

# **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 Webinar Evaluation

## **PURPOSE:**

The primary purpose of the data collection efforts submitted for OMB clearance is to obtain quantitative data from participants of USCIS training and informational webinars. This information will be used to assess how webinars can be used to more strategically customize training, improve the content and presentation of E-Verify topics, identify new topics, and gain insight into the training needs of E-Verify users and potential users.

This study will explore the effectiveness of USCIS webinars from the perspectives of individuals who have participated in at least one of these webinars over the past two months. To meet these goals, the study will:

- Describe how participation varies based on webinar topic and participant characteristics such as mandated versus nonmandated use of E-Verify, users versus potential users, size of company, and whether the participant viewed the webinar from an employer or employee perspective;
- Describe how useful participants have found the webinars by whether the information presented met their needs and by determining the extent to which participants gained new knowledge applicable to their use of E-Verify;
- Describe how participants rate the delivery method of the webinars by whether there were technical problems or glitches in accessing and viewing the webinar, the perceived knowledge and clarity of the speaker, and the pace of the presentation; and
- Identify what other topics participants would find useful to be covered in future webinars.

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. This study is part of the larger study of USCIS Communication and Outreach for E-Verify, which will obtain feedback from current and potential E-Verify users to inform and help shape future communication and outreach content, methods, and activities. The results of the webinar evaluation study will primarily be used by USCIS to improve and customize current webinar presentations to better inform and educate current and potential E-Verify users about the Program.

There is no other similar information currently available that can be used to study the webinar component of 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 audience for this study includes those who have participated in USCIS-sponsored E-Verify webinars in the two months prior to data collection. This group will include both employers and employees, current E-Verify users, and those who are considering participation in the E-Verify program.

**TYPE OF COLLECTION:** (Check one)

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

The webinar evaluation survey will be conducted online, with a link to the survey emailed to participants.

**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 USCIS webinars.

Name: Atasha McCann

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

**BURDEN HOURS:**

<b>Category of Respondent</b>	<b>No. of Respondents</b>	<b>Participation Time</b>	<b>Burden</b>
All participants of USCIS E-Verify webinars held within a two-month period	1,500	15 mins. (.25 hrs.)	375 hrs.
<b>Totals</b>	<b>1,500</b>	<b>.25</b>	<b>375 hrs.</b>

**FEDERAL COST:** The estimated annual cost to the Federal government for the entire Communication and Outreach Study, (the webinar is one of several tasks), is \$807,634.

**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?

USCIS will provide Westat with a list of individuals who have attended a USCIS-sponsored webinar on E-Verify over the past two months. The list will contain participant names and email addresses, the webinar topic, and the date the webinar was presented. Westat will clean the list for duplication; for example, if an individual is listed as participating in more than one webinar in the two months preceding data collection, only the most recent event will be retained in the list for the survey. After cleaning the list for participants of USCIS E-Verify webinars over a two-month period, it is estimated that approximately 5,000 participants will be eligible for inclusion in the survey.

The email to participants will be prefilled with participants' names, the webinar topic, and date of presentation. Individuals who had participated in more than one webinar over the two-month period will be instructed that they were sampled to report on the webinar named in the email.

Response rates for customer satisfaction surveys typically fall between 20 to 30 percent. In addition, background information about all webinar participants (such as company size, type of industry, and E-Verify status) is not available to weight the survey data or conduct nonresponse bias analysis. The only pieces of information that will be provided in the USCIS list of webinar participants are participant names and email addresses and the name and date of the webinar they attended. Thus, the methodology used for this study will be similar to the annual E-Verify customer satisfaction survey and the findings will be non representative of all USCIS webinars conducted in the study period.

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

**The documents included in this submission are:**

NEW- pretest findings  
REV- final survey- tracked changes  
REV- final survey- changes accepted  
USCIS letter