

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:

USDA-NIFA

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Date: 7.12.2013



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.

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.

For NIFA:
Modify as needed

DEFAULT Thank You Text

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

For NIFA:
Please indicate if you prefer to use this Default Thank You version OR...

OR

ALTERNATE WEB Thank You Text

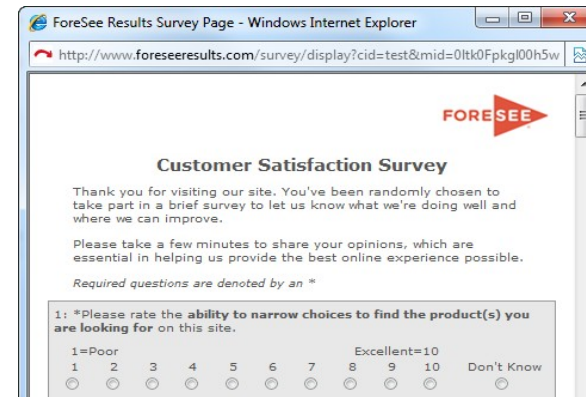
Thank you for taking our survey - and for helping us serve you better.

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.

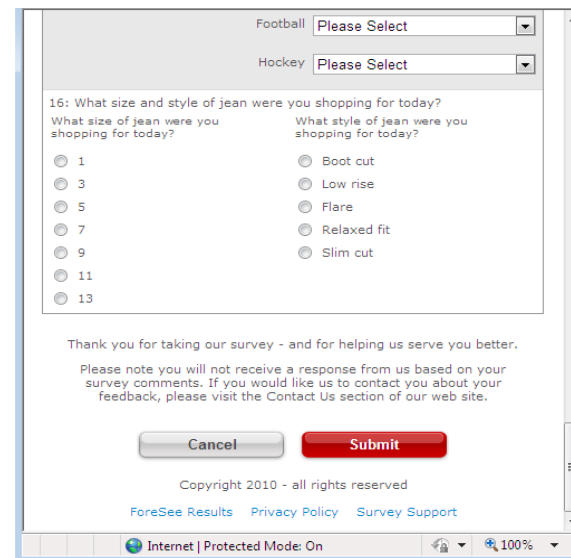
...this Alternate Thank You version?
Modify either of the Thank You Texts as needed.

Examples

Welcome Text Example



Thank You Text Example



Model Instance Name:

USDA-NIFA

Date: 7.12.2013

USDA-NIFA

Model questions utilize the ACSI methodology to determine scores and impacts



MQ Label		ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
		Site Information (1=Poor, 10=Excellent, Don't Know)				
1	Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.	16	Satisfaction - Overall What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site in the next 30 days?
2	Site Information - Understandable	Please rate how understandable this site's information is.	17	Satisfaction - Expectations How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3	Site Information - Answers	Please rate how well the site's information provides answers to your questions .	18	Satisfaction - Ideal How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	20	Recommend How likely are you to recommend this site to someone else?
		Site Performance (1=Poor, 10=Excellent, Don't Know)				
4	Site Performance - Loading	Please rate how quickly pages load on this site.			21	Use Web Channel Over Others (1=Very Unlikely, 10=Very Likely) How likely are you to use this site rather than seeking information from other channels (i.e. telephone)?
5	Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
6	Site Performance - Completeness	Please rate how completely the page content loads on this site.				
		Navigation (1=Poor, 10=Excellent, Don't Know)				
7	Navigation - Organized	Please rate how well the site is organized .				
8	Navigation - Options	Please rate the options available for navigating this site.				
9	Navigation - Layout	Please rate how well the site layout helps you find what you are looking for .				
		Look and Feel (1=Poor, 10=Excellent, Don't Know)				
10	Look and Feel - Appeal	Please rate the visual appeal of this site.				
11	Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
12	Look and Feel - Readability	Please rate the readability of the pages on this site.				
		Functionality (1=Poor, 10=Excellent, Don't Know)				
13	Functionality - Usefulness	Please rate the usefulness of the website tools (e.g. "Search NIFA" search box, Grants search tool) provided on this site.				
14	Functionality - Convenient	Please rate the convenient placement of the website tools (e.g. "Search NIFA" search box, Grants search tool) on this site.				
15	Functionality - Variety	Please rate the variety of website (e.g. "Search NIFA" search box, Grants search tool) on this site.				

Model Instance Name:

USDA-NIFA

Date: 9.9.13

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underlined & italicized: RE-ORDER

blue + -->: REWORDING

USDA-NIFA CUSTOM QUESTION LIST

QID	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 this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily or more than once a day		Radio button, one-up vertical	Single	Y		Visit Frequency
	What role best describes your visit to the site today?	Awardees Universities, Colleges, Other Education Press/Media General Public International Community Science Community & Interest Groups Industry Advisory Boards U.S. Government Other, please specify:	A	Radio button, two-up vertical	Single	Y	OPS Group*	Role
A	(Note:OPS)			Text field, <100 char		N	OPS Group*	OE_Role
	Which best describes your reason for visiting this site today?	Looking for funding opportunities and information Applying for funding Check funding/application status Manage awarded funding News Emphasis areas/programs State Partners Legislation/Budget Local extension offices Job opportunities Success stories Civil rights Consumer information Other	B	Radio button, two-up vertical	Single	Y	Skip Logic Group*	Primary Reason
B	Please specify what other reason brought you to the site.			Text area, no char limit		N	Skip Logic Group*	OE_Primary Reason
	Were you able to accomplish the primary reason for your visit today?	Yes Partially No I wasn't looking for anything in particular / I'm just browsing	C	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Accomplish
C	Please tell us more about what you had trouble doing or finding today.					N	Skip Logic Group*	OE_Unaccomplish
	How did you look for information on the site today? Please select all that apply.	Search box (i.e. Search NIFA) Clicked on page links within the website (e.g. left, center, right) Clicked on navigation tabs at the top of the website Used the "Browse by Audience" dropdown menu Clicked on a direct link (e.g. url from email, bookmark, etc.) A-Z Index Site map Grants search tool Other:	D, E, F, G H Z I, J, K, L M	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	How Look for Info
D	Please rate the relevance of the search results from the "Search NIFA" search box.	1 = Poor 2 3 4 5		Radio button, scale, no don't know	Single	N	Skip Logic Group*	Search NIFA_Relevance

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QID	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		6 7 8 9 10 = Excellent						
E	Please rate the organization of the search results from the "Search NIFA" search box.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent		Radio button, scale, no don't know	Single	N	Skip Logic Group*	Search NIFA_Organization
F	Please rate how well the "Search NIFA" search box helps you to narrow the results to find what you want.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent		Radio button, scale, no don't know	Single	N	Skip Logic Group*	Search NIFA_Narrow Results
G	How could we make the "Search NIFA" search box more useful to you?			Text area, no char limit		N	Skip Logic Group*	OE_Search NIFA-Improvement
H	How could we make the page links more useful to you?			Text area, no char limit		N	Skip Logic Group*	OE_Page links-Improvement
Z	How could we make the navigation tabs more useful to you?			Text area, no char limit		N	Skip Logic Group*	OE_Navigation tabs-Improvement
I	Please rate the relevance of the search results from the grants search tool .	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent		Radio button, scale, no don't know	Single	N	Skip Logic Group*	Grants Search_Relevance
J	Please rate the organization of the search results from the grants search tool .	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent		Radio button, scale, no don't know	Single	N	Skip Logic Group*	Grants Search_Organization

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blue + -->: REWORDING

USDA-NIFA CUSTOM QUESTION LIST

QID		Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
	K	Please rate how well the grants search tool helps you to narrow the results to find what you want.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent		Radio button, scale, no don't know	Single	N	Skip Logic Group*	Grants Search_Narrow Results
	L	How could we make the grants search tool more useful to you?			Text area, no char limit		N	Skip Logic Group*	OE_Grants Search-Improvement
	M	What other way did you look for information?			Text area, no char limit		N	Skip Logic Group*	OE_How Look for Info
		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the agency on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with agency Promotional email(s) from USDA-NIFA NIFA event Partner website (e.g. university site, grants.gov, E-xtension, etc.) Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 1
		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the agency on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with agency Promotional email(s) from USDA-NIFA NIFA event Partner website (e.g. university site, grants.gov, E-xtension, etc.) Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2
		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter)		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3

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blue + -->: REWORDING

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QID	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		<p>Message directly from the agency on a social network</p> <p>Online Pinboard (Pinterest)</p> <p>Mobile phone text messages or alerts</p> <p>Instant Message from a friend or colleague</p> <p>Familiarity with agency</p> <p>Promotional email(s) from USDA-NIFA</p> <p>NIFA event</p> <p>Partner website (e.g. university site, grants.gov, E-xtension, etc.)</p> <p>Search engine results</p> <p>Word of mouth recommendation from someone I know</p> <p>TV, radio, newspaper, or magazine advertising</p> <p>Internet advertising</p> <p>Don't know</p> <p>Other</p>					Anchor Answer Choice Anchor Answer Choice	
	If you could make one improvement to this website, what would it be?			Text area, no char limit		N		OE_Improvement

Social Value Questions Setup
 !-DO NOT MODIFY THE TEXT/ROWS IN GREEN!
 NOTE THAT NEW QUESTION WORDING UPDATED 8-9-2010

red & strike-through: DELETE
 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + ->: REWORDING

CUSTOM QUESTION LIST

QID (Group ID)	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
		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 1
	Rank 2 (Optional)		Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2
	Rank 3 (Optional)		Message or recommendation from a friend on a social network Video I saw on YouTube		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3

Please use the following guidelines:
 - DO NOT MODIFY THE WORDING OF THE ANSWER CHOICES IN GREEN
 - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES IN GREEN
 - DO NOT CHANGE ORDER OF ANSWER CHOICES IN GREEN, if you would like answer choice order changed, please request randomization
 - DO NOT ADD/DELETE more than 2 ANSWER CHOICES IN PINK without speaking with a DOT person
 - DO NOT change the CQ LABELS

FOR MORE INFO ON RULES: [https://myfsr.foreseeresults.com/clients/SIR%20Documents/SIR%20Templates%20\(Internal%20Use%20Only\)/Social%20Value%20Materials/Social%20Value%20Questions_TIP%20SHEET.docx](https://myfsr.foreseeresults.com/clients/SIR%20Documents/SIR%20Templates%20(Internal%20Use%20Only)/Social%20Value%20Materials/Social%20Value%20Questions_TIP%20SHEET.docx)

To help clients distinguish which Social Media sites respondents are hearing about them on either include the follow-up open-ended question or the close ended question (below with a blue background). Please feel free to eliminate/add any of the answer choices in the close ended question to meet your clients request.

					Text area, no char limit		N		SV - Other Social Network
					Radio button, one-up vertical		N	OPS Group Randomize	SV - Social Network
			myspace reddit StumbleUpon Twitter YouTube Other, please specify					Anchor Answer Choice	
	A	If you heard about this website from a social network, please specify the site.		A	Text field, <100 char		N	OPS Group	SV - Other Social Network

not Used In The Social Media Value Calculation.