

Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery: ICE
(Interactive Customer Evaluation)

SUPPORTING STATEMENT – PART B

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Description of the Activity

The activities under this clearance may involve samples of self-selected customers, as well as convenience samples, and quota samples, with respondents selected either to cover a broad range of customers or to include specific characteristics related to certain products or services. However, for the current submission, it is not anticipated the activities other than comment cards will be undertaken. Regardless, results will not be used to make statements representative of the universe of study, to produce statistical descriptions (careful, repeatable measurements), or to generalize the data beyond the scope of the sample. The specific sample planned for each individual collection and the method for soliciting participation will be described fully in each collection request.

Qualitative surveys such as the ICE comment cards, are tools used by program managers to change or improve programs, products, or services. The accuracy, reliability, and applicability of the results of these surveys are adequate for their purpose.

The samples associated with this collection are not subjected to the same scrutiny as scientifically drawn samples where estimates are published or otherwise released to the public.

2. Procedures for the Collection of Information

There are two easy options for someone wishing to provide feedback by submitting a comment card. In the first option, a respondent can go to <http://ice.disa.mil> to locate the service provider for which they would like to submit a comment card. They can search for a particular site. Once the individual has chosen a site they can select from a list of the service providers at the selected site or search for a particular service provider. Once they have selected a service provider, they can choose to answer questions, leave comments, or request a response from the service provider manager. The second option for respondents is to go to their local installations website directly or find the link via their installation's marketing materials. These links bring the respondent to the basic individual ICE web site or to a specific comment card representing a service provider on the base.

3. Maximization of Response Rates, Non-response, and Reliability

Information collected under this generic clearance will not yield generalizable quantitative findings; it can provide useful customer input but it does not yield data about customer opinions that can be generalized.

No other techniques are used to adjust for non-response or to increase reliability.

4. Tests of Procedures

Pretesting may be done with internal staff, a limited number of external colleagues, and/or customers who are familiar with the programs and products. If the number of pretest respondents exceeds nine members of the public, the Agency will submit the pretest instruments for review under this generic clearance.

5. Statistical Consultation and Information Analysis

The ICE system has undergone extensive development to allow it to easily generate and report basic descriptive statistics back to the components the information generate by the comment cards. ICE programming expertise is provided by: Mr. Jeremy Consolvo (703.697.2238), and input regarding survey design and methods is provided by Ms. Julia Shmirkin (703.697.2245).