

Recruiting and Branding Surveys

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods 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.

This survey is intended to measure public opinions regarding government recruiting and branding. The respondent universe varies based on the survey administration. In general the population is all individuals who are able to work for the federal government (i.e. U.S. citizens of an appropriate working age – 18+). For a given administration data is collected until a predetermined number of responses have been collected. Response rates for an online version of the survey are expected to range from 20-30%. Data may be collected through individual in person solicitation using an intercept technique at trade events or other venues where there is a high concentration of individuals in the target population.

2. Describe the procedures for the collection of information including:

Data collection methodology varies depending on the project. For online administrations of the survey, email lists will be obtained according to the specific criteria for the survey such that the email list will represent the population of interest. In this case source of sampling is usually not randomized from a large universe, but carefully segmented on the basis of lists acquired from private firms, publications or associations. Hence there has been some selective filtering prior to administering the survey.

On occasion, we may use “ad hoc intercepts” at a trade event or other venue where there is a likely concentration of the desired occupational category. Its strength, as with a focus group, lies in the upfront definitions of the respondents, e.g. engineering majors in a college setting. Trade events have a relatively high percentage of reaching the correct market segments.

- **Statistical methodology for stratification and sample selection,**

N/A

- **Estimation procedure,**

N/A

- **Degree of accuracy needed for the purpose described in the justification,**

N/A

- **Unusual problems requiring specialized sampling procedures, and**

N/A

- **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

N/A

3. Describe methods to maximize response rates 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.

For online versions of the survey, in addition to the initial survey notification, respondents will receive at least two reminder notices. If the response rate is low after the second reminder, a third may be sent. For surveys administered on-line, we make the survey as easy as possible to complete, by using direct-link access and save-and-return functionality.

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 test may be submitted for approval separately or in combination with the main collection of information.

Surveys are pilot tested with a small set of either actual customers or subject matter experts within our client agency, as appropriate. The pilot test serves to validate survey content and administration procedures, and to estimate the actual time needed to complete the survey.

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 person(s) who will actually collect and/or analyze the information for the agency.

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