

**DOCUMENTATION FOR THE GENERIC CLEARANCE  
OF CUSTOMER SERVICE SATISFACTION COLLECTIONS**

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**TITLE OF INFORMATION COLLECTION:**

NIFL Developing Early Literacy: Report of the National Early Literacy Panel Customer Satisfaction Survey

**SURVEY**       **FOCUS GROUP**       **SOFTWARE USABILITY TESTING**

**DESCRIPTION OF THIS SPECIFIC COLLECTION**

Specify all relevant information, including:

*1. intended purpose,*

The NIFL Developing Early Literacy: Report of the National Early Literacy Panel Customer Satisfaction Survey will gather information from the key audiences that the Institute is targeting via dissemination of this report. The Institute is looking to learn how the different recipient groups rate the quality, usability and importance of the NELP report and how they are utilizing the information.

*2. need for the collection,*

The Institute is authorized under the No Child Left Behind (NCLB) law to help children, youth, and adults learn to read by supporting and disseminating scientifically-based reading research. To support this mandate, the Institute established an early childhood literacy initiative program supported by the National Institute for Literacy and the Partnership for Reading. The goal of this initiative is to develop and disseminate scientifically based research reports and products about pre-reading, emerging and early literacy skills in early childhood from birth to age 5. These resources will convey to key audiences who are vested in supporting early literacy development, which include early childhood education programs and practitioners, federal and state administrators and parents, how young children develop skills that will make them successful readers.

As these resources are developed and disseminated to key audiences via mail and email, it is important to take stock of how these resources are being received and used in order to provide high quality resources in the future and to gain an understanding of what type of resources are needed in the field of early childhood literacy.

*3. planned use of the data,*

The Institute will use the data collected from The NIFL Developing Early Literacy: Report of the National Early Literacy Panel Customer Satisfaction Survey to Inform the development of future Institute products, guide future Institute activities and contribute to the goal of advancing early childhood literacy practices and children's learning outcomes.

*4. date(s) and location(s),*

The NIFL Developing Early Literacy: Report of the National Early Literacy Panel Customer Satisfaction Survey will be administered via an online web-based survey accessed via the Institute website with a target start date of April 2, 2009. Respondents will have access to the survey via the Institute's website and thru follow-up mail and email alerting the participant to

the survey following the initial mailing and emailing of Developing Early Literacy: Report of the National Early Literacy Panel.

5. *collection procedures,*

Surveys will be web-based and administered via survey monkey. The contracted evaluators-Education Development Center Inc. will analyze qualitative data by coding key themes and categorizing issues based on key criteria. The evaluators will use SPSS to conduct simple descriptive statistical analysis of survey data. The evaluators will analyze data to answer questions about differences in key target audience groups and changes over the course of the project. The evaluators will also complete annual reports for the Institute, summarizing formative evaluation findings and making recommendations for improvement. At the completion of the project, the evaluators will submit a summative evaluation report.

6. *number of focus groups, surveys, usability testing sessions*

The approximate number of surveys to be filled out is 1 survey per respondent with a total number of 990.

7. *description of respondents/participants.*

Key audiences who are vested in supporting early literacy development, which include early childhood education programs and practitioners, federal and state administrators, early childhood advocates, higher education staff and parents.

**This will be a one-time collection.**

**AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE**

No stipend or incentive will be provided

**BURDEN HOUR COMPUTATION** (*Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours*):

| <b>Category of Respondent</b>               | <b>No. of Respondents</b> | <b>Participation Time</b> | <b>Burden</b>   |
|---|---------------------------|---------------------------|-----------------|
| Higher Education Staff                      | 120                       | 4 minutes                 | 8 hours         |
| Education Administrators                    | 120                       | 4 minutes                 | 8 hours         |
| Classroom Teachers                          | 120                       | 4 minutes                 | 8 hours         |
| Reading Coaches                             | 120                       | 4 minutes                 | 8 hours         |
| Policymakers                                | 120                       | 4 minutes                 | 8 hours         |
| Researchers                                 | 120                       | 4 minutes                 | 8 hours         |
| Training and Technical Assistance Providers | 120                       | 4 minutes                 | 8 hours         |
| Advocates                                   | 120                       | 4 minutes                 | 8 hours         |
| Parents                                     | 30                        | 4 minutes                 | 2 hours         |
| <b>Totals</b>                               | <b>990</b>                | 36                        | <b>66 Hours</b> |

**BURDEN COST COMPUTATION**

| <b>Category of Respondent</b> | <b>No. of Respondents</b> | <b>Hourly Rate</b> | <b>Response Time</b> | <b>Total</b> |
|-------------------------------|---------------------------|--------------------|----------------------|--------------|
| All Participants              | 990                       | -                  | 4 min                | 0            |

|               |            |          |              |          |
|---------------|------------|----------|--------------|----------|
| <b>Totals</b> | <b>990</b> | <b>-</b> | <b>4 min</b> | <b>0</b> |
|---------------|------------|----------|--------------|----------|

**STATISTICAL INFORMATION**

**If statistical methods are to be used, fully describe the methodology, sample selection, expected response rates, and any other concepts needed to provide a full understanding of those methods.**

None

**REQUESTED APPROVAL DATE:**

April 1, 2009

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