

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 – Follow-up Interviews

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.

In 2013, the SCE CoP conducted an inquiry 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. In that inquiry, some individuals indicated a willingness to provide more information regarding their experiences through interviews. The purpose of these interviews is to discuss key findings within the inquiry and have open-ended discussions about social media usage including areas of success, best practices, challenges and areas for growth.

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 beyond the inquiry conducted in spring 2013. The follow-up interviews will assist in getting clarity from those who indicated an interest in providing additional information. It is essential for informing ongoing and targeted technical assistance provided to States, including the development of additional publications and webinars on social media.

3. Planned Use of the Data

The information learned from the follow-up interviews will be used to inform ongoing and targeted technical assistance provided to States, as well as for the development of additional publications and webinars on social media use.

4. Date(s) and Location(s)

Interviews will be conducted in August and September 2014 by phone (i.e., in various locations).

5. Collection Procedures

An email will be sent to each of the 23 people that indicated interest in participating in the follow-up interviews. The email will include the individual's responses to the inquiry and a request for a follow-up interview. If the individual agrees to the follow-up interview (for planning purposes, we hope for a 90% acceptance rate), he/she will receive an email with the interview time and the list of questions. We will then conduct the interview, to last from 30 to 45 minutes.

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

This request is to follow up with 23 individuals from a variety of locations who indicated an interest. Therefore, it is anticipated that there will be up to 23 separate interviews which will each take approximately 45 minutes. For planning purposes, we hope for a 90% response rate or 21 total interviews.

b) Description of Respondents/Participants

The target population of these interviews is State Education Agency personnel and Local Education Agency personnel who work on agency-wide and/or RTT-specific communications activities and who indicated an interest in providing additional information when completing the on-line inquiry. We will invite approximately 23 individuals which will result in 21 interviews assuming a 90 percent response rate.

6. Procedures for Sampling Methods and Analysis

No sampling methods will be used beyond only reaching out to the 23 individuals who have indicated an interest. 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 interview.

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 Hours
State and Local Education Agency Staff (state/local government)	21	45 minutes	16 Hours

Totals	21	45 minutes (.75 hours)	16 Hours

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: August 2, 2013

NAME OF CONTACT PERSON: Jamila Smith

TELEPHONE NUMBER: 202-453-7018

MAILING LOCATION:

ED DEPARTMENT, OFFICE: Implementation and Support Unit