

## Questionnaire Management Guidelines

### Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

### Questionnaire Resources:

- 1 [Questionnaire Design and Approval Process](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Foreign Language Survey Instructions](#)

Model Instance Name:  
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MID:

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Date: Fill In Date



## Welcome and Thank You Text

### Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome and Thank you text shown in the boxes below. Please read comments before using any of the text.

### Welcome Text

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

### DEFAULT Thank You Text

"Thank you for taking our survey - and for helping us serve you better. We appreciate your input!"

### ALTERNATE WEB Thank You Text

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

## Examples

### Welcome Text Example

The screenshot shows a web browser window displaying a survey page. The page has the ForeSee logo at the top right. The main heading is "Customer Satisfaction Survey". Below the heading, there is a paragraph of welcome text: "Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve." This is followed by another paragraph: "Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible." Below this, it says "Required questions are denoted by an \*". The first question is: "1: \*Please rate the ability to narrow choices to find the product(s) you are looking for on this site." The question has a scale from 1 to 10, with "1=Poor" on the left and "Excellent=10" on the right. There are radio buttons for each number and a "Don't Know" option.

### Thank You Text Example

The screenshot shows a survey question: "16: What size and style of jean were you shopping for today?". There are two sub-questions: "What size of jean were you shopping for today?" and "What style of jean were you shopping for today?". The size question has radio buttons for 1, 3, and 5. The style question has radio buttons for Boot cut, Low rise, and Flare. Above the questions are two dropdown menus for "Football" and "Hockey", both set to "Please Select". A yellow callout box points to the text "web site" in the question, stating: "'web site' has been corrected to now read 'website' in the text to the left". Below the question, there is a paragraph of thank you text: "Thank you for taking our survey - and for helping us serve you better. Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site." At the bottom, there are "Cancel" and "Submit" buttons, and a copyright notice: "Copyright 2010 - all rights reserved".

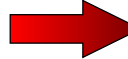
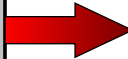
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 ECA Bureau Site  
 MID:  
 Partitioned (Y/N)? Yes  
 Date: 10/19/2012



**ECA Bureau Site**

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Content (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction</b>	<b>Likelihood to Return (1=Very Unlikely, 10=Very Likely)</b>
1 Please rate the <b>accuracy of information</b> on this site.	21 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	24 How likely are you to <b>return to this site</b> ?
2 Please rate the <b>quality of information</b> on this site.	22 How well does this site <b>meet your expectations</b> ? (1= Falls Short, 10=Exceeds)	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Please rate the <b>freshness of content</b> on this site.	23 How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	25 How likely are you to <b>recommend this site to someone else</b> ?
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
4 Please rate the <b>visual appeal</b> of this site.		26 How likely are you to use this site as your <b>primary resource for finding about and engaging in opportunities for international exchange</b> ?
5 Please rate the <b>balance of graphics and text</b> on this site.		<b>Trust (1=Strongly Disagree, 10=Strongly Agree)</b>
6 Please rate the <b>readability of the pages</b> on this site.		27 I can count on this Bureau to <b>act in my best interests</b> .
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		28 I consider this Bureau to be <b>trustworthy</b> .
7 Please rate <b>how well the site is organized</b> .		29 This Bureau can be trusted to <b>do what is right</b> .
8 Please rate the <b>options available for navigating</b> this site.		
9 Please rate <b>how well the site layout helps you find what you are looking for</b> .		
10 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Search (1=Poor, 10=Excellent, Don't Know)</b>		
11 Please rate the <b>relevance of search results</b> on this site.		
12 Please rate the <b>organization of search results</b> on this site.		
13 Please rate how well the <b>search results help you decide what to select</b> .		
14 Please rate how well the <b>search feature helps you to narrow the results</b> to find what you want.		
<b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>		
15 Please rate how <b>thoroughly</b> this website <b>discloses information</b> about what this Bureau is doing.		
16 Please rate how <b>quickly Bureau information is made available</b> on this website.		
17 Please rate how well information about this Bureau's actions <b>can be accessed by the public</b> on this website.		
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
18 Please rate how <b>quickly pages load</b> on this site.		
19 Please rate the <b>consistency of speed from page to page</b> on this site.		
20 Please rate the <b>ability to load pages without getting error messages</b> on this site.		



Model Instance Name:  
 ECA Bureau Site  
 MID:  
 Date: 10/25/2012

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underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

**ECA Bureau Site CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		How frequently do you visit the ECA site?	This is my first time Daily Weekly Monthly Every six months or less often Annually		Radio button, one-up vertical	S	Y		Frequency
		Where are you from?	United States of America Afghanistan Albania Algeria American Samoa Andorra Angola Anguilla Antarctica Antigua and Barbuda Argentina Armenia Aruba Australia Austria Azerbaijan Bahamas Bahrain Bangladesh Barbados Belarus Belgium Belize Benin Bermuda Bhutan Bolivia Bosnia and Herzegovina Botswana Brazil Brunei Darussalam Bulgaria Burkina Faso Burundi Cambodia Cameroon Canada Cape Verde Cayman Islands Central African Republic Chad Chile China Christmas Island Cocos (Keeling) Islands Colombia Comoros Democratic Republic of the Congo (Kinshasa) Congo, Republic of (Brazzaville) Cook Islands Costa Rica Côte d'Ivoire Croatia Cuba Cyprus Czech Republic Denmark Djibouti Dominica Dominican Republic East Timor (Timor-Leste) Ecuador Egypt El Salvador Equatorial Guinea Eritrea Estonia		Drop down, select one	S	Y		Location

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			Ethiopia						
			Falkland Islands						
			Faroe Islands						
			Fiji						
			Finland						
			France						
			French Guiana						
			French Polynesia						
			French Southern Territories						
			Gabon						
			Gambia						
			Georgia						
			Germany						
			Ghana						
			Gibraltar						
			Greece						
			Greenland						
			Grenada						
			Guadeloupe						
			Guam						
			Guatemala						
			Guinea						
			Guinea-Bissau						
			Guyana						
			Haiti						
			Holy See						
			Honduras						
			Hong Kong						
			Hungary						
			Iceland						
			India						
			Indonesia						
			Iran (Islamic Republic of)						
			Iraq						
			Ireland						
			Israel						
			Italy						
			Jamaica						
			Japan						
			Jordan						
			Kazakhstan						
			Kenya						
			Kiribati						
			Korea, Democratic People's Republic (North Korea)						
			Korea, Republic of (South Korea)						
			Kosovo						
			Kuwait						
			Kyrgyzstan						
			Lao People's Democratic Republic						
			Latvia						
			Lebanon						
			Lesotho						
			Liberia						
			Libya						
			Liechtenstein						
			Lithuania						
			Luxembourg						
			Macau						
			Macedonia, Republic of						
			Madagascar						
			Malawi						
			Malaysia						
			Maldives						
			Mali						
			Malta						
			Marshall Islands						
			Martinique						
			Mauritania						
			Mauritius						
			Mayotte						
			Mexico						
			Micronesia (Federated States of)						
			Moldova, Republic of						

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			Monaco						
			Mongolia						
			Montenegro						
			Montserrat						
			Morocco						
			Mozambique						
			Myanmar, Burma						
			Nambbia						
			Nauru						
			Nepal						
			Netherlands						
			Netherlands Antilles						
			New Caledonia						
			New Zealand						
			Nicaragua						
			Niger						
			Nigeria						
			Niue						
			Northern Mariana Islands						
			Norway						
			Oman						
			Pakistan						
			Palau						
			Palestinian territories						
			Panama						
			Papua New Guinea						
			Paraguay						
			Peru						
			Philippines						
			Pitcairn Island						
			Poland						
			Portugal						
			Puerto Rico						
			Qatar						
			Reunion Island						
			Romania						
			Russian Federation						
			Rwanda						
			Saint Kitts and Nevis						
			Saint Lucia						
			Saint Vincent and the Grenadines						
			Samoa						
			San Marino						
			Sao Tome and Principe						
			Saudi Arabia						
			Senegal						
			Serbia						
			Seychelles						
			Sierra Leone						
			Singapore						
			Slovakia (Slovak Republic)						
			Slovenia						
			Solomon Islands						
			Somalia						
			South Africa						
			South Sudan						
			Spain						
			Sri Lanka						
			Sudan						
			Suriname						
			Swaziland						
			Sweden						
			Switzerland						
			Syria, Syrian Arab Republic						
			Taiwan (Republic of China)						
			Tajikistan						
			Tanzania						
			Thailand						
			Tibet						
			Togo						
			Tokelau						
			Tonga						
			Trinidad and Tobago						

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			Tunisia Turkey Turkmenistan Turks and Caicos Islands Tuvalu Uganda Ukraine United Arab Emirates United Kingdom Uruguay Uzbekistan Vanuatu Vatican City State (Holy See) Venezuela Vietnam Virgin Islands (British) Virgin Islands (U.S.) Wallis and Futuna Islands Western Sahara Yemen Zambia Zimbabwe						
		Which <b>best describes</b> you?	Current exchange program participant Student Teacher/ Instructor / lecturer/Professor Scholar/ Researcher/ Academic International visitor Other		Drop down, select one	S	Y		Role
		What <b>source</b> brought you to the ECA site?	Search engine (Google, Yahoo, MSN, etc.) College/University website Other U.S. Department of State web site Other U.S. Government web site Printed materials Media/news story Program agency website U.S. Embassy website Fulbright commission website Exchange program adviser/administrator Educational advising site Binational center Social network (Facebook, Twitter, etc.) Other		Drop down, select one	S	Y		Source
		What <b>area/section</b> of the ECA site did you primarily visit today?	About the Bureau Programs & Initiatives Featured Programs & Initiatives Impact Media Center Organizational Funding International Visitors ECA News Other		Drop down, select one	S	Y		Area/Section
		What is your <b>primary reason</b> for visiting the ECA site today?	Learn about the Bureau Search for exchange program opportunities Research the cultural heritage center Explore EducationUSA Review international education week Learn about Fulbright Find a Fulbright program Apply for a grant Review open grant solicitations Read grant updates and announcements Seek educational and cultural information Read ECA news/press releases Read exchange program participants stories Contact ECA Other (please specify)		Drop down, select one	S	Y	Skip Logic Group*	Reason
	<b>A</b>	Please specify your other reason for visiting.		<b>A</b>	Text area, no char limit		N		Other reason
		What <b>method</b> did you primarily use to find your information on the ECA site today?	Site Search Links within the page Top navigation bar Left navigation buttons Exchange Program Search Other		Radio button, one-up vertical	S	Y		Method

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		Did you <b>find</b> what you were looking for?	Yes Partially No		Radio button, one-up vertical	S	Y		Find Info
	<b>A</b>	If you were <b>unable to find</b> what you needed, please <b>specify the information</b> you were trying to find.		<b>A</b>	Text area, no char limit		N		No info found
		What is your <b>gender</b> ?	Female Male I prefer not to respond		Radio button, one-up vertical	S	N		Gender
		Please select the category that includes your <b>age</b> ?	17 and under 18 – 24 25 – 34 35 – 44 45 – 54 55 – 64 65 and over I prefer not to respond		Radio button, one-up vertical	S	N		Age
		Which of the following best describes the <b>highest level of education</b> you have completed?	Current middle or high school student Did not complete high school High school graduate Vocational school College/university graduate Some postgraduate school Masters/professional degree Doctoral Degree Prefer not to respond		Drop down, select one	S	N		Education
		If you could make <b>one improvement</b> to the site, what would it be?			Text area, no char limit		N		Improvement