

**DOCUMENTATION FOR THE GENERIC CLEARANCE  
OF FINANCIALAIDTOOLKIT.ED.GOV PAGE FEEDBACK TILE  
(ONLINE SURVEY) COLLECTIONS**

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**TITLE OF INFORMATION COLLECTION:**

FinancialAidToolkit.ed.gov “Page Feedback Tile”

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

**DESCRIPTION OF THIS SPECIFIC COLLECTION**

Following you will find:

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,

Attached is a copy of the Page Feedback Tile wording and a screen shot of how the tile will look on the Financial Aid Toolkit site.

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

The Financial Aid Toolkit provides school counselors and other college access mentors with information and resources about federal student aid. The site contains material about different types of financial aid, the FAFSA, outreach, and training opportunities. The site provides fact sheets, videos, PowerPoint presentations, and other resources that counselors can share with students to help them learn about the process of applying for, receiving, and repaying financial aid.

The Page Feedback Tile will be a small box in the right margin of the screen on most pages of the Financial Aid Toolkit site. The tile will ask whether the current site page was of use to the site visitor, and why or why not. The purpose of the tile is to let FSA know what works and what needs improvement on the Financial Aid Toolkit site, specifically in regards to content provided on the site.

The need for the collection of data comes from the fact that school counselors are a primary source of financial aid information for students and therefore should be provided with the best possible resources to help them help their students.

Planned use of the data includes quarterly assessments of results and feedback so that individual pages can be edited to maximize their usefulness to site visitors.

## Dates, Locations, and Collection Procedures

The Page Feedback Tile will be programmed in August 2015 and implemented on the live Financial Aid Toolkit site on August 30, 2015. The collection procedure is voluntary: If a site visitor sees the tile on the page, he or she may choose to respond.

## Description of Respondents/Participants

The respondent pool is expected to be made up primarily of high school counselors, some college access organization staff, and some college financial aid office staff. Those are the groups that most use the Financial Aid Toolkit site.

## AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

No stipend or incentive will be offered.

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

Category of Respondent	Estimated No. of Respondents Annually	Participation Time	Burden
Participants completing the tile	150	1 minute (average)	3 hours annually

## STATISTICAL INFORMATION

Survey responses will be captured in an Excel spreadsheet and will be used to identify pages that are (or are not) meeting customer needs and to identify potential improvements. Because the survey responses are yes/no and an open response, detailed statistical analysis will not be used.

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