

SAMHSA Customer Satisfaction Survey

Child, Adolescent and Family Branch
Technical Assistance Feedback Surveys

A. Product/Activity to be Assessed

The Substance Abuse and Mental Health Services Administration's (SAMHSA), Center for Mental Health Services' (CMHS) Child Adolescent and Family Branch (Branch) promotes and ensures that the mental health needs of children and their families are addressed by a community-based system of care. A component of the Branch's work involves a range of activities designed to provide comprehensive technical assistance (TA) to CMHS system of care grantees. The feedback of these grantees is vital to the improvement of CMHS grantee services. For this reason, the Branch is requesting OMB approval for three customer satisfaction feedback surveys designed to provide input for one the Branch's TA contractors:

- The **Annual Webinar Survey** (Attachment 1), which will assess grantee satisfaction with the subcontractor's webinars on an annual basis. It will include fill-in-the-blank items, Likert scale items (strongly disagree, disagree, neither agree nor disagree, agree, strongly agree), and checkbox responses.
- The **Specific Webinar Survey** (Attachment 2), which will assess webinar participant satisfaction with ongoing TA events. It will include fill-in-the-blank items, Likert scale items (strongly disagree, disagree, neither agree nor disagree, agree, strongly agree), and checkbox responses. The contractor will tailor questions in section 5 of each Specific Webinar Survey based on each webinar's focus and what participants should learn from the event.
- The **Cultural Competence Action Team Survey** (Attachment 3), which will assess satisfaction of grantee participants in the Cultural and Linguistic Competence Community of Practice on a biannual basis. It will include fill-in-the-blank items, Likert scale items (strongly disagree, disagree, neither agree nor disagree, agree, strongly agree), and checkbox responses.

B. Brief Statement of Objectives

The three surveys will assess participant satisfaction with the contractor's TA services. The data collected from the evaluations will include the following components:

- **Annual Webinar Survey:**
 - **Specific satisfaction** – responses will determine mean satisfaction across multiple items, indicating the extent to which participants are satisfied with the webinars and Cultural Competence Action Team's individualized TA, webinars and calls, resources, and website.
 - **Personal satisfaction** – participants' comments and recommendations will provide rich, contextualized information on the webinars and Cultural Competence Action Team TA services.
 - The Branch and the contractor will use the data gathered by the survey to continuously improve TA services and to better assess the needs of grantees. To

analyze the data, the contractor will compute descriptive statistics (e.g., mean, median, and frequency) for the Likert scale and yes/no responses, and summarize the open-ended comments.

- **Specific Webinar Survey:**
 - **Specific satisfaction** – responses will determine mean satisfaction across multiple items, indicating the extent to which participants are satisfied with the webinars and Cultural Competence Action Team’s individualized TA, webinars and calls, resources, and website.
 - **Personal satisfaction** – participants’ comments and recommendations will provide rich, contextualized information on the webinars and Cultural Competence Action Team TA services.
 - The Branch and the contractor will use the data gathered by the survey to continuously improve TA services and to better assess the needs of grantees. To analyze the data, the contractor will compute descriptive statistics (e.g., mean, median, and frequency) for the Likert scale and yes/no responses, and summarize the open-ended comments.

- **Cultural Competence Action Team Survey:**
 - **Specific satisfaction** – responses will determine mean satisfaction across multiple items, indicating the extent to which participants are satisfied with the webinars and Cultural Competence Action Team’s individualized TA, webinars and calls, resources, and website.
 - **Personal satisfaction** – participants’ comments and recommendations will provide rich, contextualized information on the webinars and Cultural Competence Action Team TA services.
 - The Branch and the contractor will use the data gathered by the survey to continuously improve TA services and to better assess the needs of grantees. To analyze the data, the contractor will compute descriptive statistics (e.g., mean, median, and frequency) for the Likert scale and yes/no responses, and summarize the open-ended comments.

C. Overview of Methods to Collect the Information

Data collection method.

- **Annual Webinar Survey:** The contractor will administer the Annual Webinar Survey electronically using Survey Monkey. Grantee communities will receive an email requesting their completion of the survey and an electronic link to it in Survey Monkey. The survey uses commonly asked questions to solicit feedback regarding participant satisfaction with TA services.

- **Specific Webinar Survey:** The contractor will administer the Specific Webinar Survey electronically using Survey Monkey. As part of each webinar event, webinar participants will receive an electronic link to the survey in Survey Monkey. The contractor will ask webinar participants to complete the survey at the end of each webinar. The survey uses commonly asked questions to solicit feedback regarding participant satisfaction with TA services.

- **Cultural Competence Action Team Survey:** The contractor will administer the Cultural Competence Action Team Survey electronically using Survey Monkey. Grantee communities will receive an email requesting their completion of the survey and an electronic link to it in Survey Monkey. The survey uses commonly asked questions to solicit feedback regarding participant satisfaction with TA services.

Method for identifying respondents.

- **Annual Webinar Survey:** The All grantee community members will be eligible and encouraged to complete this survey.
- **Specific Webinar Survey:** The contractor will ask participants in each webinar event to complete this survey.
- **Cultural Competence Action Team Survey:** All members of the Cultural and Linguistic Competence Community of Practice will be eligible and encouraged to complete this survey.

Proposed sample size and rationale.

- **Annual Webinar Survey:** The contractor's listserv of grantee community members has approximately 2,000 members. The contractor will ask all of these individuals to complete this survey, to help obtain representative feedback of all community members. Assuming that 20% of these individuals complete this survey, 400 grantee community members will complete the survey annually.
- **Specific Webinar Survey:** For this survey, the contractor assumes an average of 25 participants in each webinar event (based on historical participation rates). With approximately 24 webinars annually and an estimated completion rate of 30%, approximately 180 respondents will complete this survey annually.
- **Cultural Competence Action Team Survey:** The contractor's Cultural and Linguistic Competence Community of Practice listserv has approximately 500 members. The contractor will ask all of these individuals to complete the Cultural and Linguistic Competence Action Team Survey, to help obtain representative feedback of all members. The contractor assumes that 30% of these participants will complete this survey twice annually (300 total respondents annually).

Planned frequency of information collection.

- **Annual Webinar Survey:** The contractor will administer the Annual Webinar Survey once annually.
- **Specific Webinar Survey:** The contractor will administer the Specific Webinar Survey following each TA webinar.
- **Cultural Competence Action Team Survey:** The contractor will administer the Cultural Competence Action Team Survey twice annually.

Time period over which the information will be collected.

- **Annual Webinar Survey:** This survey will remain active for approximately four weeks.

- **Specific Webinar Survey:** This will remain active for approximately one week following each TA webinar.
- **Cultural Competence Action Team Survey:** This survey will remain active for approximately four weeks.

Expected response rate and plan for follow-up, if any, of non-respondents.

- **Annual Webinar Survey:** Based on past experience collecting similar feedback, the contractor anticipates that approximately 20% of grantee community members will complete the Annual Webinar Survey. The contractor will send to grantee community members an email with a Survey Monkey link to the Annual Webinar Survey. Within one week of the survey due date, the contractor will send an email asking grantee community members to complete the survey. This email will again include a survey link. The contractor will send an additional reminder email to all potential respondents around the survey due date. No further follow-up activities are proposed.
- **Specific Webinar Survey:** Based on past experience collecting similar feedback after webinar events, the contractor anticipates that approximately 30% of grantee community members will complete the Specific Webinar Survey. The contractor will tell webinar participants about the Specific Webinar Survey at the end of each webinar event. No follow-up is planned for this survey.
- **Cultural Competence Action Team Survey:** Based on past experience collecting similar feedback, the contractor anticipates that approximately 30% of Cultural and Linguistic Competence Community of Practice members will complete the Cultural Competence Action Team Survey. The contractor will send to members of its Cultural and Linguistic Competence Community of Practice an email with a Survey Monkey link to the survey. Within one week of the survey due date, the contractor will send an email asking grantee community members to complete the survey. This email will again include a survey link. The contractor will send an additional reminder email to all potential respondents around the survey due date. No further follow-up activities are proposed.

Expected ability to assess non-response bias using existing information.

- **Annual Webinar Survey:** The contractor does not anticipate any non-response bias based on existing information.
- **Specific Webinar Survey:** The contractor does not anticipate any non-response bias based on existing information.
- **Cultural Competence Action Team Survey:** The contractor does not anticipate any non-response bias based on existing information.

Methods used to maintain customer privacy.

- **Annual Webinar Survey:** Responses will be anonymous. Respondents will reply to the surveys using a common survey link, so it will not be possible to identify respondents unless they self-identify in the open-ended comments.

- **Specific Webinar Survey:** Responses will be anonymous. Respondents will reply to the surveys using a common survey link, so it will not be possible to identify respondents unless they self-identify in the open-ended comments.
- **Cultural Competence Action Team Survey:** Responses will be anonymous. Respondents will reply to the surveys using a common survey link, so it will not be possible to identify respondents unless they self-identify in the open-ended comments.

D. Annual Response Burden Estimate

The following table provides information about the annual response burden estimated for these consumer feedback surveys.

Respondent	Number of Respondents (a)	Number of Responses/ Respondent (b)	Hours/ Response in Minutes (c)	Annual Burden Hours	Hourly Wage (d)	Annual Cost (\$)
Grantee Communities (Annual Webinar Survey)	400	1	0.13	52	24.26	1,262
Grantee Communities (Specific Webinar Survey)	180	1	0.08	14.4	24.26	349
Grantee Communities (Cultural Competence Action Team Survey)	300	1	0.20	60	24.26	1,456
Total	880			126		3,067

(a) The number of respondents has been estimated using the number of grantee community members on the contractor’s listservs and using the average number of participants in each webinar.

(b) For the purposes of estimating annual cost, the contractor assumes that community members will complete each survey only once. For the Special Webinar Survey, it is likely that some respondents will participate in more than one webinar event and complete a related survey—but not will not complete this survey more than once for the same webinar event. It is also possible that some members of the Cultural and Linguistic Competence Community of Practice will complete the Cultural Competence Action Team Survey both times it is administered.

(c) The average burden per response was estimated based on independent review of the surveys by contractor staff.

(d) The mean hourly wage is estimated at \$24.26 for the types of respondents based on a mean yearly salary of \$50,470 (assessed through a review of average salary estimates of related professions from the US Department of Labor’s Bureau of Labor Statistics http://www.bls.gov/oes/current/oes_nat.htm).

E. Methods Used to Develop and Test the Questions

The contractor prepared the consumer feedback surveys. The contractor circulated several draft versions and critiqued by the contractor's management team and other staff for appropriate content and clarity of questions.

F. Federal Project Officer and Contractor

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G. Project Statistician and Data Collection Entity

- **Annual Webinar Survey:** The contractor will collect and compile data using Survey Monkey. The use of compiled and analyzed results is at the sole discretion of the Branch. No data will be shared publicly beyond the Branch or the contractor.
- **Specific Webinar Survey:** The contractor will collect and compile data using Survey Monkey. The use of compiled and analyzed results is at the sole discretion of the Branch. No data will be shared publicly beyond the Branch or the contractor.
- **Cultural Competence Action Team Survey:** The contractor will collect and compile data using Survey Monkey. The use of compiled and analyzed results is at the sole

discretion of the Branch. No data will be shared publicly beyond the Branch or the contractor.

List of Attachments

Attachment 1: Overall Webinar Survey

Attachment 2: Specific Webinar Survey

Attachment 3: Cultural Competence Action Team Survey