

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 1880-0542)

TITLE OF INFORMATION COLLECTION: MSAP Marketing/Recruitment Interview

PURPOSE:

The complexities associated with implementing and managing Magnet Schools Assistance Program (MSAP) statutory purposes requires grantees to overcome student recruitment and enrollment barriers to meet their minority group isolation objectives. The purpose of this survey is to gain a comprehensive understanding of Magnet School Assistance Program (MSAP) grantees’ technical assistance needs in program marketing and student recruitment from the subset of MSAP grant projects that have not met their minority group isolation objectives. This targeted data collection will employ one collection instrument as a part of this survey. The collection instrument has the same purpose and is attached.

DESCRIPTION OF RESPONDENTS:

The participants are the key marketing and recruitment personnel of cohorts from the 2010 Magnet Schools Assistance Program Grant Cycle. These key informant marketing and recruitment personnel have the primary responsibility for marketing the MSAP project’s magnet programs and for recruiting the target students. The key informants may have different job titles such as Student Recruitment Specialist or School Choice Recruiter. This cohort includes 37 grantees with 151 schools implementing new or revised magnet programs. However, we will collect data from only 17 grantees not meeting minority group isolation objectives.

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: _____ |

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: __Rosie E. Kelley_____

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

Category of Respondent	No. of Respondents	Participation Time	Burden
4. State, local, or tribal governments	17	15 mins	4.25 Hrs
Totals	17	15 mins	4.25 Hrs

FEDERAL COST: The estimated annual cost to the Federal government is: N/A

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?

2. The 2010 MSAP cohort has 37 grantees with 151 schools implementing new or revised magnet programs. The 17 potential respondents will be selected from the subset of MSAP grantees who have not met their Minority Group Isolation objectives. The interviews will be held with the key marketing and recruitment personnel of the targeted MSAP grantees. These key informant marketing and recruitment personnel have the primary responsibility for marketing the MSAP project's magnet programs and for recruiting the target students. The key informants may have different job titles such as Student Recruitment Specialist or School Choice Recruiter. However, we will collect data from only 17 grantees not meeting minority group isolation objectives.

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.