

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

**National Ocean Service/Coastal Services Center - Training Evaluation**

- 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 information collection will be conducted by staff at the National Oceanic and Atmospheric Administration (NOAA) Coastal Services Center (Center) to assess whether past participants of Center trainings have been applying the knowledge and skills gained through these trainings. Specifically, Sacheen Tavares-Leighton (Program Training Specialist) and Chris Ellis (Social Scientist) will guide this information collection.

The Center serves the needs of coastal and natural resource management programs and professionals (e.g., state natural resource management agencies and staff, conservation organization staff) through development and delivery of data and information products, decision-support tools, professional development training, and technical assistance on a variety of topics. Data and information products and decision support tools are delivered per customer requests via online systems (e.g., clearing house, direct download). Professional development training is offered in three distinct areas: geospatial technology, coastal issues, and process skills. Delivery methods include face-to-face instructor-led training held at the Center and local host sites, self-guided web-based training, and instructor-led web-based training. Technical assistance is conducted via telephone, electronically, or remotely (on-site) depending on the needs of the specific customer and the specific technical assistance topic.

- 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?**

This survey instrument was developed by reviewing the list of cleared questions for the Generic Clearance, OMB Control No. 0648-0342, and through consultation from Center staff with expertise in the areas of survey research design, and training evaluation. A list of draft questions was discussed with staff members responsible for/involved in training and evaluation. Suggestions included keeping the list of questions as short as possible, re-wording objectives, inquiry on tangible actions, and changing the scale from a 5-point scale to a 4-point scale in order to be consistent with current, standardized, Center-wide performance measures.

**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.)**

The survey will be created using the SurveyMonkey software program and administered via an emailed link, which will direct past participants (those who have received Center training within the past 6-12 months) to the SurveyMonkey website. Because this is a call for feedback on improving these courses, all of these participants should have the opportunity to respond. The number of responses and content will be recorded. It will be possible to calculate an actual response rate for reporting purposes. The number of questions will be limited to eight in an effort to achieve a higher response rate relative to more lengthy surveys, and based on the program's informational needs. The total estimated sample size is 81. Based on previous interactions with trainees, and numerous repeat customers, the expected response rate is expected to be high (approximately 75%).

**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.)**

Analysis of survey data will be undertaken through basic descriptive statistics only (e.g., percent, mean scores). This information collection seeks to assess whether past participants of Center trainings have been applying the knowledge and skills gained through these trainings, and will be used to inform improvements to Center training. The respondent universe will include all past participants (within 6-12 months) of these courses. Data from this information collection will be aggregated with other data for GPRA reporting:

GPRA measure #1: Percentage of tools, technologies, and information services that are used by NOAA partners/customers to improve ecosystem-based management

GPRA measure #2: Percentage of US coastal states and territories demonstrating 20% or more annual improvement in resilience capacity to weather and climate hazards (%/yr)

## 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.**

Training participants for the courses being evaluated are land use planners, floodplain managers, and Geographic Information System (GIS) technical staff. This includes state Coastal Zone Management programs, state and local governments, local land trust organizations, other non-profits and federal agencies. Following is the breakdown of trainees of interest.

<b>Population</b>	<b>% of Training Participants (total 100%)</b>
Federal government	2
Local government	34
State Coastal Zone Management Program	23
National Estuarine Research Reserve	2
National Estuary Program	2
Non-profit/NGO	9
Private Sector	6
Academia	2
Tribal	1
Other	19

This survey will be distributed via email, and will inquire on application of skills and knowledge gained through these trainings. The estimated time necessary for each respondent to complete the questionnaire is 20 minutes, based on trials with a small (less than ten) pilot sample. Total estimated public burden associated with this information collection is 27 hours (81 X 20 minutes). The computer program will keep track of the total number of complete responses.

**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.**

The survey will be created using SurveyMonkey and administered via an emailed link, which will direct respondents to the SurveyMonkey website.

Completed surveys received via Survey Monkey will be downloaded to a password-protected work space at the Coastal Services Center, accessible only by staff particular to this project. Respondents will be instructed not to provide identifying information on the survey (names, social security numbers, dates of birth, etc.), and any identifying information placed on surveys will be removed.

**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.**

The intent of this information collection is to assess customer feedback on the utility of Center training courses in order to inform improvements to the Center courses and associated products and services. In order to improve response rates for this information collection, the survey has been made as brief as possible (only eight questions). Nonresponse testing will be a challenge in that no identifying information will be collected that will allow for follow-up activities. However, the demographic information collected on organization would give some indication of which organizations were less likely to respond, based on the known percentages of most groups. The intended approach will yield a representative sample of the respondent universe, based on a small respondent universe whose members have had high levels of past engagement with the Center and its customers – and the information gained will be extremely valuable in making course improvements. This survey allows equal and independent opportunity for all users to provide feedback on Center training resources.

**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.**

Draft versions of this survey were circulated for review and comment to nine former training participants. Reviewers were asked to offer feedback on the length, appropriateness and clarity of questions, content, or other aspects to improve the questionnaire. Comments from reviewers were helpful and resulted in design, and content changes to clarify questions and simplify instructions.

**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.**

The implementation of the information collection and data analysis will be completed by Dr. Chris Ellis at the NOAA Coastal Services Center, available by telephone at (843) 740-1195 or by email at [Chris.Ellis@noaa.gov](mailto:Chris.Ellis@noaa.gov).