

## **Customer Satisfaction Survey for Host Institutions**

### **Response to Questions B.3 and B.4**

#### **B.3 Methods to Maximize Response Rates and Deal with Non-response**

We will use the following approaches:

- The online customer satisfaction surveys will be designed to be clear and easy to understand. Usability testing of the web survey will be conducted with NIH staff to eliminate technical errors and to ensure ease of navigation and use.
- An e-mail invitation will be sent to all officials of host institutions who are applicants of the Early Independence Award Program. The email will explain the purpose of the customer satisfaction survey and provide a hyperlink to the survey website. Immediately afterwards, a separate email containing a username will be sent to all officials for them to access the survey online. The username will consist of five digits: two letters and 3 numbers.
- One week after the e-mail invitation, a reminder e-mail will be sent to all non-respondents. The e-mail will encourage those who have not yet logged in to the website to participate in the customer satisfaction survey. Immediately afterwards, a separate email containing a username will be sent to non-respondents for them to access the survey online.
- One week after the first reminder e-mail, a second e-mail reminder will be sent to all non-respondents. The e-mail will reinforce the purpose and relevance of the customer satisfaction survey. Immediately afterwards, a separate email containing a username and password will be sent to the non-respondents for them to access the survey online.

#### **B.4 Test of Procedures or Methods to be Undertaken**

Two officials from host institutions provided feedback on the content and clarity of the draft survey questions and estimated the time it will take to complete the survey. Their participation in the pre-testing of the survey was voluntary and anonymous. Feedback was collected via email.