

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0690-0030)

TITLE OF INFORMATION COLLECTION: NESDIS Web site Customer Experience Survey

PURPOSE: Within the last three years, NESDIS has updated its Web site and stood up a Facebook government page. We have noticed an increase in our web site traffic. As such, we are concerned about the opinions of our web users. As good public stewards, the NESDIS web team would like to make sure that our Web site is informative and user friendly. Furthermore, we’d like to know if our site provides the information that Web visitors seek, and if not, what suggestions may be made to improve the site.

DESCRIPTION OF RESPONDENTS:

University educators, middle-school science teachers, NOAA employees, Federal Government employees, and NESDIS Facebook page visitors (including the public)

TYPE OF COLLECTION: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input checked="" type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Leesha Saunders/NESDIS

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?
 Yes No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Sampling from NOAA, its affiliates partners, and government employees who regularly use the NOAA site	20	20 min	7
General public ages 18 and over	20	20 min	7
Totals	40		14

(Burden hours as calculated in ROCIS equal 13 hours)

FEDERAL COST: The estimated annual cost to the Federal government is \$5.00 for supplies, in addition to regular staff time.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?

Yes No

If the answer is yes, please provide a description of both below (**see attached audience description below**)?

If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other, Explain (By email)

2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.

Attachment: General Description Survey Audience

NESDIS plans to contact pre-selected affiliates within NOAA and major universities. The below is a sampling of the university contacts:

- Department of Computer Science at the George Washington University
- Engineering Supervisor at Montgomery County Public Schools
- Computer Science department, Goddard Planetary Heliophysics Institute, American University
- Cooperative Institute for Meteorological Satellite Studies, University of Wisconsin

Since the survey is voluntary, we hope that our affiliates within the universities will respond favorably to our request. Below is a sample cover paragraph for our George Washington University affiliate:

Greetings from NOAA Satellite and Information Service referred to as NESDIS:

We here at NESDIS are working to upgrade and enhance our Web site as well as to make it a more user friendly and beneficial user's experience. We'd like your help in assessing the usability of the current site. The Web address is <http://www.nesdis.noaa.gov/>.

Attached is a survey asking for your feedback on our current web presence. Since we are a science-based agency, it would greatly help if you would disseminate the survey within the GWU to your computer science faculty.

Please let me know if you are willing to participate. We can then re-connect with you as soon as the survey is ready for dissemination. In the meantime, please let me know if you have any questions.

Regarding the public, we plan to post the survey on our NESDIS web page. We will contact our general public affiliates such as teacher groups and non-NOAA government offices, requesting they complete the survey. We may also announce the survey availability on the NESDIS Facebook page and include a direct link.