

**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 offers competitive education grants and establishes partnerships to integrate NOAA science into learning that takes place inside and outside of the classroom. This office also provides scholarships and collaborates with universities to prepare the brightest minds from diverse backgrounds in NOAA-related fields. Lastly, this office helps coordinate educational activities across NOAA and with external partners to ensure that all of these efforts are effective and are continually improved. The video modules created are meant to inform NOAA employees of the various types of NOAA education activities that are happening.

- 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 developed through an internal working group which comprises representatives from various NOAA Line and Staff offices which conduct education activities. During the development of this survey, we consulted with working group members, as well as the NOAA PRA Clearance Officer, to ensure the content was valid and layout appropriate. Some questions that were redundant were deleted, which made the survey shorter and results easier to understand.

- 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.)**

This is a web based survey that will be available to all individuals who watch the informational modules on NOAA Education which will be housed on the NOAA Education website. At the end of the video modules, viewers are informed of the survey and asked to complete it via the link provided on the webpage if they wish.

- 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.)**

This is a general survey that will be used to gain feedback from the viewers on how to improve the module videos. The responses are collected through Survey Monkey and averaged Likert Ratings per question will be assessed. This is a customer satisfaction survey with no intention to measure any GPRA performance measures.

## **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.**

There will be no specific sampling method used. The survey link will live on the same webpage as the module videos. Therefore, the potential respondent pool is estimated at 1.5 million as this is the number of visitors to the NOAA education website in FY15. However, the actual response rate for this survey will likely be significantly lower.

- 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.**

The survey data will be downloaded from Survey Monkey at the end of each quarter and analysed in order to determine if any changes to the content of the modules are needed.

- 2. 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.**

In order to receive as many responses as possible, the survey was constructed to take users 10 minutes or less to complete. All but 5 questions are Likert type questions. Three are short phrase (1-3 words) and two are general open-end questions that allow views the opportunity to provide more feedback if desired.

- 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.**

The first iteration of this survey was completed by 5 NOAA Education employees reviewed the video modules for quality. Based on the feedback received from these five employees, changes to the video modules as well as the pruning of redundant survey questions were completed.

- 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.**

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