

## Welcome and Thank You Text

### Welcome Text

Thank you for visiting the Intelligence Careers website. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

### Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!



### Customer Satisfaction Survey

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

Submit

Copyright 2015 - all rights reserved

[ForeSee](#) [ForeSee Privacy Policy](#) [Survey Support](#)

Model Name	IC Careers Desktop Browse	Red & Strike-Through: Delete	
Model ID	TBD	<u>Underlined &amp; Italicized</u> : Re-order	
Partitioned	Yes - 2MQ	Pink: Addition	
Date	10/28/2015	Blue: Reword	

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.	Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	Return	How likely are you to <b>return to www.intelligencecareers.gov</b> in the future?
Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.	Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? <i>(1=Falls Short, 10=Exceeds)</i>		<b>Recommend Company (1=Very Unlikely, 10=Very Likely)</b>
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.	Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website</b> ? <i>(1=Not Very Close, 10=Very Close)</i>	Recommend	How likely are you to <b>recommend www.intelligencecareers.gov</b> to someone else?
Site Performance - Loading	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b> Please rate how <b>quickly pages load</b> on this site.			Apply	<b>Apply (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>submit an application to one or more of the agencies in the Intelligence Community (IC)?</b>
Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
Site Performance - Completeness	Please rate how <b>completely the page content loads</b> on this site.				
Navigation - Organized	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b> Please rate how <b>well this site is organized</b> .				
Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
Navigation - Layout	Please rate how <b>well the site layout helps you find what you need</b> .				
Information Browsing - Sort	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b> Please rate the ability to <b>sort information by criteria that are important to you</b> on this site.				
Information Browsing - Narrow	Please rate the ability to <b>narrow choices to find the information you are looking for</b> on this site.				
Information Browsing - Features	Please rate how well the <b>features on the site help you find the information you need</b> .				
Site Information - Thoroughness	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>thoroughness of information provided</b> on this site.				
Site Information - Understandable	Please rate how <b>understandable</b> this site's information is.				
Site Information - Answers	Please rate how well the site's <b>information provides answers to your questions</b> .				

New FB - removing Apply Online

Model Name IC Careers Desktop Browse  
 Model ID (MID)  
 Partitioned Yes - 2MQ  
 Date 11/4/2015

Red & Strike-Through: Delete  
 Underlined & Italicized: Re-order  
 Pink: Addition  
 Blue: Rework



17 Top Level CQs

QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
		How often do you visit this site?	First time More than once a day Daily Weekly Monthly Once every few months Once every 6 months or less		Y	Drop down, select one		Visit Frequency
		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). <b>Rank 1 (Required)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from an agency in the Intelligence Community on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the Intelligence Community Promotional email(s) from an agency in the Intelligence Community Search engine results Word of mouth recommendation from someone I know Newspaper or magazine advertising Internet advertising Don't know Other		Y	Drop down, select one	Rank Group*  Adjust Template/Style Sheet <b>Randomize</b>  Anchor Answer Choice Anchor Answer Choice	SV - Rank 1
		<b>Rank 2 (Optional)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from an agency in the Intelligence Community on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the Intelligence Community Promotional email(s) from an agency in the Intelligence Community Search engine results Word of mouth recommendation from someone I know Newspaper or magazine advertising Internet advertising Don't know Other		N	Drop down, select one	Rank Group*  Adjust Template/Style Sheet <b>Randomize</b>  Anchor Answer Choice Anchor Answer Choice	SV - Rank 2
		<b>Rank 3 (Optional)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from an agency in the Intelligence Community on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the Intelligence Community Promotional email(s) from an agency in the Intelligence Community Search engine results Word of mouth recommendation from someone I know Newspaper or magazine advertising		N	Drop down, select one	Rank Group*  Adjust Template/Style Sheet <b>Randomize</b>	SV - Rank 3

- Answer choices in green must remain the same. They are used in the social value calculations  
 - Add or remove up to two pink choices if needed  
 - Pink choices can be edited

			Internet advertising				Anchor Answer Choice	
			Don't know				Anchor Answer Choice	
			Other				Anchor Answer Choice	
		If you heard about this website from a social network, please select which social network it was.	Facebook		N	Drop down, select one	Skip Logic Group*	Social Site
			Flickr					
			GitHub					
			Google+					
			Instagram					
			LinkedIn					
			Scribd					
			Tumblr					
			Twitter					
			YouTube					
			Other	P			Anchor Answer Choice	
	P	Please tell us the other social network that led you here:			N	Text field, <100 char	Skip Logic Group*	Social Site Other
		What is your primary reason for visiting the site today?	To find information regarding a career in the United States Intelligence Community		Y	Radio button, one-up vertical	OPS Group*	Primary Reason
			Submit resume for employment					
			Research employment opportunities					
			Research internship opportunities					
			Research the United States Intelligence Community in general					
			Just browsing					
			Other, please specify:	A				
	A	Please tell us the other reason for your visit.			N	Text field, <100 char	OPS Group*	Primary Reason Other
		How did you look for information or navigate the site today? (Please select all that apply)	Top navigation bar	A	Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation
			Clicked on links on the page	A				
			Page bookmark or favorite link					
			Google or other search engine					
			Other	A, C				
	C	How else did you look for information or navigate the site?			N	Text field, <100 char	Skip Logic Group*	Navigation Other
	A	How would you describe your navigation experience on the site today? (Please select all that apply)	I had no difficulty navigating the site		Y	Checkbox, one-up vertical	Mutually Exclusive Skip Logic Group*	Navigation Experience
			Links often did not take me where I expected					
			I had difficulty finding relevant information					
			Link labels were difficult to understand					
			There were too many links or navigational options to choose from					
			The double layer of top navigation options was confusing					
			I had technical difficulties (error messages, broken links, etc.)	T				
			I could not navigate back to previous information					
			I had a navigation difficulty not listed	AA			Anchor Answer Choice	
	AA	My other navigation difficulty was:			N	Text field, <100 char	Skip Logic Group*	Navigation Experience OE
	T	Please describe the technical issue you encountered. Include as much detail as possible.			N	Text field, <100 char	Skip Logic Group*	Nav Tech Issue OE
		Did you find the information you were looking for on the site today?	Yes	B	Y	Radio button, one-up vertical	Skip Logic Group*	Info Found
			No	A				
	A	Please tell us what you were unable to find:			N	Text area, no char limit	Skip Logic Group*	Info Found Why Not
	B	Was the information easy to find?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Info Easily Found
			No	B1				
	B1	Why was this information <i>not</i> easy to find?			N	Text area, no char limit	Skip Logic Group*	Info Easily Found Why Not
		Which of the following participating agencies were you most interested in career information today? (Please select all that apply.)	Defense Intelligence Agency (DIA)		Y	Checkbox, one-up vertical	Skip Logic Group*	Agency Career Info
			National Geospatial-Intelligence Agency (NGA)					
			National Security Agency (NSA)					
			Office of the Director of National Intelligence (ODNI)					
			An Agency not listed here	G				
	G	Which specific agency were you hoping to find career information for?			N	Text area, no char limit	Skip Logic Group*	Agency Other Career Info OE
		Was it clear to you that, although the Intelligence Community is made up of 17 separate agencies, not all of them have begun their participation with this site?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Agency Participation
			No	N				
	N	What can we do to make this clearer for you?			N	Text area, no char limit	Skip Logic Group*	Agency Clarity OE

removed 1 answer choice

		Which <b>sections of the site</b> did you visit today? (select all that apply)	Job Search / Apply Careers Students Transitioning Military Agencies Mission News Other	C C C C D	Y	Checkbox, one-up vertical	Skip Logic Group	Sections Visited
	D	Which Agencies did you visit online today?			N	Text area, no char limit	Skip Logic Group*	Agencies Visited (Can provide a multi select close ended list if you prefer.)
	C	Of the following, which type of work or career development are you seeking?	Full-time Part-time Internship Co-op program Graduate fellowship Scholarship Work-study Other		Y	Drop down, select one	Skip Logic Group	Career Type
	C	For what type(s) of career opportunity are you interested in applying? (Select all that apply.)	Intelligence Analysis Intelligence Collection Foreign Language Computer Science Cyber Engineering and Physical Sciences Mathematical Sciences Business, Accounting and Budget Inspection, Investigation and Compliance Law and Legal Services Medical and Occupational Health Security and Law Enforcement Human Resources Education and Training General Administrative Support Communication and Public Affairs Infrastructure and Logistics Other		Y	Checkbox, one-up vertical	Skip Logic Group	Career Opportunity
		Are you <b>actively searching</b> for a job or student program opportunity, such as an internship?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group	Career Active Search
	A	How long have you been searching?	1 month or less 2 - 3 months 4 - 6 months 7 - 12 months For a year or more		Y	Drop down, select one	Skip Logic Group	Career Search Duration
		Did you use the Job Exploration Tool today?	Yes No	J	Y	Radio button, one-up vertical	Skip Logic Group*	Job Exploration Tool Use
	J	Did you find the Job Exploration tool useful?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Job Exploration Useful
	K	Please tell us what would make this tool more useful for you:		K	N	Radio button, one-up vertical	Skip Logic Group*	Job Exploration Improvement
		Did you find the detail you needed regarding intelligence careers?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Career Detail
	F	What additional information do you need regarding career opportunities within the United States Intelligence Community?			N	Text area, no char limit	Skip Logic Group*	Career Additional Detail
		What would you like to share with us that would help improve your online experience with www.intelligencecareers.gov?			N	Text area, no char limit		Improvement
		Which of the following best describes you?	Professional Transitioning Military High school student College student Recent college graduate Other		Y	Drop down, select one		Role
		Are you a U.S. Citizen?	Yes No Prefer not to respond		Y	Drop down, select one		Demographics: Citizenship
		What is your gender?	Male Female Prefer not to respond		Y	Drop down, select one		Demographics: Gender

	What is your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older Prefer not to respond		Y	Drop down, select one		Demographics: Age
	Which of the following best describes the highest level of education you have attained?	Have not graduated high school High school graduate Some college, trade, technical or vocational training College graduate Post graduate degree Prefer not to answer		Y	Drop down, select one		Demographics: Education