OMB Approval No. 1225-0059

CUSTOMER SATISFACTION SURVEY AND CONFERENCE EVALUATION CLEARANCE FORM

A. SUPPLEMENTAL SUPPORTING STATEMENT

A.1. Title: Employment Projections Program Data User Surveys	
A.2. Compliance with 5 CFR 1320.5: Yes _X___ No _____	**A.3. Assurances of confidentiality:** No pledge of confidentiality will be given.
A.4. Federal cost: $4,660 (40 hours of BLS employees' work)	**A.5. Requested expiration date (Month/Year):** 11/2012
A.6. Burden Hour estimates: a. Number of Respondents: 675 a.1. % Received Electronically 100% b. Frequency: one-time c. Average Response Time: 10 min d. Total Annual Burden Hours: **112.5**	**A7. Does the collection of information employ statistical methods?** ____X___ No _______ Yes (Complete Section B and attach BLS review sheet).

A.8. Abstract: The BLS Employment Projections program produces a variety of outputs, ranging from technical materials to career information for kids. Its most widely used product is the Occupational Outlook Handbook, which accounts for about one-third of the BLS.gov website's traffic, or about half a million users each month. Career information and projection products and websites include:

- the Occupational Outlook Handbook,
- the Occupational Outlook Quarterly,
- the Career Guide to Industries,
- Career Information for Kids,
- Occupational and industry projection data files and websites, and
- Occupational Projection and Training Data bulletin.

Organizationally, the Employment Projections program includes two divisions: the Division of Industry Employment Projections and the Division of Occupational Outlook.

The Employment Projections program is in the process of updating its strategic plan, and wants to obtain feedback from its major customers about the redesigned, online Occupational Outlook Handbook, which went online in March 2012; the Occupational Outlook Quarterly; and the Employment Projections website. To accomplish this, a link will be placed on the websites with the message "*Brief Survey: Help Us Improve Our Website*." When visitors voluntarily click on this link, they will be taken to a short survey. We followed this procedure in a similar survey conducted in 2008, and in a two month period, 356 visitors completed the questionnaire for an estimated 0.04% response rate based on the number of visitors during that time frame. For those respondents who click on the survey links for OOH, EP projections (in general), and OOQ, we will leave the links active until we get the following number of respondents:

OOH Website	300
Employ Projections Website	150
OOQ Website	157
Online Link Total	**607**

In addition, the OOQ staff plan to send a survey request to 450 known users of the OOQ. Based on past experience, a response rate of 15% (or 68 known-users) is expected.

Online Link Total	607
Known-Users	68
Total	**675**

Therefore, the total expected burden is 112.5 respondent hours:

675 respondents x 10 min = 6750 min/60 min/hr = **112.5 respondent hours**

The purpose of these user surveys is to obtain feedback about products on Employment Projections program websites including the usefulness of the information provided, how easy it is to locate information on the site, the readability of the content, and suggestions for improvements or new products. In addition, an attempt will be made to find out more about the users who respond to these surveys, including their occupations, how well the website is meeting their needs, whether they are return or first-time visitors, and ratings of the quality of the information obtained versus that provided by other, comparable websites.

The information obtained will only be used for internal planning purposes. We will not be using a random sample for the survey.

No pledge of confidentiality will be given. Respondents will be told "This survey is being administered by SurveyMonkey.com and resides on a server outside of the Bureau of Labor Statistics (BLS) domain. The BLS cannot guarantee the protection of survey responses and advises against the inclusion of personally-identifiable information."

Program Official	Date	Departmental Clearance Officer Michel Smyth	Date 07/29/2012

B. SURVEYS AND EVALUATIONS EMPLOYING STATISTICAL METHODS

B.1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.

Sampling Frame

The BLS website (www.bls.gov) served an average of 1.5 million users each month in 2005. There were over four million visits and over two million unique visitors to the website in June, 2007. Of these, about one-third accessed pages belonging to the Employment Projections program. We will invite users of those web pages to complete the user surveys.

Expected Response Rates

The BLS website routinely conducts a pop-up customer satisfaction survey of users. That survey, the American Customer Satisfaction Index (ACSI) survey, is conducted by ForeSee Results, Inc. for BLS. Currently, their overall response rate is about 4%, with about a 20% completion rate for visitors who accept the survey invitation. This rate is similar to other user surveys conducted on websites.

Given this information and based on past experience using a similar approach, we anticipate that 0.04% of visitors to the website will click on the link for the survey invitation (although the survey-initiation rate may be the same, there are far fewer visitors to the OOQ and employment projections website). It is not possible to calculate a response rate because we not conducting a random sample. We are only placing a text link on the appropriate web pages and asking users to voluntarily complete the user survey. Since this is a convenience or opportunity sample, we will not be randomly selecting participants and will not deploy the survey via pop-up technology.

B.2. Describe the procedures for the collection of information including:

- **Statistical methodology for stratification and sample selection,**
- **Estimation procedure,**
- **Degree of accuracy needed for the purpose described in the justification,**
- **Unusual problems requiring specialized sampling procedures, and**
- **Any use of periodic (less frequently than annual) data collection cycles to reduce burden.**

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

Procedures

A link asking users of they would like to provide feedback about the website will be placed on the web pages containing Occupational Outlook Handbook, Occupational Outlook Quarterly, and Employment Projections content.

We will also ask some professional organizations that use the BLS products if they would be willing to place a link to the user survey on their own web pages. The professional organizations include the American School Counselors Association, the National Career Development Association, and the National Association of Workforce Development Professionals. As on the bls.gov website, the invitation to provide comments on these websites will be completely voluntary. We anticipate no more than 100 responses using this approach distributed across the three products: OOH, OOQ, and employment projections.

In total, we hope to obtain about 675 responses (300 for the OOH, 225 for the OOQ, and 150 for the employment projections website) and will keep the survey open until we achieve this goal.

Sampling

We will not use a random sample for the survey.

Methods to Reduce Non-Response

As noted, we will be soliciting respondents through a text link on a web page. Since we won't know the number of visitors to pages on the website or the number of persons who read the invitation (text link), it is not possible to calculate a response rate. We hope to obtain about 600 usable responses.

B.4. Describe any tests of procedures or methods to be undertaken.

Questionnaire Testing

The questionnaires have been reviewed by questionnaire design experts in the Office of Survey Methods Research at BLS, and have also already been reviewed by members of the Employment Projections program who gave feedback on the items. This review improved the text of the question items, the usefulness of the questions, and the overall flow of the survey.

B.5. Provide the name, affiliation (company, agency, or organization) and telephone number of individuals consulted on 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.

Name	Agency/Company/Organization	Number Telephone
Bill Mockovak	BLS/OSMR	202-691-7414
Brandon Kopp	BLS/OSMR	202-691-7514

INSTRUCTIONS FOR COMPLETING CUSTOMER SATISFACTION SURVEY AND CONFERENCE EVALUATION CLEARANCE FORM

A.1. Title: Provide the title for the customer satisfaction or conference evaluation. This should be consistent with what appears on the collection instrument.

A.2. Compliance with 5 CFR 1320.5: If the survey or evaluation complies with 5 CFR 1320.5 (see below), mark an “X” next to “YES.” If the survey or conference evaluation does not comply with 5 CFR 1320.5, mark an “X” next to “No” and explain any special circumstances that would cause an information collection to be conducted in a manner:

- requiring respondents to report information to the agency more often than quarterly;
- requiring respondents to prepare a written response to a collection of information in fewer than 30 days after receipt of it;
- requiring respondents to submit more than an original and two copies of any document;
- requiring respondents to retain records, other than health, medical, government contract, grant-in-aid, or tax records for more than three years;
- in connection with a statistical survey, that is not designed to produce valid and reliable results that can be generalized to the universe of study;
- requiring the use of a statistical data classification that has not been reviewed and approved by OMB;
- that includes a pledge of confidentiality that is not supported by authority established in statute or regulation, that is not supported by disclosure and data security policies that are consistent with the pledge, or which unnecessarily impedes sharing of data with other agencies for compatible confidential use; or
- requiring respondents to submit proprietary trade secret, or other confidential information unless the agency can demonstrate that it has instituted procedures to protect the information's confidentiality to the extent permitted by law.

A.3. Assurances of confidentiality: Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation, or agency policy (if applicable, otherwise omit).

A.4. Federal costs: Provide estimates of annualized cost to the Federal government. For example, this could include quantification of hours, operational expenses (such as equipment, overhead, printing, and support staff), and any other expense that would not have been incurred without this collection of information. These estimates should only include expenses that would *not* have been incurred without this collection of information.

A.5. Requested expiration date: Enter the date thru which you would like approval to conduct your customer satisfaction survey and/or conference evaluation. The date entered here should be consistent with the time you need to conduct the survey/evaluation. Please note that this date cannot extend beyond the expiration date currently assigned to OMB No. 1225-0059).

A.6. Burden Hour and burden costs estimates:

a. Enter the number of respondents (i.e., number of those to which the survey or conference evaluation is addressed).

a.1. Enter the estimated percentage of responses that will be submitted electronically. This item does not apply to conference evaluations.

b. Enter the frequency for which the survey and/or conference evaluation will be conducted. For example, if the collection is conducted on an annual basis, enter “annually.” If the collection will only be conducted once then retired, enter “one-time.” If the collection is triggered by an event (such as a customer’s experience with a product or service), enter “on occasion.” Other frequencies could include: Monthly, Bi-monthly, Semi-annually, or Bi-annually.

c. Enter the average time it would reasonably take to complete the survey or conference evaluation. Average response time includes the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

d. Enter the total estimated annual burden hours for the collection of information. Generally, for the purposes of customer satisfaction and conference evaluations submitted under 1225-0059, this is obtained by multiplying the average response time by the number of respondents.

A.7. Does the collection of information employ statistical methods? If the collection of information does not employ statistical methods, enter a “X” next to “NO.” If statistical methods are employed, enter an “X” next to “YES” and complete Section B -SURVEYS AND EVALUATIONS EMPLOYING STATISTICAL METHODS and attach a BLS concurrent sheet signed by the BLS reviewer.

Statistical methodology involves drawing a sample from a defined population and inferring the results obtained to the population from which the sample was drawn. The important point here is inference to the population. If inferences are not being made and the results are used only internally for planning purposes, statistical methodology is not being used. However, if the results will be made public and inferences are likely to be made, proper statistical methodology is required.

Please note, BLS review should be conducted prior to submitting for Departmental review.

A.8. Abstract: Provide a statement covering the agency’s need for the information, uses to which it will be put, and a brief description of the respondents. Other than for 1-time surveys and conference evaluations, describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology (e.g., permitting electronic submission of responses).

Note: Guidance for completing Section B., Statistical Methods, is provided within the form.