

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

TITLE OF INFORMATION COLLECTION: 2020 In-School (federal student aid recipients)

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

DESCRIPTION OF THIS SPECIFIC COLLECTION

Specify all relevant information, including

1. intended purpose,
 - The purpose of the federal student aid recipients In-School survey is to measure satisfaction levels, assess financial literacy, and needs for improvement in Federal Student Aid's (FSA) ability to inform and counsel borrowers on repaying their loan(s), and measure the financial aid process at the post-secondary education institution (school).
2. need for the collection,
 - There is a need to survey federal student aid recipients who are enrolled in school. We want to know as much as possible about these recipients to improve our customer service, our products, and our process.
3. planned use of the data,
 - Specific feedback and satisfaction levels with various aspects FSA's communications will help inform decision-making when making any changes to the way we communicate with federal student aid recipients and calculate FSA's customer satisfaction for performance goals and reporting.
4. date(s) and location(s),
 - Fielding will occur in late March through May and will last until a sufficient sample size is reached. This is web-based survey.
5. collection procedures,
 - Potential respondents are pulled from the Common Origination and Disbursement system, selecting federal student aid recipients who have enrolled in a post-secondary educational institution and have applied for federal student aid. This list will be sent an email requesting feedback. A link within the email will direct them to the survey that is housed on a website.
6. number of focus groups, surveys, usability testing sessions
 - The current version of this study involves one (1) survey.
7. description of respondents/participants,
 - The respondents/participants are federal student aid recipients who are enrolled in a post-secondary educational institution.

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

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

Not applicable

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
Federal student aid recipients	~3000	5 minutes	250 hours
Totals	~3000	5 minutes	250 hours

BURDEN COST COMPUTATION (*this is only required when a stipend is being offered*)

Category of Respondent	No. of Respondents	Hourly Rate	Response Time	Total
Not applicable				
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.

Potential respondent names, email addresses, and segmentation variables are pulled (from Data Warehouse) by identifying borrowers who have applied for a federal student aid program and are enrolled in a post-secondary educational institution. The contractor shall complete all surveys consistent with the objectives and constraints outlined in the contract, including the requirement to resolve any readiness and/or data problems, including non-response, as appropriate.

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: March 27, 2020

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ED DEPARTMENT, OFFICE, DIVISION, BRANCH: Federal Student Aid, Customer Experience, Office of Customer Analytics