

**Request for Approval – Generic Clearance for Collection of Routine Customer Feedback  
August 28, 2019  
Reingold & NSF-IUCRC**

**PURPOSE:**

Reingold is working with NSF to improve the IUCRC website for its broad community of users. As a part of this effort, Reingold's User Experience team will conduct a Tree Test activity with IUCRC end-users.

**Tree Testing:**

Tree Testing is sent via email and participation is voluntary. Individuals who receive the email can opt to participate in a short 10-minute survey by clicking a link to the tree test in the email body. Results from Tree Testing are used to validate page naming structures and overall site organization.

**This Tree Test will include the following questions:**

1. Pre-Study Question: How would you describe your relationship with the Industry-University Cooperative Research Program (IUCRC) program?
2. Where would you go to get an overview of the IUCRC program?
3. Where would you go if you were interested in creating a new IUCRC center?
4. Where would you go if you were looking for industry partners for your IUCRC?
5. Where would you direct a member of a University Financial Office for materials related to creating an IUCRC?
6. Where would you go if you wanted to learn about the work being done at centers?
7. Where would you go to see a listing of IUCRC centers and information about them?
8. Where would you go to learn more about the benefits of becoming an industry partner?
9. Where would you go to find materials to help you operate your center?
10. Where would you look for meeting information on the Center for Advanced Forestry Systems?
11. Where would you go to learn how to join an existing IUCRC?
12. Where would you find information about government IUCRC membership?
13. Where would you go to contact the National Science Foundation (NSF) staff?

**Please also see enclosed screenshots of the survey instrument:**

- Pre-Study Question
- Tree
- All Questions/Answers

**A Preview of the Tree Test can be seen here:**

<https://reingold.optimalworkshop.com/treejack/yca75f61>