

Model Instance Name:  
 Careers.State v2  
 MID: F4UZIQQdAYIh0goRocJk1g==  
 Date: 3/2/2010

**Careers.State v2**

*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction</b>	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
1 Please rate the <b>usefulness of the features</b> provided on Careers.State.gov.	17 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 How likely are you to <b>recommend Careers.State.gov to someone else?</b>
2 Please rate the <b>convenience of the features</b> on Careers.State.gov.	18 How well does this site <b>meet your expectations?</b> (1= Falls Short, 10=Exceeds)	<b>Return (1=Very Unlikely, 10=Very Likely)</b>
3 Please rate the <b>variety of features</b> on this Careers.State.gov.	19 How does this site <b>compare to your idea of an ideal website?</b> (1=Not Very Close, 10=Very Close)	21 How likely are you to <b>return to Careers.State.gov?</b>
<b>Career Information (1=Poor, 10=Excellent, Don't Know)</b>		<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
4 Please rate how <b>understandable career information</b> is on Careers.State.gov.		22 How likely are you to use Careers.State.gov as a <b>primary resource for information about careers at the Department of State?</b>
5 Please rate the <b>level of detail of career information</b> on Careers.State.gov.		<b>Online Participation (1=Very Unlikely, 10=Very Likely)</b>
6 Please rate how well the career information <b>provided answers to your questions.</b>		23 How likely are you to <b>participate in an online discussion</b> with this agency using <b>chat, wikis, discussion boards, or blogs?</b>
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Pursue a Career (1=Very Unlikely, 10=Very Likely)</b>
7 Please rate the <b>visual appeal</b> of Careers.State.gov.		24 How likely are you to <b>pursue a career or student program</b> with the U.S. Department of State?
8 Please rate the <b>balance of graphics and text</b> on Careers.State.gov.		
9 Please rate the <b>readability of the pages</b> on Careers.State.gov.		
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		
10 Please rate how well Careers.State.gov is <b>organized.</b>		
11 Please rate the <b>options available for navigating</b> Careers.State.gov.		
12 Please rate how well Careers.State.gov's layout helps you find what you are looking for.		
13 Please rate the <b>number of clicks to get where you want on</b> Careers.State.gov.		
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
14 Please rate how <b>quickly pages load</b> on Careers.State.gov.		
15 Please rate the <b>consistency of speed from page to page</b> on Careers.State.gov.		
16 Please rate the <b>ability to load pages without getting error messages</b> on Careers.State.gov.		



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**underlined & italicized:** RE-ORDER  
**pink:** ADDITION  
**blue + -->:** REWORDING

**Careers.State v2 CUSTOM QUESTION LIST**

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
KFB07748		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	Single	Y
KFB07749		How did you find out about this site? (select one)	Career Fairs Diplomats in Residence Other Department of State Employee Friends, family, co-workers Professors, teachers, career counselors Search engines USAJobs College websites (i.e. school sites, NACElink, MonsterTrak) Recruiters E-mail Online banner advertising or job posting (not on Careers.State.gov) Press (i.e. radio, newspaper, TV) Talent Network		Radio button, two-up vertical	Single	Y

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KFB07750		What information were you primarily looking for on the site today?	Other Obtain general career information Foreign Service Officer information Foreign Service Specialist information Civil Service employment information Student Programs Foreign Service Officer Test Foreign Service Oral Assessment Iraq Jobs Just Curious (saw video, advertisement banner, etc.) None of the above	A B C D	Drop down, select one	Single	Y
KFB07751	A	What were you looking for within the Foreign Service Officer section? (check all that apply)	General information about becoming a Foreign Service Officer Trying to decide which career track is right for me I wanted to register/take the Foreign Service Officer test Take the Oral Assessment Get information about compensation and benefits Get information about the Diplomacy Fellows Program Information about other Foreign Service Officers Other		Check box, one up vertical	Multi	Y
KFB07752	B	What were you looking for within the Foreign Service Specialist section? (check all that apply)	General information about becoming a Foreign Service Specialist Trying to decide which career track is right for me Determine if I qualify Get information about compensation and benefits Information about other Foreign Service Specialists Other		Check box, one up vertical	Multi	Y
KFB07753	C	What were you looking for within the Civil Service Employment section? (check all that apply)	General information about becoming a Civil Service employee Civil Service employment opportunities Information about career and development training Determine if I qualify Get information about compensation and benefits Information about other Civil Service employees Other		Check box, one up vertical	Multi	Y
KFB07754	D	What were you looking for within Student Programs? (check all that apply)	General information about the Student Programs Find out which program is right for me Get information about the Cooperative Education Program Get information about the Council of American Ambassadors Fellowship Get information about the Fascal Fellowship Program Get information about the Stay-in-School Program Get information about Student Internships Get information about the Summer Clerical Programs Get information about the Workforce Recruitment Program Look at profiles of students who participated in the Student Programs Other		Check box, one up vertical	Multi	Y

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KFB07755		Did you find the information you were looking for today?	Yes No	A	Drop down, select one	Single	Y
KFB07756	A	Please tell us what you could not find on the Careers.State.gov site today?			Text area, no char limit		N
KFB07757		What did you interact with on the Careers.State homepage today?	Top navigation bar The "Help Me Get Started" dropdowns Vertical career option links on the right Did not visit the homepage today Not sure Other		checkbox, one up vertical	Multi	Y
KFB07758		Did you use the Careers.State search tool today?	Yes No	A,B	Drop down, select one	Single	Y
KFB07759	A	Please rate how relevant the search results were to your needs.	1=Not relevant at all 2 3 4 5 6 7 8 9 10=Very relevant		Radio button, scale, no don't know	Multi	Y
KFB07760	B	Please tell us if there are any features that would have enhanced your experience with the search tool.			Text area, no char limit		N
KFB07761		Please tell us what you experienced while looking for information on the Careers.State.gov site today. (check all that apply).	It was not clear where to go to find the information I needed Links did not take me where I expected There were too many links to choose from I often felt lost on the site The language used on the site was too technical There was too much text/content to sort through I did not have enough time to read all of the information I experienced technical difficulties (e.g. broken links, error messages) I could not navigate back to previous information None of the above		Checkbox, one- up vertical	Multi	Y
KFB07762		Did you watch Secretary Clinton's popup video on the homepage?	Yes No	A	Drop down, select one	Single	Y
KFB07763	A	Please tell us why you did not watch Secretary Clinton's video.	I did not see this video Video did not pop-up I had technical issues I was not interested in watching it Other, please specify	B	Drop down, select one	Single	Y

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KFB07764	B	Please specify your other reason for not watching Secretary Clinton's video.			Text area, no char limit		N
KFB07765		Which <b>employee videos</b> did you watch today?	Foreign Service Officer Foreign Service Specialist Civil Service Student Programs I'm not sure which employee videos I watched I did not watch any employee videos today	A	Checkbox, one-up vertical	Multi	Y
KFB07766	A	Please tell us why you did not watch any employee videos.	I did not see any of these videos I had technical issues I was not interested in watching Other, please specify	B	Drop down, select one	Single	Y
KFB07767	B	Please specify your other reason for not watching any employee videos today.			Text area, no char limit		N
KFB07768		How would you rate your familiarity with social media on the web? Bookmark or tag website (i.e. Digg or Del.icio.us)	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Dropdown (Select-one)	Single	N
KFB07769		Online social networks (i.e. FaceBook, LinkedIn)	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Dropdown (Select-one)	Single	N
KFB07770		Comments, ratings, or reviews (i.e. Epinions)	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Dropdown (Select-one)	Single	N
KFB07771		Blogs or wikis	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Dropdown (Select-one)	Single	N
KFB07772		Vodcasts or videos on the web (i.e. YouTube)	View and contribute often View often and contribute occasionally		Dropdown (Select-one)	Single	N

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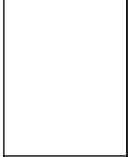
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			View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity				
KFB07773		RSS feeds/Listservs	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Dropdown (Select-one)	Single	N
KFB07774		Microblog (i.e. Twitter)	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Dropdown (Select-one)	Single	N
KFB07775		How would you most like to interact with this site? (Please select all that apply)	Through discussion boards with recruiters or a DIR Through discussion boards with current employees/interns Live chats/webinars/discussions on the Careers.State.gov site In social networks Watching Vodcasts or video Receiving newsletters/email updates Subscribing to RSS feeds Tag pages Reading blogs Adding a widget or gadget to my personalized page Following a microblog Other (please specify)	A	Checkbox, one-up vertical	Multi	N
KFB07776	A	Other social media interaction			Text field, <100 char	Single	N
KFB07777		The U.S. Dept of State is currently providing information through several social media channels. Please tells us which, if any, you have viewed/contributed to in the last 3 months?	Dept. of State Blog Facebook (Careers In Foreign Affairs page) Careers in Diplomacy Group on LinkedIn Following DOScareers on Twitter Dept. of State YouTube videos		Checkbox, one-up vertical	Multi	N
KFB07778		Please tell us if there are any improvements that you feel should be made to the Careers.State.gov site.			Text area, no char limit		N



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Instructions**





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Skip Logic

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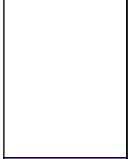




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Multiple List

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**Special  
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OPS Group

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