

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0970-0401)

TITLE OF INFORMATION COLLECTION: OPRE Research Dissemination Project

PURPOSE: With the goal of helping OPRE and ASPE more clearly understand the information consumption and channel preferences of key audiences, the data from this research will be used to more effectively target communication efforts and marketing tactics. Specifically, the information collected will produce greater understanding of key audiences’ information needs and practices and the ways that select individuals and groups gather, receive, and digest research and advances in the field of child and family well-being. This data will inform the development of specific marketing plans for effectively reaching target OPRE and ASPE audiences with relevant research products. Key findings also will be integrated into OPRE’s integrated strategic marketing plan and be applied in developing the marketing tools, tactics and resources of the greatest value to OPRE, ASPE, and their target audiences.

DESCRIPTION OF RESPONDENTS: OPRE has chosen to interview approximately 18-20 state-level policymakers (in legislative and executive branches) and 25-30 representatives of intermediary organizations (membership organizations or organizations that synthesize and disseminate research) as the two primary audiences for this information collection. See below for how these participants will be chosen for interviews.

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input 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 checked="" type="checkbox"/> Other: <u>Individual interviews</u> |

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: **Office of Research, Planning and Evaluation (OPRE)**

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, 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 [X]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 (min)	Burden (hours)
Private Sector	30	60 min.	30
State, Local or Tribal Governments	20	60 min.	20
Totals	50		50

FEDERAL COST: The estimated annual cost to the Federal government is: **\$58,812**

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 [X] 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?

Intermediaries: OPRE and ASPE have 8 overlapping targeted research issue areas which include: child welfare, child care, early childhood, youth services, marriage/fatherhood/parenting, poverty/welfare, employment, and other cross-cutting research. Four to ten organizations that use and disseminate research in each of these areas were identified. From that list of organizations, 3 to 4 appropriate individuals or small groups of individuals will be contacted to be interviewed. Requests for interviews from organizations will continue until a total of 30 interviews are completed.

State Policymakers: By considering state population, political party control, ACF region, and term limits, 18 states that represented a cross-section of the nation were targeted as potential participants. Those 18 states are Alabama, California, Colorado, Illinois, Kentucky, Massachusetts, Missouri, New Jersey, Nevada, New Mexico, Nebraska, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Vermont, and West Virginia. Within those 18 states, individuals from the Governor’s office, Legislature, Human Services, and Research branches were considered for participation. The Governor’s office list included individuals who were focused on either policy or research, appointed for an advisory committee or special initiative, or chief of staff. The Legislative list was a combination of elected officials and staff members. The Human Services list included cabinet secretaries, commissioners, and directors. The Researchers list included names gathered through relevant professional networks (e.g., National Association

for Welfare Research and Statistics, NAWRS), as well as through professional meetings, conferences, and activities that have been sponsored by OPRE or ASPE (e.g., Child Care Policy Research Consortium) or in which OPRE or ASPE staff participate (e.g., Society for Research in Child Development Meetings). Participants to interview will be chosen in such a way to maintain good cross-representation amongst the 4 offices (Governor, Legislature, Human Services, and Research) across the 18 states until 1 person per state is interviewed if possible. In a few cases, 2 people from one state, in different offices, may be interviewed to maintain the cross-representation when a participant from a targeted state office is not available.

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.

Please see attachments:

- A. Initial email to Intermediary Organizations
- B. Follow-up/Scheduling email to Intermediary Organizations
- C. Thank You email to Intermediary Organizations
- D. Initial email to State Policymakers
- E. Follow-up/Scheduling email to State Policymakers
- F. Thank You email to State Policymakers
- G. Interview Questions for Intermediary Organizations
- H. Interview Questions for State Policymakers

Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”

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. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

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 per row.

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 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.

Submit all instruments, instructions, and scripts are submitted with the request.