

**Health Resources and Services Administration**  
**SUPPORTING STATEMENT**  
**MCH Leadership Competencies**

**A. Justification**

1. Circumstances of Information Collection

The Health Resources and Services Administration (HRSA) currently has approval under the generic clearance, Office of Management and Budget (OMB) Control No. 0915-0212, to conduct customer satisfaction surveys and focus groups. This collection of information helps fulfill the requirements of:

- a. Executive Order 12862, "Setting Customer Service Standards," which directs Agencies to continually reform their management practices and operations to provide service to the public that matches or exceeds the best service available in the private sector.

This is a request for OMB approval of a qualitative, voluntary, customer satisfaction survey under HRSA's generic clearance. HRSA's Maternal and Child Health Bureau (MCHB) will be collecting feedback from MCHB grantees on their satisfaction with the MCH Leadership Competencies to inform the potential update of the MCH Leadership Competencies.

The MCH Leadership Competencies were first released to the public in 2009. They were developed to identify the competencies MCH leaders and future leaders need to successfully serve the MCH population. Since their release, the competencies have been implemented in many training and workforce development contexts.

Executive Order 12862 directs agencies that "provide significant services directly to the public" to "survey customers to determine the kind and quality of services they want and their level of satisfaction with existing services".

The objective of surveying the MCHB grantees is to provide insight into grantees' satisfaction with and use of the MCH Leadership Competencies and to identify the areas in which modifications may strengthen them.

2. Purpose and Use of the Information

MCH programs exist at the national, state, and local levels and the success of those programs depends on the strength of their workforce and leadership. HRSA's leadership training programs, funded by Title V of the Social Security Act and the Autism CARES Act, support those systems by providing training and resources to strengthen the MCH workforce. The MCH Leadership Competencies were developed to be used by MCH training programs and service providers as the Competencies define MCH leadership, identify knowledge and skillsets needed by leaders in the field, and provide a framework for development of those leaders.

The MCH Leadership Competencies can be used to:

1. Frame training objectives for the MCH leadership training programs
2. Measure and evaluate leadership and training for leadership
3. Cultivate and measure competencies within the current MCH workforce
4. Sustain and grow MCH leadership throughout the healthcare system

One example is the use of the MCH Leadership Competencies by the MCH Navigator, an online learning portal for professionals and others working in the field. The Navigator uses the MCH Leadership Competencies as a framework for self-assessment of users to match the results with available resources.

As the healthcare landscape changes, the workforce and leadership must shift and adjust to fulfill the needs of the children and families being served. Therefore, the MCH Leadership Competencies must stay relevant to the needs of the field. The information collected by this survey will increase MCHB's knowledge of the extent the MCH Leadership Competencies are used, the utility of each competency, necessary modifications, and gaps that require the addition of new competencies.

### 3. Use of Improved Information Technology

The survey will be conducted electronically to reduce burden.

### 4. Efforts to Avoid Duplication

The survey contains questions specific to the MCH Leadership Competencies which are used primarily by MCHB training programs. Prior to development of the survey a literature scan was conducted to identify publications within the last 10 years related to the MCH Leadership Competencies. None of the seven publications identified described an overall evaluation of the use of the MCH Leadership Competencies throughout the training programs. No other MCHB survey contains questions specific to the MCH Leadership Competencies. The survey is unique to this activity and the information is not found elsewhere.

### 5. Involvement of Small Entities

No small businesses will be involved in this study.

### 6. Consequences if Information Collected Less Frequently

MCHB is proposing to implement this data collection only once. If this study is not conducted, MCHB will not have the information necessary to assess grantees' satisfaction with and use of

the MCH Leadership Competencies in a manner that will be most useful to the MCH training programs. Participants will be asked to participate one time and participation is voluntary. There are no legal obstacles to reduce the burden.

7. Consistency With the Guidelines in 5 CFR 1320.5(d)(2)

These surveys will be implemented in a manner fully consistent with 5 CFR 1320.5(d)(2).

8. Consultation Outside the Agency

The notice required in 5 CFR 1320.8(d) was published in the *Federal Register* on December 17, 2014, (Vol. 79, No.242, pages 75164). No public comments were received.

9. Remuneration of Respondents

Not applicable.

10. Assurance of Confidentiality

This collection of information will not involve names of respondents nor their organization's information. Participation is fully voluntary and responses are anonymous. Respondents will be assured that neither their participation/non-participation nor any responses to items will have any effect on their participation in HRSA programs.

11. Questions of a Sensitive Nature

The survey does not contain any questions of a sensitive nature.

12. Estimates of Annualized Hour Burden

*Respondents:*

Respondents will be individuals representing MCH training grants.

*Annual burden estimates:*

Type of Collection	Number of Respondents	Responses per Respondent	Total Responses	Hours per Respondent	Total Burden Hours	Wage Rate	Total Hour Cost
MCH Leadership Competencies Survey	150	1	150	0.3	45	\$73.95/hr	<b>\$3,328</b>

The annual burden hour estimate, \$3,328, is based on the number of collections we expect over the requested period for this clearance. At a maximum, we expect a total of 150 respondents to participate in the survey. The average time of completion is estimated at 20 minutes or 0.3 hours based on testing by the contractor. The wage rate is based on an average of a sample of 29 training program director’s salaries.

*Planned frequency of information collection:*

This is a one-time collection.

13. Estimates of Annualized Cost Burden to Respondents

The only associated cost to respondents is their time to provide the requested information.

14. Estimates of Annualized Cost to the Government

The anticipated cost to the Federal Government is approximately \$13,577. These costs are comprised of:

Contractor payment (which includes recruitment of participants, survey development and hosting, analysis, and reporting): \$10,786 (based on estimate provided by contractor to the government)

Government cost (including supervision of contractors): \$2790 (0.02 FTE @ \$107,505 = \$2150 per year and 0.005 FTE @ \$128,082 = \$640 per year)

15. Change in Burden

Not Applicable. This is a new activity under HRSA’s generic clearance and will be included in the total burden currently approved by OMB under OMB Control No. 0915-0212.

16. Plans for Analysis and Timetable of Key Activities

Data will be collected within 3 weeks of OMB approval, estimated August 2016. Analysis and reporting will occur in August-September 2016.

Survey findings will be analyzed to identify if changes should be made to the MCH Leadership Competencies, including competencies that should be deleted, modified or added. Findings will not be generalized to the overall population nor will they be used for publication or public release.

Following the survey, MCHB will engage one or more workgroups representing MCHB grantees and other stakeholders who will revise the MCH Leadership Competencies as needed. Survey data will not be provided directly to the workgroups, however MCHB staff and contractors will participate in the workgroups with the knowledge of what survey respondents provided.

17. Exemption for Display of Expiration Date

No exemption is being requested. The expiration date will be displayed.

18. Certifications

This information collection activity will comply with the requirements in 5 CFR 1320.9.