

## **B. Collections 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. When the question "Does this ICR contain surveys, censuses or employ statistical methods" is checked, "Yes," the following documentation should be included in the Supporting Statement to the extent that it applies to the methods proposed:

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods 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 collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.

The request for an annual Voice of Customer Satisfaction Survey is necessary so that the Federal Bureau of Investigation (FBI), Office of Private Sector (OPS), can receive data to develop improvements for the benefit of both respondents and OPS. The survey provides a consistent process for respondents to provide feedback to engagement efforts conducted by OPS.

The OPS serves as a conduit between the Private Sector and the FBI. That mission requires constant engagement, connecting with critical infrastructure components, and creating relationships to address the threats of both tomorrow and today. Without private sector feedback, OPS will not be able to adapt to the changing needs of private sector partners. The OPS Voice of Customer Satisfaction Survey will allow the private sector to provide their insight into the threats and challenges facing their organizations.

The respondent pool consists of private sector partners and potentially a small number of Federal Government entities reported by an FBI Field Office Private Sector Coordinator (PSC). Private sector partners are identified by Field Offices as critical components to the U.S. economy and national security within their areas of responsibility. Private sector partners range from private/public companies to higher education institutions. The prospective number of organizations and or entities is approximately 900.

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.

The survey will be sent to each FBI Private Sector Coordinator (PSC) who will then be responsible for disseminating them to their points of contact for their private sector. PSCs maintain regular contact with at least one POC from each of their organizations

and will be instructed to send the survey to that POC (the email address for the company POC will not be shared outside of the existing relationship).

The survey period will be open for four weeks and a follow-up email sent by the original sender will be sent out at the end of week two. There may be additional follow-up reminders on a case by case basis.

3. Describe methods to maximize response rates 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.

The Voice of Customer Satisfaction Survey utilizes an online survey instrument created by the FBI's Office of Private Sector, specifically the National Strategic Partnership and Coordination Unit (NSPCU). NSPCU will house the responses and provide OPS with the raw data. The survey results will only be used internally to OPS in order to identify areas of improvement. Specialized sampling procedures are not required and survey responses are not weighted or created to estimate for a larger population, or account for non-response. Analysis will be based primarily on response frequencies and simple averages.

Efforts are made within the current survey design to maximize response rates to enhance the reliability of survey results. These include:

- A four-week survey period will allow for survey links being re-sent.
- Surveys will be sent to respondents by someone they have a working relationship with
- The survey instrument is brief and simple. The Survey contains only 19 questions. Ten are multiple choice and 9 are open questions that include comment boxes. All questions are optional and the survey is voluntary. Questions are geared towards measuring satisfaction and do not require any additional research by respondents.
- The NSPCU contact information is provided within the email notification and also on the first page of the survey in case a respondent has any questions or concerns about survey content.

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 test may be submitted for approval separately or in combination with the main collection of information.

The Office of Private Sector (OPS) has previously been successful with their implementation of the Voice of Customer Satisfaction Survey. The survey has been impactful to measuring engagement and identifying ways to improve products, events, and/or services.

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 person(s) who will actually collect and/or analyze the information for the agency.

The FBI's Office of Private Sector is responsible for storing the data and OPS will summarize the raw data. NSPCU is the point of contact for this survey and can be reached by phone at 202-324-3000 or by e-mail at [HQ-DIV00-OPS-PSC-PROGRAM@ic.fbi.gov](mailto:HQ-DIV00-OPS-PSC-PROGRAM@ic.fbi.gov).