

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

**TITLE OF INFORMATION COLLECTION: Financial Aid Toolkit Website 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 the survey is to measure the satisfaction of online visitors with the Financial Aid Toolkit website (FinancialAidToolkit.ed.gov). Questions will focus on the content and functionality of the website, how the visitors plan to use the information, and ways that the website and resources could be improved.
2. need for the collection,
 - The Financial Aid Toolkit is a new website being launched by December 2, 2013. The toolkit consolidates Federal Student Aid resources into a searchable online database intended for use by organizations and individuals who interact with, support, or counsel students and families on making financial preparations for postsecondary education. The survey will provide crucial feedback to FSA on the impact of the toolkit and the resources it makes available, enabling us to improve our customer service.
3. planned use of the data,
 - Feedback and satisfaction levels with the website will help inform decision-making about ways to improve the site and what additional resources to create that would be most useful to our customers.
4. date(s) and location(s),
 - This is a web-based survey hosted by Survey Monkey. It will have the FSA name and logo. The Financial Aid Toolkit website will have a "Leave Us Feedback" link that will take visitors to a Survey Monkey URL (www.surveymonkey.com/s/finaidtoolkit1). The survey will be ongoing. The start date will be by December 2, 2013.
5. collection procedures,
 - Visitors will respond to the survey on an ongoing basis. The survey data will be available in Survey Monkey. FSA will analyze the data on a quarterly and annual basis.
6. number of focus groups, surveys, usability testing sessions
 - There is one ongoing survey.
7. description of respondents/participants,
 - The respondents/participants are visitors to the Financial Aid Toolkit website.

The survey questionnaire is attached.

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

N/A

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
Visitors to Financial Aid Toolkit website	600	5 minutes	50 hours
Totals			

BURDEN COST COMPUTATION

Category of Respondent	No. of Respondents	Hourly Rate	Response Time	Total
N/A				
Totals				

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.

There will be no sampling for this survey. We will analyze response rates and determine if they are similar to other website surveys. Statistical methods will include basic summary statistics such as an analysis of answers to individual questions, crosstabs to determine satisfaction and impact by visitor type, and qualitative analysis of the open-ended comments. We will also compare the answers to specific questions on this survey (noted in the attached questionnaire) to other FSA surveys, such as the studentaid.gov website survey and outreach event survey.

REQUESTED APPROVAL DATE: By December 9, 2013

NAME OF CONTACT PERSON: Jessica Barrett Simpson

TELEPHONE NUMBER: 202-377-4090

MAILING LOCATION: 830 First Street NE, Room 114E1, Washington, DC, 20202

ED DEPARTMENT, OFFICE: Federal Student Aid, Customer Experience, Customer Analytics Group