

Supplemental Questions for DOC/NOAA Customer Survey Clearance (OMB Control Number 0648-0342)

1. Explain who will be conducting this survey. What program office will be conducting the survey? What services does this program provide? Who are the customers? How are these services provided to the customer?

This survey will be conducted by educational staff at the Monterey Bay National Marine Sanctuary through the *Voices of the Bay* program website (<http://sanctuaries.noaa.gov/education/voicesofthebay.html>). *Voices of the Bay* is an educational curriculum that was developed through a partnership between the Monterey Bay National Marine Sanctuary and the National Oceanic and Atmospheric Administration's (NOAA's) Offices of National Marine Sanctuaries. The website is housed on the Office of National Marine Sanctuaries education webpage.

The webpage (program) offers visitors the ability to download the curriculum (services). This allows teachers throughout the country and world access to the curriculum activities for use with their students. The target customers are teachers and faculty that work with students in grades 7 through college. The curriculum modules are available to any visitors to the website.

2. Explain how this survey was developed. With whom did you consult during the development of this survey on content? Statistics? What suggestions did you get about improving the survey?

We developed this survey by determining what information would be helpful for us to have about the visitors to our website that download the curriculum (what affiliation, what subject they teach, how they heard about the program). We are interested in learning how far-reaching the curriculum is (what state, or country if outside of the United States) and potentially how many students may be exposed to the curriculum (how many students). We designed the curriculum for students in grades 7 to community college, and we are interested if that is the target age of the teachers that are downloading the activities. Finally, we are committed to making our curriculum as useful for teachers as possible and thus wanted to determine if there were other activities and/or mediums that the visiting teachers would be interested in our providing.

The educational staff working on the *Voices of the Bay* project developed the survey. We consulted with Seaberry Nachbar, who is trained in and responsible for the evaluation of our educational programs.

We are not going to run statistical analyses on any of the questions. We are not asking any quantitative questions about their opinion of the curriculum nor are we planning on using the results as an indication of the population of teachers implementing the curriculum (as some will not complete the survey and others receive the curriculum not from the website). Therefore, we did not consult with anyone, or receive suggestions about, statistics.

3. Explain how the survey will be conducted. How will the customers be sampled (if fewer than all customers will be surveyed)? What percentage of customers asked to take the survey will respond? What actions are planned to increase the response rate? (Web-based surveys are not an acceptable method of sampling a broad population. Web-based surveys must be limited to services provided by Web.)

Visitors to the website who click on the link to download the curriculum will be directed to the survey. They will have the option of not completing the survey and continuing on to the curriculum documents, or they will complete the survey before continuing on to the curriculum documents.

We will not sample visitors to the website in any other form other than this optional survey.

We are estimating that most of the visitors (>75%) will complete the optional survey. We anticipate a high response rate as the visitors to the site are inherently interested in the curriculum and thus are “stakeholders” of the materials. Additionally, we tried to limit the length of the survey to encourage a higher response rate.

The results from this survey will not be used as an evaluation of the program or curriculum, though we will collect suggestions for directions we might pursue in future curriculum development.

4. Describe how the results of this survey will be analyzed and used. If the customer population is sampled, what statistical techniques will be used to generalize the results to the entire customer population? Is this survey intended to measure a GPRA performance measure? (If so, please include an excerpt from the appropriate document.)

The results of this survey will be used to provide some information on the educational demographics of visitors to the website that are downloading the curriculum (where they are located and what age level are the intended target students). Also, we will receive information about different paths through which visitors have heard of the *Voices of the Bay* program. We hope to learn about what future curriculum directions and media forms that these visiting teachers might be interested in receiving. We will not be analyzing the results further.

We are not sampling the customer population, so we will not be using any inferential statistics. This survey is intended to record supporting information about some of the visitors to the *Voices of the Bay* website that choose to download the curriculum (GPRA Output Measure) as well as gain suggestions of potential future curriculum development.

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

- 1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g. establishments, State and local governmental units, households, or persons) in the universe and the corresponding sample are to be provided in tabular form. The tabulation must also include expected response rates for the collection as a whole. If the collection has been conducted before, provide the actual response rate achieved.**

The potential respondent universe is visitors of the *Voices of the Bay* website that are interested in downloading the curriculum. We anticipate that this will mostly be formal and informal educators.

Per Year	Anticipated Response Rate
Formal Educators (K through college) : 20	75% (15)
Informal Educators: 7	75% (5)

This does not mean that 75% of visitors to the site will complete the survey, as only visitors that choose to download the curriculum will be presented with the optional survey. We will have a counter on the website that allows us to track how many people download the curriculum, and thus will inform us of our true response rate.

- 2. Describe the procedures for the collection, including: the statistical methodology for stratification and sample selection; the estimation procedure; the degree of accuracy needed for the purpose described in the justification; any unusual problems requiring specialized sampling procedures; and any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

Answers from the survey will be collated into a database. No statistics will be used to analyze the data. Data will be collected any time an individual chooses to download the curriculum and chooses to complete the optional survey. The survey will be included on the website for the next two years.

- 3. Describe the methods used to maximize response rates and to deal with nonresponse. The accuracy and reliability of the information collected must be shown to be adequate for the intended uses. For collections based on sampling, a special justification must be provided if they will not yield "reliable" data that can be generalized to the universe studied.**

Our intent with the survey is to learn more about the visitors that are downloading the curriculum to know if it is being used, and by whom, and where it is being downloaded. We estimate that approximately 75% of those choosing to download the curriculum from our site will complete the survey (as opposed to 75% of all who are using the curriculum, including those who receive the information by

another means), as the survey is very short, and the respondents are to some degree invested in the curriculum.

- 4. Describe any tests of procedures or methods to be undertaken. Tests are encouraged as effective means to refine collections, but if ten or more test respondents are involved OMB must give prior approval.**

No tests of procedures or methods will be undertaken, as we are not trying to gather statistical information about a sample of the population.

- 5. Provide the name and telephone number of individuals consulted on the statistical aspects of the design, and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.**

No one was consulted on the statistical aspects of the design, because we will not be using any statistics in the synthesizing of the data. Instead, we will collect the demographic and suggestions of future curriculum activities and media in a database.

Kristin Hunter-Thomson, at the Monterey Bay National Marine Sanctuary, along with Valerie Thorpe, at the Office of National Marine Sanctuaries, will collect the data from the survey. Kristin Hunter-Thomson (831.420.3994) will be responsible for transferring the data into the database and summarizing the survey results.