

Revised Supporting Statement for Request for OMB Approval of Data Collection/Needs Assessment for the REL-SE
October 30, 2007

(Note: Changes to original text are highlighted in yellow)

Part A. Justification

Question #12: Provide estimates of the hour burden of the collection of information. The statement should: *Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated. Unless directed to do so, agencies should not conduct special surveys to obtain information on which to base hour burden estimates. Consultation with a sample (fewer than 10) of potential respondents is desirable. If the hour burden on respondents is expected to vary widely because of differences in activity, size or complexity, show the range of estimated hour burden, and explain the reasons for the variance. Generally, estimates should not include burden hours for customary and usual business practices. *If this request for approval covers more than one form, provide separate hour burden estimates for each form and aggregate the hour burdens in Item 13 of OMB Form 83-1. *Provide estimates of annualized cost to respondents for the hour burdens for collections of information, identifying and using appropriated wage rate categories. The cost of contracting out or paying outside parties for information collection activities should not be included here. Instead this cost should be included in Item 13.

The REL-SE will conduct these market research sessions within a two-hour block of time. The first 30 minutes will consist of an introduction to the REL mission and products and a discussion of the term evidence-based education. The market research protocol administration can take up to 1.5 hours depending on the extent of the qualitative discussions and the size of the group. The annual numbers of respondents below are estimated based on a projected 10 market research sessions annually. The projected annual meetings for 2008 include: one conference in each state targeting various role groups, one regional CEEBE meeting, two topical meetings, and one board meeting. (In 2009, the REL-SE also projects collecting data at 10 similar, annual meetings.)

In sum, for the two years remaining of proposed data collection (2008 through 2009), the number of sessions per year will total approximately 10 or less, rather than the originally proposed 20 per year.

**Table 1
 Annual Estimate of Burden Hours**

Type of Respondent	Number of Respondents	Data Collection Instrument	Number of Responses	Hours per Respondent	Total Time Burden Hours	Estimated Cost to Each Respondent	Estimated Total Cost
Super-intendents/ district staff*	60 ¹	Perception Analyzer	60	1.5	90	\$98.13	\$8,831.70
Principals/ teachers*	60 ²	Perception Analyzer	60	1.5	90	\$53.50	\$4,815.00

¹ Number of respondents were reduced due to changing the number of conferences from two per state per year to one per state per year.

Type of Respondent	Number of Respondents	Data Collection Instrument	Number of Responses	Hours per Respondent	Total Time Burden Hours	Estimated Cost to Each Respondent	Estimated Total Cost
CEEBE participants	90 ²	Perception Analyzer	90	1.5	180	\$52.35	\$9,423.00
SEA staff*	24 ⁴	Perception Analyzer	24	1.5	36	\$52.35	\$1884.60
Topical Meetings	30	Perception Analyzer	30	1.5	45	\$52.35	\$2355.75
REL-SE Board meeting	24	Perception Analyzer	24	1.5	36	\$ 98.13	\$3532.68
All Participants	288		288		477		\$30,842.73

*State conference attendees invited to market research sessions

Superintendent and district staff salaries are based on 2003-2004 average annual salary of \$125,609 reported in <http://www.naesp.org>. According to NAESP, most Superintendents work approximately 240 days a year, or \$523.33 a day/ or \$65.42 an hour.

In 2004-2005 principals in the Southeast made an average of \$68,398 a year, according to NAESP (<http://www.naesp.org>), or \$285 a day/ or \$35.62 an hour at 240 days a year.

For CEEBE participants, primarily district level staff, the same survey reports that central office supervisors make approximately \$67,000 annually. Their daily salary is \$279.17 (based on a 240 day year) or \$34.90 an hour.

Salary estimates for SEA staff could not be located in the literature; therefore, we have estimated that their salaries are comparable to district staff, or \$34.90 an hour.

REL-SE Board members serve in a variety of leading education roles, from State Superintendents of Education or their designees, and other prominent state educators. Salaries for these positions are not available, so we conservatively estimate that they earn closer to a district superintendent, or approximately \$65.42 an hour.

² Number of respondents reduced due to changing the proposed number of conferences from two per state per year to one per state per year.

³ Number of respondents reduced due to the decision to collect data from respondents at regional CEEBE meetings instead of individual state CEEBE meetings.

⁴ Number of respondents remained the same since we are still interested in targeting approximately four SEA level staff from each state annually.

**Table 3
Projected Data Collection Schedule**

Month, Year	Project Task	Client Group	Location
Summer-Fall 2006	Develop market research protocol		
Winter 2007	OMB Clearance Package submitted		
Winter 2007	Receive OMB Clearance		
Summer/Fall 2008	Begin market research sessions	State, district, and school staff	6 state-sponsored conferences (one per state)
Fall 2008	Data collection	CEEBE members regional meeting	Atlanta, GA
Fall 2008	Data collection	SERVE/REL-SE Board members and Open Hearing	TBD
Summer/Fall 2008	Topical meetings	TBD	TBD
Summer/Fall 2008	Summarize and report on data to REL-SE staff		
November/December 2008	REL-SE staff use in annual planning		
January-August 2009	Data collection	State, district, and school staff	6 state-sponsored conferences (one per state)
Fall 2009	Data collection	CEEBE members regional meeting	TBD
Fall 2009	Data collection	SERVE/REL-SE Board members and Open Hearing	TBD
Summer/Fall 2009	Topical meetings	TBD	TBD
Summer/Fall 2009	Summarize and report on data to REL-SE staff		
November/December 2009	REL-SE staff use in annual planning		

The breakdown of market research by state, year and client group is detailed in the table below:

**Table 4
Tentative Schedule of Marketing Meetings**

State	Year	Event	Client Group
Alabama	2008	Alabama Mega Meeting	School and district staff
	2009	School Superintendents of Alabama Meeting	Superintendents and district staff
Florida	2008	FASA/FAISA/DOE Curriculum, Instruction and Assessment Conference	District leaders, staff, principals
	2009	Florida Association of District School Superintendents (FADSS) Fall Conference	District leadership
Georgia	2008	Summer Georgia Association of Educational Leaders (GAEL) Conference	District leadership and state staff
	2009	Summer GAEL Conference	District leadership and state staff
Mississippi	2008	Mississippi Association of School Superintendents (MASS) Winter Conference	District leadership
	2009	Mississippi Mega Conference	District leadership and state staff
North Carolina	2008	North Carolina Accountability Conference, Winter	District leadership and state staff
	2009	NC Closing the Gap Conference, Spring	State, district and school staff
South Carolina	2008	South Carolina Association of School Administrators, Summer Conference	State, district and school leaders
	2009	SC Association for Supervision and Curriculum Development	School, district and state curriculum and instructional leaders
Regional Meetings	2008	SERVE/REL-SE Board Meeting and Open Hearing	State Superintendents and other education leaders; parents and other public stakeholders in Open Hearing
		2 Topical Meetings	TBD
		Regional CEEBE Meeting	CEEBE Participants (state-, district-, and school level members)
	2009	SERVE/REL-SE Board Meeting and Open Hearing	State Superintendents and other education leaders; parents and other public stakeholders in Open Hearing
		2 Topical Meetings	TBD
		Regional CEEBE Meeting	CEEBE Participants (state-, district-, and school level members)