



Change History Log:

April 5, 2001

In Response Reply to: 01EDU0357S

Department of Education
 Student Financial Assistance
 Carol Seifert
 Contracts Office Technical Representative

Subject: Contract # ED-99-DO-0002
 Task Order # 42 FAFSA on the Web Redesign Implementation
 Deliverable 42.2.3- Marketing Strategy/Plan R 5.0 and Marketing Strategy/Plan R 6.0

Dear Ms. Seifert:

Enclosed is the Marketing Strategy/Plan R 5.0 & 6.0 that is required by the subject task order. Attached are suggested changes from the reviewers. Future revisions are not planned, but the document will be updated as appropriate.

ACCENTURE, LLP

Deliverable 42.2.3 Marketing Strategy/ Plan Release 5.0 & 6.0					
Suggested Changes/Comments	Page	Author	Date	Change Made Y/N	Comment
In the Marketing Initiatives section for release 6.0, include all of the potential initiatives and a brief description as to why these initiatives are a lower priority.	Page 7 of the 6.0 Mktg. Init. Doc.	J. Saunders	4/3/01	Yes	
Make note that the "Incentives" campaign needs to be further researched regarding "sweepstakes" regulations.	C3 of the 6.0 slides	J. Saunders	4/2/01	Yes	
In the Marketing Initiatives section for release 6.0, include a note in sections I and II that a fact sheet needs to be developed to assist with requests for further information.	Page 3 of the 6.0 Mktg. Init. Doc.	J. Saunders	4/2/01	Yes	
In the Marketing Initiatives section for release 6.0, make the descriptions between Incentives/Rewards and Feedback more distinct.	Page 6 of the 6.0 Mktg. Init. Doc.	M. LeBlanc	4/4/01	Yes	
In the Marketing Initiatives section for release 6.0, change the last sentence of the comments section for the Public Housing Initiative.	Page 9 of the 6.0 Mktg. Init. Doc.	M. LeBlanc	4/4/01	Yes	