

DEFENSE TECHNICAL INFORMATION CENTER (DTIC)
GENERIC CUSTOMER SATISFACTION SURVEYS
(OMB CONTROL NUMBER 0704-0403)

SUPPORTING STATEMENT – PART B

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Description of the Activity

The current DTIC customer base to be surveyed is more than 27,500 registered users. The population universe is composed of the Defense community including components of the Department of Defense (DoD), military services, other federal government agencies, U.S. government contractors and universities involved in federally funded research. Historically, response rates for electronic Web surveys have been in the 15-27 percent range. A sufficient or valid number of individuals will be included in the various survey samples to achieve a 95 percent confidence level, with a+ or- 5 percent error rate.

2. Procedures for the Collection of Information

a. Statistical methodology for sample selection: Each qualified product/service segment within our user population has been identified, recorded, and stored in agency databases. Statistically valid samples will be drawn from approximately 27,500+ DTIC's registered user customer base.

b. Estimation procedures:

Questionnaires	Method Sampling Used
Customer Satisfaction Survey	A complete sampling (census) method of all active users and top users (defined through our metrics).
CARES Project Evaluations (Generic, Registration, Submitting Docs, Products and Services)	Convenience Sampling: The respondents will be able to come to this website to volunteer to respond to the feedback form
Web Usability Survey	Convenience Sampling: The respondents will be able to come to this website to volunteer to respond to the feedback form
Search Enhancements Survey	Random Sampling facilitated through the SurveyTracker Software program
TechSpace- Search Design Survey	Convenience Sampling: The respondents will be able to come to this website to volunteer to respond to the feedback form

Adhoc surveys (i.e., DTIC's Products and Services)	Random Sampling facilitated through the SurveyTracker Software program

c. Degree of accuracy needed: The goal is to achieve a 95 percent confidence level with an error rate of+ or -5 percent;

d. Unusual problems requiring specialized sampling procedure: None; and

e. Information will be collected from users on a periodic basis. This will preclude any undue respondent burden.

3. Maximization of Response Rates, Non-response, and Reliability

Based on years of previous DTIC survey activity, customer satisfaction surveys conducted within our DoD community have historically experienced response rates in the 15-27 percent range. To increase response rates, DTIC has developed a two-prong strategy: first, develop simple and easy-to-use instruments, and second, maximize use of electronic distribution/collection channels. A series of similarly designed surveys has been prepared to effectively measure DTIC product/service satisfaction levels. These surveys contain 25 or fewer questions that use plain, coherent, unambiguous language and acronyms that are understandable to the respondent. Electronic instruments are easy to use and time sensitive, making it simple for respondents to complete and submit.

A cover letter for each electronic email announcing the survey will encourage user response. Targeted email follow up notices will be transmitted a maximum of 3 times to all respondents within 7-10 days of the original survey transmission. To increase awareness, periodic organization-wide publicity (rollout) campaigns will be launched 30-45 days prior to any information collection. The campaign will detail the significance of each collection effort and its impact on the decision-making process.

4. Tests of Procedures

DTIC has approved an automated survey software called SurveyTracker, to conduct surveys/feedback. DTIC has used this software for its feedback efforts for more than 15 years. This software resides on a FISMA compliant server.

The survey instruments undergo extensive review by key agency personnel for question composition and appropriateness. Based on input from actual customers, DTIC management and the Communications team, the customer satisfaction survey has been modified for content, ease of use and expanded to include Web user access. The survey instrument undergoes extensive in-house review and in-field testing prior to deployment. After critical review, the feedback is used to continually improve the quality of the instruments.

5. Statistical Consultation and Information Analysis

a. A consultant firm will sometime perform and provide DTIC with survey implementation and survey consulting services. Services include designing sample size, developing survey instruments, analyzing raw data, and preparing final reports. **Place Holder: DMDC has reviewed and approved the DTIC's OMB Generic Clearance.**

b. The information will be monitored by:

Defense Technical Information Center
DTIC User Service
Communications and Customer Access Division
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