

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0651-0080)

TITLE OF INFORMATION COLLECTION: USPTO Patents Recruitment Winter Outreach Events

PURPOSE: The purpose of this ongoing, nationwide outreach program is to build awareness of available job opportunities, to shape positive perceptions about USPTO as a top employer of choice, and to convert event attendees into applicants.

The Office of Human Resources’ (OHR) Marketing and Communications team has developed a general survey to:

- determine the quality of information provided at recruitment events,
- gauge the level of interest and likelihood to apply to open vacancies, and
- determine the likelihood of attendees participating in and/or recommending USPTO events in the future.

Recruitment events vary by type and location, and therefore questions in the General survey will be high level, while answer options will be more specific to help the OHR Marketing team correctly filter and analyze event responses according to outreach plans.

This particular survey is targeted at attendees at recent winter/spring outreach events that occurred in 2016.

DESCRIPTION OF RESPONDENTS:

Respondents will be limited to attendees of the events who are interested in USPTO careers, partnership with USPTO to host future recruitment events, and or those who simply want to seek more detailed information about the Agency.

TYPE OF COLLECTION: (Check one or multiple)

- | | |
|--|--|
| <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.

Business Unit: /OHR Sharon C. Grevious/, Marketing and Communication Advisor

OCIO: _____

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

Category of Respondent	No. of Respondents	Participation Time	Burden
Recruitment Event Satisfaction Survey	90	10 mins (.17 hours)	15 hours
Info Session and/or Meet & Greet	90	10 mins (.17 hours)	15 hours
Recruitment Event Registration	90	5 mins (.08 hours)	7.5 hours
Totals	270		37.5 hours

The USPTO estimates that 100% of the surveys will be submitted electronically.

FEDERAL COST: The estimated annual cost to the Federal government is the combined average hourly rate of \$58.28 per hour for a GS-14 step 5 + \$17.48 (30%) * 18.75 hours. \$75.76 * 18.75 hours = **\$1,420.50**

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?

An advertising plan will target students and professional engineers within 300 mile radius of the recruitment event to build awareness and interest in attendance.

The registration site will provide a detailed overview of the event, and require would-be attendees to identify their eligibility to attend by answering questions adapted based on language from previous vacancy announcements posted on USAJobs.gov. Registrants for our recruitment event and those that walk-in and attend on the day of the event(s) will comprise the universe of survey respondents.

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: live poll software

2. Will interviewers or facilitators be used? Yes No