

**Department of Health and Human Services
Administration for Children and Families,
Children's Bureau**

Data Collection for the Customer Satisfaction Evaluation Plan for
Child Welfare Information Gateway

**Office of Management and Budget
Clearance Revision Package Supporting Statement
and Data Collection Instruments**

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TABLE OF CONTENTS

<u>Section</u>	<u>Page</u>
A. Justification.....	1
A1. Circumstances Making the Collection of Information Necessary.....	1
A2. Purpose and Use of the Information Collection.....	1
A3. Use of Improved Technology and Burden Reduction.....	2
A4. Efforts to Identify Duplication and Use of Similar Information.....	2
A5. Impact on Small Businesses and Other Entities.....	2
A6. Consequences of Less Frequent Data Collection.....	2
A7. Special Circumstances Relating to the Guidelines of 5 CFR 1320.5.....	3
A8. Comments in Response to the Federal Register Notice.....	3
A9. Explanation of any Payment or Gift to Respondents.....	3
A10. Assurance of Confidentiality.....	3
A11. Sensitive Questions.....	3
A12. Estimates of Annualized Burden Hours.....	4
A13. Annualized Cost for Respondents	4
A14. Annualized Cost to the Federal Government.....	5
A15. Explanation of Program Changes or Adjustments.....	6
A16. Plans for Tabulation and Publication and Project Time Schedule.....	6
A17. Waiver of Expiration Date Requirement.....	6
A18. 5 CFR 1320.9: Exceptions to Certification for Paperwork Reduction Act Submissions.....	6
B. Collection of Information Employing Statistical Methods.....	7
B1. Respondent Universe and Response Rates.....	7
B2. Procedures for the Collection of Information.....	11
B3. Maximizing Response Rates and the Issue of Non-response.....	13
B4. Pretesting.....	13
B5. Contact Information.....	13

LIST OF TABLES

<u>Number</u>	<u>Page</u>
A-1, Annual Burden Estimates.....	4
A-2, Annualized Cost to the Federal Government.....	5
A-3, Project Schedule.....	6
B-1, Expected Response Rates by Strata.....	8

LIST OF APPENDICES

- Appendix A:** Executive Order
- Appendix B:** IC1: Customer Survey
- Appendix C:** IC2: Customer Survey
- Appendix D:** IC3: Customer Survey
- Appendix E:** IC4: Publication survey
- Appendix F:** IC5: Publication survey
- Appendix G:** IC6: Publication survey
- Appendix H:** IC7: Comment Card –Website and Conference versions
- Appendix I:** IC8: Comment card – Website and Conference versions
- Appendix J:** IC9: Comment card – Website and Conference versions
- Appendix K:** IC10: Online Tool / Web Section Survey
- Appendix L:** IC11: Online Tool / Web Section Survey
- Appendix M:** IC12: Online Tool / Web Section Survey
- Appendix N:** IC 13: Webinar Feedback Survey
- Appendix O:** IC 14: Webinar Feedback Survey
- Appendix P:** IC15: General Focus Group Guide
- Appendix Q:** IC16: General Focus Group Guide
- Appendix R:** IC17: User Needs Assessment Focus Group Guide
- Appendix S:** IC18: User Needs Assessment Focus Group Guide
- Appendix T:** IC19: Customer Services Information Questions
- Appendix U:** IC20: Customer Services Information Questions
- Appendix V:** IC21: Customer Services Information Questions

Supporting Statement for the Paperwork Reduction Act of Submission

A. JUSTIFICATION

A1. Circumstances Making the Collection of Information Necessary

The National Clearinghouse on Child Abuse and Neglect Information (NCCAN) and the National Adoption Information Clearinghouse (NAIC) received OMB approval to collect data for a customer satisfaction evaluation under OMB control number 0970-0303. On June 20, 2006, NCCAN and NAIC were consolidated into Child Welfare Information Gateway and revisions were made to the Customer Satisfaction Evaluation and approved under OMB control number 0970-0303. This effort is to make further revisions to the Customer Satisfaction Evaluation protocols to collect better information for improving products and services.

Child Welfare Information Gateway is a service of the Children's Bureau, a component within the Administration for Children and Families, and is dedicated to the mission of connecting professionals and concerned citizens to information on programs, research, legislation, and statistics regarding the safety, permanency, and well-being of children and families. Child Welfare Information Gateway's main functions are identifying information needs, locating and acquiring information, creating information, organizing and storing information, disseminating information, and facilitating information exchange among professionals and concerned citizens. A number of vehicles are employed to accomplish these activities, including, but not limited to, website hosting, discussions with customers, and dissemination of publications (both print and electronic).

The Customer Satisfaction Evaluation was initiated in response to Executive Order 12862 issued on September 11, 1993 (Appendix A). The Order calls for putting customers first and striving for a customer-driven government that matches or exceeds the best service available in the private sector. To that end, Child Welfare Information Gateway's evaluation is designed to better understand the kind and quality of services customers want, as well as customers' level of satisfaction with existing services. The proposed data collection activities for the evaluation include customer surveys, customer comment cards, web tool surveys, webinar feedback surveys, selected publication surveys, and focus groups.

A2. Purpose and Use of the Information Collection

The evaluation plan focuses solely on issues of direct concern to our customers. Specifically, customers are asked their opinions on the efficiency and quality of services

provided by Child Welfare Information Gateway. Collectively, evaluation data is currently used to improve and help inform:

- General Child Welfare Information Gateway services—to ensure the easy accessibility and usefulness of the information provided;
- Product development and acquisition—to acquire and create publications in which customers are most interested;
- Outreach plans and strategies—to increase the awareness and use of various services; and
- Web site content and functioning—to ensure the usability and usefulness of this primary communication vehicle.

A3. Use of Improved Information Technology and Burden Reduction

The primary means of gathering information is through electronic format including the surveys and comments through the web-site as well as e-mail linked surveys. The evaluation team also imports online survey data from a password protected server into SPSS, a statistical software package used for storing, managing, and analyzing quantitative data (i.e. survey data). Per guidance outlined in 5 CFR 1320.8, the focused use of electronic data collection methods is intended to reduce the burden on respondents.

A4. Efforts to Identify Duplication and Use of Similar Information

The Customer Satisfaction Evaluation Plan is the only evaluation of customer service for Child Welfare Information Gateway; therefore, there is no similar information already available.

A5. Impact on Small Businesses and Other Entities

We do not plan to survey small businesses.

A6. Consequences of Collecting the Information Less Frequently

The current evaluation plan includes periodic data collection methods and utilizes the minimum amount of data collection necessary to obtain valid, reliable, and useful information that can help inform Child Welfare Information Gateway products and services. Reducing data collection further would jeopardize the quality and integrity of the results including the generalizability to all Information Gateway customers.

A7. Special Circumstances Relating to the Guidelines of 5 CFR 1320.5

Responding to this data collection effort is completely voluntary. Individuals recruited for this effort will be given the opportunity not to respond at all, and to respond whenever it is convenient for them during the data collection period. Additionally, it is possible that the same individual could receive a Web site survey request online and then contact Child Welfare Information Gateway via telephone on a day that surveys are being administered to telephone customers, and be asked to complete it again. All customers have the option of refusing a survey request without penalty or to request the survey be offered at a more convenient time for them.

A8. Comments in Response to the Federal Register Notice and Efforts to Consult Outside the Agency

Child Welfare Information Gateway staff are consulted regarding the frequency and usefulness of the data collection effort on a quarterly basis. Respondents regularly provide comments regarding the data collection effort through their completion of surveys. Comments from both Child Welfare Information Gateway staff and respondents have been incorporated into the revisions of the data collection instruments including the provision of an opportunity to complete the survey at a later, more convenient time.

As required by CFR 1320.8, a Federal Register notice appeared on March 25, 2010 (Volume 75, Number 57) Page 14443-14444. The first notice received no public comment.

A9: Explanation of Any Payment or Gift to Respondents

Not applicable, the data collection plan does not call for payment to respondents for participation.

A10. Assurance of Confidentiality Provided to the Respondents

We will assure that the anonymity of respondent identity and information are safeguarded and that respondents understand the voluntary nature of their participation. Identifying information is not collected as part of this data collection effort.

A11. Justification for Sensitive Questions

Sensitive issues will not be raised at any time during the conduct of the survey or focus groups.

A12. Estimates of Annualized Burden Hours

Estimates of response burden are outlined in the following table. These estimates were developed using FY 2009 response rates from data collection approved under OMB Control Number 0970-0303.

TABLE A-1: ANNUAL Burden Estimates

Instrument	Affected Public	Number of Respondents	Number of Responses per Respondent	Average Burden hours per Response	Total Burden Hours
Customer Survey (Website, Email, Print, Live Chat, and Phone)	Individuals/ Households	846	1	0.078	66
	Private Sector	182	1	0.078	14
	State, Local, or Tribal Governments	187	1	0.078	15
Publication Survey	Individuals/ Households	86	1	0.052	5
	Private Sector	19	1	0.052	1
	State, Local, or Tribal Governments	19	1	0.052	1
Comment Card (General Web and Conference versions)	Individuals/ Households	300	1	0.014	4
	Private Sector	65	1	0.014	1
	State, Local, or Tribal Governments	66	1	0.014	1
Online Tool / Web Section Survey	Individuals/ Households	229	1	0.052	12
	Private Sector	30	1	0.052	2
	State, Local, or Tribal Governments	28	1	0.052	1

Webinar Feedback Survey	Private Sector	597.5	1	0.052	31
	Federal Government	1,049.5	1	0.052	55
General Focus Group Guide	Private Sector	12	1	1.0	12
	State, Local, or Tribal Governments	12	1	1.0	12
User Needs Assessment Focus Group Guide	Private Sector	12	1	1.0	12
	State, Local, or Tribal Governments	12	1	1.0	12
Customer Services Information Questions	Individuals/ Households	2,730	1	0.014	38
	Private Sector	608	1	0.014	9
	State, Local, or Tribal Governments	561	1	0.014	8
TOTAL Estimated Annual Burden Hours					311 Hours

A13. Estimates of Other Total Annual Cost Burden to Respondents and Record Keepers

There will be no cost to survey respondents or focus group participants.

A14. Annualized Cost to the Federal Government

We estimate the annualized costs to the Federal government to be \$163,200. This cost estimate is based on the work plan under the cooperative agreement for this effort. As outlined below, the estimated annual Federal costs associated with this effort include costs to manage and implement the data collection, analysis, and reporting activities outlined in this application.

TABLE A-2: ANNUALIZED COST TO THE FEDERAL GOVERNMENT

	TOTAL PROJECT COST	# OF YEARS	ANNUALIZED COST
Gateway Staff Hours – (design,	810,000	5	\$162,000

<i>development, testing, phone survey interviews, focus group moderation, management, data analysis, reporting)</i>			
Indirect Costs – (<i>printing, mailing, Web costs, maintenance, conference calls</i>)	6,000	5	\$1200
Totals	\$816,000	5	\$163,200

A15. Explanation of Program Changes or Adjustments

The current OMB inventory estimates 175 hours as the reporting burden; however, the proposed OMB inventory estimates 311 hours as the reporting burden. The net increase in burden was the result of program changes due to discretion (i.e., revisions to the existing information collection). Specifically, program changes include changes to response rate estimates, the addition of survey questions, the deletion of survey questions, and the addition of new instruments. Following is a description of each program change:

- **Customer Survey (Website, Email, Print, Live Chat, and Phone)** – the OMB package proposes the following program changes to the customer survey: the deletion of survey items, the addition of new survey items, and changes to the customer survey response rate based on FY 2010 estimates.
- **Publication Survey** – the OMB package proposes the following program changes to the publication survey: the deletion of survey items, the addition of new survey items, and changes to the publication survey response rate based on FY 2010 estimates.
- **Comment Card (Web and Conference versions)** - the OMB package proposes the following program changes to the comment card: the deletion of survey items and changes to the comment card response rate based on FY 2010 estimates.
- **Online Tool / Web Section Survey** – the OMB package proposes the Online Tool / Web Section Survey as a new instrument for this inventory. The Online Tool / Web Section Survey will be used to better understand online users’ experiences with specific web services and offerings (e.g., database, tools, learning centers, specific websites/sections).
- **Webinar Feedback Survey** – the OMB package proposes the Webinar Feedback Survey as a new instrument for this inventory. The Webinar Survey will be used to

better understand webinar participants' experiences with webinar events and suggestions for improvement.

- **General Focus Group Guide** - the OMB package proposes the following program changes to the General Focus Guide: the deletion of survey items and the addition of new survey items.
- **User Needs Assessment Focus Group Guide** - the OMB package proposes the User Needs Assessment Focus Group Guide as a new instrument for this inventory. The User Needs Assessment Focus Group Guide will be used to will evaluate the usefulness of a specific product or tool offered by Child Welfare Information Gateway.
- **Customer Services Information Questions** – the OMB package proposes the Customer Services Information Questions as a new instrument for this inventory. The Customer Services Information Questions will be used by Information Gateway and the Children's Bureau to better understand where to target marketing and outreach efforts.

A16. Plans for Tabulation and Publication and Project Time Schedule

Table A-3 presents the data collection and reporting schedule:

Table A-3: Project Schedule

- Submit OMB revision package: June 2010
- Ongoing data collection : October 1, 2010 – October 1, 2013
- Reporting: Quarterly and semi-annual internal reporting with the purpose of impacting products and services; Annual Comprehensive Evaluation Reports to the Federal Government

Analysis of data will primarily include basic descriptive statistics such as frequencies, means, and percentages. Additional analyses may include ANOVAs, t-tests, and chi-squares if appropriate.

A17. Reasons Display of OMB Expiration Date is Inappropriate

This section does not apply. We are not seeking approval to not display the expiration date for OMB approval.

A18. Exceptions to Certification for Paperwork Reduction Act Submissions

No exceptions are requested.