**Step 1: Assess the Target Population**

Work with the program team to fill in the boxes below. This worksheet will inform slides 1 to 5 of the presentation template.

*List the primary target population the products are developed to assist.*

*THE TARGET POPULATION IS:*

*List what the target population needs to accomplish its goals.*

*SKILLS:*

*TOOLS:*

*TECHNIQUES:*

*KNOWLEDGE:*

**Step 1: Assess the Target Population *(continued)***

*List the products and services provided by the program that the audience currently uses.*

*What are some issues that may affect the target population’s needs in the future?*

*FUTURE NEEDS AND EMERGING ISSUES:*

*What are some ways the program can assist the audience in meeting future needs?*

*NEW APPROACHES:*

**Congratulations, you have completed step 1. Please enter these data into slides 1 to 5 on the presentation template.**

Note: This worksheet is a supplement to the NOAA Office for Coastal Management publication: Preparing to Write Your Strategic Plan. To download the workbook, go to [www.coast.noaa.gov/publications/StrategicPlanningWorkbook.pdf](http://www.coast.noaa.gov/publications/StrategicPlanningWorkbook.pdf)