

## SAMHSA Customer Satisfaction Survey

Child, Adolescent and Family Branch  
Contractor End-of Email Survey

### A. Product/Activity to be Assessed

The Substance Abuse and Mental Health Services Administration's (SAMHSA), Center for Mental Health Services' (CMHS) Child Adolescent and Family Branch (Branch) promotes and ensures that the mental health needs of children and their families are addressed by a community-based system of care. A component of the Branch's work involves a range of activities designed to provide comprehensive technical assistance (TA) to CMHS system of care grantees. The feedback of these grantees is vital to the improvement of contractor TA services. For this reason, the Branch is requesting OMB approval for a customer satisfaction feedback form designed to provide input for one of the Branch's TA contractors. The contractor's End-of-Email Survey (Attachment 1) assesses TA recipients' opinions and satisfaction with the TA the contractor provides. The contractor will provide a link to the survey at the end of contractor staff emails.

### B. Brief Statement of Objectives

The objective of the contractor's End-of Email Survey is to assess participant satisfaction with the contractor's TA to grantee communities. The data collected from the surveys will include the following components:

**Global satisfaction** – responses will provide information on respondents' overall satisfaction with the contractor's TA services.

**Specific satisfaction** – responses will determine mean satisfaction across multiple items, indicating the extent to which participants are satisfied with the usefulness of particular TA events, the knowledge level and professionalism of contractor staff, and the timeliness of contractor follow-through.

**Personal satisfaction** – the survey will provide an opportunity for respondents to recommend changes to future TA events and request follow-up from the contractor to address their feedback directly.

The Branch and the contractor will use the data gathered by these forms to continuously improve TA services and to better assess the needs of grantee communities. To analyze the data, the contractor will compute descriptive statistics (e.g., frequency) for the Likert-scale responses and summarize the open-ended question asking about recommendations.

### C. Overview of Methods to Collect the Information

**Data collection method.** The contractor will administer the End-of-Email Survey electronically using Survey Monkey. A link to the survey will be provided at the bottom of contractor staff emails along with a related message about the survey (Attachment 2).

**Method for identifying respondents.** All system of care grantee community members will be eligible and encouraged to complete the End-of-Email Survey. If desired, non-grantee community members will be able to access and complete the survey since it will be Web-based and anonymous.

**Proposed sample size and rationale.** The contractor assumes that approximately 300 community members will complete the End-of-Email Survey twice annually. There are an estimated 1,200 system of care grantee community members to whom the contractor offers a range of TA services.

**Planned frequency of information collection.** The End-of Email Survey will continue as long as the contractor provides TA to grantee communities (i.e., until the end of its contract with SAMHSA).

**Time period over which the information will be collected.** The contractor will collect information using the End-of-Email Survey on an ongoing basis for the remainder of its contractual agreement with SAMHSA.

**Expected response rate and plan for follow-up, if any, of non-respondents.** Given the open-endedness of the survey (i.e., individual community participants can provide feedback once or multiple times depending on the TA they receive), the contractor is not able to calculate a response rate. However, the contractor anticipates approximately 300 grantee community members will complete the End-of-Email Survey twice annually. No follow-up activities for non-respondents are proposed.

**Expected ability to assess non-response bias using existing information.** The contractor does not anticipate any non-response bias based on existing information.

**Methods used to maintain customer privacy.** Responses will be anonymous. Respondents will reply to the survey using a common survey link, so it will not be possible to identify respondents unless they choose to self-identify in the survey’s open-ended comments.

**D. Annual Response Burden Estimate**

The following table provides information about the annual response burden estimated for the End-of-Email Survey.

Respondent	Number of Respondents (a)	Number of Responses/ Respondent (b)	Hours/ Response in Minutes (c)	Annual Burden Hours (d)	Hourly Wage (e)	Annual Cost (\$)
Grantee Communities	300	2	0.03	18	24.26	437

(a) The contractor estimates 25 unique respondents to the survey on a monthly basis given the number of grantee community members and the number of TA events.

(b) The contractor anticipates that each respondent will complete the End-of-Email Survey twice annually.

(c) The average burden per response was estimated based on independent review of the

instrument by contractor staff.

(d) The mean hourly wage is estimated at \$24.26 for the types of respondents based on a mean yearly salary of \$50,470 (assessed through a review of average salary estimates of related professions from the US Department of Labor's Bureau of Labor Statistics [http://www.bls.gov/oes/current/oes\\_nat.htm](http://www.bls.gov/oes/current/oes_nat.htm)).

#### **E. Methods Used to Develop and Test the Questions**

The contractor prepared the proposed End-of-Email Survey. Several draft versions were circulated and critiqued by the contractor's management team and other staff for content and clarity.

#### **F. Federal Project Officer and Contractor**

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#### **G. Project Statistician and Data Collection Entity**

The contractor will collect and compile data using Survey Monkey. The use of compiled and analyzed results is at the sole discretion of the Branch. No information will be shared publicly beyond the Branch and the contractor.

### **List of Attachments**

Attachment 1: Survey  
Attachment 2: End-of-Email Message