DOCUMENTATION FOR THE GENERIC CLEARANCE
OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

TITLE OF INFORMATION COLLECTION: College.gov Web Site Online Survey
(the collection that is the subject of the 10-day review request)

[X] SURVEY   [ ] FOCUS GROUP   [ ] SOFTWARE USABILITY TESTING

DESCRIPTION OF THIS SPECIFIC COLLECTION

The goal of the survey is to collect feedback for the college.gov Web site that will be used to gauge user experience with college.gov and identify areas of improvement for the future. Note: The college.gov Web site is scheduled for release in late May 2008.

The survey respondents will be visitors to the college.gov Web site. Expected site visitors include high school students, parents/family, and teachers/counselors. To a lesser degree, contemporary (adult) students and current college students may also visit the site.

The survey will be available on the college.gov Web site. Users will be able to access the survey from a link on the "Feedback" and "Contact" pages. Users will also be presented with a pop-up of the survey when they exit (only about one-third of visitors will be served the survey). The survey is voluntary and users can "opt out" of completing the survey.

At least once a year, ED will re-evaluate the survey to determine if any questions need to be adjusted or changed.

ED intends to use the Survey Gizmo tool to electronically collect survey responses. Survey Gizmo was identified as the preferred survey tool because the survey can be embedded into the college.gov site rather than having to link to an outside site and because it has options for customization that enable the survey to appear as a seamless part of the site.

A copy of the proposed collection instrument, online web survey, is attached.

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

N/A

BURDEN HOUR COMPUTATION *(Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours):*

Category of Respondent	No. of Respondents	Participation Time	Burden
Web site visitors (high school students, parents/family, teachers/counselors)	5,000 per year	5 minutes	417 hours per year
Totals			

BURDEN COST COMPUTATION

Category of Respondent	No. of Respondents	Hourly Rate	Response Time	Total
Web site visitors (high school students, parents/family, teachers/counselors)	5,000 per year	$0 (cost of analyzing survey data is included within an existing contract; there is no additional cost)	N/A	$0
Survey Gizmo enterprise license	N/A	$160 per month = $1,920 per year	N/A	$1,920
Totals				**$1,920**

STATISTICAL INFORMATION
If statistical methods are to be used, fully describe the methodology, sample selection, expected response rates, and any other concepts needed to provide a full understanding of those methods.

The online survey consists of nine questions designed to solicit specific information about the user's experience while visiting college.gov and suggestions/comments about the site. This information will be used to identify potential changes and improvements for the future. Survey data will be reviewed on a monthly basis with results provided in a monthly report. Very limited statistical analysis will be used, as most of the questions are qualitative. Statistical analysis may be applied to determine the percentage of respondents that selected specific question responses.

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