

# Program Charter

The Safety Click Project

**Program owner and manager:** Bobbi Jo Halladay | **Website:** [thesafeclickproject.com](https://thesafeclickproject.com) | **Process group:** Initiating

## 1. Program Purpose and Vision

The Safety Click Project is a cybersecurity awareness education platform that teaches everyday people and small organizations how to stay safe online. It is delivered as five courses spanning more than twenty lessons, written in plain language for learners with no technical background.

**Vision.** Make cybersecurity awareness approachable and actionable for non-technical learners, reducing the human risk that drives most security incidents.

## 2. Business Case

The large majority of security incidents trace back to human error rather than technical failure. Awareness training is the highest-leverage, lowest-cost control an individual or small organization can adopt, yet most available training is written for technical audiences or priced for the enterprise. The Safety Click Project fills that gap with clear, jargon-free instruction.

The program is shaped by the owner's background: more than 23 years in healthcare compliance across HIPAA, DEA, and FDA requirements, plus a CPhT credential and cybersecurity training. That compliance lens drives how the program treats risk, documentation, and quality, and it differentiates the program from purely technical training efforts.

## 3. Objectives and Success Criteria

Objective	Measurable success criterion
Develop and publish five complete courses totaling 20+ lessons	All five courses live with at least 20 published lessons. [Confirm exact titles and lesson counts]
Launch the platform publicly at <a href="https://thesafeclickproject.com">thesafeclickproject.com</a>	Website live, stable, and publicly accessible. Achieved April 2026.

Objective	Measurable success criterion
Build an initial learner audience	First learner cohort engaged within 90 days of launch. [Confirm any target number]
Establish a foundation for a future small-business (B2B) offering	B2B concept and content packaging defined. [Confirm if in scope]

## 4. Scope

### In scope

- Course content design and production (five courses, 20+ lessons)
- Website build, hosting, and course delivery configuration
- Public launch at thesafeclickproject.com
- Basic marketing and audience-building

### Out of scope (current phase)

- Custom enterprise contracts and live instructor-led delivery
- Paid LMS, certifications, and a mobile application
- Formal partnerships and paid advertising [Confirm]

## 5. High-Level Milestones

The top milestones are summarized below and detailed in the Roadmap / Schedule document.

Milestone	Target	Status
All course content drafted	Dec 2025	Complete
Platform live in test	Feb 2026	Complete
Launch-ready (review and QA passed)	Mar 2026	Complete
Program live to the public	Apr 2026	Complete
First learner feedback cycle complete	Q3 2026	In progress

## 6. Key Stakeholders

Summarized here and detailed in the Stakeholder Register.

- Individual learners: the primary audience.
- Small businesses: a future B2B segment.

- Program owner (Bobbi Jo Halladay): sponsor, manager, and producer.
- Platform and hosting vendors: website, course delivery, and payment tooling.
- Content reviewers and marketing channels: accuracy input and reach.

## 7. High-Level Risks

The top risks are summarized here and tracked in full in the RAID Log and Risk Register.

#	Risk	Primary response
R1	Solo-founder bandwidth limits the pace of content production	Phase work realistically; reusable templates
R2	Threat landscape shifts and dates lesson content	Scheduled content review cadence
R3	Competing priorities (job search, degree) pull time from the program	Protected weekly time blocks; clear priorities

## 8. Program Owner Authority and Roles

This is a solo-led program. The owner holds full decision authority and performs multiple roles, which are made explicit so the accountability structure is clear.

Role	Responsibility
Program Manager / Sponsor	Vision, scope, prioritization, schedule, and final sign-off
Content Developer	Course design, lesson writing, accuracy and quality
Platform Lead	Website build, hosting, course delivery, and vendor management

## 9. Assumptions and Constraints

### Assumptions

- The owner can sustain content production alongside other commitments.
- Free or low-cost tools are sufficient for launch.
- Demand exists among non-technical learners for approachable training.

### Constraints

- Single-person bandwidth.

- Limited budget.
- Time shared with an active job search and degree coursework.

## 10. Approval and Sign-Off

Name and role	Signature	Date
Bobbi Jo Halladay, Program Owner / Manager		
Sponsor (owner-led)		