

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SERVICE SATISFACTION COLLECTIONS

TITLE OF INFORMATION COLLECTION: U.S. Department of Education Reform Support Network Social Media Use

Meeting Evaluation

SURVEY FOCUS GROUP SOFTWARE USABILITY TESTING

DESCRIPTION OF THIS SPECIFIC COLLECTION

1. Intended Purpose

The U.S. Department of Education (ED) is committed to helping States better understand the current state of affairs regarding the use of social media in state and local education arenas. The Reform Support Network (RSN) Stakeholder Communications and Engagement Community of Practice (SCE CoP) is planning to collect data to inform the field and improve assistance that is provided to States as they develop and implement new social media policies and initiatives to inform and engage stakeholders.

This attached inquiry form is designed to gather the most up-to-date information on the status of state education agencies' (SEAs) and large local education agencies' (LEAs) social media perspectives, use, vehicles and success.

The inquiry form is expected to take a maximum of 15 minutes to complete. A few open-ended questions are included to invite folks who want to dive more deeply into this topic to indicate their interest in providing additional information about best practices and challenges in social media use.

2. Need for the Collection

There is no existing data collection that can provide us with information on the extent to which SEAs and LEAs use social media. This inquiry is essential for informing ongoing and targeted technical assistance provided to States, including the development of additional publications/webinars on social media.

3. Planned Use of the Data

The results of this inquiry will be used to inform ongoing and targeted technical assistance provided to States, as well as for the development of additional publications/webinars on social media use.

4. Date(s) and Location(s)

Questionnaires will be distributed and collected in January/February 2013 online (i.e., in various locations).

5. Collection Procedures

The questionnaire will be sent via email by sending a link to one representative from each targeted agency. Completed questionnaires will not require any names of individuals; however, the respondent will be asked to identify whether they are an SEA or LEA. Furthermore, the RSN staff will track individual responses to identify which Agency they are from so that we can follow-up with Agencies who are willing to share more information/documentation to support social media technical assistance provided to States through the RSN. No identifying information will be reported in a way that allows for identification of individual Agency responses. All data will be reported in the aggregate and any comparisons will only be made between SEA/LEA.

a) Number of Focus Groups, Surveys, Usability Testing Sessions

This request is for a single questionnaire to be administered to up to 44 Agencies (19 RTT States, up to 10 non-RTT States, and up to 15 LEAs).

b) Description of Respondents/Participants

The target population of this inquiry form is State Education Agency personnel and Local Education Agency personnel who work on agency-wide and/or RTT-specific communications activities. The group will consist of approximately 44 individuals. A 90 percent response rate is expected.

6. Procedures for Sampling Methods and Analysis

No sampling methods will be used. Only descriptive summary information will be provided.

[Attach a copy of the proposed collection instrument, e.g., survey questions, focus group script, usability testing plan. If a focus group also includes a survey, include both.]

AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

There is no proposed stipend or incentive for completing this questionnaire.

BURDEN HOUR COMPUTATION (*Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours*):

Category of Respondent	No. of Respondents	Participation Time	Burden
State and Local Education Agency Staff (state/local government)	44	15 minutes	660 minutes (11 hours)

Totals	44	15 minutes (.25 hours)	660 minutes (11 hours)
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BURDEN COST COMPUTATION

There are no cost burdens to respondents.

STATISTICAL INFORMATION

No statistical methods are to be used for this survey.

REQUESTED APPROVAL DATE: January 7, 2013

NAME OF CONTACT PERSON: Tate Gould

TELEPHONE NUMBER: 202-453-7018

MAILING LOCATION:

ED DEPARTMENT, OFFICE: Implementation and Support Unit