

Survey Invitation

The survey invitation will be a clickable button or text link that says “feedback” or “We want your feedback”

Instruction and Script

Once visitors click on the “feedback” link, they will see a brief introduction like this:

Your feedback is useful and valuable as the Department of Homeland Security refines and improves its websites. Please complete this short survey. (“Short survey” or similar text will link directly to Survey Monkey survey.)

Instrument

The instrument will be a Survey Monkey online survey containing the following 4 required questions and will display the following text/language:

- OMB Control No. 1601-0014
- Expiration Date: 10-31-2014
- This collection is voluntary.
- The public reporting burden to complete this information collection is estimated at 2 minutes. This burden included the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collected information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number and expiration date. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to DHS/Office of Public Affairs Webpublishing@hq.dhs.gov, ATTN: PRA [OMB Control Number].

Required Questions

1. How would you rate your overall experience today? [Rating Scale of 1-5 or 1-10]
2. Were you able to complete the purpose of your visit? [Check boxes: Yes/No]. **Respondents who answer “No” will see the question, “Please describe why you could not complete the purpose of your visit” and an open text box to fill in the answer**
3. Would you still return to this website if you could get this information or service from another source? [Yes/No]
4. Will you recommend this website to a friend or colleague? [Check boxes: Yes/No]

After the survey is completed, the visitors will return to the website where they clicked the link to access the survey.