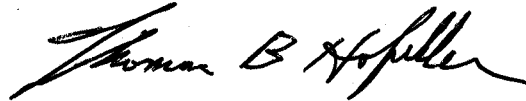


For: FSA Employees

FSA Intranet User Survey

Approved by: Associate Administrator for Operations and Management



1 Overview

A Background

Learning who uses the FSA web site and which pages are most important to them is:

- an objective declared in FSA's communications strategy
- critical for the expansion of web use
- an important element in improving overall customer satisfaction, a goal expressed in FSA's FY 2005-2011 Strategy Plan.

To establish instructive survey questions and analyze survey results, FSA has partnered with the Department of Treasury's Federal Consulting Group (FCG) and its subcontractor ForeSee Results, a private market consulting organization specializing in online satisfaction measurement and management. FCG offers consulting assistance to Federal agencies and has been advising and assisting Federal agencies for more than 20 years. Many of its senior consultants got their experience by achieving results leading large, high-profile programs and projects.

B Purpose

This notice advises employees that:

- FSA has begun to survey web site visitors in both English and Spanish
- survey messages may pop-up on computer screens after a visitor has begun to view FSA's web site
- the initial survey message explains that some visitors will be asked to complete a survey after their search on FSA web pages

Disposal Date

October 1, 2008

Distribution

All FSA employees; State Offices relay to County Offices

1 Overview (Continued)

B Purpose (Continued)

- surveys are solicited randomly at a ratio of approximately 1 in 12 visitors

Note: This parameter is subject to change, depending on results achieved.

- most surveys will take between 3 to 5 minutes to complete
- to avoid biasing results, FSA is exploring approval for technology that would block the survey from computers where the survey has been taken recently. If this approval is obtained, it will be mentioned in the “welcome text” portion of the survey.

C Survey Goal

The FSA web survey will provide insights into the use and frequency of visits to FSA’s web site. Knowing who uses the web site, when they use it, and what pages they visit will give FSA information that can be used to improve this vital service. Furthermore, learning whether FSA’s target audience is using the site to extend interactive communications with FSA beyond face-to-face contact is critical. FSA’s target audience is U.S. farmers, ranchers, landowners, and others in the business of producing food, fiber, and fuel products. State and County Offices are encouraged to alert producers coming into the office about the survey and request their participation. Results from the survey will help FSA adapt its web strategy for the future.

2 Benchmarks

A Known FSA Web Site Information

There are statistical facts that are known about the use of FSA’s web site. Through web analytics, FSA can:

- estimate that about 80 percent of the people who currently visit the site are USDA employees

Note: The most obvious reason employees visit the site is to stay up-to-date with notices published by FSA’s policy leaders and decision makers.

- tell that their target audience uses the site as a daily data tool. Program or loan rates that change daily or monthly are viewed most frequently.

2 Benchmarks (Continued)

B FSA Web Site Top 20 Content Visits in March 2008

See this table for the top 20 content visits to the FSA web site in March 2008.

Rank	Content	Page Views
1	Notices	387,007
2	FSA Home	166,608
3	Daily LDP Rates	60,930
4	FSA – Search	56,101
5	Fact Sheets	45,308
6	FSA – Farm Loan Programs	26,973
7	News Releases	20,387
8	FSA – State Offices	18,728
9	APFO Home	16,435
10	FSA – Disaster Assistance Programs	11,896
11	FSA – Price Support	9,913
12	Beginning Farmers & Ranchers Loans	8,783
13	FSA – Conservation Programs	8,638
14	FSA – Commodity Operations	8,457
15	FSA – Online Services	7,957
16	Conservation Reserve Program	7,930
17	Hay Net	7,899
18	County PCP Data	7,004
19	FSA – About FSA	6,950
20	FSA – Contact Us	6,920

C Not Known FSA Web Site Information

There are many opinions and assumptions about FSA's target audience. It is assumed that because most farmers and ranchers are 55 years old and older, they are less inclined to use computers as a communications tool. In fact, 682,000 of the 1,224,000 active farmers/ranchers are 55 years old and older. There are 40 times more farmers/ranchers who are 65 years old and older than 25 years old and younger, according to information from the last NASS census.

Still, the world is becoming heavily reliant on computers, hand-operated Internet devices, and global tracking devices, creating exponential growth in the demand for fully interactive web access. FSA needs to be prepared for the burgeoning demand.

2 **Benchmarks (Continued)**

C Not Known FSA Web Site Information (Continued)

FSA needs to know:

- the type of information that producers want from FSA's web site
- when to make it available and how much interactive communications the visitor expects from the web site
- if the producer expects to complete forms, applications, and reports online.
 - If so, does FSA have the correct documents available?
 - If so, is FSA's information technology robust enough to manage the demand?

The Federal government uses taxpayer money to provide services that benefit the taxpayers. If only 20 percent of the time the FSA web site benefits taxpaying farmers, ranchers, landowners, and other agriculture industry participants, then FSA must adjust their service to make it more beneficial to their target audience. FSA needs knowledge to make those adjustments.

3 **Implementation**

A ForeSee Results Survey

Visitors to the FSA web site will see the following message in English and Spanish that alerts them to possible selection for the survey.

“Thank you for visiting USDA FSA!

Upon leaving our website, you may be selected to take part in a customer satisfaction survey. This survey is conducted by an independent company.

The feedback obtained from this survey will help us to enhance our website. All results are strictly confidential.”

FCG and ForeSee Results are using new survey technology that allows the person surveyed to seamlessly skip sections that are not applicable. This:

- enables surveyed individuals to move through the questions much faster
- eliminates many of the reasons that upset people about taking online surveys.

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3 Implementation (Continued)

B Contacts

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

IF information is needed about...	THEN...
the survey methodology	visit either of the following web sites for general information: <ul style="list-style-type: none">• FCG at www.fcg.gov• ForeSee Results at www.foreseeresults.com.
FSA's goals or this notice	managers may e-mail 1 of the following: <ul style="list-style-type: none">• Karen Malkin, Assistant to the Administrator, at karen.malkin@wdc.usda.gov• Kent Politsch, Chief, Communications Services, at kent.politsch@wdc.usda.gov• Jeff Kerby, Manager, Web Services, at jeff.kerby@wdc.usda.gov.

Note: FSA employees with questions or comments about the survey can send them to AskFSA by 1 of the following:

- through the FSA web site
- mail to:

FSA PUBLIC AFFAIRS
1400 INDEPENDENCE AVE SW
ROOM 3624 STOP 0506
WASHINGTON DC 20250

- FAX to 202-720-2979.