

Appendix C. 2020 FDA CTP Emails Survey Audience Analysis Study Timeline

Post-IRB and OMB Approval	
By Week 1	<ul style="list-style-type: none"> • Program (code) the online survey and create a unique URL for the survey.
By Week 2	<ul style="list-style-type: none"> • Conduct internal team pretest of the technical aspects of the online survey. • Assess any problems with the survey instrument based on the pretest.
By Week 3	<ul style="list-style-type: none"> • Modify the survey instrument based on the pretest observations.
Survey Launch	
By Week 4	<ul style="list-style-type: none"> • Send an email invitation to complete the survey to the approximately 41,300 CTP email subscribers.
Week 4	<ul style="list-style-type: none"> • Begin fielding the survey.
Week 5	<ul style="list-style-type: none"> • Send the first reminder to CTP email subscribers to complete the survey.
Week 6	<ul style="list-style-type: none"> • Send the second reminder to CTP email subscribers to complete the survey.
Week 7	<ul style="list-style-type: none"> • Send the third reminder the day before the survey closes.
Weeks 4-7	<ul style="list-style-type: none"> • Engage in quality assurance of ongoing survey completion (checking for accuracy and missing data). • Monitor the number of completed surveys on an ongoing basis.
Survey Data Analysis and Reporting	
Week 8	<ul style="list-style-type: none"> • Analyze quantitative data. • Generate cross tabs as necessary.
Week 9	<ul style="list-style-type: none"> • Analyze respondents' qualitative and narrative comments submitted to the "Other: Please specify: ____" response options and the last open-ended survey question.
Week 10	<ul style="list-style-type: none"> • Select and present the most interesting and revealing cross tab visuals. • Develop key summary pictorials (e.g., bar charts, pie charts). • Write a narrative summary report of the survey findings, develop a one-page CTP email subscriber "persona" as informed by the findings, and develop a PowerPoint presentation as a tool for verbally presenting the findings.