

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3133-0188)

TITLE OF INFORMATION COLLECTION: Minority and Women-Owned Business Needs Assessment Survey

PURPOSE: The National Credit Union Administration (NCUA) Office of Minority and Women Inclusion (OMWI) is committed to increasing the number and quality of minority- and women-owned businesses (MWOB) invited for participation in NCUA’s contracting opportunities. One of OMWI’s strategic goals is to promote the development of these diverse suppliers and advance their long-term competitiveness and growth. As part of its Congressional mandate, it is OMWI’s responsibility to coordinate and leverage technical assistance supports for these firms.

Under Section 342 of the Dodd Frank Act, NCUA is required to develop “standards for coordinating technical assistance to such [MWOB] businesses.” In order to meet these requirements, the OMWI proposes coordinating and conducting a business needs assessment survey.

The objective of the business needs assessment survey is to collect relevant MWOB vendor information to better understand the participant’s business needs, and develop ways that NCUA can provide technical support and assistance. The survey also serves as an opportunity to create new channels to engage these businesses. By conducting this survey, the OMWI intends to further create a space to also improve NCUA’s supplier diversity performance.

This survey will include 3 multiple choice and 7 open-ended questions that will help OMWI understand the MWOBs’ needs and provide targeted support through its coordination of technical assistance.

DESCRIPTION OF RESPONDENTS: The respondents invited to respond to this survey are MWOBs currently registered in the agency’s vendor registration data base.

TYPE OF COLLECTION: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input 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 checked="" type="checkbox"/> Other: Business needs assessment survey |

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 or may have experience with the program in the future.

Name: Miguel Polanco

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

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
Private Sector: Businesses or other for-profits (Minority and Women-Owned Businesses (MWOBs))	60	20 min	20hrs
Totals	60	20 min	20 hrs

FEDERAL COST: The estimated annual cost to the Federal government is \$1,419.

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 participant universe is made up of MWOBs currently registered with the agency. As of August 21, 2017, NCUA had 781 MWOBs in its vendor registration data base. All of these MWOBs will be invited to participate via an online survey using the Survey Monkey tool. Alternatively, the OMWI would invite participation via e-mail with responses to be collected in a fillable format by return email..

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. (via email)
- 2. Will interviewers or facilitators be used? Yes No