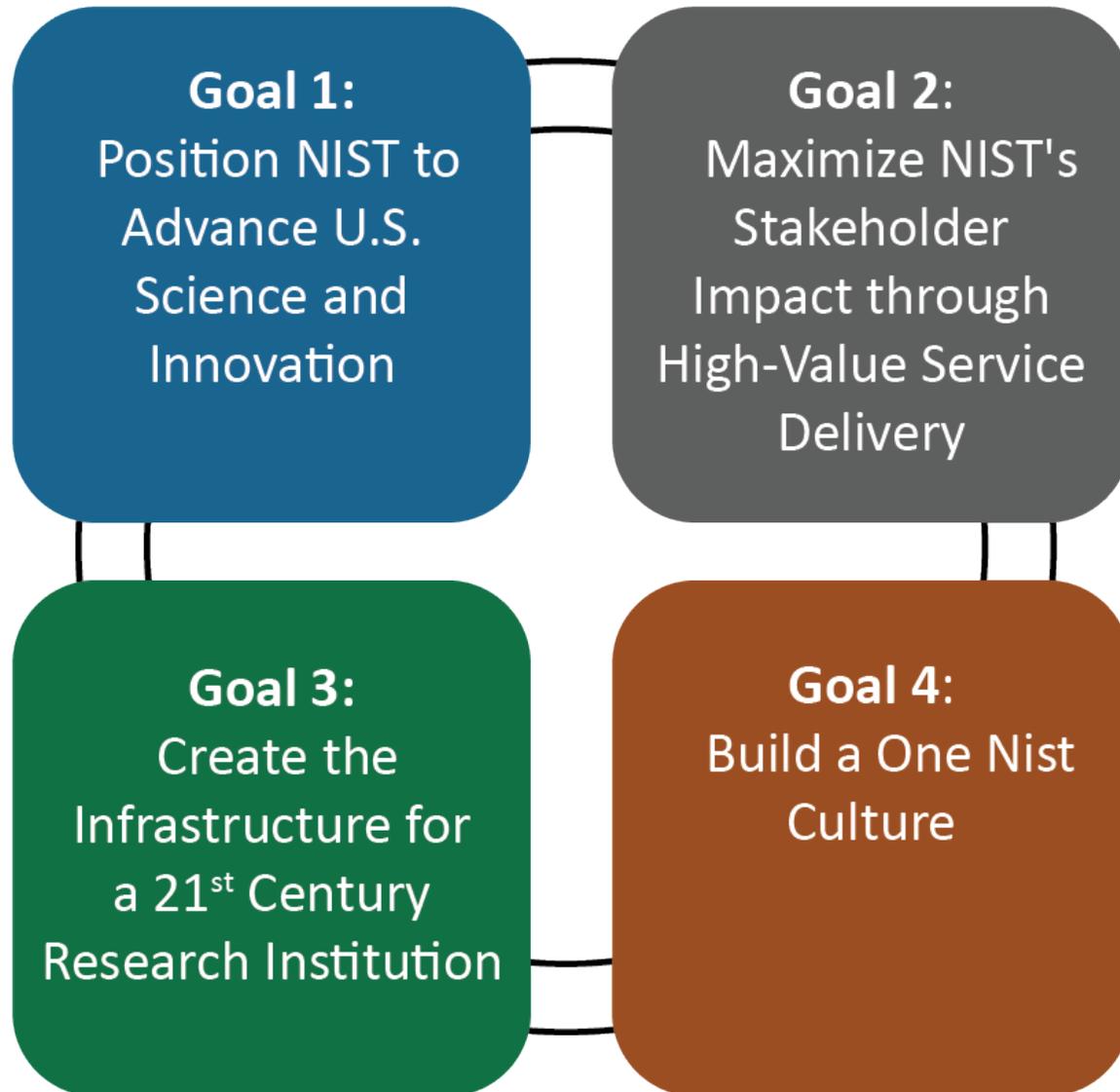


NIST Strategic Plan Update

Program Coordination Office

NIST Strategic Plan: Four Strategic Goals



- **Position NIST to Advance U.S. Science and Innovation** – NIST will make sure that it has the workforce, organizational structures, and partnerships to support the development and adoption of emerging technologies critical to innovation and the economic competitiveness of the United States.
- **Maximize NIST's Stakeholder Impact through High-Value Service Delivery** – NIST will optimize service delivery, streamline processes, and strengthen stakeholder engagement to transform technology transfer.
- **Create the Infrastructure for a 21st Century Research Institution** – NIST will make sure that it has both the physical and IT infrastructure to carry out its programs.
- **Build a One NIST Culture** – Ensure that our workforce of federal staff and NIST associates are united around NIST's mission and are valued for the expertise they bring.

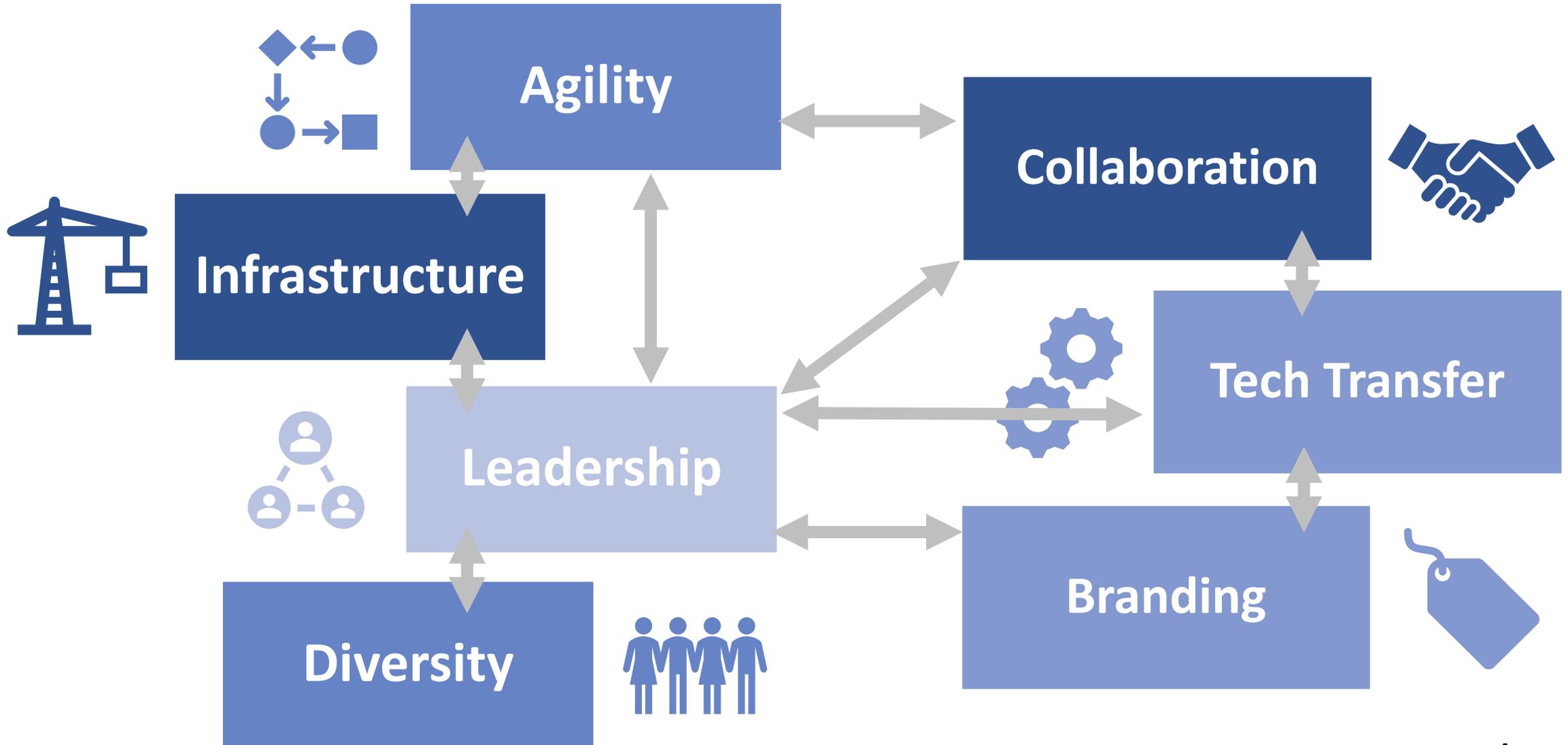
Implementation Themes



Themes cover topics such as

- Agility and performance excellence
- Branding
- Leadership competencies
- Tech transfer
- Diversity
- and more....

Topics are Interlinked – Need a Coordinated Approach



Status Update: Workforce Actions



Pilot Underway

Improve collaboration and agility across NIST programs

Action 1: Restructure performance plans to provide flexibility for collaborative work.

Action 2: Establish a new ADLP funding mechanism to foster cross-OU collaboration.



Pilot Underway

Strengthen NIST's ability to attract, retain, and retrain a diverse and inclusive talent base

Action 3: Appoint a NIST Diversity coordinator to lead efforts to improve the diversity of NIST's workforce.



Complete

Provide support for a strong and accountable leadership corp

Action 4: Strengthen NIST's leadership corps by developing and implementing a NIST leadership competencies model and increase support for development and growth of existing leaders at NIST.



Pilot Underway

Implement a multifaceted facility renovation and upgrade strategy



Complete

Action 5

Develop a prioritized implementation plan of the NIST Campus Master Plan.



Mostly
Complete

Action 6

Optimize ongoing repair activities through the utilization of a predictive facilities maintenance tool to guide future SCMMR investments.

Make it easier to work with NIST

Action 7

Define and establish the technology liaison function to facilitate the transfer of NIST-developed technologies through enhanced customer [internal] and stakeholder [external] service and process improvements.



Strategically communicate NIST's key messages

Action 8

Improve stakeholder awareness of NIST by clarifying and sharpening NIST's strategic communications and initiating an effort to rebrand NIST.



Implementation Highlights: Director of DEI

Welcome
Dr. Sesha
Joi Moon!



Implementation Highlights: Branding

Branded House

All sub-brands use the same master brand



National Institutes of Health



Endorsed Brands

Individual brands are endorsed by larger brand



A brand encompasses every aspect of an organization

- Products and services
- Logo
- Communications
- Behavior
- Perceptions

An organization's brand

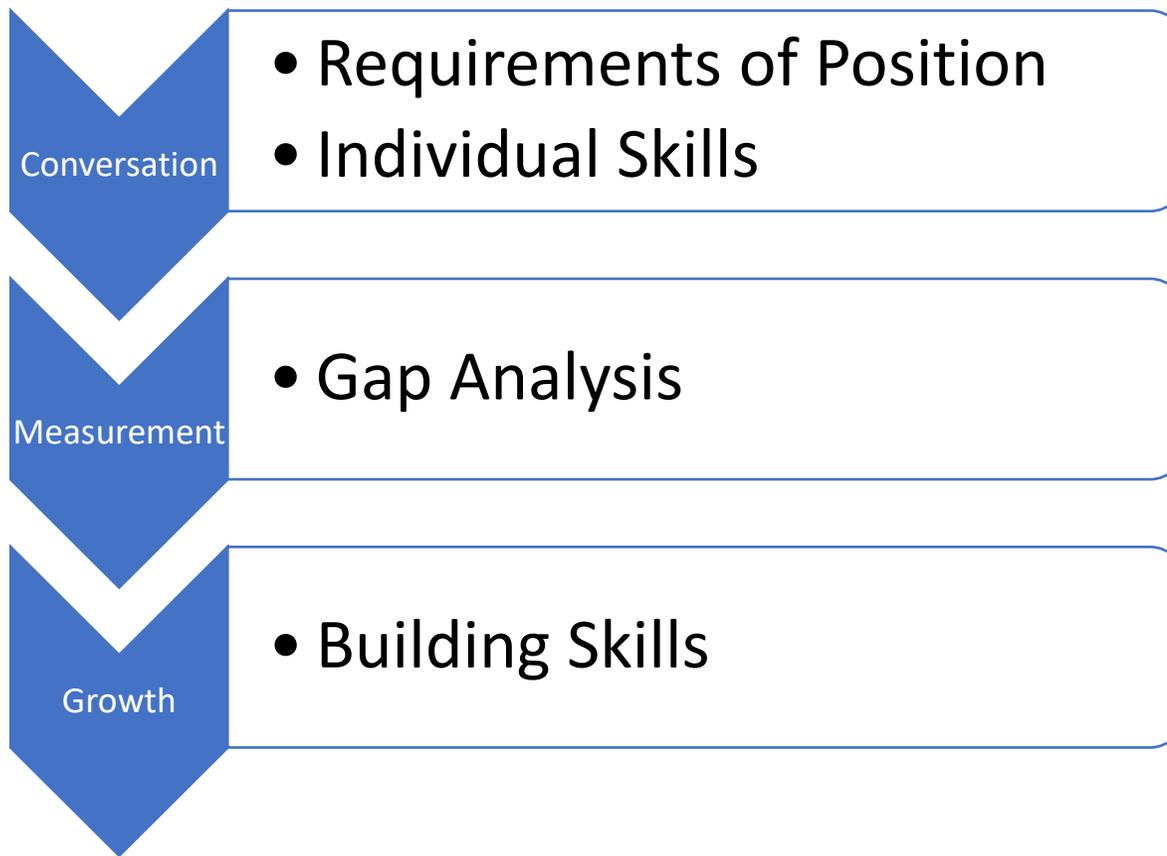
- Communicates and reinforces its value
- Connects its employees to the overall agency mission

It all comes to a head when we think about Congress [and funding]. When they sit down and talk about our budget... they only see NIST. They don't see our individual lab [and its unique] brand. We need to be one brand. That's where it's super important to have left or weight.

— NIST employee

Implementation Highlights: LCM

Goal: Build and support **measurable characteristics** that an **individual and an organization** need to **build a culture** that with successful teams and coalitions, drives results, and serves customers.



Pilot Program

Two labs will pilot the measurement tool:

- Engineering Laboratory
 - 2 Divisions
 - 3rd and 4th quarters of FY21
- Material Measurement Laboratory
 - 3 Divisions
 - 3rd and 4th quarters of FY21

Follow-up

- Interview participants
- Tune measurement tool as necessary
- Continue building development tools
- Distribute to wider NIST community

COLLABORATING for IMPACT NOW Program



solving important problems for NIST and the Nation
through collaboration across organizational boundaries

Special Programs Office (SPO)

- 98 Proposals spanning many OUs
- Topics: COVID-19, racial equity, climate, economy, healthcare, technology
- Final selection and announcement – June 8, 2021

Welcome to the CoIN Seekers Channel!

Looking for collaborators? Want to discuss ideas with other interested staff?

The CoIN Seekers Channel is here to facilitate conversations for staff interested in the new CoIN (Collaborating for Impact Now) pilot program. Maybe you're looking for special expertise to round out your proposal idea, or maybe you want to offer your skills and knowledge to help others with theirs. Or maybe you just have a crazy idea you'd like feedback on. This is the place!

What's Next?

Continue building on the progress, monitor, and track

Discussions with senior leadership

Engagement with community