

**Request for Approval under the
“Generic Clearance for the Collection of Routine Customer Feedback” (NCI)
(OMB Control Number: 0925-0642-19, Expiration Date 9/30/2014)**

TITLE OF INFORMATION COLLECTION: Epidemiology and Genomics Research Program (EGRP) Communications Survey

PURPOSE: The National Cancer Institute’s Epidemiology and Genomics Research Program (EGRP) uses the NIH LISTSERV system as one of its main communication channels to share time-sensitive funding and grants-related information and information about the Program’s scientific priorities and interests its target audiences. More recently, EGRP has been implementing new approaches to encourage bi-directional communication between the extramural cancer research community and the Program through the *Cancer Epidemiology Matters Blog* (<http://blog-epi.grants.cancer.gov>), launched in March 2012, and a Twitter account (<https://twitter.com/NCIEpi>). Both of these new communication efforts have been publicized using the FRIENDS-OF-NCI-EGRP LISTSERV. Because the NIH LISTSERV system does not offer any metrics, e.g. open rates, click-throughs, etc., EGRP would like to invite its LISTSERV subscribers to complete a brief, 18- question survey to better understand what information is most useful to LISTSERV subscribers and also identify opportunities for improvement. The results of the survey will inform future EGRP communications planning and initiatives and ultimately will be used to help the Program meet the information needs of its target audiences.

DESCRIPTION OF RESPONDENTS:

Subscribers to the FRIENDS-OF-NCI-EGRP-LISTSERV

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: Christine M. Kaefler

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, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [] Yes [] No
- 3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [] Yes [] No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [] Yes [X] No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time (in hours)	Total Burden Hours
Individuals	2000	10/60	333

Total Burden Hours used for IC's to date: 954
Total Burden Hours Approved for IC's under 0925-0642: 8750
Total Burden Hours currently requested: 333

FEDERAL COST: The estimated annual cost to the Federal government is \$1250.

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?
[X] Yes [] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)?

As of November 14, 2012, the FRIENDS-OF-NCI-EGRP-LISTSERV consisted of 1,821 subscribers. The number of subscribers constantly fluctuates; however, the anticipated number of respondents should not exceed 2,000 individuals by the time the survey is approved and launched. Limited data exists regarding subscriber demographics, but based on e-mail signature blocks from individuals requesting to be added to the LISTSERV in recent years, the majority of subscribers appear to be cancer researchers who work in academic institutions. LISTSERV subscribers are primarily from the United States, but about 4.5% of subscribers reside in other countries (based on their e-mail addresses). No more than 5% of LISTSERV subscribers are estimated to be employed by a small business. All LISTSERV subscribers will be invited to participate in this survey.

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

List of instruments, instructions, and scripts submitted with this request:

Attachment #1: Invite Announcement

Attachment #2: EGRP Communications Survey