

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1050)

TITLE OF INFORMATION COLLECTION:

CDC Public Health Grand Rounds (PHGR) Audience Satisfaction Survey

PURPOSE:

The Centers for Disease Control and Prevention (CDC) seeks to obtain Office of Management and Budget (OMB) approval to collect audience feedback for the CDC Public Health Grand Rounds (PHGR). CDC PHGR is a monthly educational series produced and directed jointly by the Office of the Associate Director for Communications (OADC) and the Office of the Associate Director for Science (OADS). PHGR seeks to foster discussion and debate on current public health issues. Each session presents the opportunities and challenges faced when addressing these issues within the public health and clinical setting.

Grand Rounds started in 2009 as an internal CDC event. While the session can be attended in-person in Atlanta, Georgia, the sessions are also webcast externally online and internally on CDC IPTV. The sessions are archived and available for viewing at any time on the CDC PHGR website and CDC YouTube channel. The majority of the audience watches the sessions online.

The Audience Satisfaction Survey will be used to gain a better understanding of who is watching the series and if, and how, they are using the series, with the ultimate intent of identifying opportunities for improvements. The survey responses will inform decisions about format, content, and utility of the series. The results of the survey will directly contribute to the creation of an audience profile, which will allow the series’ directors and presenters to more effectively tailor their message and slides to the audience. Without collecting this information, the PHGR series would be limited to rely on a previous analysis of those seeking continuing education from the series. The audience seeking continuing education makes up between 3–5% of the total audience, and is not likely to be representative of the viewing audience. No similar information already exists for the PHGR series audience.

DESCRIPTION OF RESPONDENTS:

The respondents to the PHGR Audience Satisfaction Survey are subscriber to the Grand Rounds listserv through the GovDelivery system. There are currently more than 83,000 email address subscribers. The GovDelivery listserv is a voluntary listserv and anyone can chose to subscribe. The listserv subscribers chose to receive emails about PHGR and may unsubscribe at any time. Participation in the survey is voluntary and no incentives or gifts will be provided to the participants.

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 or may have experience with the program in the future.

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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 [X] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [] Yes [] No
3. If Applicable, has a System or Records Notice been published? [] Yes [] No

Gifts or Payments:

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

BURDEN HOURS

The PHGR Audience Satisfaction Survey will be web-based survey with 13 questions. Respondents will take approximately 5 minutes to complete the survey through SurveyMonkey®. This estimate is based on piloting the survey with 10 FTE CDC staff members and 9 non FTE participants. For the PHGR Audience Satisfaction Survey, we are seeking approval to collect feedback from 3,000 audience members. Given 3,000 respondents with a response time of 5 minutes each, the total response burden will be 250 hours. There will be no direct costs to the respondents other than their time to respond to the survey.

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals	3,000	5/60 minutes	250 hours
Totals			250 hours

FEDERAL COST:

The cost to the Federal Government to collect this information is \$684.89. This estimate is based on the time required for one senior CDC scientist (GS-15 equivalent) to supervise and for one ASPPH/CDC fellow (GS-11 equivalent) to design, and implement the survey, analyze the data,

and develop a report outlining the results and recommendations for improving the educational series.

The estimated cost to the Federal government is \$684.89.

CDC Staff or Fellow	Hours	Average Hourly Rate	Cost
Fellow survey design, create web-based survey, implementation, analysis, and reporting (GS-11 equivalent)	15	\$23.44	\$351.56
FTE Supervisor (GS-15 equivalent)	5	\$66.66	\$333.33
Totals			\$684.89

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 survey will be conducted using SurveyMonkey® and distributed through an email containing a link to the survey. The email will be sent to the more than 83,000 email addresses using the PHGR subscribers through the GovDelivery listserv. The GovDelivery listserv is a voluntary listserv and subscribers select to receive emails and may unsubscribe at any 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

DISSEMINATION OF RESULTS:

The results of the PHGR Audience Satisfaction Survey will be disseminated internally among series facilitators and directors, OADC and OADS staff, and CDC leadership. The results will also be shared with hosts and presenters of future sessions to provide additional insight into the professional characteristics and interests of the audience. The methods and implications of the PHGR Audience Satisfaction Survey may be disseminated by reports and manuscripts published within peer-reviewed journals. This means of dissemination is essential to promote best methods and contribute to the body of knowledge around the development and execution of effective professional education series.