

SAMHSA Customer Satisfaction Survey

Child, Adolescent and Family Branch
Learning Event Feedback Survey

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 hosting on-site learning events in which the contractor delivers information about providing culturally and linguistically competent services to lesbian, gay, bisexual, transgender, questioning, intersex, and two-spirit (LGBTQI2-S) children, families, and youth. The feedback from these learning events is vital to the improvement of service to system of care grantees. For this reason, the contractor is requesting OMB approval for a customer satisfaction feedback survey designed to collect customer satisfaction feedback on learning and technical assistance events.

The **On-Site Learning Event Feedback Form** (Attachment 1) and **Follow-Up Learning Event Feedback Form** (Attachment 2) will assess grantee satisfaction with the subcontractor's learning events following the learning events. It will include primarily Likert scale items (strongly disagree, disagree, agree, strongly agree, not applicable) and three open-ended questions. The contractor will administer the **On-Site Learning Event Feedback Form** at the time of a learning event; the contractor will administer the **Follow-Up Learning Event Feedback Form** 6-9 months following a learning event. The follow-up administration is important for accessing how satisfied participants are 6-9 months after the learning event, how they have used the information shared, and what training needs they still have.

B. Brief Statement of Objectives

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

- **Specific satisfaction** – responses will determine mean satisfaction across multiple items, indicating the extent to which participants are satisfied with the learning event content and the content on the LGBTQI2-S toolkit.
- **Personal satisfaction** – participants' comments and recommendations will provide rich, contextualized information on the learning event.

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 as part of future TA efforts. To analyze the data, the contractor will compute descriptive statistics (e.g., mean, median, and frequency) for the Likert scale items and summarize the open-ended comments.

C. Overview of Methods to Collect the Information

Data collection method.

- The contractor will administer the learning event feedback form by paper at the end of learning events and again electronically at some time following the learning events (e.g.,

6 or 9 months) using Survey Monkey. The form will be shared in person following learning events. The survey follow-up will include an email requesting their completion of the survey with an electronic link to it in Survey Monkey. The survey uses targeted questions to solicit feedback regarding participant satisfaction with the learning events.

Method for identifying respondents.

- All grantee community members who participate in the learning events will be eligible and encouraged to complete this feedback form.

Proposed sample size and rationale.

- Approximately 400 individuals attended learning events in September 2011, so an electronic follow-up feedback form will be sent to them. The contractor will ask all of these individuals to complete this form, to help obtain representative feedback of all community members. Assuming that 20% of these individuals complete this survey, 80 grantee community members will complete the survey.
- The contractor estimates that 100 individuals will participate in future learning events. Approximately 90 of these individuals will complete paper feedback forms on site at the time of the learning events. Approximately 20 of these individuals will also complete an electronic follow-up survey 6-9 months after the learning event.

Planned frequency of information collection.

- The contractor will administer the feedback form twice, once at the time of the learning event and 6-9 months following the learning event to assess ongoing satisfaction with the technical assistance.

Time period over which the information will be collected.

- The electronic survey will remain active for approximately four weeks.

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

- Based on past experience collecting similar feedback, the contractor anticipates that approximately 90% of grantee community members will complete the on-site feedback form (at the time of the learning event) and 20% will complete the electronic follow-up form (administered 6-9 months after the learning event).
- For the follow-up feedback form, the contractor will send to grantee community members 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.

- The contractor does not anticipate any non-response bias based on existing information.

Methods used to maintain customer privacy.

- Responses will be anonymous unless respondents self-identify themselves in the open-ended responses. For the on-site administration, the contractor will ask participants to return completed surveys in a pile so that responses cannot be associated with particular individuals.

- Follow-up 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. Since the contractor will use the same link for everyone, the contractor assumes the possibility of duplicate responses from the same person. The contractor does not anticipate duplicate responses, though.

D. Annual Response Burden Estimate

The following table provides information about the annual response burden estimated for this learning event feedback form.

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 (on-site administration)	90	1	0.15	13.5	21.07	284
Grantee Communities (follow-up administration)	100	1	0.15	15.0	21.07	316
Total	190	1	0.15	28.5	21.07	600

- (a) The number of respondents has been estimated using the number of learning event participants and past response rates.

On-site administration: The contractor estimates that 100 individuals will participate in future learning events. Approximately 90 of these individuals will complete paper feedback forms on site at the time of the learning events.

Follow-up administration: Approximately 400 individuals attended learning events in September 2011, so an electronic follow-up feedback form will be sent to them. The contractor will ask all of these individuals to complete this form, to help obtain representative feedback of all community members. Assuming that 20% of these individuals complete this survey, 80 grantee community members will complete the survey. In addition, approximately 20 of the individuals who participate in future learning events will also complete an electronic follow-up survey 6-9 months after these future learning events. This equates to approximately 100 total respondents (80+20).

- (b) For the purposes of estimating annual cost, the contractor assumes that community members will complete each survey only once.

- (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 \$21.07 for the types of respondents based on a mean yearly salary of \$43,830 (assessed through a review of 2011 average salary estimates of community and social service occupations from the US Department of Labor's Bureau of Labor Statistics, at http://www.bls.gov/oes/current/oes_nat.htm).

E. Methods Used to Develop and Test the Questions

The contractor prepared the consumer feedback survey. 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

The contractor will collect and compile data on site using a paper survey; for the follow-up survey, the contractor will administer this electronically using Survey Monkey. The use of compiled and analyzed results is at the sole discretion of the Branch, but the contractor anticipates data will be shared with the system of care communities hosting the learning events since they are also interested in reviewing participant feedback.

List of Attachments

- Attachment 1: On-Site Learning Event Feedback Form
- Attachment 2: Follow-Up Learning Event Feedback Form