

# **Customer Outreach Program**

~ March 2002 ~

**Mr. Mark Broswick**

# Why OUTREACH?

## ***PURPOSE:***

- **Promote & Facilitate Use of Capabilities to Enhance the Customer's Mission Success**

## ***GOALS:***

- **Expand Customers Knowledge/Understanding of Systems**
- **Develop Current & Future Capabilities Through Effective Customer Interaction**
  - **Aids Future Program Requirements, Development, and Budget**
  - **Improve Customers Return From Systems**
- **Solve Customer Collection Problems**
  - **SOO Lead**
  - **Multiple SPO Participation**
- **Provide Motivational Presentations to Development Contractors**
- **Facilitate Development of Effective Concept of Operations to Drive Future Requirements and Architecture**

# The “OUTREACH” Team

- **Team Members:**
  - **Extensive Analytical and Operational Experience**
  - **Ability to Work Interactively With Users to Discuss “How Would We” or “What If” Scenarios**
  - **Focused on Customers and End-users**
- **Can Enlist Participants From Other Areas If Required**
  - **Other SPOs, Other Agencies**

# “OUTREACH” Customers

## ★ Mission Partners:

- NSA
- CIA
- DIA

## ☐ End-Users:

- DoD
- State
- DEA
- FBI
- Treasury
- ASD/C3I

## ▲ IC Advisors:

- SIGCOM
- PFIAB
- CMS

## 🗄 IC OPS Organizations:

- SCE’s
- S&T’s
- CSSG
- DEFSMAC
- NSOC
- NRL

~ Contractor Facilities

- Motivational

# OUTREACH Programs Available

- **Three Basic Versions of Customer Outreach**

- 90 Minute **Program Basics**
- 3 Hour **Moderate Detail**
- 6 Hour **Modular Blocks, Greater Level of Detail**

- **“Other” Outreach Programs**

- 30 Minute **Executive Session**
- **Customized Briefings for Specific Areas of Interest**
- **Orientation Course**

# OUTREACH Point of Contact

- **DSN Number = Prefix 898-ext.**
- **Commercial Number = Area Code (703) Prefix 808-ext.**
- **Headquarters Toll Free Number (800) 306-6990 Then Extension Number Listed Below**

**Mr Mark Broswick**

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