

2013 Office of Communications Survey - Survey for Ag Outlook Conference

1. Communications Services

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0503-0021. The time required to complete this information collection is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing

USDA's Office of Communications, would like to thank you for giving us the opportunity to work with you. Please help us serve you better by taking a couple of minutes to tell us about the service you have received so far. Your input is important to further strengthen our relationship and our value to your organization.

To complete the survey, please check the box that best reflects your response to the questions. Your responses are voluntary and will remain confidential.

1. The USDA symbol is the official and sole identifying mark for the Department and all agency programs. Do you recognize it on all information products regardless of medium?

- Yes
 No

2. In the spirit of continuous improvement and open communication, please evaluate our team's performance in the area of customer service.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Treats you as a valued stakeholder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultivates a collaborative working relationship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to work with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solves problems that may develop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suggests proactive ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Listens and takes criticism and suggestions well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meets deadlines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Are you familiar with USDA's Flickr website? <http://www.flickr.com/photos/usdagov/>

- Yes
 No

4. Do you think it would be beneficial to have a Department-wide Digital Asset Management (DAM) system for a one stop place to find all photos and videos?

- Yes
- No

5. Are you aware of Ask the Expert on our website?

- Yes
- No

6. Have you ever used Ask the Expert?

- Yes
- No

7. If you used Ask the Expert, how satisfied were you?

	Extremely Helpful	Very Helpful	Did not find anything	No response	Not Applicable
Answers were in the system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Similar answers were in the system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Submitted a question	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did not submit a question	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have not tried using	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

***8. How can the Office of Communications enhance agency and/or departmental response to press inquiries?**

***(This question requires a comment).**

9. Do you utilize any USDA printed materials?

- periodicals
- publications
- DVDs
- posters
- brochures

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10. How do you receive news, information and updates about USDA activities? (Check all that apply)

- | | | |
|------------------------------------|---|---|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> USDA.gov | <input type="checkbox"/> Twitter |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Other Websites | <input type="checkbox"/> Facebook |
| <input type="checkbox"/> TV | <input type="checkbox"/> USDA Blog | <input type="checkbox"/> E-mail subscriptions |

Other

11. How would you rate your overall experience using USDA.gov

- Negative Poor Neutral Positive Extremely Positive
-

12. What are the top two reasons you visit USDA.gov

13. Is it easy to find the information you are seeking on USDA.gov

- Yes
- No

If No, Please explain

14. Is the information on USDA.gov clear and easy to understand?

- Yes
- No

If No, please explain

15. Do you follow USDA on social media? Please check which USDA social media accounts you follow:

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Foursquare |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Storify |
| <input type="checkbox"/> Flickr | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> YouTube | |

16. Are you subscribed to receive e-mail updates from USDA?

- Yes
- No
- Not sure

17. How clear is the information available on our website?

- Extremely clear
- Very clear
- Moderately clear
- Slightly clear
- Not at all clear

18. How up-to-date is the content on our website?

- Extremely up-to-date
- Very up-to-date
- Moderately up-to-date
- Slightly up-to-date
- Not at all up-to-date

19. What changes would most improve our services?

20. What would make you more likely to use our services?