

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number 1615-0121)

TITLE OF INFORMATION COLLECTION:

Communication and Outreach Study: E-Verify Public Website Usability Study

PURPOSE:

The primary purpose of the data collection efforts submitted for OMB clearance is to obtain qualitative data from E-Verify users and potential users, as well as data from the worker’s perspective, in anticipation of the enactment of mandatory state and/or national employment eligibility verification programs for all or a substantial number of employers. Employers’ level of interest in the E-Verify Program and its components, their methods of learning about and understanding the Program, the effectiveness of USCIS and non-USCIS communication messages, their reasons for participating or not, as well as how the decisions were made to participate, are of primary interest.

This study will explore the effectiveness of various communication and outreach activities from the perspectives of different types of users as discussed above. To meet these goals, the study will:

- Describe how effective the various messaging methods are in contributing to employers’ awareness of the E-Verify Program;
- Identify the effectiveness of various education and outreach events and activities in contributing to employers’ understanding of the Program;
- Describe the factors that influence employers’ decisions to participate or not participate in E-Verify as well as what messaging and methods might be useful in the decision-making process; and
- Describe how users, potential users, and immigrant rights groups experience the public E-Verify website.

This study complements prior studies of electronic employment verification programs that have been used extensively by the Administration to improve the E-Verify Program and by Congress in considering legislation designed to expand or modify the Program. However, the results of this study will primarily be used by USCIS to more strategically target the content and messaging methods and outreach activities to current and potential E-Verify users to better inform and educate them about the Program.

This data collection includes usability testing of the E-Verify website in order to explore how E-Verify users, potential users, and immigrant rights groups experience and utilize the E-Verify public website. Participants will be asked about prior experiences with the website, then will think-aloud and describe their reactions to an assortment of tasks related to the E-Verify public website. Finally, participants will undergo a debriefing about their interactions and impressions of the website.

This study is part of the larger Study of USCIS Communication and Outreach for E-Verify, which will obtain feedback from current, past, and potential E-Verify users to inform and help shape future communication and outreach content, methods, and activities. The target audiences for the study are E-Verify current and inactive users, and nonusers (referred to as potential

users), as well as immigrant rights groups that work closely with workers most affected by employer use of E-Verify.

There is no other similar information currently available that can be used to study the communication and outreach efforts of the E-Verify Program. The Department of Homeland Security (DHS) believes that a timely study of E-Verify communication and outreach efforts would be beneficial in support of ongoing immigration reform.

DESCRIPTION OF RESPONDENTS:

The target audiences for the study are E-Verify current and inactive users, and nonusers (referred to as potential users), as well as immigrant rights groups that work closely with workers most affected by employer use of E-Verify.

Current users are defined as employers that currently use the E-Verify Program, as of a specific point in time. This group of current users will also include some employers that have very recently signed a Memorandum of Understanding (MOU) but might not have made any transactions. Inactive users are employers that have not used the Program in the last 12 months but have not officially terminated their use. Potential users are employers that never signed an MOU to enroll in the Program. Federal contractors and state contractors in mandated states are excluded from the study because their participation in the Program is required. Immigrant rights groups can provide insight into the perspectives of workers or potential employees who might not be work eligible.

TYPE OF COLLECTION: (Check one)

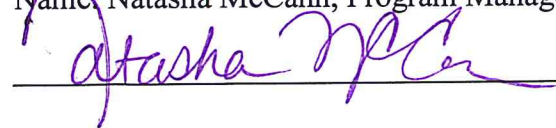
- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input checked="" type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> 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: Natasha McCann, Program Manager E-Verify Evaluations



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, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice 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

E-Verify current users who participate in usability tests will be offered a \$35 incentive. E-Verify potential users and immigrant rights groups who participate in usability tests will be offered a \$50 incentive.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
E-Verify current users (private sector)	6	75 min.	7.5 hrs.
E-Verify potential users (private sector)	6	75 min.	7.5 hrs.
Immigrant rights groups (private sector)	4	75 min.	5 hrs.
Totals	16	75 min.	20 hrs.

FEDERAL COST: The estimated annual cost to the Federal government is \$820,634.

The option year 1 cost for conducting this study, for contract HSSCCG-11-F-00505 to Westat, which also includes costs for cleaning the Transaction Database, is estimated to cost the federal government about **\$820,634 for contractual services**. This estimate includes labor costs and operational expenses such as designing the study; meeting with the Communication and Outreach branch and OP&S to discuss the study design and methods and responding to their feedback; preparing and updating the project management plans (i.e., project description, data collection, analysis and staffing plans, and schedules); drafting the focus group screeners and instruments and website usability testing interviews and exercises; determining sample design and selection procedures for users and potential users; pretesting the focus group instruments through interviews with several users and immigrant rights groups and conducting feasibility calls with potential users to pretest the screeners and recruiting procedures; recruiting employers and representatives from immigrant rights groups; printing materials; training recruiters, focus group moderators, and note takers; conducting focus groups and website usability testing with employers; preparing notes and transcripts for all focus group responses and coding responses; paying for overhead, support staff, and travel associated with conducting the in-person focus groups; data processing; conducting analysis; and preparing reports.

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?
[X] 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?

E-Verify current and inactive users will be identified from the Transaction Database (TDB), which captures E-Verify usage. E-Verify potential users will be identified from public lists of employers, such as Manta. Immigrant rights groups will be identified from USCIS recommendations and internet searches.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
[] Web-based or other forms of Social Media
[] Telephone
[X] In-person
[] Mail
[X] Other, Explain: Online usability sessions will be conducted through WebEx. Session moderators will view respondents' live interactions with the E-Verify public website while communicating through a coordinated telephone connection.
2. Will interviewers or facilitators be used? [X] Yes [] No

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

Materials for screening potential respondents are included for E-Verify current and inactive users (Attachment A), E-Verify potential users (Attachment B), and immigrant rights groups (Attachment C). The usability test protocol is included as Attachment D. USCIS letters authorizing the conduct of the study are included for E-Verify current and inactive users (Attachment E), E-Verify potential users (Attachment F), and immigrant rights groups (Attachment G).