

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

TITLE OF INFORMATION COLLECTION: Commerce.gov User Feedback Survey

PURPOSE:

Our current Website Feedback survey, approved under OMB Control No. 0690-0029, only gathers customer satisfaction information on the Commerce.gov website.

The Department of Commerce’s Office of Public Affairs (Director of New Media) (OPA) will continue to collect information on what visitors are looking for from Commerce.gov and if they were satisfied with their experience. By asking the four questions, OPA will be able to ensure a better customer experience for their visitors.

The results will be examined monthly by the Director of New Media and members of Commerce’s Web Solutions team (or bureau OPA). Based upon those results, the website may be tweaked to better help the visitors find what they are looking for. For example, if the survey shows individuals are seeking information on careers at Commerce, we could add a button on the front page or a link from a drop-down menu.

In order to better serve users of Commerce.gov and the Department of Commerce bureaus’ Web sites, the Offices of Public Affairs will collect information from users about their experience on the Web sites. The bureaus will be offered the opportunity to use survey and will be added, with respective burden hours, when accepting the offer.

The DOC bureaus are:

- Bureau of Economic Analysis (BEA)
- Bureau of Industry and Security (BIS)
- U.S. Census Bureau
- Economic Development Administration (EDA)
- Economics and Statistics Administration (ESA)
- International Trade Administration (ITA)
- Minority Business Development Agency (MBDA)
- National Oceanic and Atmospheric Administration (NOAA)
- National Telecommunications and Information Administration (NTIA)
- National Institute of Standards and Technology (NIST)
- National Technical Information Service (NTIS)
- U.S. Patent and Trademark Office (USPTO)

DESCRIPTION OF RESPONDENTS:

Anyone that visits Commerce.gov can access and complete this form. Commerce.gov customers generally include U.S. companies, industry associations, and students/researchers.

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form Customer Satisfaction Survey
 Usability Testing (e.g., Website or Software) Small Discussion Group
 Focus Group 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: Mike Kruger

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
Private sector	2,400	5 min	200
Totals	2,400		200

FEDERAL COST: The estimated annual cost to the Federal government is \$1200.

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 (or attach the sampling plan)? 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?

Roughly 10% of all visitors will be asked via a pop-up box if they would like to participate in a survey to improve Commerce.gov. Those who voluntarily select “yes” will be taken to a simple four-question survey administered by iPerceptions. Regardless of their answer, no one will be asked again for 6 months. Each bureau office of public affairs can request a 1% to 100% range of visitors be asked to complete the survey.

-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
2. Will interviewers or facilitators be used? Yes No

Please submit all instruments, instructions, correspondences (emails, letters, etc.) to respondents, and scripts as separate documents along with this request document.