

# DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

---

**TITLE OF INFORMATION COLLECTION:**  
(the collection that is the subject of the 10-day review request)

**SURVEYS**       **FOCUS GROUP**       **SOFTWARE USABILITY TESTING**

## DESCRIPTION OF THIS SPECIFIC COLLECTION

Specify all relevant information, including

1. intended purpose,  
**The intended purpose of these surveys is to gather information about our conference sessions and our conference as a whole to improve our customer satisfaction with FSA's main outreach event.**
2. need for the collection,  
**We need to collect this information to analyze our customer needs to help us plan for future events.**
3. planned use of the data,  
**We are going to analyze all the data collected and share it with FSA's ELT to ensure we meet the training needs of our customers.**
4. date(s) and location(s),  
**Gaylord Opryland Hotel  
Nashville, Tennessee  
December 1-4**
5. collection procedures,  
**Paper survey collection for the session evaluation. We will be emailing the overall conference evaluation after the conference as a Web link for our attendees to fill out online.**
6. number of focus groups, surveys, usability testing sessions  
**2 surveys – one for conference sessions, one for overall conference evaluation**
7. description of respondents/participants.  
**Financial Aid Administrators, Lenders, 3<sup>rd</sup> Party Servicers, Guaranty Agencies**

(State whether the data collection will be completed one time, will be collected on an annual basis, or other.)

**Annual basis**

Attach a copy of the proposed collection instrument, e.g., survey questions, focus group script, usability testing plan. If a focus group also includes a survey, include both.

## AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

In general, no payments are planned. ED will consult with OMB if it believes that a payment is necessary to account for factors such as high parking fees at a focus group location, potential for inclement weather or other conditions exacerbating travel difficulties, length or complexity of the subject matter, participant recruitment difficulties, or consequences of attendance failures.

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

<b>Category of Respondent</b>	<b>No. of Respondents</b>	<b>Participation Time</b>	<b>Burden</b>
General Attendees at Conference	2500	3 minutes	125 hours
Session Attendees at Conference	5000	2 minutes	165 hours
<b>Totals</b>	<b>7500</b>	5 minutes	<b>290 hours</b>

**BURDEN COST COMPUTATION**

<b>Federal and/or contractor costs</b>	<b>Hourly Rate</b>	<b>Number of hours</b>	<b>Total</b>
Federal staff time is only incurred cost	\$26.00	75	\$1950
<b>Totals</b>	<b>\$26.00</b>	75	<b>\$1950</b>

**STATISTICAL METHODOLOGY**

For both the overall and session evaluations FSA staff will be recording results in Excel. The information to be recorded includes the number of evaluations returned, counts for each answer value, and overall positive and/or negative feedback. In addition comments will be tracked in the free form text boxes for suggestions and trends. This data will be used in the planning process for 2010.

**REQUESTED APPROVAL DATE: September 17, 2009**

**NAME OF CONTACT PERSON: Chris Farr**

**TELEPHONE NUMBER: 202.377.3215**

**MAILING LOCATION: UCP 114C1**

**ED DEPARTMENT, OFFICE: FSA, Communications & Outreach**