

# **DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS**

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**TITLE OF INFORMATION COLLECTION: FAFSA on the Web Survey (FOTW)  
(the collection that is the subject of the 10-day review request)**

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

## **DESCRIPTION OF THIS SPECIFIC COLLECTION**

Specify all relevant information, including

1. intended purpose
  - The purpose of the survey is to measure applicants' satisfaction levels with the process for applying for federal student aid.
2. need for the collection
  - FSA needs to assess satisfaction with its key aid delivery products and services. FSA is a performance-based organization and as specified in its enabling legislation, is mandated to not only improve service, but to develop the necessary metrics to demonstrate and report its progress and performance to Congress, customers, taxpayers and other critical stakeholders.
3. planned use of the data,
  - Specific feedback and satisfaction levels with process for applying for federal student aid will help inform decision-making when making any changes to the process.
4. date(s) and location(s)-
  - This is a continuous survey. It is a web survey.
5. collection procedures
  - Data collection for this survey is continuous and is provided to a sample of FOTW respondents directly after completing the FOTW. The sampled respondent is invited to participate in an online electronic survey. If he/she accepts, they are directed to an electronic survey instrument
6. number of focus groups, surveys, usability testing sessions
  - This is one survey.
7. description of respondents/participants.
  - Respondents are applicants that completed the FAFSA (i.e. potential post-secondary students).

(State whether the data collection will be completed one time, will be collected on an annual basis, or other.)

Attach a copy of the proposed collection instrument, e.g., survey questions, focus group script, usability testing plan. If a focus group also includes a survey, include both.

## **AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE**

In general, no payments are planned. ED will consult with OMB if it believes that a payment is necessary to account for factors such as high parking fees at a focus group location, potential for inclement weather or other conditions exacerbating travel difficulties, length or complexity of the subject matter, participant recruitment difficulties, or consequences of attendance failures.

**BURDEN HOUR COMPUTATION** (*Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours*):

This is a slight revision to the approved survey to incorporate a name change to describe how students will be able to electronically sign the FAFSA on the Web. There is no additional burden based on this change or on the additional question since the survey still falls within 10 minutes to complete. The 1 hour was added to the submission as the hours that are in the system and are not duplications of the hours previously approved under 1845-0045.

<b>Category of Respondent</b>	<b>No. of Respondents</b>	<b>Participation Time</b>	<b>Burden</b>
FAFSA filers (potential post-secondary students)	20,000	10 min	3,400
<b>Totals</b>			

**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.**

About 2% of all FOTW filers (applicants) are sampled once they complete the FAFSA; however, the sample draw can be variable as the application cycle is extremely dynamic with a high proportion of applications processed during the January-March timeframe. The contractor shall complete all surveys consistent with the objectives and constraints outlined in the contract, including the requirement to resolve any readiness and/or data problems.

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.

**REQUESTED APPROVAL DATE: May 1, 2015**

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