

Request for Approval under the “Fast Track Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0704-0553)

TITLE OF INFORMATION COLLECTION:

2018 College Student and Recent Graduates’ Knowledge of DoD Careers and Scholarship Opportunities

PURPOSE:

This survey will be conducted on behalf of the Defense Civilian Personnel Advisory Service (DCPAS), an agency of the Department of Defense (DoD). The primary purpose of this survey is to evaluate knowledge, beliefs, and job seeking behaviors that college students and recent graduates typically associate with pursuing DoD civilian careers and scholarship opportunities. This information will be used internally by DCPAS to make program-related decisions regarding what factors should be prioritized in future branding efforts and recruiting strategies. Specifically, the feedback from college students will assist DCPAS in developing a new enterprise-wide recruitment strategy that will enhance the Department’s competitiveness in recruiting both college students and recent graduates. By gathering information from college students and recent graduates on what they are looking for in terms of value propositions, opportunities, recruiting processes etc., DCPAS will be able to make more informed decisions on the best ways to revise their recruiting practices in order to better connect, communicate, and ultimately become a stronger competitor in recruiting today’s best and brightest college students. By gathering this feedback from college students and recent graduates, the internal decisions made by DCPAS leadership in terms of recruitment strategies will be informed by the most relevant audience: college students and recent graduates.

DESCRIPTION OF RESPONDENTS: For the *2018 College Student and Recent Graduates’ Knowledge of DoD Careers and Scholarship Opportunities*, college students and those up to two years out of college, ages 18-25, will be included.

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: <u>Survey</u> |

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.

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [] Yes [X] 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? [X] Yes [] No

For this study, respondents will receive reward points that can be redeemed for Visa rewards cards, Amazon gift cards, other retailer gift cards, or movie tickets. Although it does not equate to an exact dollar-for-dollar value, the number of points being granted for the present collection equates to approximately \$3.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Adults ages 18-25 years	2000	15 minutes	500 hours
Totals	2000	15 minutes	500 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$ 84,100_____.

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? [X] 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 2018 College Student and Recent Graduates’ Knowledge of DoD Careers and Scholarship Opportunities survey will include a minimum of 2,000 college and recent graduate (up to two years from graduation) young adults ages 18 to 25. FMG is collaborating with NORC to provide the survey sample. The survey sample will comprise a mix of NORC’s AmeriSpeak® Panel and non-probability opt-in panel. An estimated 1,500 completed surveys will come from the AmeriSpeak® Panel and the balance (n = 500) will come from the opt-in panel.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
[X] 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.

Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

No. of Respondents: Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

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. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

Submit all instruments, instructions, and scripts with the Request for Approval.