

**A. Supplemental Questions for DOC/NOAA Customer Survey Clearance
(OMB Control Number 0648-0342)**

- 1. Explain who will be conducting this survey. What program office will be conducting the survey? What services does this program provide? Who are the customers? How are these services provided to the customer?**

NOAA's Office of Education is conducting this survey. The Office of Education provides scholarships, funds grants, and works to coordinate educational efforts across the agency. In supporting these efforts, we also provide online educational resources and opportunity listings for educators, students, and the public. These are available on two websites, www.education.noaa.gov and www.oesd.noaa.gov. We are redesigning our websites and wish to collect feedback from our customers to continuing improving our online resources.

- 2. Explain how this survey was developed. With whom did you consult during the development of this survey on content? statistics? What suggestions did you get about improving the survey?**

This survey was modelled after an existing survey that NOAA Communications is currently using to collect customer satisfaction on the redesigned NOAA.gov. We are using the same survey, but collecting the information separately, so that we can disaggregate responses from customers who view the education websites from those who are offering feedback on the main NOAA.gov website. We consulted with both NOAA Communications and the National Ocean Services, which developed the survey initially. In consultation with these offices, we decided it made sense to not alter it so that we collect feedback consistently across NOAA. We do not intend to c

- 3. Explain how the survey will be conducted. How will the customers be sampled (if fewer than all customers will be surveyed)? What percentage of customers asked to take the survey will respond? What actions are planned to increase the response rate? (Web-based surveys are not an acceptable method of sampling a broad population. Web-based surveys must be limited to services provided by Web.)**

The survey will be available in an article announcing the release of the new site as well as on the footer of both redesigned sites with a link providing users with the opportunity to provide feedback or "let us know what you think." We are soliciting feedback opportunistically. Therefore, we do not intend to collect a representative sample or target a percentage of customers to either site. Rather, the survey is available if people have suggestions, issues, and feedback. The scope of the survey is limited to services provided on our website and will not be extrapolated to offer feedback on our programs and services.

- 4. Describe how the results of this survey will be analyzed and used. If the customer population is sampled, what statistical techniques will be used to generalize the results to the entire customer population? Is this survey intended to measure a GPRA performance measure? (If so, please include an excerpt from the appropriate document.)**

We will use the results of this survey to make future improvements to our website. We are redesigning the site in phases, so customer feedback and suggestions may inform our priorities for the next phase of design. If customers are satisfied or pleased with the site, would like to know which elements are most helpful for them. This is not intended to measure a GPRA measure. We do not intend to use descriptive statistics to measure change over time or draw conclusions about the population of users to our sites.

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g. establishments, State and local governmental units, households, or persons) in the universe and the corresponding sample are to be provided in tabular form. The tabulation must also include expected response rates for the collection as a whole. If the collection has been conducted before, provide the actual response rate achieved.

We do not intend to conduct statistical analysis on our responses. We anticipate that about 1% of users to the site will use this option to submit feedback on the site. We are not targeting a percentage of all users or of user types. We are collecting information on the user type, but we do not intend to extrapolate from that to the population of users to the site. Rather, it will help with interpreting the responses. We have not conducted this survey before on www.oesd.noaa.gov or www.education.noaa.gov.

2. Describe the procedures for the collection, including: the statistical methodology for stratification and sample selection; the estimation procedure; the degree of accuracy needed for the purpose described in the justification; any unusual problems requiring specialized sampling procedures; and any use of periodic (less frequent than annual) data collection cycles to reduce burden.

We do not intend to conduct statistical analysis on our responses or to target a specific percentage of users or user types. This survey is available to users who are interested in providing feedback. We will analyse the response quarterly.

3. Describe the methods used to maximize response rates and to deal with nonresponse. The accuracy and reliability of the information collected must be shown to be adequate for the intended uses. For collections based on sampling, a special justification must be provided if they will not yield "reliable" data that can be generalized to the universe studied.

We will advertise the survey in an article announcing the release of the new websites. It will also be provided on the footer of the sites with a prompt for users to "provide feedback" or "let us know what you think." We are not concerned with nonresponse because we are not attempting to collect a representative sample.

4. Describe any tests of procedures or methods to be undertaken. Tests are encouraged as effective means to refine collections, but if ten or more test respondents are involved OMB must give prior approval.

This survey has been used by at least two other NOAA offices to their satisfaction. After consulting with them, we decided that it was not necessary to conduct additional testing.

5. Provide the name and telephone number of individuals consulted on the statistical aspects of the design, and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

We are not conducting statistical analyses; nevertheless, we consulted with Genevieve Contey (NOAA Communications, 202-482-0702/6090) and Lawrence Charters (National Ocean Service, 240-463-7599).