



NCJRS Email Satisfaction Survey Questions

CLIENT:	Office of Justice Programs (OJP)
PROJECT:	Email Satisfaction Survey
PREPARED BY:	Alex Perrin & Shalvi Desai
DATE:	August 26, 2016

NCJRS SURVEY INTRODUCTION

This information is being collected by NCJRS in order to improve the frequency, distribution mechanisms, content categorization, registration process, and other information dissemination factors for NCJRS, OJP, and the NCJRS sponsoring agencies, including BJA, BJS, NIJ, OJJDP, OVC, and SMART.

All survey information will be used to further the proper performance of the functions of the agencies (NCJRS and OJP). All responses to the collection of information are voluntary and will be collected anonymously. Intent statements listed after each question are for reference purposes, and are intended for internal use only.

The average respondent burden is approximately 5 minutes to complete the survey. The email survey will need to be approved through the Paperwork Reduction Act process before information can be collected from the public. It is requested that the public direct any comments concerning the accuracy of this burden estimate and any suggestions for reducing this burden to OJP.

Multiple choice questions include the option of selecting Other. The Other answer will be a checkbox to serve as an indication of a submission that is not offered. In future renditions of the survey an open field will be provided to offer further analysis capabilities.

The OMB control number for this survey is **TBD**.

SURVEY INTENT

As a registered user of NCJRS.gov, you have been selected to take this brief survey. The survey should take less than five minutes to complete. Survey questions are related to email communications sent by OJP and NCJRS, including the following bureaus and offices: BJA, BJS, NIJ, OJJDP, OVC, and SMART. We appreciate your feedback and are continuously working to improve the way we deliver criminal justice content.

OJP Bureaus and Offices

- Bureau of Justice Assistance (BJA)
- Bureau of Justice Statistics (BJS)
- National Institute of Justice (NIJ)
- Office of Juvenile Justice and Delinquency Prevention (OJJDP)
- Office for Victims of Crime (OVC)

- Office of Sex Offender Sentencing, Monitoring, Apprehending, Registering, and Tracking (SMART)

QUESTIONS

OJP SURVEY QUESTIONS

Section 1: Customer information and preferences

1. What is your involvement with the justice system? [select one]
 - a. Law Enforcement
 - b. Corrections
 - c. Government
 - d. Academics
 - e. Research
 - f. Courts
 - g. Forensics
 - h. Juvenile Justice
 - i. Victims Services
 - j. Community Member
 - k. Private Corporation
 - l. Other

Intent: Survey data can be analyzed based on customer segmentation identified by this question.

2. What source(s) do you use to obtain criminal justice related news and information? [select all that apply]
 - a. Print publications (journals, magazines, newspapers)
 - b. News outlets (CNN, FOX, etc.)
 - c. Conferences and workshops
 - d. Colleagues
 - e. NCJRS.gov
 - f. OJP.gov
 - g. Social media sites (Facebook, Twitter, etc.)
 - h. Online forums
 - i. RSS feeds
 - j. Other websites
 - k. Other

Intent: Dissemination strategies can be adjusted and better targeted to the sources where users look for criminal justice content.

3. What types of formats do you prefer for consuming criminal justice related news and information? [select all that apply]

- a. Reports
- b. Briefs
- c. Presentations
- d. Print articles
- e. Blogs
- f. Social media posts (Facebook, Twitter, etc.)
- g. Videos
- h. Multi-media (DVDs, CDs)
- i. Data visualization (infographics, data charts, etc.)
- j. Training materials (guidebooks)
- k. Other

Intent: The development and dissemination of marketing materials can be adjusted based on content formats that users prefer.

4. In general, when you receive an email from NCJRS or its sponsoring agencies do you usually:
 - a. Read it in full
 - b. Skim to find relevant information
 - c. Decide whether it is worth opening based on the subject line
 - d. Delete it without opening it
 - e. Other

Intent: Subject lines, content development, and layout can be adjusted based on feedback to this question.

5. What would most likely prompt you to unsubscribe from an email from NCJRS or its sponsoring agencies?
 - a. Content is not relevant to my interests
 - b. Too many emails
 - c. Do not recall signing up for emails
 - d. Cannot view email properly
 - e. Other

Intent: Understanding why users opt-out should greatly influence how content is disseminated, and the rate of frequency.

Section 2: OJP/NCJRS Specific

6. How often would you prefer to receive emails from NCJRS and its sponsoring agencies?
 - a. More than once a day
 - b. Daily
 - c. 2-3 times a week
 - d. Once a week
 - e. Once a month
 - f. Other

Intent: Respondents' preferences for receiving email communications can be used to adjust the frequency at which information is sent, in order to reduce opt-out requests.

7. Please rate the usefulness of the information you receive via email from NCJRS and its sponsoring agencies, using a scale of 1-5 where 1 means not at all useful and 5 means very useful.

1-5 scale (1: not at all useful, 5: very useful)

Intent: This will help to gauge if constituents find the information sent by NCJRS to be useful.

8. Please rate how easy the information in the emails from NCJRS and its sponsoring agencies is to understand, using a scale of 1-5 where 1 means not at all easy and 5 means very easy.

1-5 scale (1: not at all easy, 5: very easy)

Intent: The way content is written and presented to users can be adjusted based on the feedback to this question.

9. Please rate your satisfaction with emails from NCJRS and its sponsoring agencies, using a scale of 1-5 where 1 means not at all satisfied and 5 means very satisfied.

1-5 scale (1: not at all satisfied, 5: very satisfied)

Intent: This is a general question to gauge user satisfaction, which is generally recommended to be included in all customer satisfaction surveys.

10. Would you find topical newsletters useful? For example, an e-newsletter including grant and solicitation related information from all OJP bureaus and sponsoring agencies.
 - a. Yes
 - b. No
 - c. Unsure

Intent: If users find topical newsletters useful, bureaus can cross-collaborate to share information and content, creating resources that are more impactful.

11. What types of information are you most interested in receiving from NCJRS and its sponsoring agencies? (select all that apply)
 - a. Events and conferences
 - b. Grants and solicitation information
 - c. Research and publications
 - d. Toolkits
 - e. Training and technical assistance
 - f. News and announcements
 - g. Job openings
 - h. None

- i. Other

Intent: This will gauge the interest level in justice related topics.

Section 3: General feedback

- 12. Please leave general comments or feedback below to help us improve NCJRS communications.

[open ended – response not required]

- 13. What current criminal justice related topics are you interested in?

[open ended – response not required]

Section 4: Contact information

Requesting contact details including first/last name and email address tends to lower survey response rates. To ensure higher response rates, the collection of personal information will be optional. SurveyMonkey's email invitations are designed to help track respondents. Survey results include the email address and IP address of each respondent by default.

- 14. The submission of contact details is optional and are used for recording purposes only.
 - a. First name, Last name [open ended fields]
 - b. Email address [open ended field]

Section 4: Privacy statement

The following text will be shown on a Privacy Statement page. The Privacy Statement link will be included in the footer text to the survey.

Privacy Statement

(Last updated: [Insert date updated])

OJP is committed to protecting your privacy. This privacy statement applies to the NCJRS Registered Users survey. It does not apply to other OJP surveys, sites, products, or services.

Information Collection and Usage

Some personal information may be collected if you choose to participate in the survey. In particular, your responses to survey questions, as well as details about how you connected to this survey website, including your IP address, and the date and time when you connected. Information collected may also include your name and email address.

Your responses to the survey questions will not be linked to your name or to any contact information that you have provided to OJP. Your responses to the survey questions may be aggregated with other survey responses to analyze trends. OJP may also use the collected information to improve future surveys and communication methods regarding NCJRS registered users.