

Health Resources and Services Administration
SUPPORTING STATEMENT
NHSC Virtual Job Fair Customer Feedback

A. Justification

1. Circumstances of Information Collection

The Health Resources and Services Administration (HRSA) currently has approval under the generic clearance, Office of Management and Budget (OMB) Control No. 0915-0212, to conduct customer satisfaction surveys and focus groups. This collection of information helps fulfill the requirements of:

- a. Executive Order 12862, "Setting Customer Service Standards," which directs Agencies to continually reform their management practices and operations to provide service to the public that matches or exceeds the best service available in the private sector.

This is a request for OMB approval of a quantitative voluntary customer satisfaction survey under HRSA's generic clearance. HRSA's Bureau of Clinician Recruitment and Service (BCRS) Division of External Affairs (DEA) in cooperation with the Office of Rural Health Policy (ORHP), will host its third "National Health Service Corps (NHSC) Virtual Job Fair" on September 18, 2012, from 7 p.m. to 10 p.m. Eastern Time. The third Virtual Job Fair is targeted to NHSC sites in rural communities, providing them the opportunity to promote job openings to an audience of primary care medical providers interested in serving rural communities with limited access to health care. Providers from across the country are then invited to participate in the rurally-focused event, including unemployed NHSC Loan Repayment Program and Scholarship Program members.

Executive Order 12862 directs agencies that "provide significant services directly to the public" to "survey customers to determine the kind and quality of services they want and their level of satisfaction with existing services." The objective of surveying the sites and clinicians participating in the NHSC Virtual Job Fair is to provide insight into participants' experiences and satisfaction to help improve future Virtual Job Fairs.

2. Purpose and Use of the Information

The goal of the National Health Service Corps Virtual Job Fair is to help NHSC sites communicate to and ultimately hire qualified applicants. Limited resources make clinician recruitment particularly challenging for many remote and rural sites. The NHSC Virtual Job Fair addresses this need by leveraging existing technology to reduce or eliminate resource barriers and provide an efficient, cost-effective means for sites to promote job vacancies to a highly targeted audience of primary care providers and more effectively engage in interactive communication with potential applicants.

The primary use for information gathered through the NHSC Virtual Job Fair customer feedback surveys is to identify strengths and weaknesses in the current Virtual Job Fair model, to

determine the level of participants' satisfaction with the Virtual Job Fair, and identify areas for improvement for future Virtual Job Fairs.

Survey respondents from the NHSC Virtual Job Fair will include the participating NHSC sites and clinicians. For sites, the survey will include questions regarding convenience of the Virtual Job Fair time, length of presentations, comfort in using the Virtual Job Fair online environment, results as measured by follow up by job applicants, satisfaction, and any general feedback on the NHSC Virtual Job Fair. For clinician participants, the survey will include questions regarding convenience of the Virtual Job Fair time, ease of participation, satisfaction and general feedback.

The surveys will inform respondents that participation in the survey is voluntary and the information provided from the survey will provide important feedback regarding Virtual Job Fair participants' satisfaction and will offer suggestions for improving future Virtual Job Fairs.

3. Use of Improved Information Technology

The surveys will employ information technology by collecting the information online through Survey Monkey.

4. Efforts to Avoid Duplication

The proposed surveys are unique to this activity and the information is not found elsewhere. The surveys have been designed to collect only necessary information to measure effectiveness and satisfaction and have been reviewed carefully to avoid potential duplication.

5. Involvement of Small Entities

These surveys will not have a significant impact on small businesses or other small entities.

6. Consequences if Information Collected Less Frequently

These surveys are for a one-time project that will help evaluate the NHSC Virtual Job Fair as a cost-effective means for sites to promote job vacancies to a highly targeted audience and to connect with potential applicants. There are no legal obstacles to reduce the burden.

7. Consistency With the Guidelines in 5 CFR 1320.5(d)(2)

These surveys will be implemented in a manner fully consistent with 5 CFR 1320.5(d)(2).

8. Consultation Outside the Agency

In accordance with 5 CFR 1320.8(d), on April 24, 2009, a 30 day notice was published in the Federal Register for HRSA's generic clearance, OMB Control No. 0915-0212 (Vol. 74, Page 18726). No public comments were received.

9. Remuneration of Respondents

Not Applicable.

10. Assurance of Confidentiality

Surveys will not collect personally identifiable information from respondents.

11. Questions of a Sensitive Nature

The surveys do not contain questions of a sensitive nature.

12. Estimates of Annualized Hour Burden

Respondents:

Respondents will include a sample of NHSC Virtual Job Fair participating sites and clinician participants.

Annual burden estimates:

The total respondent burden for the online customer satisfaction survey is estimated to be 11.1 hours. We expect a total of 18 respondents to participate in the Site Feedback survey and 30 respondents to participate in the Participant Feedback survey.

Type of Collection	Number of Respondents	Responses per Respondent	Total Responses	Hours per Respondent	Total Burden Hours	Wage Rate	Total Hour Cost
NHSC Virtual Job Fair – Site Feedback	18	1	18	.20	3.6	\$50/hr	\$180
NHSC Virtual Job Fair – Participant Feedback	30	1	30	.25	7.5	\$50/hr	\$375
Total	48	--	48	--	11.1	--	\$555

The total number of respondents is estimated to be 48. The online survey will require no more than 10 to 15 minutes of time for respondents to complete and submit, for a total 11.1 hours. At the wage rate of \$50/hour, the total hour cost is estimated to be \$555.

Planned frequency of information collection:

This is a one-time project.

13. Estimates of Annualized Cost Burden to Respondents

The only associated cost to respondents is their time to provide the requested information.

14. Estimates of Annualized Cost to the Government

The online no-cost survey was developed by the HRSA DEA team. The estimated one-time cost to the government for survey development and data analysis is \$125, which includes .0014% from GS13 (\$89,033).

15. Change in Burden

Not Applicable. This is a new activity under HRSA's generic clearance and will be included in the total burden currently approved by OMB under OMB Control No. 0915-0212.

16. Plans for Analysis and Timetable of Key Activities

The online survey will be conducted immediately after the NHSC Virtual Job Fair event. HRSA/BCRS/DEA staff will review survey results and summarize findings in the event summary report, to be used only for internal service improvement and not generalized to the public.

17. Exemption for Display of Expiration Date

No exemption is being requested. The expiration date will be displayed.

18. Certifications

This information collection activity will comply with the requirements in 5 CFR 1320.9.