Survey Invitation

This is the standard survey invitation. Default text is included. If you would like to modify this text please check with your analyst/client manager.

Welcome and Thank You Text

The text you see here will appear at the top and bottom of your survey. Default text is included and you may modify this text as needed.

Model Questions

As discussed during the kick-off call, the model questions are part of the ForeSee methodology. For consistency with the model, these questions are standardized and have been tested and validated. Standardization of model questions allows benchmarking across companies/industries, and these questions are used in calculating scores and impacts.

Focus on the future behaviors; I've started with some that I believe are a good fit but we can certainly make adjustments. These are desired customer outcomes that are impacted by customer satisfaction.

Custom Questions

When reviewing the custom questions tab, keep in mind these questions are used for segmentation analysis of the model data. It is suggested that you add, delete or change custom questions over time, as your needs or business objectives change.

Focus Area #1: Achieving Actionable Data
- Know what changes are being made based on the intelligence
- Change Custom Questions so that stakeholders see a clear "must do"

Focus Area #2: Aligning Data to Business Strategies
- Update your Custom Questions as business cycles change
- Integrate Executive Level questions to evaluate initiatives

Focus Area #3: Strategic and Tactical Value
- Influence Board Room Decisions
- Change Operational Approaches
- Mature Your Research

Why
- ❏ Analysi
- ❏ Top-Pri
- ❏ Open-e
- ❏ Shift w
- ❏ Inform
- ❏ Evaluat

Making Changes

Simply make the change that you desire and highlight that change with a different color text. Red works well because stands out.

If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand y request and figure out the best way to implement. -Or- Just give us a call; talking through changes over the phone makes it quick and easy.

pdate Your Custom Questions?

ncovered new questions to ask
ty areas influence resource use
s for quantifiable recommendations
 Seasonal Needs
Re-launch or Re-design
Marketing Initiatives

The text you see here will appear at the top and bottom of your survey, examples below.
Default text is included and you may modify this text as needed.

Welcome and Thank You Text

Welcome Text

Thank you for reading our electronic announcement.
Please take a few minutes to share your opinions about our announcement.
Your opinions are essential in helping us provide the best experience and
information possible.

Thank You Text

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey
comments. If you would like us to contact you about your feedback, please visit
the Contact Us section of our website.

Example Email Survey

Model Name	**DOJ OVC Email Newsletter**			
Model ID	**9wJ5x8IktlF85xsgVgU8BQ4C**			
Partitioned	**No**			
Date	**10/12/2016**			

Removed a Future Behavior
Reworded all questions referring to the publication to refer to an announcement based on Jose's recommendation.

	Label	Element Questions		Label	Satisfaction Questions		Label	Future Behaviors
		Look and Feel (1=Poor, 10=Excellent, Don't Know)			**Satisfaction**			**Share Information (1=Very Unlikely, 10=Very Likely)**
1	Look and Feel - Appeal	Please rate the **visual appeal** of this announcement.	7	Satisfaction - Overall	What is your **overall satisfaction** with this announcement? (1=Very Dissatisfied, 10=Very Satisfied)	10	Share Information	How likely are you to **share this announcement** with someone else?
2	Look and Feel - Balance	Please rate the **balance of graphics and text** in this announcement.	8	Satisfaction - Expectations	How well does this announcement **meet your expectations**? (1=Falls Short, 10=Exceeds)			**Primary Online Resource (1=Very Unlikely, 10=Very Likely)**
3	Look and Feel - Readability	Please rate the **readability of the page** in this announcement.	9	Satisfaction - Ideal	How does this announcement **compare to an ideal emailed announcement**? (1=Not Very Close, 10=Very Close)	11	Primary Online Resource	How likely are you to use **ovc.gov** as your **primary online resource regarding information for crime victims/victim service providers**?
		Email Content (1=Poor, 10=Excellent, Don't Know)						
4	Email Content - Relevance	Please rate the **relevance to your interests** of the content in this announcement.						
5	Email Content - Depth	Please rate the **depth of information** shared that you read on this announcement.						
6	Email Content - Understandable	Please rate **how understandable the content is** in this announcement.						

Test Survey Link:

NOTE: Taking a survey from this test link will NOT enter the survey into the ForeSee databases. It is for checking the survey questions and function only.

Model Name	DOJ OVC Email Newsletter			Red & Strike-Through: Delete
Model ID	9wJ5x8IktIF85xsgVgU8BQ4C	OMB Approval REQUIRED		Underlined & Italicized: Re-order
Partitioned	No			Pink: Addition
Date	10/12/2016			Blue: Reword

FORESEE

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label	NOTES
KMJ7072Q001			Thinking of the OVC email announcements(s) you receive, please rate: The clarity of the information provided.	1=Not At All Clear / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / Very Clear=10 / Don't Know	C (1,2,3,4,5)	Y	Radio button, scale, has don't know	Skip Logic Group*	Rate_Info Clarity	
KMJ7072Q002		C	What would help improve the clarity of the information provided?			N	Text area, no char limit	Skip Logic Group*	Improve Clarity OE	
KMJ7072Q003			The helpfulness of the information provided.	1=Not At All Helpful (C) / 2 (C) / 3 (C) / 4 (C) / 5 (C) / 6 / 7 / 8 / 9 (D) / Very Helpful=10 (D) / Don't Know		Y	Radio button, scale, has don't know	Skip Logic Group*	Rate_Info Helpful	
KMJ7072Q004		C	What information would you find to be more helpful in these announcements?			N	Text area, no char limit	Skip Logic Group*	Improve Helpfulness OE	
KMJ7072Q005		D	What did you find most helpful about the information in this announcement?			N	Text area, no char limit	Skip Logic Group*	Most Helpful OE	
KMJ7072Q006			Did you download a publication, video, or information that was the focus of the announcement you received?	Yes / No / Not sure		Y	Radio button, one-up vertical		Download	NEW
KMJ7072Q007			Did you follow any of the links provided in the announcement?	Yes / No / Not sure		Y	Radio button, one-up vertical		Link Use	NEW
KMJ7072Q008			Considering the product, publication, video, or information you accessed through this email announcement, did you find it to be presented in a format that was easy to use?	Yes / No (A) / Not sure		Y	Radio button, one-up vertical	Skip Logic Group*	Access Format	
KMJ7072Q009		A	What would have made it easier for you to access/use?			N	Text area, no char limit	Skip Logic Group*	Access Format OE	
KMJ7072Q010			Please rate the length of the OVC announcement you received.	Too long / Just about right / Too short / Don't Know		Y	Drop down, select one		Rate - Email Length	
KMJ7072Q011			What type of content do you prefer to see from OVC? (Please pick your top three.)	News and Information from OVC / Resource and funding information / Tips for crime victims about what OVC can help with / Products available from OVC / Information about what OVC publications/videos would meet my needs / More links to publications or videos / Details about training/events / Offerings in languages other than English / Other (A)		Y	Checkbox, one-up vertical	Skip Logic Group* / Limit to 3	Content Type	
KMJ7072Q012		A	What other content would you prefer to see from OVC?			N	Text area, no char limit	Skip Logic Group*	Content Type Other	
KMJ7072Q013			Have you ever shared content you've received in an OVC email announcement with someone else? (Including this one.)	Yes (A) / No		Y	Radio button, one-up vertical	Skip Logic Group*	Content Shared	
KMJ7072Q014		A	What have you shared?			N	Text area, no char limit	Skip Logic Group*	Content Shared Specifics OE	
NEW			Are you interested in following OVC on social media?	Yes, I'm interested (A) / I'm already signed up (B) / No, I'm not interested		Y	Radio button, one-up vertical	Skip Logic Group*	Social Media	
NEW		A	You can find OVC on Twitter, Facebook, and YouTube. Are there other social media platforms you would prefer?			N	Text area, no char limit	Skip Logic Group*	Social Media Prefer	
NEW		B	Which of these social media channels do you use to follow OVC? (Please select all that apply.)	Twitter / Facebook / YouTube / Not sure		Y	Checkbox, one-up vertical	Skip Logic Group* / Mutually Exclusive	Social Media Follow	
KMJ7072Q015	OE_Improve Experience		What else would you like to share with us to help improve this announcement?			N	Text area, no char limit		Improvement	
KMJ7072Q016			How frequently would you prefer to receive this announcement?	Daily / Weekly / Monthly / Every other Month / Quarterly		Y	Drop down, select one		Newsletter Frequency	

				Annually or less often				
KMJ7072Q017	Role: Healthcare		Which of the following best describes you in relation to your subscription to the DOJ OVC announcement?	Victim of crime		Y	Drop down, select one	Skip Logic Group*	Role
				Friend or family member of crime victim				
				Victim services provider/professional	B			
				Law enforcement officer or official	B			
				Attorney/Legal Services professional	B			
				Corrections/Probation/Parole officer or official	B			
				Educator or academic administration				
				Student				
				Medical/Nursing/Health service professional	B			
				Mental health professional	B			
				Social worker/counselor	B			
				General public				
				Other	A			
KMJ7072Q018		A	How else you would describe yourself?			N	Text area, no char limit	Skip Logic Group*	Role Other
KMJ7072Q019		B	Was the product, publication, video, or information you accessed useful to your work serving victims of crime?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Content Useful
				No				
				Not sure				
KMJ7072Q020	Demographics: Gender		What is your gender?	Male		Y	Drop down, select one		Demographics: Gender
				Female				
				Prefer not to respond				
KMJ7072Q021	Demographics: Income		Which category includes your household income?	Under $25,000		Y	Drop down, select one		Demographics: Income
				$25,000 - $49,999				
				$50,000 - $74,999				
				$75,000 - $99,999				
				$100,000 - $124,999				
				$125,000 - $149,999				
				$150,000 or more				
				Prefer not to respond				
KMJ7072Q022	Demographics: Age		Which category includes your age?	Under 18		Y	Drop down, select one		Demographics: Age
				18 - 24				
				25 - 34				
				35 - 44				
				45 - 54				
				55 - 64				
				65 or older				
				Prefer not to respond				

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KMJ7072Q001			Thinking of the OVC email announcements(s) you receive, please rate: The clarity of the information provided.	1=Not At All Clear	C	Y	Radio button, scale, has don't know	Skip Logic Group*	Rate_Info Clarity	
				2	C					
				3	C					
				4	C					
				5	C					
				6						
				7						
				8						
				9						
				Very Clear=10						
				Don't Know						
KMJ7072Q002		C	What would help improve the clarity of the information provided?			N	Text area, no char limit	Skip Logic Group*	Improve Clarity OE	
KMJ7072Q003			The **helpfulness of the information** provided.	1=Not At All Helpful	C	Y	Radio button, scale, has don't know	Skip Logic Group*	Rate_Info Helpful	
				2	C					
				3	C					
				4	C					
				5	C					
				6						
				7						
				8						
				9	D					
				Very Helpful=10	D					
				Don't Know						
KMJ7072Q004		C	What information would you find to be more helpful in these announcements?			N	Text area, no char limit	Skip Logic Group*	Improve Helpfulness OE	
KMJ7072Q005		D	What did you find most helpful about the information in this announcement?			N	Text area, no char limit	Skip Logic Group*	Most Helpful OE	
KMJ7072Q006			Did you download a publication, video, or information that was the focus of the announcement you received?	Yes		Y	Radio button, one-up vertical		Download	NEW
				No						
				Not sure						
KMJ7072Q007			Did you follow any of the links provided in the announcement?	Yes		Y	Radio button, one-up vertical		Link Use	NEW
				No						
				Not sure						
KMJ7072Q008			Considering the product, publication, video, or information you accessed through this email announcement, did you find it to be presented in a format that was easy to use?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Access Format	
				No	A					
				Not sure						
KMJ7072Q009		A	What would have made it easier for you to access/use?			N	Text area, no char limit	Skip Logic Group*	Access Format OE	
KMJ7072Q010			Please rate the length of the OVC announcement you received.	Too long		Y	Drop down, select one		Rate - Email Length	
				Just about right						
				Too short						
				Don't Know						
KMJ7072Q011			What type of content do you prefer to see from OVC? (Please pick your top three.)	News and Information from OVC		Y	Checkbox, one-up vertical	Skip Logic Group*	Content Type	
				Resource and funding information						
				Tips for crime victims about what OVC can help with			Limit to 3			
				Products available from OVC						
				Information about what OVC publications/videos would meet my needs						
				More links to publications or videos						
				Details about training/events						
				Offerings in languages other than English						
				Other	A					
KMJ7072Q012		A	What other content would you prefer to see from OVC?			N	Text area, no char limit	Skip Logic Group*	Content Type Other	
KMJ7072Q013			Have you ever shared content you've received in an OVC email announcement with someone else? (Including this one.)	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group*	Content Shared	
				No						
KMJ7072Q014		A	What have you shared?			N	Text area, no char limit	Skip Logic Group*	Content Shared Specifics OE	
HOP0306507			Are you interested in following OVC on social media?	Yes, I'm interested	A	Y	Radio button, one-up vertical	Skip Logic Group*	Social Media	
				I'm already signed up	B					
				No, I'm not interested						
HOP0306508		A	You can find OVC on Twitter, Facebook, and YouTube. Are there other social media platforms you would prefer?			N	Text area, no char limit	Skip Logic Group*	Social Media Prefer	
HOP0306509		B	Which of these social media channels do you use to follow OVC? (Please select all that apply.)	Twitter		Y	Checkbox, one-up vertical	Skip Logic Group*	Social Media Follow	
				Facebook						
				YouTube						
				Not sure				Mutually Exclusive		
KMJ7072Q015	OE_Improve Experience		What else would you like to share with us to help improve this announcement?			N	Text area, no char limit		Improvement	
KMJ7072Q016			How frequently would you prefer to receive this announcement?	Daily		Y	Drop down, select one		Newsletter Frequency	
				Weekly						
				Monthly						
				Every other Month						
				Quarterly						

				Annually or less often			Y		
KMJ7072Q017	Role: Healthcare		Which of the following best describes you in relation to your subscription to the DOJ OVC announcement?	Victim of crime			Y	Drop down, select one	Skip Logic Group*	Role
				Friend or family member of crime victim						
				Victim services provider/professional	B					
				Law enforcement officer or official	B					
				Attorney/Legal Services professional	B					
				Corrections/Probation/Parole officer or official	B					
				Educator or academic administration						
				Student						
				Medical/Nursing/Health service professional	B					
				Mental health professional	B					
				Social worker/counselor	B					
				General public						
				Other	A					
KMJ7072Q018		A	How else you would describe yourself?				N	Text area, no char limit	Skip Logic Group*	Role Other
KMJ7072Q019		B	Was the product, publication, video, or information you accessed useful to your work serving victims of crime?	Yes			Y	Radio button, one-up vertical	Skip Logic Group*	Content Useful
				No						
				Not sure						
KMJ7072Q020	Demographics: Gender		What is your gender?	Male			Y	Drop down, select one		Demographics: Gender
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KMJ7072Q021	Demographics: Income		Which category includes your household income?	Under $25,000			Y	Drop down, select one		Demographics: Income
				$25,000 - $49,999						
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				$100,000 - $124,999						
				$125,000 - $149,999						
				$150,000 or more						
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KMJ7072Q022	Demographics: Age		Which category includes your age?	Under 18			Y	Drop down, select one		Demographics: Age
				18 - 24						
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				Prefer not to respond						