

Audience Analysis Template

Audience Groups	Audience Characteristics								Delivery Constraints
	# of People in Each Group	Familiarity with Training Subject Matter	Geography	School Type					
				4-yr	2-yr	Priv	Pub	Prop	
Combo Schools – uses ED Express for some parts, mainframe (PC's, homegrown, 3rd party, etc.) for other. Pieces, back or forth	10%	3-4 Understand and apply	Dispersed. More schools in mega-regions	70%	25%			3%	<ul style="list-style-type: none"> • Non-English speaking participants (Spanish manuals) • Timing of training announcements • Location of training • Number of training sessions • Travel restrictions • Budget • Fear of travel • Hearing impaired • Visually impaired (large font) • Facilities- set up • Regional RTF not conducive to training • Limit size of classroom • Windows-based training – not all users at the same level
ED Express only schools	60%	Varies. Tends to be more 4-5? Can have everyone	Dispersed. More schools in mega-regions	5%	20%			75%	
Third-party Servicers	15%	3	Dispersed. More schools in mega-regions						
Transitional schools (Schools moving from third party servicers to doing it on their own)	5%	1-2	Dispersed. More schools in mega-regions	N/A	.5%			90%	
Mainframe only – will NOT attend	10%	N/A	Dispersed. More schools in mega-regions						
Aid offices	85%	3-5 – Varies (Higher end of knowledge)	Dispersed. More schools in mega-regions	15%	20%			75%	

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Business Offices	7%	1-2	Dispersed. More schools in mega-regions	15%	20%			75%	
Student Services – combo student office/financial aid office – one stop shop	2%	1-2	Dispersed. More schools in mega-regions	N/A	N/A			N/A	
Mystery Group	2%	?	California?						