

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

TITLE OF INFORMATION COLLECTION:

National Center for Education Statistics (NCES) Website Customer Satisfaction Survey (1800-0011 v.165)

SURVEY **FOCUS GROUP** **SOFTWARE USABILITY TESTING**

DESCRIPTION OF THIS SPECIFIC COLLECTION

The intended purpose of the continuous National Center for Education Statistics (NCES) Website Customer Satisfaction Survey is to collect feedback from users on the relevance, timeliness, quality, and ease of access and use of the information and products provided online by NCES. The survey is entirely web-based, drawing respondents from users accessing a selected set of NCES webpages. Because of their specific Business Case need for customer service data, the NCES web survey includes special focuses on assessing a selected set of webpages that support the Integrated Postsecondary Data System (IPEDS) and other postsecondary activities and the National Assessment of Educational Progress (NAEP) data tools and publications. The visitors, regardless of where they go elsewhere on NCES' webpages during their visit to the site, are only sampled once.

From among all who access a selected set of NCES webpages (see the attached survey instrument), 3 in 20 will be offered, through a pop-up window, to respond to questions specific to the webpages they just visited. Persons who visit the selected set of NCES webpages, regardless of where they go elsewhere in NCES' webpages during a visit to our site, will only be sampled once. This survey is designed to be provided through the NCES website continuously, with monthly results of response rates and responses on customer satisfaction.

As with other surveys conducted on the web for the purpose of measuring customer satisfaction, we anticipate that 10% of sampled users will respond. In the aggregate, the proposed set of webpages is accessed 250,000 times per month. Thus, over the course of a month we estimate that 3,750 visitors will respond to the survey (250,000 *15% sampling rate *10% response rate), for a total of 45,000 respondents over the course of a year. The burden for responding to this survey is estimated to be 45 seconds per respondent, for a total of 563 burden hours over a 12-month period (45,000 * 0.75 minutes per response/60).

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

There will be no incentives proposed.

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
Individuals	45,000	45 seconds	563
Totals	45,000		563

FEDERAL COST: The estimated annual cost to the Federal government is \$50,000.

STATISTICAL INFORMATION

Randomly selected 15% of all visitors to specific NCES webpages will be offered, through a pop-up window, to respond to questions specific to the webpages they just visited.

REQUESTED APPROVAL DATE: **October 31, 2011**

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ED DEPARTMENT, OFFICE: **NCES**