & Solutions

NIST

Challenges:

- Competition in federal space for cyber workforce leadership

- Workforce development is not primary NIST mission, but increasing attention is paid by DOC and Administration

- NIST is at risk of not being able to compete for the best talent

Possible Solutions:

- Deploy and recruit NIST staff in locales where there are core concentrations of industry activity

- Grow postdoctoral fellowship program

- Implement NIST DEIA Strategic Plan

Workforce: Discussion

What role should NIST play in the broader workforce ecosystem?

Should NIST focus on workforce development in a specific industry?

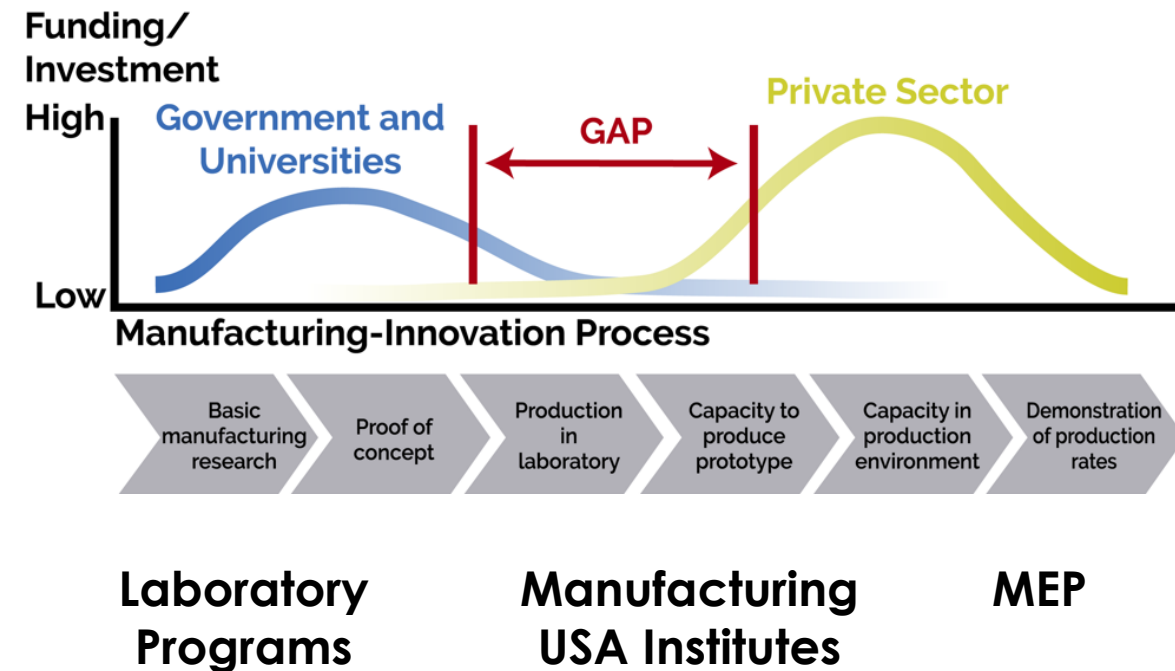How can NIST improve the accessibility and equity of any workforce development programs?

Part III
Alignment of NIST Labs, Manufacturing Extension Partnership (MEP), and Manufacturing USA
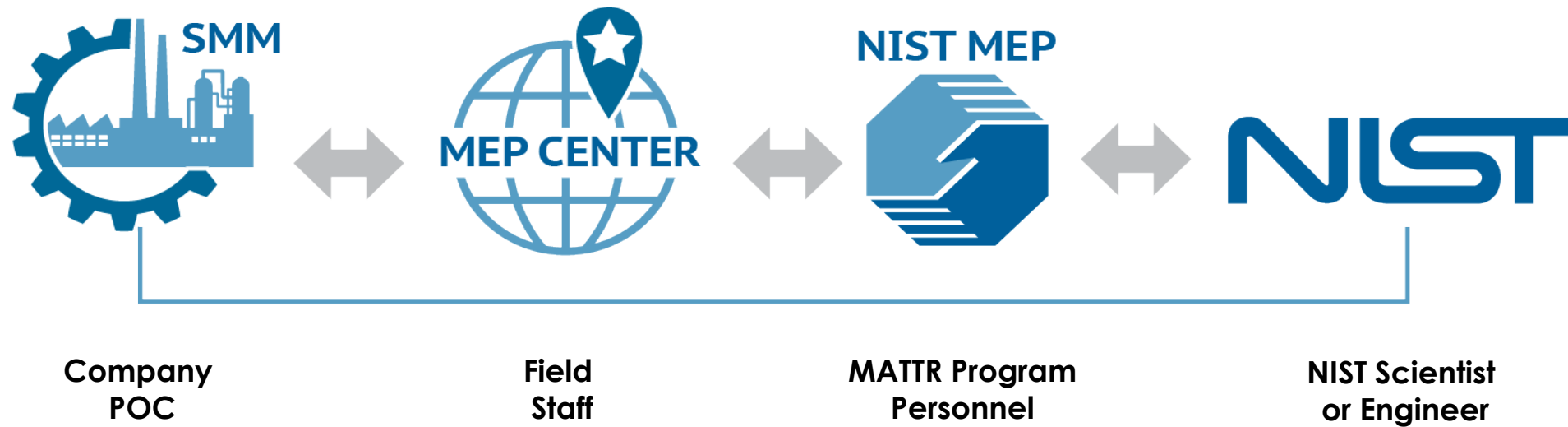
NIST's Innovation Continuum

End Goal:

NIST's programs are better integrated and aligned to effectively span the innovation continuum and effectively deliver solutions to enable industry to accelerate their competitiveness and impact.

Challenges:

- Lack of dedicated resources to develop better connections between output of labs and extramural programs

- Lack of awareness across staff and Labs about what NIST has to offer

Possible Solutions:

- Compile inventory of services/tools/resources that NIST provides

- Develop more co-located testbeds in support of industry

- CHIPS Act presents an opportunity to develop an integrated plan that aligns NIST measurement research, Mfg. USA institutes, and MEP community

Manufacturing Alignment: Discussion

How can NIST more effectively bridge the gap between lab research and manufacturers' needs?