

Part B

B. Collections of Information Employing Statistical Methods

- 1. Describe the potential respondent universe (including a numerical estimate) and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, state and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.**

For each customer survey ED will describe the universe (our targeted customers) and give a rough estimate of the size of this group. ED will describe component subgroups of the respondent universe as appropriate – such as policy makers, the press, parents, teachers, school administrators. Program offices will describe how they will try to reach the respondent universe (through a general mailing, posting on websites, webblasts). ED will discuss the sampling rate, the response rate or, in other cases, the absolute number of responses we will seek to achieve. The types of customer survey collections may include website visitors, focus groups, mail surveys, and conference evaluations.

- 2. Describe the procedures for the collection of information, including:**

Statistical methodology for stratification and sample selection.

ED program offices or their contractors will perform data processing and analysis.

Estimation procedure.

Given the population or identified segments of the population of consumers of a product, we will provide estimates of the total population and each subgroup “cell” of the population. We will then provide a description of the number of respondents we hope to achieve in the total and each “cell” as appropriate.

Unusual problems requiring specialized sampling procedures, and Any use of periodic (less frequent than annual) data collection cycles to reduce burden.

No unusual problems are anticipated. As discussed, approximately 20 customer satisfaction segmented surveys are anticipated throughout the year.

- 3. Describe methods to maximize response and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield “reliable” data that can be generalized to the universe studied.**

Each customer survey will use unique procedures for contacting samples. These include repeated mailings and reminder notices, telephone contacts and the possibility to conduct interviews by telephone, web-based surveys, surveys connected to web-based data collections. Mail out, with option to complete in hardcopy and mail back or fax back or to complete the survey on the Internet. As needed, the surveys will use multiple modes to achieve the targeted sample and response rates. It is possible that incentives may be proposed, but these will be negotiated on a case-by-case basis with the Office of Management and Budget. As each survey is conducted, we will closely monitor response rates for the total sample as well as each of its component subgroups. As needed, we may have to draw on additional sample if we believe that the response rates are not being achieved for particular subgroups. More specific information will be contained in the description provided to OMB at the time the individual customer surveys are submitted.

- 4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.**

We will conduct tests of the web-based materials checking that the survey flows appropriately for each potential path.

- 5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other persons who will actually collect and/or analyze the information for the agency.**

We will provide the names of all involved individuals for each submitted survey.