

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

**TITLE OF INFORMATION COLLECTION:** Customer Satisfaction Survey for soliciting feedback on Child Welfare Information Gateway

**PURPOSE:** Child Welfare Information Gateway is a service of the Children’s Bureau, a component within the Administration for Children and Families, and is dedicated to the mission of connecting professionals and concerned citizens to information on programs, research, legislation, and statistics regarding the safety, permanency, and well-being of children and families. Child Welfare Information Gateway’s main functions are identifying information needs, locating and acquiring information, creating information, organizing and storing information, disseminating information, and facilitating information exchange among professionals and concerned citizens. A number of vehicles are employed to accomplish these activities, including, but not limited to, website hosting, discussions with customers, and dissemination of publications (both print and electronic).

The customer satisfaction survey was initiated in response to Executive Order 12862 issued on September 11, 1993. The Order calls for putting customers first and striving for a customer-driven government that matches or exceeds the best service available in the private sector. To that end, Child Welfare Information Gateway’s customer satisfaction survey is designed to better understand the kind and quality of services customers want, as well as customers’ level of satisfaction with existing services.

**DESCRIPTION OF RESPONDENTS:** Customer satisfaction survey respondents will include State and local governments, the territories, service providers, Indian Tribes and tribal organizations, grantees, researchers, and the general public seeking information and resources from Child Welfare Information Gateway via the website, telephone, Live Chat, and email.

**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: \_\_\_\_\_ Kathleen Wang \_\_\_\_\_

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  No

**Gifts or Payments:**

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

**BURDEN HOURS**

	<b>Category of Respondent</b>	<b>No. of Respondents</b>	<b>Participation Time</b>	<b>Burden</b>
Customer Survey – <i>Questions for Professionals</i>	Private Sector	476	0.0833	39.57
	State, Local, or Tribal Governments	476	0.0833	39.57
Customer Survey – <i>Questions for Students</i>	Individuals/Households	408	0.05	20.3
Customer Survey – <i>Questions for Personal Customers</i>	Individuals/Households	907	0.05	45.3
<b>Total</b>				<b>145</b>

The response rates for the customer survey are based on response rates obtained for data collected during FY 2014. Random selection of survey delivery time blocks was weighted to increase the representation of business hours in order to reach more professional survey respondents. No statistical sampling methodology will be used beyond randomization of survey offers to reduce burden and over-representation of business hours.

FEDERAL COST: The estimated annual cost to the Federal government is \$111,852.22.

**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 sampling plan is designed to reach the various types of customers using Child Welfare Information Gateway services such as professionals, students, and customers looking for assistance with a personal situation while reducing burden for respondents by only asking relevant questions for their backgrounds. The first question on the Customer Survey will ask customers to describe the reason why they are visiting Child Welfare Information Gateway and to respond with one of the following choices: “*I am looking for information to help me in my work*”; “*I am looking for information to help me with my education*”; and “*I am looking for information to help me with a personal situation*”. The customers’ response to this first question will determine which questions they are offered on the Customer Survey with the explicit purpose of reducing the burden on customers coming as a student or for help with a personal situation. For example, if they customer selects, “*I am looking for answers for my work*” they will be offered all questions on the Customer Survey. However, if the customer selects “*I am looking for information to help me with my education*” or “*I am looking for information to help me with a personal situation*”, they will only be offered a smaller subset of the questions from the Customer Survey.

Customer Surveys will be delivered to customers receiving various Information Gateway services via the Web, e-mail, live chat, in print, and telephone. Web surveys are scheduled to appear during randomly selected one-hour time slots throughout the year. E-mail and live chat customers will be offered a survey every time contact is made with the Information Gateway. Customers receiving print mailings and telephone customers will be offered the survey on 52 randomly selected business days throughout the year.

Sample size estimates for customer surveys (delivered via Web, phone, email, live chat, and print) are based on FY 2014 data collection activities:

- Surveys delivered via website - We expect that that approximately 46,350 invitations to participate in the Web survey will be made annually, with a 4% response rate, resulting in 1,854 completed Web surveys.
- Surveys delivered via phone - For customers that contact Information Gateway via telephone, we anticipate offering the survey to 432 customers per year, with a 24% response rate, resulting in 104 completed surveys.
- Surveys delivered via email - For customers that contact Information Gateway via email, we anticipate offering the survey to 1,319 customers per year, with an 8% response rate, resulting in 106 completed surveys.
- Surveys delivered via mailings - For customers that order publications, we expect to mail 548 surveys with a 12% response rate, resulting in 66 completed print surveys each year.
- Surveys delivered via Live Chat - We expect to offer the survey to 2,285 customers via Live Chat with a 6% response rate, resulting in 137 completed live chat surveys each year.

### **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: Live Chat and Email. The survey will also be delivered at the conclusion of Live Chat conversations between customers and Gateway staff. Gateway staff responding to customer requests for information via email will also be provided with an opportunity to take the survey using a URL included in the emailed response.

2. Will interviewers or facilitators be used?  Yes  No

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

**Required Additional Information**

1. Line of Business: (select from lists provided in ROCIS on the edit screen)

2. Subfunction: (select from lists provided in ROCIS on the edit screen)

3. Privacy Act System of Records Notice (SORN): Not applicable.

4. Federal Register citation information: In accordance with 5 CFR 1320.8(d), December 22, 2010, Vol 75, page 80542 a 60-day notice for public comment was published in the *Federal Register*. No comments were received.

5. Number of respondents for small entities: Small business or other small entities may be involved in this data collection effort but Child Welfare Information Gateway will minimize the burden on them by sampling, asking for readily available information, and by using a short, easy-to-complete survey.

6. Percentage of respondents reporting electronically: 93%

**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.**

**Required Additional Information**

1. Line of Business: (select from lists provided in ROCIS on the edit screen)
2. Subfunction: (select from lists provided in ROCIS on the edit screen)
3. Privacy Act System of Records Notice (SORN): Title: \_\_\_\_\_
4. Federal Register citation information: Volume \_\_\_\_\_ Page No. \_\_\_\_\_
5. Number of respondents for small entities:
6. Percentage of respondents reporting electronically: