

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

TITLE OF INFORMATION COLLECTION:

Survey on Social Media use in the Financial Aid Community

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

DESCRIPTION OF THIS SPECIFIC COLLECTION

Specify all relevant information, including

1. intended purpose,
Gather information on the relevancy and use of social media by financial aid offices in the communication and delivery of federal student aid to students and parents
2. need for the collection,
Collect relevant data to inform decisions around FSA’s use of social media in delivering better products and services to schools, students and parents.
3. planned use of the data,
Analyze the data collected and share it with FSA leadership and other Dept. of Ed leaders to inform strategy and decision making around incorporating social media into future business processes and communications
4. date(s) and location(s),
Include in the conference bag and also distribute electronically at the Federal Student Aid Conference in Nashville, TN December 1-4, 2009
5. collection procedures,
Paper survey will be included in the conference materials and will also be distributed electronically to participants at the conclusion of the conference
6. number of focus groups, surveys, usability testing sessions
One
7. description of respondents/participants.
Financial aid administrators, lenders and other financial aid professionals
8. state whether the data collection will be completed one time, will be collected on an annual basis, or other basis.
Annually

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:

None

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

| Category of Respondent | No. of Respondents | Participation Time | Burden |
|-------------------------------|---------------------------|---------------------------|-----------------|
| Conference Attendees | 750 | 2 minutes | 25 hours |
| Totals | 750 | 2 minutes | 25 hours |

BURDEN COST COMPUTATION

| Federal and/or contractor costs | Hourly Rate | Number of hours | Total |
|--|--------------------|------------------------|--------------|
| ED Staff (Federal) | \$26.00 | 20 | \$520 |
| | | | |
| Totals | | | |

STATISTICAL INFORMATION

If statistical methods are to be used, fully describe the methodology, sample selection, expected response rates, and any other concepts needed to provide a full understanding of those methods.

REQUESTED APPROVAL DATE: November 9, 2009

NAME OF CONTACT PERSON: Susan Thares

TELEPHONE NUMBER: (202) 377-4307

MAILING LOCATION: UCP 102E5

ED DEPARTMENT, OFFICE: FSA, Communications & Outreach and Student Aid Awareness and Applicant Services