

IRS Nationwide Tax Forum Seminar Companion Product Evaluation Survey

I. Introduction

Overview:

The National Public Liaison (NPL) Tax Forum Group distributes a handbook at their annual Tax Forum. For 2008, the office has developed a new product that contains much of the same information, but presents it in a different manner. NPL would like to discontinue producing the handbook and switch to this new product, called the Seminar Companion. However, before doing so, the office wants to test the new product at one of the 2008 Tax Forums, using a subgroup of the attendees. NPL plans on giving this subgroup the new product, but also wishes to provide a survey to these users in order to collect feedback concerning the new product. The results from this survey will be used to help decide whether or not to discontinue the handbook and replace it with the Seminar Companion in 2009.

Objectives:

By providing a survey with the Seminar Companion, NPL hopes to obtain as much feedback as possible from the attendees who tested the new product. By conducting this survey, NPL expects to accomplish the following objectives:

- To measure the usefulness of the Seminar Companion
- To determine how the Seminar Companion compares to the Seminar Handbook
- To measure the overall satisfaction with the Seminar Companion
- To determine what, if any, improvements can be made to the Seminar Companion
- To determine which product the participants would like to receive at the 2009 Tax Forums

This survey will provide valuable information that is not available in any internal IRS data source. From the survey responses, the NPL office will be able to determine which product(s) should be offered at the 2009 Tax Forums.

II. Survey Methodology

NPL has decided to test the Seminar Companion at the 2008 Chicago Tax Forum from July 22-24. At this forum, members of IRS Partner Associations will receive the Seminar Companion at registration / check-in, in lieu of the Seminar Handbook. NPL estimates that approximately 3,000 people will attend the 2008 Chicago Tax Forum, of which approximately 750 will be association members.

There is no cost associated with this survey.

At each Tax Forum, participants receive a survey composed by NPL and produced and analyzed by a contractor. The response rates for this survey are generally around 50 percent and, therefore, NPL expects response rates to this survey to be similar.

NPL plans to include a paper copy of the survey (see **Attachment A**) inside of each Seminar Companion. After using the Seminar Companion throughout the forum, the association members should complete the survey and return it to one of the two drop boxes that will be available at the conference center (one at the IRS information booth and one at the registration desk).

III. Confidentiality

The NPL office will ensure that the utmost scrutiny will be given to privacy, security, and disclosure when surveying its customers. The surveys will not ask for any specific taxpayer information. However, every precaution will be taken to ensure the proper protection of the survey responses and all information obtained will be used only to accomplish stated objectives.

IV. Burden Hours

The estimated time to complete the survey is five minutes, but some variation in the length of time required to answer the survey is expected. Assuming a 50 percent response rate, the total estimated burden is:

Total number of surveyed customers:	750
Estimated number of participants:	375
Time to complete survey:	5 minutes
Estimated customer burden:	31 hours, 15 minutes

V. Survey Accomplishments

The following information will be provided within 60 days after the close of the survey data collection operations:

- VI.** Findings: a brief summary of significant (important) findings that were evidenced in the survey results.
- 1. Actions taken or lessons learned: a brief summary of any actions taken or lessons learned as a result of the survey findings.
- 2. Number of requests for taxpayer participation.
- 3. Number of completed surveys returned by taxpayers.
- 4. Date the data collection began.
- 5. Date the data collection ended.
- 6. Cost: reproduction costs, travel, overtime payments, and any other costs incurred as a direct result of the survey.