



July 31, 2015

MEMORANDUM TO: Shagufta Ahmed, Policy Analyst  
Office of Information and Regulatory Affairs  
Office of Management and Budget

FROM: John Popeo, Counsel  
Federal Deposit Insurance Corporation

SUBJECT: Qualitative Survey: FDIC Technical Assistance Video Program

Under the generic clearance entitled “Occasional Qualitative Surveys” (3064-0127), the FDIC hereby submits for OMB approval the enclosed survey regarding the FDIC’s Technical Assistance Video Program. The FDIC’s Technical Assistance Video Program consists of more than 20 educational videos designed to provide useful information to bank directors, officers and employees on areas of supervisory focus and regulatory changes. These videos are available at <https://www.fdic.gov/regulations/resources/director/video.html> as well as on the FDIC's YouTube channel. This survey continues the FDIC practice of using qualitative surveys to inform quality improvements to services.

Purpose of survey: The survey is made up of two parts – Part A and Part B. Part A is a tool to gain information about bank awareness of the Technical Assistance Video Program, the categories of bank personnel who have watched the videos and the manner in which those personnel viewed the videos. Part B of the survey is a tool to gain information about the quality and usefulness of the individual videos that make up the Technical Assistance Video Program. Through both Part A and Part B of the survey, the FDIC seeks information regarding additional video topics that would be most useful for financial institutions and other suggested improvements to the Technical Assistance Video Program.

Methodology: Part A of the survey will be sent to 792 financial institutions (a subset of the approximately 4,100 institutions the FDIC supervises). We ask each surveyed financial institution to forward Part B of the survey to at least three, but no more than ten, financial institution personnel who are most likely to have watched individual videos in the Technical Assistance Video Program. Thus, Part B will be sent to between 2,376 and 7,920 financial institution personnel. This survey is strictly voluntary.

Burden Estimate: The maximum potential burden is 2,112 hours. However, we expect a response rate of no more than 50% to Part A and Part B of the survey. In other words, of the survey sample of 792 institutions, we expect a response to Part A from no more than 396 institutions, and of the potential resultant survey sample of 3,960 financial institution personnel, we expect a response to Part B from no more than 1,980 financial institution personnel.

	Part A	Part B	Total
Estimated Number of Respondents	396	1,980	2,376
Estimated Time per Response	10 minutes	15 minutes	
Total Estimated Annual Burden	66 hours	495 hours	561 hours

Your prompt response to this request would be appreciated.