

## Requested Non-Substantive Change to OMB No. 0925-0585

### Input on Meetings/Conferences Sessions, NHVREI Materials and Services, and NHVREI Web site Using Self-Administered Customer Satisfaction Surveys

OMB No. 0925-0585 provides generic clearance for the use of specific formative research activities to guide message and materials development and other program strategies of NHVREI, such as its partnership program, conference outreach, and consultations. The requested change would allow for the addition of self-administered questionnaires to determine target audience satisfaction and comprehension of NHVREI materials and activities, facilitating continuous program improvement. Such input fits within the scope of the generic clearance, as stated, “to ensure that the communication strategies have the potential to be received, understood, and accepted by those for whom they are intended.”

Examples of information to be collected include:

- Self-Administered Customer Satisfaction Surveys of Meetings and Conference Sessions: Surveys of partner/stakeholder satisfaction with content of meetings and conference sessions to determine usefulness and solicit suggestions for future meetings: distributed to up to 805 individuals per year (1610 over the remaining 2-years of the project); 12 minutes for completion.
- Self-Administered Customer Satisfaction Surveys of NHVREI Materials and Services: Surveys of partner/stakeholder satisfaction with NHVREI materials and services to determine clarity and informative value: collected from up to 50 individuals per year (100 over the remaining 2-years of the project); 15 minutes for completion.
- Self-Administered Customer Satisfaction Pop-up Surveys: Pop-up surveys on the NHVREI Web site to assess whether viewers found the information they sought, and the ease with which they navigated the site: collected from up to 100 people per year (200 over the remaining 2-years of the project); 5 minutes for completion.

### Burden Hours

The addition of this activity would not cause overall formative research activities to exceed the burden hours approved in the generic clearance in OMB No. 0925-0585. Please see the following burden table (revised A.12-1 of original clearance) for estimated burden hours, which include those for proposed self-administered customer satisfaction surveys. The table includes line items to reflect their various uses, and a reduction in the total number of burden hours from 3,689 (as approved in the generic package) to 3,248. The total number of burden hours has decreased because of a delay in execution of activities and reexamination of project needs.

#### A.12-1 Estimates of Hour Burden by Anticipated Data Collection Methods

Note: The burden table below reflects what NIAID anticipates would be accomplished until the expiry date for OMB No. 0925-0585 (02/28/2011).

|   | <u>Total Number of Respondents</u> | <u>Frequency of Response</u> | <u>Hours Per Response</u> | <u>Total Hours</u> |
|---|------------------------------------|------------------------------|---------------------------|--------------------|
| Individual In-Depth Interviews (in person or telephone) | 550                                | 1                            | .75                       | 413                |
| Focus Group   | 804                                | 1                            | 1.75                      | 1407               |

|  |       |   |     |      |
|--|-------|---|-----|------|
| Interviews   |       |   |     |      |
| Intercept Interviews:<br>Central Location  | 1300  | 1 | .25 | 325  |
| Website Surveys  | 2500  | 1 | .08 | 200  |
| Gatekeeper Reviews   | 150   | 1 | .50 | 75   |
| Self-Administered<br>Questionnaires:<br>random selection<br>from central<br>location, etc.       | 500   | 1 | .25 | 125  |
| Self-Administered<br>Customer<br>Satisfaction Surveys<br>of Meetings and<br>Conference Sessions  | 1610  | 1 | .2  | 322  |
| Self-Administered:<br>Customer<br>Satisfaction Surveys<br>of NHVREI<br>Materials and<br>Services | 100   | 1 | .25 | 25   |
| Self-Administered<br>Customer<br>Satisfaction Pop-up<br>Surveys                                  | 200   | 1 | .08 | 16   |
| Omnibus Surveys  | 2000  | 1 | .17 | 340  |
|  |       |   |     |      |
| Totals   | 9,714 |   |     | 3248 |

Table A.12-2 presents the revised costs to respondents until the expiry date for OMB No. 0925-0585 (02/28/2011).

#### A.12-2 Cost to Respondents

| <u>Type of Respondents</u>                 | <u>Number of Respondents</u> | <u>Frequency of Response</u> | <u>Hourly Wage Rate</u> | <u>Respondent Cost</u> |
|--|------------------------------|------------------------------|-------------------------|------------------------|
| General public and communication directors | 7,304                        | 1                            | \$17.00                 | \$41,021.00            |
| Social and Community Service Managers      | 2,260                        | 1                            | \$28.40                 | \$20,505.00            |
| Physicians (Allied Health Professional)    | 150                          | 1                            | \$63.00                 | \$7,088.00             |
|  |                              |                              | TOTAL                   | \$68,614.00            |

The proposed changes slightly reduce the cost to respondents. The generic package was approved with a cost to respondents of \$68,653.00. The proposed changes reduce the cost to respondents to \$68,613.00.

The cost to individual respondents who are members of the general public ranges from \$1.36 per respondent for website surveys or pop-up surveys requiring .2 hours for completion to \$29.75 per respondent for focus groups requiring 1.75 hours. (Research with the general public will include: focus groups, intercept interviews, website surveys, self-administered customer satisfaction pop-up surveys, self-administered questionnaires, and omnibus surveys.)

The cost to individual social and community managers ranges from \$5.68 per respondent for self-administered customer satisfaction surveys of meetings and conference sessions requiring .08 hour to \$21.30 for in-depth interviews lasting 0.75 hours. (Research with social and community managers will include: 400 of the 550 in-depth interviews, self-administered customer satisfaction surveys of meetings and conference sessions, gatekeeper reviews, and self-administered customer satisfaction surveys of NHVREI materials and services.)

The cost to individual physicians is \$47.25 per in-depth interview based on the mean hourly wage of \$63.00/hour and an average respondent burden of 0.75 hours per respondent. (Research will include 150 of the 550 in-depth interviews.)