

SUPPORTING STATEMENT B
FOR PAPERWORK REDUCTION ACT SUBMISSION

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Federal Student Aid User Experience Design Research Generic Clearance

B. Collection of Information Employing Statistical Methods

The agency should be prepared to justify its decision not to use statistical methods in any case where such methods might reduce burden or improve accuracy of results. The following documentation should be provided with the Supporting Statement Part A to the extent that it applies to the methods proposed. For further information, please obtain a copy of the FAQs for statistical surveys by the Office of Management and Budget [via this link](#). The standards and guidelines are available from ICCD's SharePoint site here.

- 1. Describe the potential respondent universe (including a numerical estimate) and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, state and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.**

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. 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.

Qualitative surveys are tools used by product 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. The specific sample planned for each individual collection and the method for soliciting participation will be described fully in each collection request.

- 2. Describe the procedures for the collection of information, including:**

- **Statistical methodology for stratification and sample selection.**
- **Estimation procedure.**
- **Degree of accuracy needed for the purpose described in the justification.**
- **Unusual problems requiring specialized sampling procedures, and**
- **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

Data collection methods and procedures will vary and the specifics of these will be provided with each collection request. Federal Student Aid (FSA) expects to use a variety of methodologies for these collections. For example, FSA or its contractors may use commercial survey-specific software to automate its collection and analysis of feedback. In addition to physical copies, information collection instruments may be electronically disseminated and/or posted on target pages of FSA's website. Design surveys, personal interviews, and focus groups with professional guidance and moderation may also be used.

- 3. Describe methods to maximize response and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.**

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.

- 4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.**

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, FSA will submit the pretest instruments for review under this generic clearance.

- 5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other persons who will actually collect and/or analyze the information for the agency.**

Each program will obtain information from statisticians in the development, design, conduct, and analysis of customer/partner service surveys, when appropriate. This statistical expertise will be available from agency statisticians or from contractors and FSA will include the names and contact information of persons consulted in the specific information collection requests submitted under this generic clearance.