

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

**TITLE OF INFORMATION COLLECTION: Financial Aid Toolkit survey
(The collection that is the subject of the 10-day review request)**

SURVEY FOCUS GROUP SOFTWARE USABILITY TESTING

DESCRIPTION OF THIS SPECIFIC COLLECTION

The Financial Aid Toolkit Survey is a web-based survey

1. intended purpose,
The purpose of the survey is to measure satisfaction levels and needs of financial aid professionals when using resources on the Financial Aid Toolkit website to advise potential postsecondary students (traditional and adult), parents, current college students, and borrowers.
2. need for the collection,
The Financial Aid Toolkit website was recently revamped by Federal Student Aid as an effort to improve financial aid advisory information and resources for financial aid professionals, high school counselors, nonprofit mentors etc. Collecting data on satisfaction will help inform decisions on future enhancements to the site.
3. planned use of the data,
Specific feedback and satisfaction levels with various aspects FSA’s communications will help inform decision-making when making any changes to the way we communicate and provide resources to financial aid professionals.
4. date(s) and location(s),
Fielding will occur in August and will last for approximately 3 weeks (until a sufficient sample size is reached). This is web-based survey.
5. collection procedures,
Potential respondents are pulled from the Awareness and Outreach database. This list will be sent an email requesting feedback. A link within the email will direct them to the survey that is housed on a website.
6. number of focus groups, surveys, usability testing sessions
The current version of this study involves one (1) survey.
7. description of respondents/participants,
The respondents/participants are high school counselors, financial aid counselors, college access professionals, community-based organizers, nonprofit mentors, etc.

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

N/A

BURDEN HOUR COMPUTATION

Category of Respondent	No. of Respondents	Participation Time	Burden
Financial aid professionals, high school counselors, nonprofit mentors etc.	~250	10 minutes	42 hours
Totals	~250	10 minutes	42 hours

BURDEN COST COMPUTATION

N/A

STATISTICAL INFORMATION

Potential respondent names, email addresses, and segmentation variables are pulled from the Awareness and Outreach database. The contractor shall conduct all surveys consistent with the objectives and constraints outlined in the contract, including the requirement to resolve any readiness and/or data problems, including non-response, as appropriate.

The contractor employs a proprietary American Customer Satisfaction Index (ACSI) econometric model. The ACSI is a cross-industry, cross-agency methodology for obtaining comparable measures of customer satisfaction. Along with other economic objectives, the quality of output (goods and services) is a part of measuring living standards. The ACSI's ultimate purpose is to help improve the quality of goods and services available to the American people.

The contractor will perform data processing and preparation of an ACSI model for this study, using the proprietary ACSI econometric model. Output of the model will be a set of indices, including indices for drivers of satisfaction, the satisfaction index, and the indices for outcomes of satisfaction. Additionally, the model produces impact scores that show the strength of the effect of each index on subsequent ones.

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