

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3137-0081)

TITLE OF INFORMATION COLLECTION:

IMLS Website Redesign Focus Group

PURPOSE:

In accordance with the President’s May 23, 2012 Memorandum, Building a 21st Century Digital Government, IMLS continues to develop its digital services and use emerging technologies to serve the public as effectively as possible. A proposed redesign of the agency’s main website (www.imls.gov), which is one of the primary means by which the public obtains information about the agency, will focus on establishing strong governance, ensuring information quality, using approved domains, publishing content in open formats, making content searchable, using analytics to improve customer experience, ensuring access to mandatory content, ensuring use of plain writing, transitioning to Internet Protocol Version 6, implementing security controls, protecting privacy, maintaining access for people with disabilities or limited English proficiency, managing records, and optimizing for mobile use.

We will use responses gathered through this collection to inform the redesign of the site. We will not publish nor make publicly available any of the data gathered through this collection.

DESCRIPTION OF RESPONDENTS:

The focus group interviews will be administered to 29 external stakeholders, representing grant applicants, grant reviewers, grantees, the media, museum and library professional associations. After these stakeholders have taken the web-based survey (see collection for IMLS Website Redesign Survey), they will be invited to participate in in-person or phone-based interviews to find out more about their responses and how we can better meet their needs. We estimate these interviews will take 30 minutes each.

TYPE OF COLLECTION: (Check one)

☐ Customer Comment Card/Complaint Form
☐ Usability Testing (e.g., Website or Software)
☒ Focus Group

☐ Customer Satisfaction Survey
☐ Small Discussion Group
☐ 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: Mamie Bttner

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 – INTERVIEWS

Category of Respondent	No. of Respondents	Participation Time	Burden
College professor	2	.5 hours (30 minutes)	1.0000
Library staff	7	.5 hours (30 minutes)	3.5000
Journalist	2	.5 hours (30 minutes)	1.0000
Museum staff	9	.5 hours (30 minutes)	4.5000
Nonprofit org staff	9	.5 hours (30 minutes)	4.5000
Total	29		10.0

FEDERAL COST: The estimated annual cost to the Federal government is \$85.19. An attached file provides a more complete breakdown of costs.

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 survey will target 29 individuals who have been identified by IMLS staff members as engaged constituents who represent a cross-section of our key stakeholder groups.

After the survey (see collection for IMLS Website Redesign Survey), the external stakeholder sample will be contacted to schedule a phone or in-person interview to get more in-depth information, based upon feedback from the survey. A copy of the discussion guide has been included for review.

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