

Audience Analysis - Release 1

Audience/Channel	Contact/Title	Size of Audience	Geographic Location	Current State	Target State	How Do They Need to Change	Benefits	Other Key Msgs	Potential Barriers	Mod Partner Responsibility	Comments
Deployment											
Project Managers				Unawareness-Awareness	Buy-in	Begin to utilize the SLC Strive for SLC compliance		FSA required standard, Adds business value and support FSA operating goals	Project cycle,training and time		
Project Team				Unawareness	Acceptance	Begin to utilize the SLC Strive for SLC compliance		FSA required standard, supports FSA operating goals	Time and resources		
FSA wide Leadership				Unawareness	Buy-in	Support the SLC and implement it in their respective organizations		FSA required standard, Adds business value and support FSA operating goals	Politics, enterprise agenda		
FSA				Unawareness	Awareness	Be informed		FSA required standard, support FSA operating goals	Communication vehicle and size of audience		
Department of Education				Unawareness	Awareness	Be informed		FSA required standard	Communication vehicle and size of audience		
Modernization/Integration				Unawareness	Acceptance	Adhere to SLC policies Begin to utilize the SLC		FSA required standard	constant change in resources and communication vehicles		
Subcontractors				Unawareness	Acceptance	Adhere to SLC policies Begin to utilize the SLC		FSA required standard	access and communication vehicle		
FSA Contracts and Acquisition Team				Unawareness	Acceptance	Implement the SLC		FSA required standard			
CIO Leadership				Awareness	Ownership	Sponsor the SLC		FSA required standard, Adds business value and support FSA operating goals and more	Politics, enterprise agenda		

