NATIONAL RECONNAISSANCE OFFICE

NRO Campaign Plan
for Sentient

Contents

~~SECRET//TK//REL TO USA, FVEY~~

Strategic Direction

~~(U//FOUO)~~ This campaign plan addresses communications activities to:

- Provide factual, timely and consistent messages to all stakeholders on the objectives and status of the Sentient Program

- Obtain the support of Congressional staff and members

- Inform and collaborate with key agencies, including, NGA, NSA, CIA, DIA

- Inform and collaborate with key research organizations.

  (b)(3)

- Sustain EOP/OMB situational awareness and support

- Improve NRO's standing as a superior partner with Combatant Commands

  (b)(3)

- Reinforce the importance of the NRO mission with the Intelligence Community (IC) and NRO workforce (federal and industry teams)

- The campaign plan is consistent with the Advanced Systems and Technology Directorate Strategic Objective to "Create and Explore Capabilities"

~~SECRET//TK//REL TO USA, FVEY~~
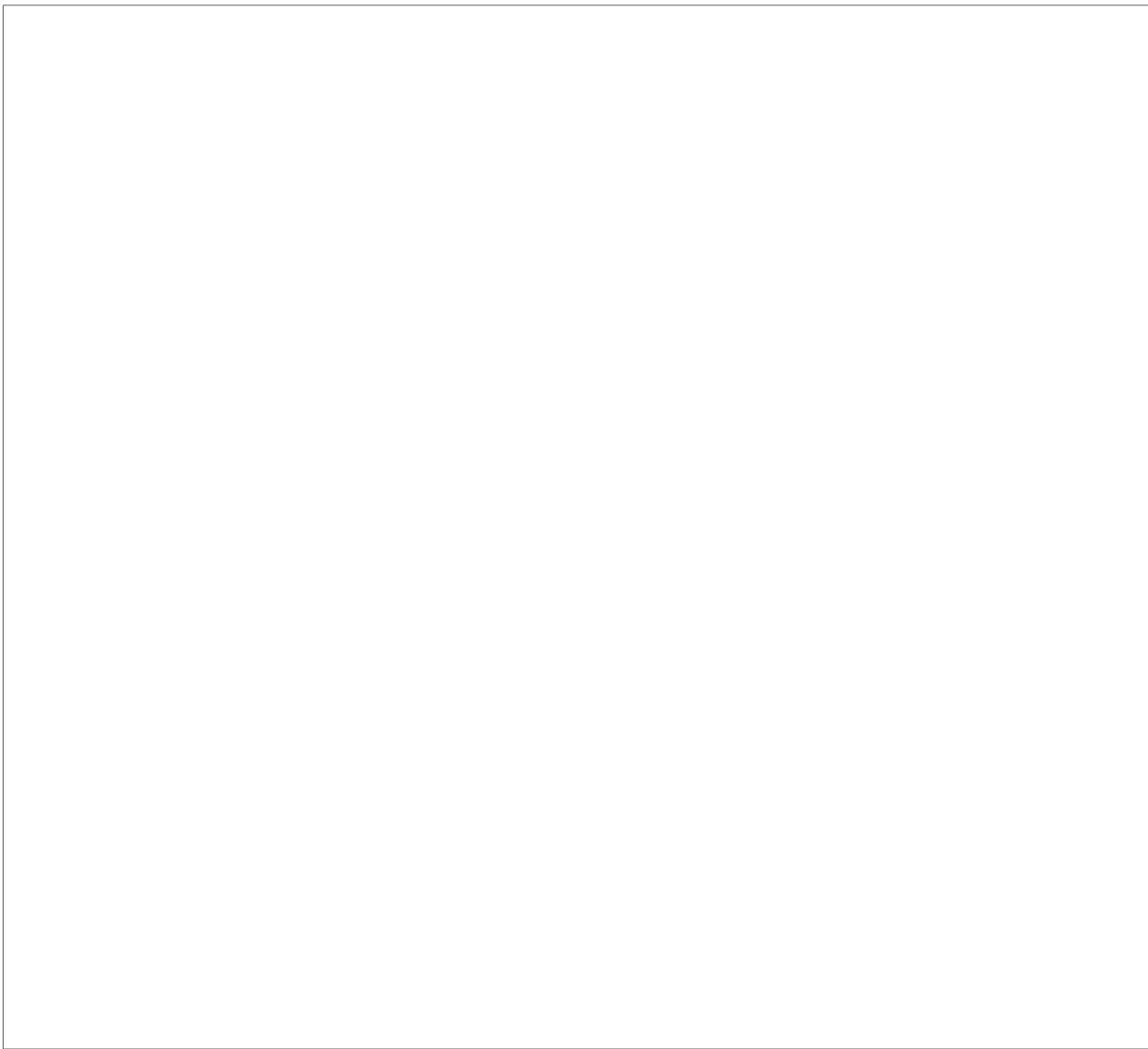
Sentient Stakeholders

Table 1: Stakeholders

Table is S//TK//REL

(b)(1)
(b)(3)

(b)(1)
(b)(3)

Table is S//TK//REL

SECRET//TK//REL TO USA, FVEY

Goals and Objectives

1. (U) Sustain the positive perception of the Sentient Program with Congressional leadership and staffers. Continue communications with the Congress by offering regular updates

2. (U) Increase the understanding of Sentient's purpose and its role within the broader NRO strategy, consistent with the AS&T strategic objectives:

    a. Discover and Incubate
    b. Mature and Operationalize
    c. Create and Explore Capabilities

3. (U) Expand Intelligence Community (IC) use of Sentient capabilities and services:
    a. Continue to improve current stakeholder's operational effectiveness against existing missions
    b. Enhance awareness to organizations not currently leveraging Sentient

(b)(1)
(b)(3)

5. (U) More closely couple IC-wide analytical production results to Sentient-driven collection, allowing for better insight and assessment of true operational effectiveness and utility

(b)(1)
(b)(3)

7. (U) Increase the level of confidence among IC analysts in Sentient's ability to provide relevant, timely information when compared to standing-deck collection

(b)(3)

8. (U) Develop mission threads based on activity models [   ] incorporating multiple activity indicators supporting hypotheses about the state of an event or activity by conducting more rigorous problem decomposition when creating mission threads
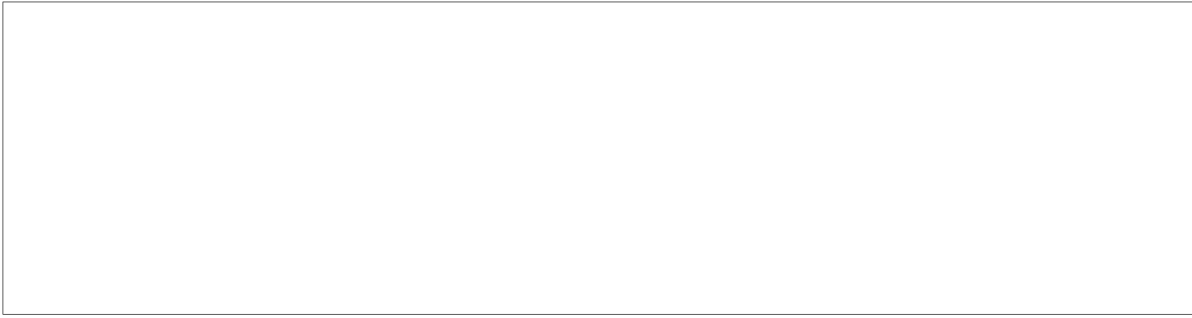
(b)(3)

(b)(1)
(b)(3)

SECRET//TK//REL TO USA, FVEY

(b)(1)
(b)(3)

11. (U) Demonstrate to the IC that Sentient's activity-based collection provides significant advantages over schedule-driven collection. Sentient tradecraft and culture must also be acknowledged as being significantly different from the norm by the IC in that it is shifting toward activity-based collection versus being primarily schedule driven. Obstacles must be overcome and changes made to fully leverage Sentient's capabilities.

(b)(1)
(b)(3)

SECRET//TK//REL TO USA, FVEY

Key Messages

Table 2: Template for DNRO Approved Key Messages

Background
(U) Congress is requesting information on how SENTIENT is being further developed and implemented in NRO collection management systems.

Key Messages
• (U) SENTIENT development is consistent with AS&T Strategic Objective to Create and Explore Capabilities and add new technology into the pipeline. • (U) SENTIENT enables more efficient, effective use of the NTM architecture against a range of challenging intelligence problems.

(b)(1)
(b)(3)

(b)(3)

• (U) CAPSTONE will test/model/integrate technologies from advanced research areas

Table is S//TK//REL

SECRET//TK//REL TO USA, FVEY

~~SECRET//TK//REL TO USA, FVEY~~

Action Steps

Table 3: Table of Action Steps

Targeted Stakeholder	Communication Products (Purpose)	Outreach Schedule (Date of Completion)	Office (Point of Contact)
U.S. Congress	Key Talking Point Paper (Develop marketing materials that emphasize Sentient's value to the NRO mission)	Updated each quarter (Next due date: Oct. 31); delivered via update package or presentation (Next delivery: Nov. 3)	BPO/OCPA
Functional Manager Current Users Future Users Executive/OMB NRO Workforce Industry Research Partners	Mission Success updates to NRO Overview, Sentient Blender Overview, talking points, and Program Status PPT Brief (Develop technical deep-dive marketing materials that emphasize the Sentient Mission; tailor talking points to partner-specific engagements and successes)	Mission Success updates to NRO Overview, Sentient Blender Overview updated quarterly (last revision: December, 2015); talking points tailored prior to each engagement, Program Status PPT Brief updated monthly	Sentient Blender Overview (Sentient/) Talking Points tailored prior to each engagement (Sentient/OCPA) Program Status PPT Brief (Sentient)

(b)(3)

Table is UNCLASSIFIED

~~SECRET//TK//REL TO USA, FVEY~~

Evaluation

Table 4: Table of an Action Plan Timeline

Purpose	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Inform Congress of Sentient Program value to NRO Strategy	Deliver key talking point paper to Congress	Highlight key technology development with appropriated funding (formal presentation)	Gather formal feedback from staffers with tailored interviews		CN on successful milestone completion	
Inform Stakeholders of Sentient Updates as Required	Functional Manager Current Users Future Users	Functional Manager Current Users	Functional Manager Current Users	Functional Manager Current Users Future Users Executive/OMB	Functional Manager Current Users	Functional Manager Current Users
	Industry Research Partners		Research Partners		Research Partners	Industry
Inform NRO Workforce of Sentient Progress	Inform workforce through NRO Director's Corner and AS&T WAR Highlights	Provide input to DNRO's Town Hall	Inform workforce through NRO Director's Corner and AS&T WAR Highlights	Provide input to DNRO's Town Hall	Inform workforce through NRO Director's Corner and AS&T WAR Highlights	Provide input to DNRO's Town Hall, Augment Climate Survey goals with formal feedback during brown bag sessions

(b)(3)

Table is UNCLASSIFIED