

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

TITLE OF INFORMATION COLLECTION: Awareness and Outreach Direct Customers Survey

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

DESCRIPTION OF THIS SPECIFIC COLLECTION

1. **Intended purpose:** The survey will be used to assess the customer satisfaction of individuals who attend Federal Student Aid Awareness and Outreach direct customer events.
2. **Need for the collection:** The FSA outreach staff conduct hundreds of events throughout the country each year to ensure that students and their families have increased knowledge of financial aid, trust FSA as a source of information, and are empowered to make good decisions. To ensure that they are meeting the needs of these customers, FSA needs to know their expectations, their satisfaction levels, the resources that are the most useful, and actions that are being taken as a result of the events. This information will support FSA's strategic goal to provide superior service and information to students and borrowers and the objective to take a data-driven approach to better understand our customers and develop insights from these customers.
3. **Planned use of the data:** The data will be used to improve outreach events by learning from customers about their expectations, their need for information and resources, the topics they are interested in, and their satisfaction with the training and trainers. The data will also be used to identify the types of individuals and organizations served and the impact of these events in terms of information dissemination, increasing knowledge of financial aid, and action taken as a result of the events. This survey will be used to inform FSA on the types of individuals and organizations (customers) served at these events, which in turn, will allow FSA to better target resources to meet the needs of our customers.
4. **Date(s) and location(s):** This is an email survey that will be distributed to participants that attend direct customer events. The dates will vary, but surveys will be emailed out on an on-going ad hoc basis based on the dates of the events.
5. **Collection procedures:** Federal Student Aid will send an email to participants to complete the survey after the event. The email will include a link from Survey Monkey. Responses will be analyzed internally.
6. **Number of surveys:** A survey containing no more than 10 questions will be sent to approximately 2,700 individuals spanning approximately 45 training sessions annually.
7. **Description of respondents/participants:** The respondents/participants are high school students, adult students, parents of students, school counselors, other school staff, and staff at community-based organizations.

The survey is attached.

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

No payments or incentives will be used.

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
Event attendees	~2,700	5 minutes	225 hours
Totals	~2,700	5 minutes	225 hours

BURDEN COST COMPUTATION

Category of Respondent	No. of Respondents	Hourly Rate	Response Time	Total
N/A	N/A	N/A	N/A	N/A
Totals				

STATISTICAL INFORMATION

If statistical methods are to be used, fully describe the methodology, sample selection, expected response rates, and any other concepts needed to provide a full understanding of those methods.

The survey will be a census (100% sample) of the population. Response rates will be calculated and compared with other relevant surveys. A nonresponse analysis will be conducted as appropriate. The data will be processed, coded, and analyzed internally.

REQUESTED APPROVAL DATE:

NAME OF CONTACT PERSON: Jessica Barrett Simpson

TELEPHONE NUMBER: 202-377-4090

MAILING LOCATION: 830 First Street NE, 114E1, Washington, DC 20202

ED DEPARTMENT, OFFICE: Federal Student Aid, Customer Experience Office