

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

TITLE OF INFORMATION COLLECTION:
(the collection that is the subject of the 10-day review request)

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

DESCRIPTION OF THIS SPECIFIC COLLECTION

Specify all relevant information, including

1. intended purpose

The National Institute for Literacy (the Institute) is authorized under the No Child Left Behind Act to disseminate findings from scientifically based reading research. To help meet this goal, the Institute published a series of five booklets for the parents and families of K-3 students: *Dad's Playbook: Coaching Kids to Read*; *Big Dreams*; *Shining Stars: Kindergartners Learn to Read*; *Shining Stars: First Graders Learn to Read*; *Shining Stars: Second and Third Graders Learn to Read*. The Institute then undertook a large-scale dissemination project to reach as many members of the target audiences as possible, including 69,777 K-3 teachers at 7,876 schools that were deemed low-performing in reading. The dissemination project also called for providing information on findings from reading research to Federal programs such as Reading First and Title I. The proposed two surveys will answer questions about the publications and the means of dissemination in the following four areas:

- 1) Implementation of dissemination plan
- 2) Usefulness of dissemination method
- 3) Satisfaction with dissemination method and content of publications
- 4) Utilization of publications

2. need for the collection

The new information collection will help the Institute determine how its publications are being distributed and utilized by recipients, including how useful it is to send resources to parents and families through teachers and other service providers. The Institute's clearinghouse includes a customer satisfaction survey with every tenth order it ships, but that method doesn't enable the Institute to target only the recipients of this dissemination effort.

3. planned use of the data

The Institute will use this data to improve future dissemination activities and will report the results in the Institute's follow-up Program Assessment Rating activity. One question specifically asks whether the Institute regularly collects timely and credible performance information. The data collected from these proposed surveys will enable the Institute to answer this question.

4. date(s) and location(s)

The Institute anticipates sending a letter to survey recipients requesting their participation and providing an address for the online survey during the week of March 30, 2009. The survey will be accessible online from April 1 through April 30, 2009. Survey recipients reside in various locations across the country.

5. collection procedures

The Institute will collect data from survey recipients by requesting that they access the survey electronically. A letter mailed to them will provide a URL for the survey’s webpage. Responses to the survey will be collected automatically by the survey software.

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

There are two surveys. They will each be completed one time.

7. description of respondents/participants.

One survey is for a sample of teachers of kindergarten, first, second and third grade. A second survey is for related educational service providers, including Reading First coordinators; Title I coordinators; parent involvement coordinators; YMCA/YWCA program directors; librarians; and daycare providers.

(State whether the data collection will be completed one time, will be collected on an annual basis, or other.)

Attach a copy of the proposed collection instrument, e.g., survey questions, focus group script, usability testing plan. If a focus group also includes a survey, include both.

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

In general, no payments are planned. ED will consult with OMB if it believes that a payment is necessary to account for factors such as high parking fees at a focus group location, potential for inclement weather or other conditions exacerbating travel difficulties, length or complexity of the subject matter, participant recruitment difficulties, or consequences of attendance failures.

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

Category of Respondent	No. of Respondents	Participation Time	Burden
Kindergarten teachers	1744	20	576
First grade teachers	1820	20	601
Second grade teachers	1706	20	563
Third grade teachers	1707	20	563
Reading First coordinators	602	20	199
Title I coordinators	832	20	275
Children’s librarians	1257	20	415
Parent Involvement Coordinators	341	20	113
YMCA/YWCA program directors	582	20	192
Daycare providers	982	20	324
Totals	11573		3821

BURDEN COST COMPUTATION

Category of Respondent	No. of Respondents	Hourly Rate	Response Time	Total
Kindergarten teachers	1744	\$28	20	16115
First grade teachers	1820	\$29	20	17417
Second grade teachers	1706	\$29	20	16326
Third grade teachers	1707	\$29	20	16336
Reading First coordinators	602	\$34	20	6754
Title I coordinators	832	\$34	20	9335
Children's librarians	1257	\$22	20	9126
Parent Involvement Coordinators	341	\$20	20	2251
YMCA/YWCA program directors	582	\$11	20	2113
Daycare providers	982	\$9	20	2917
Totals	11573			98690

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.

A 50% sample size is proposed for the teacher survey. This sample will be representative of and proportional to the population and randomly selected, but stratified by grade level, such that numbers of teachers requested to complete the online survey will be as follows: Kindergarten = 8722; First Grade = 9102; Second Grade = 8530; and Third Grade = 8535. A 20% response rate is projected based on the evaluator's prior experience in conducting online surveys with a lag of approximately 2 months between materials dissemination and survey administration and follow-up of the initial survey response request is not planned. Given the sample size and a projected 20% response rate, numbers of responding teachers by grade levels is expected to be as follows: Kindergarten = 1744; First Grade = 1820; Second Grade = 1706; and Third Grade = 1707.

For the Publications Dissemination Audiences Survey, a 100% sample size across the dissemination audience population is proposed. Numbers of audience members by group requested to complete the online survey will be as follows: Reading First coordinators = 3008; Title I coordinators = 4159; children's librarians = 6285; Parent Involvement coordinators = 1705; YMCA/YWCA program directors = 2912; and daycare providers = 4909. As with the Teacher Survey, a 20% response rate is projected.

The proposed sample sizes and projected response rates are expected to produce numbers of responses large enough (i.e., likely not less than 250 per analysis cell) on which to perform a range of analyses and to feel comfortable about the validity and generalizability of the resulting findings.

Survey responses will be automatically compiled, summarized, and analyzed by the survey administration software, applying standard descriptive and inferential statistical methods.

REQUESTED APPROVAL DATE: April 1, 2009

NAME OF CONTACT PERSON: Lynn Reddy

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ED DEPARTMENT, OFFICE: National Institute for Literacy