

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0960-0788)

TITLE OF INFORMATION COLLECTION: Social Security Administration (SSA)
Nationwide Billboard Campaign – Electronic Bulletin Board Discussions

SSA SUB-NUMBER: A-02

DESCRIPTION OF ACTIVITY:

Background: SSA is seeking feedback on its customer service to the American public, specifically its campaign to place informational billboards throughout the country. This marketing campaign is in effort to promote SSA’s online services.

To better understand how to offer a range of online services and ultimately increase SSA web service usage with the public, SSA would like to obtain the public’s opinion of informational billboards designed to pique public interest in this matter. This billboard campaign is designed as an outreach mechanism to inform the public of SSA’s online services and how to access online information quickly and easily. SSA will use the knowledge gained in this research to analyze how people approach our online services, and to help us ensure our online services meet the public’s needs.

Research Objectives: Our objective is to promote our online services in a clear, concise and effective manner. For this particular research project, we will elicit input from the public via an electronic bulletin board (EBB). In particular, we wish to:

- Gain further insight on how to better serve SSA customers
- Gain insight on how to improve customer service
- Garner feedback on the nation-wide billboard campaign

Methodology: We are proposing to conduct one EBB discussion. We plan to recruit 15 participants for this bulletin board via an SSA-approved contractor. Similar to focus groups, EBBs are online discussions, typically 20 to 25 individuals (per session), and representative of a given population. EBBs bring together participants to discuss their perceptions, opinions, beliefs, and attitudes about specific products, programs, or services.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input checked="" 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: **Faye Lipsky, Reports Clearance Officer, Social Security Administration**

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [] Yes [X] 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 [X] No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [X] Yes, \$60 per participant. [] No, respondents will not be paid for their participation.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time (minutes)	Burden (hours)
Individuals	15	90	23
Totals	15	90	23

FEDERAL COST: The estimated annual cost to the Federal Government is \$3,000.

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?

The participant selection criterion for this research is as follows:

- ages 55-67;
- regular users of the Internet;
- mix of race, ethnicity, and sex/gender;
- not a retired or current SSA employee, State Disability Determination Services employee, contractor or family member of an employee or contractor.

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 - Survey Sheet/Questionnaire

2. Will interviewers or facilitators be used? Yes No

How will we conduct the survey?

We will conduct one electronic bulletin board discussion.

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

USE OF RESULTS:

SSA will use the results of these bulletin boards to assess the level of satisfaction, preference, readability the public have with the proposed billboards. We will determine if the prototypes will lead to a “call to action.” Ultimately, these results will enable SSA to determine if the promotional material is optimally presented and organized. The findings will also help SSA improve its online services to the public.

See attached copy of the proposed bulletin board questions, scenarios, and screenshot of the proposed home page

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