

SUPPORTING STATEMENT
FOR PAPERWORK REDUCTION ACT SUBMISSION

A. Justification

1. Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection.

Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information.

The collection of information for the U.S. Department of Education's "I Am What I Learn" video contest is a major component of the White House and Department's Back-to-School initiative. In developing the various efforts involved in the Back-to-School initiative, the White House has encouraged the Department to create a student engagement effort. The contest is designed to engage students across the country in creating a nation-wide campaign for where students will publicly share the message that education is important and essential to future success. The collection of information is not required but needed because the contestants must be identified as eligible participants and subsequent winners, and must receive follow-up if their video is selected among the twenty finalists and three winners.

An eligible participant is an active K-12 student.

2. Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate the actual use the agency has made of the information received from the current collection.

The collection of information will take place the same day as the President's Back-to-School address, September 8, 2009 and close on October 8, 2009. The collection of information will be needed for the duration of the contest, until the date the prize is awarded (between late October and early November). Participant information will be collected and managed by the U.S. Department of Education for the purpose of determining eligible participants. Potential participants will come to the Department's website to register for the contest. Registration will consist of a basic online form including full name, email, grade, age, school, city and state. Once registration is complete, each contestant will be able to submit a video online. The general public will vote on video submissions via YouTube. The 20 videos with the most votes submitted by eligible participants will be selected as finalists for the contest, 3 contestants among the finalist will be chosen as winners. Winners will receive a \$1000 cash prize.

The collection of information will be destroyed within 6 months of the conclusion of the contest.

3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or forms of information technology, e.g. permitting electronic submission of responses, and the basis for the decision of adopting this means of collection. Also describe any consideration of using information technology to reduce burden.

The collection of information will include an electronic registration form including full name, email, grade, age, school, city and state. The electronic form was chosen to accommodate the contest's short timeline, reduce the burden and use of paperwork by participants and U.S. Department of Education employees, to encourage participation by making it simple and easy, to centralize the registration information with the video submissions and to reduce the time necessary to determine eligible participants

4. Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use of the purposes described in Item 2 above.

Contestants will submit original videos with original content. Videos containing unoriginal content will be disqualified from the contest.

5. If the collection of information impacts small businesses or other small entities (Item 5 of OMB Form 83-I), describe any methods used to minimize burden.

This collection does not impact small businesses or other small entities.

6. Describe the consequences to Federal program or policy activities if the collection is not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing burden.

This video contest collection is a one time collection.

7. 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;

The respondents will be required to submit their information one time only.

- requiring respondents to prepare a written response to a collection of information in fewer than 30 days after receipt of it;

The respondents will be required to respond within the September 8, 2009 to October 8, 2009 time frame because their responses are part of the White House and Department's current Back-to-School efforts and to coordinate the launch of the contest with the President's Back-to-School speech on September 8.

- requiring respondents to submit more than an original and two copies of any document;

Respondent will only submit one original copy.

- requiring respondents to retain records, other than health, medical, government contract, grant-in-aid, or tax records for more than three years;

No records will be retained.

- in connection with a statistical survey, that is not designed to produce valid and reliable results than can be generalized to the universe of study;

N/A

- requiring the use of a statistical data classification that has not been reviewed and approved by OMB;

N/A

- 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 secrets, 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.

N/A

This collection is consistent with 5 CFR 1320.5.

8. If applicable, provide a copy and identify the date and page number of publication in the Federal Register of the agency's notice, required by 5

CFR 1320.8(d), soliciting comments on the information collection prior to submission to OMB. Summarize public comments received in response to that notice and describe actions taken by the agency in response to these comments. Specifically address comments received on cost and hour burden.

N/A

Describe efforts to consult with persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instruction and record keeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported.

Consultation with representatives of those from whom information is to be obtained or those who must compile records should occur at least once every 3 years – even if the collection of information activity is the same as in prior periods. There may be circumstances that may preclude consultation in a specific situation. These circumstances should be explained.

Consultation regarding this video contest has occurred with the White House, YouTube, Viacom and the Department. The public will have the opportunity to comment under emergency processing.

The Department is working with the White House to establish the launch of the contest and will collaborate to promote the contest through whitehouse.gov as well as establish additional promotion through the Office of Public Engagement.

The Department will collaborate with YouTube to host and promote the contest as well as facilitate contest submission.

The Department has consulted with Viacom to discuss possible promotion ideas in collaboration with Viacom's Get Schooled Campaign, also launching on September 8, 2009.

9. Explain any decision to provide any payment or gift to respondents, other than remuneration of contractors or grantees.

The general public will vote online to determine 20 finalists and a panel of judges will choose 3 contestants as winners. Each winner will receive a \$1000 prize.

10. Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation, or agency policy.

We will not provide assurance of confidentiality.

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private. The justification should include the reasons why the agency considers the questions necessary, the specific uses to be made of the information, the explanation to be given to persons from whom the information is requested, and any steps to be taken to obtain their consent.

We are not soliciting submission that would include sensitive information.

12. Provide estimates of the hour burden of the collection of information.

The Department anticipates receiving 500 respondents between September 8, 2009-October 8, 2009. Each respondent will fill out a registration form - requiring 10 minutes to complete, a parental consent form - requiring 10 min to complete and submitting a video - requiring up to 5 hours to complete. The Department determined the time for of each form and the video by simulating the completion of the information and instruction of each form and through experience producing a 2 minute video and uploading it on the internet via YouTube. The total burden of hours equals 2,666.66 hours.

500 participants x 10 minutes = 5000 minutes, 83.33 hours

500 participants x 10 minutes = 5000 minutes, 83.33 hours

500 participants x 5 hours = 2500 hours

2,666.66 hours

There will be no cost or cost of services imposed upon respondents. Respondent will chose to participate and personally complete necessary steps to qualify for the contest during recreational time.

13. Provide an estimate of the total annual cost burden to respondents or record keepers resulting from the collection of information. (Do not include the cost of any hour burden shown in Items 12 and 14.)

There will be no cost imposed upon respondents. The Department is conducting the contest with the assumption that respondents will use services and materials already available or commonly available in schools such as, a computer, internet and a video recording device.

14. Provide estimates of annualized cost to the Federal government. Also, provide a description of the method used to estimate cost, which should 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. Agencies also may aggregate cost estimates from Items 12, 13, and 14 in a single table.

The estimates annualized Federal costs due the time dedicated by existing staff to produce, host and complete this contest:

Grade 9: 120 hours at \$19.78/hour = \$2,373.08

Grade 15: 16.5 hours at \$61.76/hour = \$10,190.40

3 separate \$1,000 awards = \$3,000

\$13,563.48

15. Explain the reasons for any program changes or adjustments to #16f of the IC Data Part 1 Form.

This is a new collection.

16. For collections of information whose results will be published, outline plans for tabulation and publication. Address any complex analytical techniques that will be used. Provide the time schedule for the entire project, including beginning and ending dates of the collection of information, completion of report, publication dates, and other actions.

TIMELINE

September 8 - The Department and White House announce contest via ed.gov, the White House blog and a press release; Contest begins

September 8-October 9 - The Secretary promotes video contest through media interviews; The Department's new media team tapes promotional video with volunteer judges to air online and add to promotion of the video contest

October 8 - Deadline for students to submit their videos.

October 15 - Videos are narrowed down to top 20 through public voting

October 15-21 Judges decide on top three videos

End of October/Early November - Three winners are announced and receive \$1000 cash prize

17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.

The OMB control number and expiration date will be displayed.

18. Explain each exception to the certification statement identified in Item 20, "Certification for Paperwork Reduction Act Submissions," of OMB Form 83-I.

There are no exceptions.

B. Collection of Information Employing Statistical Methods

This collection does not employ statistical methods.