

Request for Approval under the “DOI Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery”
OMB Control Number: 1090-0011

TITLE OF INFORMATION COLLECTION:

Qualitative survey of customer satisfaction with community programs for Native American audience at George Washington Carver National Monument

PURPOSE:

In 2010 the University of Idaho Visitor Services Project conducted a visitor survey at George Washington Carver National Monument (GWCA). The results of this study prompted another study in 2013 to assess the awareness and recreational interests of underserved minority groups (e.g., African Americans, Hispanic/Latinos, Asians, Pacific Islanders, and Native Americans, and individual from local low-income populations). Based on the results and recommendation of the 2013 survey, the GWCA will host several interpretive programs between June and December 2014.

The purpose of this information collection is to evaluate the programs provided by GWCA. The result of this collection survey will provide the GWCA management team with information that will assist with the development of future community engagement programs.

DESCRIPTION OF RESPONDENTS:

All participants (16 years and older) completing the GWCA sponsored community programs between June to December 2014.

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.


Lena Le, Ph.D

05/07/2014
Date

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

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 (If yes, please explain.)

BURDEN HOURS

Category of Respondents	No. of Respondents	Participation Time	Burden
GWCA sponsored program participants	150	10 mins	25 hours
Totals			25 hours

FEDERAL COST: The estimated annual cost to the Federal government is _\$500__

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 respondents will be selected among the community programs participants. All participants who are at least 16 years old will be invited to participate.

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.

INSTRUCTIONS

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g., Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected.

No. of Respondents: Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g., fill out a survey or participate in a focus group)

Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time in minutes and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

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. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g., for surveys) or facilitators (e.g., for focus groups) used.

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