

**DOCUMENTATION FOR THE GENERIC CLEARANCE
OF POTENTIAL ADULT STUDENT RESEARCH
FOCUS GROUP COLLECTIONS**

**TITLE OF INFORMATION COLLECTION:
(the collection that is the subject of the 10-day review request)**

Potential Adult Student Focus Group Research

[] SURVEY [X] FOCUS GROUP [] SOFTWARE 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

This focus group study will identify implications and recommendations for FSA in terms of the content and delivery mechanisms that are best suited for potential adult students. At a minimum the research will:

- Identify the digital habits of potential adult students
 - How do they use connected devices to socialize, spend, shop, look for information, etc.
 - What technology and devices do they most frequently use
 - What specific social networks do they predominantly use
- Determine where potential adult students look for information (online and offline) in general and more specifically about preparing and funding for college
- Assess how potential adult students prefer to get information in general and if relevant, about financial aid; learn why they prefer those methods along with additional information such as:
 - Which are they most likely to pay attention to
 - Which are they most likely to take action on after seeing/reviewing
 - When would they want to get this information
 - How are they most likely to engage or interact with this information
- Determine if potential adult students have concerns around their and their family's economic or financial situation and, specifically, if they have concerns about how to pay for college
- Identify implications and recommendations for FSA in terms of the content that it provides and the way in which it provides the content (delivery mechanisms)

Dates, Locations, and Collection Procedures

The sessions will be conducted on March 2-3, 2016. The research will be conducted via four in-person focus groups (each 120 minutes in length).

Description of Respondents/Participants

The research will be conducted among one core audience: potential adult college students.

Total Sample: 4 Focus Groups with 5-8 Participants per Group

- 1 Potential adult college student, aged 20-29
- 1 Potential adult college students, aged 30-39
- 2 Potential adult college students, aged 40-64

Potential adult college students must have graduated high school or received a GED. In the next year, they must be seriously considering enrolling and attending part time or full time at a college, university, or career school.

The data will be completed one time.

Attached is a copy of the focus group moderator's guide and written exercise sheet.

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

Both our ability to recruit and the participant's likelihood to show up to the two-hour focus group session (held at a local professional focus group location) 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
Potential Adult Students aged 20-39	8	120 minutes	16
Potential Adult Students aged 30-39	8	120 minutes	16
Potential Adult Students aged 40-64	16	120 minutes	32
Totals	32	120 minutes	64 hours

BURDEN COST COMPUTATION

Category of Respondent	No. of Respondents	Hourly Rate	Response Time	Total
Potential Adult students 20-29	8	\$37.50	120 minutes	\$600
Potential Adult students 30-39	8	\$37.50	120 minutes	\$600
Potential Adult Students 40-64	16	\$37.50	120 minutes	\$1,200
Totals	32	\$37.50	120 minutes	\$2,400

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.

REQUESTED APPROVAL DATE: February 12, 2016

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