

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 2700-0153)

TITLE OF INFORMATION COLLECTION: MY NASA DATA Satisfaction Survey for Educators: Website Access and Navigation

PURPOSE:

This information collection will enable the NASA Langley Research Center to assess customer satisfaction associated with the My NASA DATA website, with specific emphasis on website access and navigation functionality. The feedback will be used by NASA Langley to plan future updates to the MY NASA DATA website and enhance the educator’s experience.

Developed by the Science Directorate at the NASA Langley Research Center, the MY NASA DATA project, through its website, provides both reference materials for educators and learning materials for students.

The survey will be administered electronically. Responses will be maintained in accordance with NASA Records Retention Schedule 1392, 68D.

Clarity and comprehensibility testing of the survey was conducted May – June 2015 to a pilot user group. The tests confirmed that the survey content corresponded to areas of concern among educators. The tests also confirmed the value of seeking user feedback/suggestions to improve services.

DESCRIPTION OF RESPONDENTS:

Targeted respondents are individuals who have accessed the MY NASA Data web site to include:

- individuals who function as teachers and educators
- Individuals who work in education but are not classroom teachers.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program.

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To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? Yes No

SORN: NASA 10EDUA, NASA Education Program Evaluation System - http://www.nasa.gov/privacy/nasa_sorn_10EDUA.html

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals	~250	15 minutes	~63 hours
Totals	~250	15 minutes	~63 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$1,650. The cost is based on an annualized effort of 50 person-hours at the evaluator’s rate of \$33/hour for administering the test survey, collecting and analyzing responses, and editing the survey for ultimate approval through a generic clearance package.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
 Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The potential respondents are educators who have participated in MY NASA DATA and have previously shared their contact information at that time.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail
 - Other, Explain
2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.

Several revisions were made based on feedback and findings during this testing. The list of revisions may be found in the attached Appendix. Several types of revisions were made to the draft survey:

- **Visual Formatting** – adjustments to the appearance of the survey to increase clarity and highlight important features.
- **Instructions to Respondents** – adjustments to the wording of instructions to eliminate confusion and focus responses on areas of interest.
- **Response Options** – adjustments to the list of possible responses for multiple-choice items.
- **Item Change** – adjustments to the phrasing and content of an item prompt or stem.

The testing period confirmed the estimated burden of 15 minutes per respondent, which is reflected in this submission for generic clearance.