

**Request for Approval under the  
“Generic Clearance for the Collection of Routine Customer Feedback” (NCI)  
(OMB Control Number: 0925-0642, Expiration Date 8/31/2017)**

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**TITLE OF INFORMATION COLLECTION:**

NCI Stories of Discovery Customer Satisfaction Survey

**PURPOSE:** The National Cancer Institute will conduct a customer satisfaction survey to gather customer feedback on content posted on the National Cancer Institute Stories of Discovery (SOD) website. Information collected from these interviews will be used for quality improvement purposes to guide future story content, presentation, and dissemination. RTI will be conducting a series of 30-minute telephone interviews with advocates to obtain feedback on the stories’ readability, presentation, usefulness and strategies for dissemination. Participants will read and respond to 1 of 5 selected stories on the SOD website. Phone interviews will be audio recorded for note taking purposes only. Recordings will be destroyed upon completion of the project and will not be stored electronically. Information will be aggregated and will not name individual participants; no statistical analyses will be involved. There are no intentions to publish data from this project and information will not contribute to generalizable knowledge. Public dissemination of results is not intended.

**DESCRIPTION OF RESPONDENTS:**

Participants are 25 cancer advocates from a range of organizations identified by NCI through their Office of Advocacy Relations volunteer database.

**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: Karen L. Parker

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

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected? [ ] Yes [x] 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

If yes to PII, then describe nature of PII, reason for its collection, and how long PII will be kept.

**Gifts or Payments:**

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

If yes, describe and justify:

**ESTIMATED BURDEN HOURS and COSTS**

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per Response (in hours)	Total Burden Hours
Individuals	25	1	90/60	38

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Cancer Advocates	38	\$22.33/hr	\$848.54
<b>Totals</b>			

\*Occupation title “All occupations” code :00-0000 per the BLS website [http://www.bls.gov/oes/current/oes\\_nat.htm#00-0000](http://www.bls.gov/oes/current/oes_nat.htm#00-0000)

**FEDERAL COST:** The estimated annual cost to the Federal government is \$50,873.54.

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Cost to Gov't
<b>Federal Oversight</b>					
Acting Chief, Science Planning and Coordination Branch	15/3	\$13,4662	2		\$2693.24
Health Science Analyst	13/1	\$90,832	2		\$1816.46
Health Science Analyst	13/3	\$96,878	2		\$1937.56
Health Science Analyst	12/5	\$86,564	2		\$1731.28
<b>Contractor Cost</b>					\$42,695
<b>Total Cost</b>					\$50,873.54

**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)?

We will identify potential participants from the NCI volunteer database maintained by the Office of Advocacy Relations. Although no formal sampling plan exists, we will take care to recruit a diverse group of volunteers with regard to factors such as geographic location, size of organization they represent, type of organization they represent, and level of familiarity with the SOD website.

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?

**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