

Let's Move! Museums & Gardens

Supporting Statement for OMB Information Collection Request

A

Justification

Let's Move! Museums & Gardens – Justification Part A

A.1. Necessity of the Information Collection

The Institute of Museum and Library Services (IMLS) requests approval to continue to conduct information collection, under the Paperwork Reduction Act, for the *Let's Move! Museums & Gardens* (LMMG) program, previously known as Let's Move Museums, Let's Move Gardens.

The Institute of Museum and Library Services (IMLS) is the primary source of federal support for the nation's 123,000 libraries and 35,000 museums. IMLS' mission is to create strong libraries and museums that connect people to information and ideas. IMLS works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development.

Let's Move! Museums & Gardens is a sub-initiative of the First Lady's Let's Move initiative, which is dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams. The overall goal of *Let's Move! Museums & Gardens* is that participating museums of every type throughout the United States will take action to fight childhood obesity and offer interactive exhibits, afterschool, summer and other programming and food service that help millions of young people to make healthy food choices and be physically active.

Legislative Authority

IMLS is responsible for identifying needs for and trends of museum and library services funded by IMLS. IMLS must also report on the impact and effectiveness of programs conducted with funds made available by IMLS. IMLS must identify and disseminate information on the best practices of such programs.

20 U.S.C. Subchapter III – Museum Services

Section 9173. Museum services activities

(a) In general

Subpart 7: supporting museums in providing services to people of diverse

geographic, cultural, and socioeconomic backgrounds and to individuals with disabilities

Subpart 8: supporting museums in developing and carrying out specialized programs for specific segments of the public, such as programs for urban neighborhoods, rural areas, Indian reservations, and State institutions

20 U.S.C. Section 9108. Policy research, analysis, data collection, and dissemination

(a) In general

The Director shall annually conduct policy research, analysis, and data collection to extend and improve the Nation's museum, library, and information services.

(b) Requirements

The policy research, analysis, and data collection shall be conducted in ongoing collaboration (as determined appropriate by the Director), and in consultation, with –

- (1) State library administrative agencies;
- (2) National, State, and regional library and museum organizations;
- (3) Other relevant agencies and organizations.

(c) Objectives

The policy research, analysis, and data collection shall be used to –

- (1) Identify national needs for and trends in museum, library, and information services;
- (2) Measure and report on the impact and effectiveness of museum, library, and information services throughout the United States, including the impact of Federal programs authorized under this chapter;
- (3) Identify best practices; and
- (4) Develop plans to improve museum, library, and information services of the United States and to strengthen national, State, local, regional, and international communications and cooperative networks.

(d) Dissemination

Each year, the Director shall widely disseminate, as appropriate to accomplish the objectives under subsection (c), the results of the policy research, analysis, and data collection carried out under this section.

In order to administer the program effectively, IMLS needs to collect registration data from participating museums, to include basic institutional location and contact information. In addition, IMLS wishes to collect information about the museum's exhibits, programs, and food service operations that are targeted at fighting childhood obesity. The information will be used to confirm participation requirements and to share best practices in public health programs.

A.2. Purposes and Uses of the Data

The information collection will be used by IMLS and its *Let's Move!* partners, the White House Office of Domestic Policy, to assess the level of participation of the nation's museums in the *Let's Move!* initiative.

The intent of the collection is to:

- administer the program effectively;
- incorporate museums and gardens into the *Let's Move!* effort and enable them to share information about their activities that promote healthy food choices and physical activity;
- develop a list of museums and gardens that are interested in delivering public health messages so that we can provide them with information and resources to support their efforts. Participating museums will be contacted about IMLS grant opportunities, but participation in *Let's Move!* Museums & Gardens will not be a factor in awarding grants.

A.3. Use of Information Technology

This will be an electronic data collection using a government approved service agreement with surveymonkey.com.

Link to form: https://www.surveymonkey.com/s/LMMG_signup

A.4. Efforts to Identify Duplication

There is no similar data collected in any other data source.

A.5. Method Used to Minimize Burden on Small Businesses

Participation in LMMG is entirely voluntary. No small business will be impacted, although some respondents are small non-profit organizations. Every effort has been made to streamline the process.

A.6. Consequences of Less Frequent Data Collection

Failure to collect this information would adversely impact the IMLS's efforts to effectively manage the LMMG initiative and would reduce our ability to share best practices with participating museums.

A.7. Special Circumstances

None of the listed conditions apply.

A.8. Consultations Outside the Agency

Public comments solicited through Federal Register:

IMLS published a notice in the Federal Register with a 60-day public comment period to announce this proposed information collection on December 5, 2014, Volume 79, Number 234, pages 72214 - 72215. A copy of the Federal Register Notice is provided in the attachment. No comments were received by the agency.

IMLS published a notice in the Federal Register on April 2, 2015 (Volume 80, Number 63, page 17790-17791), with a 30-day public comment period to announce forwarding of the information collection request to OMB for approval.

Consultations outside the agency:

As part of the LMMG initiative, IMLS engages with a number of museum service organizations that provide input and suggestions regarding program parameters and communications throughout the year. IMLS also works with other sub-initiatives within the larger *Let's Move!* Initiative to improve awareness of best practices and greater outreach to public audiences.

A.9. Payments or Gifts to Respondents

No payments of gifts are provided to any respondents.

A.10. Assurance of Confidentiality

No assurance of confidentiality is provided to respondents.

A.11. Justification for Sensitive Questions

There are no sensitive questions on this registration form.

A. 12. Estimates of Hour Burden to Respondents

The estimated number of respondents is 50.

Estimated Annual Reporting Burden					
	No. of Respondents	Annual Frequency per Response	Hours per Response	Total Hours	Cost
Customer Satisfaction Surveys	50	1	0.17	340	\$164
TOTALS	50	50	0.17	340	\$164

Cost based on average of Museum Technician- \$19.24/hr.

A.13. Estimate of Cost Burden to Respondents

There are no costs beyond those mentioned under A. 12.

A.14. Estimates of Costs to Federal Government

The total cost to the Federal government for administering the LMMG program is estimated to be \$4,615.00.

$\$80,000 \times 5 \text{ hours per month} \times 2 \text{ people} = \$4,615$

A.15. Reason for Program Changes or Cost Adjustments

N/A

A.16. Project Schedule

The registration form will be posted on the IMLS website on an ongoing basis, and an updated list of participating institutions will be published on the IMLS website on an as-needed basis.

A.17. Request to Not Display Expiration Date

IMLS will display the expiration date for OMB approval.

A.18. Exceptions to the Certification Statement

N/A