

DOCUMENTATION FOR THE GENERIC CLEARANCE OF VIDEO FOCUS GROUP COLLECTIONS

TITLE OF INFORMATION COLLECTION:

Repayment Video Concept Testing Focus Group

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

Federal Student Aid (FSA) is developing an outreach campaign to increase awareness of flexible repayment options and free resources and information for those currently in repayment of their student loans. The focus groups will provide customer input and feedback to ensure that the messaging and the creative execution are optimally designed to gain awareness and incite action to pursue self-education on repayment options.

Specific objectives for the focus groups include:

- Gain insight on student loan debt / repayment impacts (if any) on borrowers' day-to-day activities, and personal life
- Explore consumer awareness and perceptions of student loan repayment options (from FSA) and understand perceptions about resources from FSA
- Obtain feedback on repayment video concepts with a focus on their ability to reach/engage borrowers and prompt action
 - Identifying any features that may encourage or impede users from fully viewing the video; probe such factors as appeal, format, flow, and length
 - Understand which video concepts and content resonate best with borrowers
 - Determine whether the videos influence users' impressions of the topic
 - Evaluate the extent to which users believe they have clear instructions regarding next steps for taking action or seeking additional information, and the impact of the videos on their likelihood to take action

Dates, Locations, and Collection Procedures

The sessions will be conducted the week of October 20, 2014. The research will be conducted via six in-person focus groups (each 90 minutes in length), two groups each in Southfield, MI, Dallas, TX, and Long Beach, CA.

Description of Respondents/Participants

The research will be conducted among federal student loan borrowers currently in repayment.
36-48 Total Sample: 6 focus groups with 6-8 participants per group

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
Borrowers in repayment	48	90 minutes	72 hours
Totals	48	90 minutes	72 hours

PARTICIPATION COST COMPUTATION

Category of Respondent	No. of Respondents	Hourly Rate	Response Time	Totals
Borrowers in repayment	48	\$50	90 minutes	\$3,600
Totals	48	\$50	90 minutes	\$3,600

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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