

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

TITLE OF INFORMATION COLLECTION: myStudentAid Mobile App Survey
(the collection that is the subject of the 10-day review request)

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

DESCRIPTION OF THIS SPECIFIC COLLECTION

Specify all relevant information, including

1. intended purpose
 - The purpose of the survey is to measure applicants' satisfaction levels with the process for applying for federal student aid via myStudentAid mobile application.
2. need for the collection
 - FSA needs to assess satisfaction with its key aid delivery products and services. FSA is a performance-based organization and as specified in its enabling legislation, is mandated to not only improve service, but to develop the necessary metrics to demonstrate and report its progress and performance to Congress, customers, taxpayers and other critical stakeholders.
3. planned use of the data,
 - Specific feedback and satisfaction levels with process for applying for federal student aid will help inform decision-making when making any changes to the process.
4. date(s) and location(s)-
 - This is a continuous survey. It is a web survey. It will launch on October 1, 2018.
5. collection procedures
 - Data collection for this survey is continuous and is provided to a sample of FOTW respondents directly after completing the FOTW via myStudentAid mobile application. The sampled respondent is invited to participate in an online electronic survey. If he/she accepts, they are directed to an electronic survey instrument
6. number of focus groups, surveys, usability testing sessions
 - This is one survey.
7. description of respondents/participants.
 - Respondents are applicants (and parents of applicants) that completed the FAFSA (i.e. potential post-secondary students) via myStudentAid mobile application.

(State whether the data collection will be completed one time, will be collected on an annual basis, or other.)

Attach a copy of the proposed collection instrument, e.g., survey questions, focus group script, usability testing plan. If a focus group also includes a survey, include both.

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

None.

BURDEN HOUR COMPUTATION (*Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours*):

Category of Respondent	No. of	Participation	Burden
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	Respondents	Time	
FAFSA filers (potential post-secondary students)	250,000	4 min	16,666 hrs
Totals	250,000	4 min	16,666 hrs

BURDEN COST COMPUTATION

Category of Respondent	No. of Respondents	Hourly Rate	Response Time	Total
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.

All FAFSA.gov filers (applicants) that complete the FAFSA using the mobile application will be invited to complete the survey.

The contractor employs a proprietary American Customer Satisfaction Index (ACSI) econometric model. The ACSI is a cross-industry, cross-agency methodology for obtaining comparable measures of customer satisfaction. Along with other economic objectives, the quality of output (goods and services) is a part of measuring living standards. The ACSI’s ultimate purpose is to help improve the quality of goods and services available to the American people.

The contractor will perform data processing and preparation of an ACSI model for this study, using the proprietary ACSI econometric model. Output of the model will be a set of indices, including indices for drivers of satisfaction, the satisfaction index, and the indices for outcomes of satisfaction. Additionally, the model produces impact scores that show the strength of the effect of each index on subsequent ones.

REQUESTED APPROVAL DATE: September 7, 2018

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