

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

- Analysis
- 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 it stands out.

If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand your 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.


Update Your Custom Questions?

Uncovered new questions to ask
Key areas influence resource use
Seek for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives

Model Name	DOJ OVC Email Newsletter	Red & Strike-Through: Delete <u>Underlined & Italicized:</u> Re-order Pink: Addition Blue: Reword	
Model ID	9wJ5x8lktF85xsgVgU8BQ4C		
Partitioned	No		
Date	10/12/2016		

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this announcement.	7 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this announcement? (1=Very Dissatisfied, 10=Very Satisfied)	10 Share Information	Share Information (1=Very Unlikely, 10=Very Likely) 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 ?
4 Email Content - Relevance	Email Content (1=Poor, 10=Excellent, Don't Know) 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.				

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

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.

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	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 2 3 4 5 6 7 8 9 Very Helpful=10 Don't Know	C	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 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		Y	Checkbox, one-up vertical Limit to 3	Skip Logic Group*	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 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 I'm already signed up No, I'm not interested	A	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	

KMJ7072Q017	Role: Healthcare		Which of the following best describes you in relation to your subscription to the DOJ OVC announcement?	Annually or less often Victim of crime Friend or family member of crime victim Victim services provider/professional Law enforcement officer or official Attorney/Legal Services professional Corrections/Probation/Parole officer or official Educator or academic administration Student Medical/Nursing/Health service professional Mental health professional Social worker/counselor General public Other		Y	Drop down, select one	Skip Logic Group*	Role
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 No Not sure		Y	Radio button, one-up vertical	Skip Logic Group*	Content Useful
KMJ7072Q020	Demographics: Gender		What is your gender?	Male Female Prefer not to respond		Y	Drop down, select one		Demographics: Gender
KMJ7072Q021	Demographics: Income		Which category includes your household income?	Under \$25,000 \$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		Y	Drop down, select one		Demographics: Income
KMJ7072Q022	Demographics: Age		Which category includes your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older Prefer not to respond		Y	Drop down, select one		Demographics: Age

Model Name	DOJ OVC Email Newsletter	OMB Approval REQUIRED	Red & Strike-Through: Delete	FORESEE
Model ID	9wJ5x8ktIF85xsgVgU8BQ4C		Underlined & Italicized: Re-order	
Partitioned	No		Pink: Addition	
Date	10/12/2016		Blue: Rework	

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HOP0306507			Are you interested in following OVC on social media?	Yes, I'm interested I'm already signed up No, I'm not interested	A B	Y	Radio button, one-up vertical	Skip Logic Group*	Social Media	
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 Facebook YouTube Not sure		Y	Checkbox, one-up vertical	Skip Logic Group* Mutually Exclusive	Social Media Follow	
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