

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

**TITLE OF INFORMATION COLLECTION: MSURSD Outreach Event Survey
(The collection that is the subject of the 10-day review request)**

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

DESCRIPTION OF THIS SPECIFIC COLLECTION

1. Intended purpose

The purpose of this survey is to provide information to assess the effectiveness and quality of FSA's Minority Serving and Under Resourced Schools Division's (MSURSD) outreach efforts with its school partners.

MSURSDs outreach efforts include one-on-one school site visits, all day group workshops and webinars. All three forums of outreach vary in their content and delivery; however, all MSURSD outreach efforts are Title IV compliance related. The purpose of this survey is to ensure that MSURSD is providing the best possible services to its school partners. The survey not only measures the quality of the outreach event but also the relevance of the material and the delivery format.

In order for MSURSD to update materials and allocate its resources effectively, the survey is designed to be offered in an electronic format to participants of each outreach event after the event has been attended. In AY2015, MSURSD expects to provide 20-25 Site Visits, 25-30 Workshops and 18 Webinars.

The instrument is designed in a scorecard fashion and only includes fifteen questions that will be responded to using a Likert scale. In addition, there will be the opportunity for respondents to provide a verbatim response to a question that asks them to provide the most urgent improvement required. This is used in combination with scoring of the individual questions, will help FSA prioritize improvement actions.

2. Need for the collection

To gain customer feedback.

3. Planned use of the data

Specific feedback with various aspects of FSA's communications will help inform decision-making when making any changes to the way we communicate with school partners.

4. Date(s) and location(s)

Fielding will occur in January 2015 and will last the entire calendar year. This is web-based survey.

5. Collection procedures

Potential respondents are attendees at workshops and participants at school site visits. The attendees/participants will be sent an email requesting feedback. A link within the email will direct them to the survey that is housed on a website.

6. Number of focus groups, surveys, usability testing sessions

The current version of this study involves one (1) survey.

7. Description of respondents/participants

The respondents/participants are financial aid officers.

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

N/A

BURDEN HOUR COMPUTATION

Category of Respondent	No. of Respondents	Participation Time	Burden
School Financial Aid Officers	~300	5 minutes	25 hours
Totals	~300	5 minutes	25 hours

STATISTICAL INFORMATION

Potential respondents are institutional Financial Aid staff who attended an MSURSD outreach event in AY2015.

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ED DEPARTMENT, OFFICE, DIVISION, BRANCH: Federal Student Aid, Customer Experience, Customer Analytics.