

For: FSA Employees

FSA to Survey Participants of DCP and Marketing Assistance Loans (MAL's)

Approved by: Acting Administrator



1 Overview

A Background

Increasing customer satisfaction is:

- an objective for FSA under FSA's draft FY 2005-2011 Strategic Plan
- is required under Executive Order 12862
- a general part of a citizen-centered government under the President's Management Agenda.

To determine producer satisfaction with FSA programs, FSA partnered with the Department of Treasury's Federal Consulting Group (FCG) and the University of Michigan to design American Customer Satisfaction Index (ACSI) surveys for recipients of DCP and MAL's, including LDP's. ACSI:

- is a nationally-recognized, uniform, independent, and broadly accepted measurement and survey research tool that is approved for government use by OMB
- tracks trends in customer satisfaction and is widely used by private industry, trade associations, and the Federal government.

Disposal	Distribution
December 1, 2007	All FSA Employees; State Offices relay to County Offices

1 Overview (Continued)

B Purpose

This notice alerts State and County Offices that:

- FSA customer satisfaction surveys will be administered to randomly-selected DCP and MAL participants beginning January 8, 2007, and continuing through the end of the month
- these are the 1st in a series of ACSI surveys, as determined by the Administrator in consultation with the Deputies and the Budget and Performance Management System (BPMS) core team members
- the intent of these initial surveys is to determine the general level of customer satisfaction with DCP and MAL's
- employees shall direct participant questions about the survey, as appropriate (see subparagraph 2 C), and assure them of the confidentiality of their individual responses.

2 ACSI Surveys

A Intent

ACSI surveys:

- are intended to gather producer input about DCP and MAL's
- include questions about application processes, payment processes, program effectiveness, modes of service delivery, and customer service provided at field FSA offices.

FSA intends to use the survey information in performance reports, budget documents, OMB's Program Assessment Rating Tool (PART) reviews, policy-making decisions, and Congressional testimonies, as appropriate.

B Administration of Surveys

FCG contractors will randomly choose program participants from FSA's National Producer Payments database for ACSI. The final survey will include a statistically-significant sample of 1,000 participants or 250 recipients of DCP and 750 recipients of MAL's or LDP's. Contractors from FCG will conduct the interviews over the phone and each survey will take approximately 15 minutes to complete. Participation in the survey is voluntary. During data analysis, FCG will separate survey results from any identifying information and analyze the information. All responses and information provided in the phone interviews will be held confidential, according to the provisions of the Privacy Act of 1974.

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2 ACSI Surveys (Continued)

C Contacts

Direct questions about this notice or ACSI to the following contacts.

IF information is needed on...	THEN...
ACSI surveys	visit either of the following web sites for general information: <ul style="list-style-type: none"> • ACSI at www.theacsi.org • FCG at www.fcg.gov. <p>Note: FSA employees may access Strategic Planning and Evaluation Staffs (SPES's) web site at https://askfsainternal.custhelp.com.</p> <p>Managers may e-mail Karen Malkin, Director, SPES, at karen.malkin@wdc.usda.gov.</p>
FSA's: <ul style="list-style-type: none"> • Strategic Plan • PART's • Mission 	FSA employees can go to BPMS's web site at http://bpms.wdc.usda.gov/bpms.htm .
FOIA <p>Note: FOIA requests are any requests made to obtain a copy of the survey questions or the study results.</p>	make all requests in writing and submit by any of the following: <ul style="list-style-type: none"> • at www.fsa.usda.gov scroll to the bottom of the screen and CLICK "FOIA"; screen will display Freedom of Information Act Screen, CLICK "FSA Online FOIA Request Form" • FAX to 202-690-2828 • mail to: <p>FSA Public Affairs Staff Farm Service Agency 1400 Independence Ave SW Room 3621, Stop 0506 Washington DC 20250.</p>

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3 Action

A SED Action

SED's shall ensure that employees are prepared to direct questions about ACSI surveys, as appropriate (see subparagraph 2 C).

B County Office Action

County Offices shall direct questions about ACSI surveys according to this notice.