

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0690-0030)

TITLE OF INFORMATION COLLECTION: Customer Satisfaction Survey of MBDA.gov Website Visitors

PURPOSE: The MBDA Office of Legislative, Education & Intergovernmental Affairs is responsible for measuring online customer satisfaction. The purpose of this survey is to engage customers, listen to their feedback and make improvements based upon collected information.

MBDA.gov the agency flagship website averages 40,000 visitors per month. The MBDA portal communicates with a distinct set of audiences, each with their own type of interaction with MBDA. The foremost priority of the MBDA website is to effectively intake and directs these audiences to areas of the site that enables MBDA to sort and engage each distinct audience personally, in a way tailored to work most effectively with each.

The survey will be used to engage visitors, collect feedback and address concerns. Once results are collected we will use the data to prioritize digital services and implement a continuous website improvement plan. The Digital Government Strategy and the U.S. Department of Commerce requires websites to collect and address user feedback. The information is needed to report on MBDA Balance Score Card with the department.

DESCRIPTION OF RESPONDENTS: The respondents are a random sampling of MBDA.gov website visitors. Visitors include

- Business owners/Potential business owners
- Congressional staffers
- Federal, state, and local employees
- Press/Media
- MBDA Business Center staff
- Student, academic, or researcher

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.

- 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: Alicia R. Sowah

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

Personally Identifiable Information:

- Is personally identifiable information (PII) collected? Yes No
- If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No
- 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

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Private Sector	4800	2 minutes	160
Totals	4800		160 Hours

FEDERAL COST: The estimated annual cost to the Federal government is \$300

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

- 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?

There are 40,000 potential respondents – which is the averages number of monthly visitors. Of that, we estimate 1% will respond to the survey. The plan is to randomly (every 1 of 100) invite visitors to respond to the survey. The survey will be conducted for one year.

Administration of the Instrument

- 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