OMB Control Number: 0690-0030
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NIST Generic Request for Customer Service-Related Data Collections

SURVEY FOR THE BARRIERS OF ACQUIRING RELYING PARTIES TO NSTIC

FOUR STANDARD SURVEY QUESTIONS

1. Explain who will be surveyed and why the group is appropriate to survey.

The National Strategy for Trusted Identities in Cyberspace (NSTIC) National Program Office (NPO) which is part of the Information Technology Laboratory (ITL) of the National Institute of Standards and Technology (NIST) is planning on conducting an information collection from underrepresented stakeholders in the emerging Identity Ecosystem that is the goal of NSTIC. NSTIC's goal is "Helping individuals and organizations utilize secure, efficient, easy-to-use and interoperable identity credentials to access online services in a manner that promotes confidence, privacy, choice and innovation."

It has been difficult to obtain commitments from organizations to use NSTIC compliant third party credentials or "relying parties". The causes of this reluctance need to be better understood in order to reach broader participation.

2. Explain how the survey was developed including consultation with interested parties, pre-testing, and responses to suggestions for improvement.

The collection instrument was developed in two phases. In the first phase, an extensive list of potential barriers relying parties might face was gathered. In the second phase, this list served as the knowledge base to create the survey questions. Extensive consultation and active feedback loops for suggestions were maintained with the NIST / NSTIC leadership team and identity experts from Purdue University.

3. Explain how the survey will be conducted, how customers will be sampled if fewer than all customers will be surveyed, expected response rate, and actions your agency plans to take to improve the response rate.

The survey will be conducted online and hosted on Purdue University's Qualtrics platform.We will use an "expert-led" approach, where professionals from Qualtrics assist us with the survey

dissemination. Upon providing Qualtrics with our desired particpant profile, Qualtrics will employ their own proprietary survey distribution channels, which include email, SEO or reward members (e.g. AMEX), to recruit participants. Samples will be collected across different industries to ensure a realistic data representation of the entire market. We expect a response rate of around 10-20%. Steps to improve the response rate include regular reminders, prior promotion meetings with survey participants and emphasis of anonymity. Survey participants will be informed of the Privacy & Confidentiality Statement in written form in the survey introduction part.

4. Describe how the results of the survey will be analyzed and used to generalize the results to the entire customer population.

The results will be analyzed by a Purdue Student Consulting team with the aim of identifying barriers of most relevance to relying parties. By comparing our response rate with an extensive list of existing and potential relying parties provided by the NIST team, we will be able to generalize our results into a holistic picture of the customer population. The results of the survey will not be shared with survey participants. PSC will prepare and provide a presentation in Powerpoint, which summarizes the results of the survey, to NIST.

Survey invitation email

Subject: Purdue Student Consulting – Request for survey participation on 3rd party federated credentials

Dear Sir or Madam,

Based on your profile, your organization has been selected to participate in a 30 minute survey to gather opinions about barriers organizations face in adopting 3rd party federated credentials.

The survey is conducted by Purdue Student Consulting, a student-run consulting firm from Purdue University, on behalf of the National Institute of Standards of Technology (NIST) and the National Strategy for Trusted Identities Cyberspace (NSTIC).

Your participation in this survey is of critical importance to us. Your answers will help shape a recommendation to NIST and the NSTIC on how to address barriers organizations face in adopting 3rd party federated credentials

All answers will be completely anonymous and analyzed in combination with other participants' responses. All survey participant information including contact persons and organization names will be kept anonymous and not disclosed under any circumstances.

Please click here, to begin.
<Link to survey here>

April 30, 2015

If you have any questions, please feel free to contact us anytime.
purduestudentconsulting@gmail.com

We appreciate your time!

Best regards,

Purdue Student Consulting