Usability and Needs Assessment of CDC's State, Tribal, Local, and Territorial Gateway Website

OSTLTS Generic Information Collection Request
OMB No. 0920-0879

Supporting Statement – Section B

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Program Official/Project Officer

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Section B – Data Collection Procedures

1. **Respondent Universe and Sampling Methods**

CDC's Office for State, Tribal, Local and Territorial Support (OSTLTS) sends regular email communications to state, tribal, local, and territorial (STLT) public health professionals across the country to share vital CDC information that supports their public health work. For this purpose, OSTLTS uses the following secure email distribution lists:
- STLT health department directors and health officials
- Preventive Health and Health Services Block Grant coordinators
- Public Health Performance Improvement Network members
- State public information officers
- STLT health departments that host public health associates through CDC's Public Health Associate Program
- Subscribers to "Updates for STLT Public Health Professionals", a general mailing list open to CDC website visitors
- Subscribers to "Prevention Status Reports," a mailing list that provides updates about this CDC resource

Together, these distribution lists include more than 64,000 email addresses.

To establish the respondent universe for the proposed information collection, we reviewed the lists to isolate the eligible respondents—i.e., public health professionals who work for a STLT health agency. To do this, we combined the distribution lists into a master list and identified and removed any duplicates. Then, by reviewing the email domain names (e.g., .gov, .com, .org, .edu, etc.), we removed all recipients with non-governmental domain names (i.e., those ending in .com, org, .edu, and .net), leaving only email addresses ending in .gov. We then removed any email addresses affiliated with US federal agencies (e.g., CDC, Department of Health and Human Services, Food and Drug Administration, National Institutes of Health, etc.) to ensure that only STLT-government employees remained.

Based on the review, the respondent universe for this information collection includes 6,199 public health professionals across STLT health departments/jurisdictions from all 50 states (plus the District of Columbia and 8 US territories. These STLT public health professionals, acting in their official capacities, include health officials, public health program managers, grant coordinators, public information officers, and other STLT-agency public health professionals who have subscribed to receive updates from OSTLTS.

To determine the sample for the web-based questionnaire and card sorting exercise, we will conduct a simple random sampling (probability sampling) of the respondent universe (6,199 public health professionals). Using Microsoft Excel, OSTLTS will randomly select email addresses of 2,913 unique recipients:

- The first 2,413 pulled for the sample will receive invitations to complete the web-based questionnaire. OSTLTS subject matter experts for this kind of assessment have determined that the required sample size for this web-based questionnaire is 2,413 STLT public health professionals to ensure adequate information to make improvements to the STLT Gateway.
- The remaining 500 will be invited to complete the card sorting exercise. Based on guidance from user experience experts on the card sorting methodology, OSTLTS subject matter experts determined the required sample size is 500 STLT public health professionals. This sample size is necessary to provide sufficient data to identify meaningful trends in how STLT public health professionals would group and label CDC web content.

There will be no overlap in respondents between the web-based questionnaire and the card sorting exercise. Respondents invited to participate in the survey will not be asked to participate in the card sorting exercise, and vice versa.

2. Procedures for the Collection of Information

Data will be collected via two methods: a web-based questionnaire and an online card sorting exercise.

Web-based questionnaire: The web-based questionnaire is a one-time assessment administered to the respondent population. An email invitation (see **Attachment G— Questionnaire Invitation**) will be sent to 2,413 members of the respondent universe. The invitation will explain the following:
- The purpose of the information collection, and why their participation is important
- Instructions for participating
- Method to safeguard their responses
- That participation is voluntary
- The expected time to complete the instrument
- Contact information for the project team

Respondents will have 2 weeks (10 business days) to complete the questionnaire. Reminder emails will be sent to non-responders 5 business days after the initial invitation, and again 1 day before the instrument closes (see **Attachment H: Questionnaire Reminder**).

The web-based questionnaire will be available on a private, secure, invitation-only webpage using SurveyMonkey® software. Once the questionnaire closes, the data will be downloaded to Excel for analysis, which includes descriptive statistics and content analysis of open-ended items. Data charts, graphs, and qualitative themes identifying key findings will be produced for reporting and to inform the development and organization of future content on the STLT Gateway.

Card sorting exercise: Respondents will be recruited through an invitation (see **Attachment I—Card Sorting Invitation**) sent by email to 500 members of the respondent universe. The invitation will explain the following:

- The purpose of the information collection, and why their participation is important
- Instructions for participating
- Method to safeguard their responses
- That participation is voluntary
- The expected time to complete the instrument
- Contact information for the project team

Participants will have 15 business days to complete the exercise. Reminder email messages will be sent to all invited participants 5 business days after the initial invitation and again 1 day before the instrument closes (see **Attachment J: Card Sorting Reminder**). Because the card sorting software does not enable identification of non-responders, all invitees will receive reminder messages thanking those who have already participated and encourage those who have not yet responded to do so.

The card sorting exercise will be available on a private, invitation-only website created using OptimalSort software. Responses to the card sorting exercise will be analyzed using a data visualization features inherent in the OptimalSort tool, as well as advanced analysis using Microsoft Excel®. Cluster diagrams and alternative groupings and labels for the cards will be summarized for reporting and compared with the current information architecture of the STLT Gateway to identify key ways that labeling and organization of content on the website could be improved.

Aggregate findings from both information collection instruments will be compiled into a Findings and Recommendations report for CDC/OSTLTS leaders to use to implement necessary improvements to the STLT Gateway's content and organization.

3. **Methods to Maximize Response Rates and Deal with Nonresponse**

Although participation in the information collection is voluntary, the project team will make every effort to maximize the rate of response. The web-based questionnaire information collection instrument was designed with particular focus on streamlining questions to allow for skipping questions based on responses to previous questions, thereby minimizing response burden. The card sorting instrument was also designed to minimize the burden by giving respondents the minimal number of cards/topics to sort to elicit meaningful conclusions to inform the STLT Gateway's information architecture and navigation.

- *Web-based questionnaire:* Following the distribution of the invitations to participate in the web-based questionnaire (see **Attachment G—Questionnaire Invitation),** respondents will have 10 business days to complete the instrument. Invited participants who have not responded will receive an email reminder 5 business days after the original invitation encouraging them to complete the instrument, and a second reminder to non-responders 1 day before the instrument closes (see **Attachment H: Questionnaire Reminder).**

- *Card sorting exercise:* Following the distribution of the invitations to participate in the card sorting exercise (see **Attachment I—Card Sorting Invitation)**, respondents will have 15 business days to complete the instrument. All invited participants will receive an email reminder 5 business days after the original invitation encouraging them to complete the instrument, and a second reminder 1 day before the instrument closes (see **Attachment J: Card Sorting Reminder**).

Participation in both assessments is voluntary; those who do not respond by the respective closing dates of the web-based questionnaire and card sorting exercise will be considered non-responders.

4. Test of Procedures or Methods to be Undertaken

The estimate for burden hours is based on a pilot test of the questionnaire information collection instrument by 5 public health professionals and a pilot test of the card sorting information collection instrument by 4 public health professionals.

- In the pilot test of the questionnaire information collection instrument, the average time to complete the instrument, including time for reviewing instructions and completing the instrument, was approximately 4 minutes (range: 3-5 minutes) For the purposes of estimating burden hours, the upper limit of this range (i.e., 5 minutes) is used.

- In the pilot test of the card sorting information collection instrument, the average time to complete the instrument, including time for reviewing instructions and completing the instrument, was approximately 35 minutes (range: 16–45 minutes). For the purposes of estimating burden hours, the upper limit of this range (i.e., 45 minutes) is used.

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

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LIST OF ATTACHMENTS – Section B
Attachment G—Questionnaire Invitation
Attachment H—Questionnaire Reminder
Attachment I—Card Sorting Invitation
Attachment J—Card Sorting Reminder