

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3048-0036)

TITLE OF INFORMATION COLLECTION: 2012 Export-Import Bank Annual Conference Attendee Survey

PURPOSE:

The purpose of this survey is to collect information from the Ex-Im Bank’s 2012 Annual Conference attendees and use this information to improve the future conferences. Information will be collect concerning the quality of information presented, speakers, facilities, registration process, advertising, web site, meals, assistance provided by Ex-Im Staff, and to gather ideas for future conferences.

DESCRIPTION OF RESPONDENTS:

Attendees to the Ex-Im Bank Annual Conference are primarily individuals interested in U.S. exports: U.S. exporters of all sizes, international buyers of American products and services, domestic and international government officials, lenders, consultants, Bank partners and insurance brokers.

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: Stephen P. Maroon, Director of Marketing

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 for the Public

Category of Respondent	No. of Respondents	Participation Time	Burden
Feedback Survey	Up to 1,200	5 minutes	100 hours
Totals			

FEDERAL COST:

Number of Responses: 1,200

Government Review time: 5 minutes/each

Total review time: 100 hours

Average Hourly Rate: \$30.25

Overhead Rate: 28%

Total Cost: \$3,267

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? **We will hand out a one-page survey to all conference attendees and also follow-up with an electronic survey to can increase the level of participation.**

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 - email sent to attendees

2. Will interviewers or facilitators be used? Yes No

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