

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

TITLE OF INFORMATION COLLECTION: CDC Learning Connection GovDelivery (GovD) Newsletter Customer Satisfaction Survey

PURPOSE:

The Centers for Disease Control and Prevention (CDC) seeks to obtain Office of Management and Budget (OMB) approval to collect feedback for the Education and Training Services Branch (ETSB) GovDelivery (GovD) newsletter for the CDC Learning Connection. ETSB disseminates this bimonthly e-newsletter through GovD as an avenue to promote and increase awareness about public health training developed by CDC, funded partners, and other federal agencies.

The purpose of this survey is to improve our understanding of the audience that subscribes to the newsletter. This survey will be focused on gathering information about the characteristics of subscribers and how they learned about the newsletter. This survey will inform improvements to the newsletter and promotion of the newsletter to public health professionals.

DESCRIPTION OF RESPONDENTS:

Respondents to the survey (Attachment 1, Survey Word document and Attachment 2, Survey screenshot) will be customers who subscribe to the CDC Learning Connection GovD newsletter. Customers include members of the general public and public health professionals internal and external to CDC. No personally identifiable information (PII) will be collected. If any respondents provide PII, it will not be retained.

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 might have experience with the program in the future.

Name: **Katie Arseniadis**

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, 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 No

BURDEN HOURS

The satisfaction survey is web-based and will include 4 questions. Respondents will spend no more than 1 minute to complete this survey in SurveyMonkey. This time estimate is based on survey piloting and feedback from CDC staff. For the CDC Learning Connection GovD newsletter Customer Satisfaction Survey, we are seeking approval to collect feedback from approximately 2,000 non-federal individuals per year. Based on 1 minute of surveying time for 2,000 individuals, the total response burden will be 33 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
Non-federal customers	2,000	1/60	33 hours
Totals			33 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$404.20. This is based on pay for one position. The position estimate is based on the time required for one CDC employee (GS-12/13) to implement the data, conduct data analysis, and report on findings.

Staff or Contractor	Hours	Average Hourly Rate	Cost
FTE Supervisor (GS-12/13): To implement and provide oversight and guidance on data analysis. Provide feedback on the final report.	10	40.42	404.20
Totals	10		404.20

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

Respondents are subscribers of the CDC Learning Connection GovD newsletter.

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