

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

TITLE OF INFORMATION COLLECTION: Generation Z In-person Focus Group
(the collection that is the subject of the 10-day review request)

SURVEY FOCUS GROUP WEBSITE USABILITY TESTING

DESCRIPTION OF THIS SPECIFIC COLLECTION

Specify all relevant information, including

1. intended purpose,
2. need for the collection,
3. planned use of the data,
4. date(s) and location(s),
5. collection procedures,
6. number of focus groups, surveys, usability testing sessions,
7. description of respondents/participants

Purpose of the Research, Need for the Collection, and Planned Use of the Data

This focus group study will evaluate the informational needs of FSA's target audiences (high school students, and parents of high school and junior-high school students) and explore the ways in which they prefer to get information about financial aid best suited for Generation Z.

Specific objectives of the research include the following:

- o Identify the digital habits of Generation Z – how they use connected devices, what technology and devices are frequently used, and what specific social networks they prefer
- o Determine where Generation Z looks for information (online and offline) in general and with specific regard to college preparation and funding
- o Learn how Generation Z prefers to get information in general, and if relevant, about financial aid (print publications, website content, videos, texts, social media, and/or discussions with counselors, parents, and friends), and the reason for their preferred method
- o Understand what information Generation Z will review and how they are most likely to engage or interact with the information they receive
- o Determine if Generation Z has concerns around their and their family's economic or financial situation and, specifically, concerns about how to pay for college
- o Provide insights into the parents of Generation Z

Dates, Locations, and Collection Procedures

The sessions will be conducted on March 3 and 5, 2015. The research will be conducted via four in-person focus groups (each 90 minutes in length).

Description of Respondents/Participants

The research will be conducted among: high school students, and parents of high school (age 16-18) or junior high school (aged 13-15) students.

Total Sample: 4 Focus Groups with 5-8 Participants per Group

- 1 High School Students aged 16-18
- 1 Parents of high school students aged 16-18
- 2 Parents of junior high school students aged 13-15

High school students must be currently enrolled in high school and intending to enroll in a college, university, or career school as a first-year student once they graduate.

Parents of high school and junior high school children must be the parent or guardian of a child in high school or junior high school whom the parent anticipates upon high school graduation to enroll in a college, university, or career school in the next year as a first-year student.

Additional Information: Proposed Incentive

Both our ability to recruit and the participant's likelihood to show up to the session depend on an adequate incentive amount. We recommend an incentive payout to participants of \$75 each.

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
High School Seniors	8	90 minutes	12 hours
Parents of High School students	8	90 minutes	12 hours
Parents of Junior High School students	16	90 minutes	24 hours
Totals	32	270 minutes	48 hours

BURDEN COST COMPUTATION

Category of Respondent	No. of Respondents	Hourly Rate	Response Time	Totals
High School Seniors	8	\$50	90 minutes	\$600
Parents of High School Students	8	\$50	90 minutes	\$600
Parents of Junior High School Students	16	\$50	90 minutes	\$1200
Totals	32	\$50	270 minutes	\$2,400

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.

Since this is a qualitative study, statistical methods will not be used.

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