

## Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 1880-0542)

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### TITLE OF INFORMATION COLLECTION:

WWC Interviews with K-12 Education Leaders

### PURPOSE:

The Institute of Education Sciences (IES) wants to collect data about how K–12 education leaders use the What Works Clearinghouse (WWC) website. The purpose of this data collection is to determine how IES can improve the WWC website to make it more useful to K–12 education leaders who are the primary customers of WWC.

### DESCRIPTION OF RESPONDENTS:

Respondents are representatives from state education agencies and local education agencies who make decisions about educational improvements. These individuals usually oversee teaching and learning in mid to upper management roles.

### TYPE OF COLLECTION: (Check one)

- |  |  |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form          | <input 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 checked="" type="checkbox"/> Other: <u>Interviews</u> |

### 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.

Name: Erin Pollard, Education Research Analyst, Knowledge Use Division, Institute of Education Science, US Department of Education

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
(3) State, local, or tribal governments	135	0.54 hours	73 hours
<b>Totals</b>	<b>135</b>	<b>0.54 hours</b>	<b>73 hours</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$168,000.

**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?

Sampling for the data collection is a two-step process. Step one is identifying a sample of organizations that employ K-12 education leaders (i.e., state and local education agencies). Step two is identifying individuals within the organizations who will be included in the sample. We will use the Common Core of Data database for step one, because it includes the universe of organizations. We will use the database to select a random sample of 15 state education agencies and 50 local education agencies. The sample will be stratified on region, locale, per-pupil expenditure (for states), and enrollment (for districts).

For step two, we will search public websites of organizations identified in step one to locate individuals responsible for educational improvements and their contact information. Our goal is to identify two individuals per organization for the total of 135 individuals. From these, we will randomly select 65 individuals who will be invited to participate in an interview. Our goal is to interview 50 individuals. We will reach out to 65 under the assumption that at least 15 will not respond to the invitation or decline participation. The remaining 65 individuals not initially invited to participate will serve as alternates. We will recruit from the pool of alternates if we are unable to reach the sample of 50 from the original group of 65.

Data collection will occur between April 15 and August 31, 2020.

**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: [We will collect data through virtual interviews.](#)

2. Will interviewers or facilitators be used?  Yes  No

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**

## **Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”**

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**TITLE OF INFORMATION COLLECTION:** Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

**PURPOSE:** Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

**DESCRIPTION OF RESPONDENTS:** Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

**TYPE OF COLLECTION:** Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

**CERTIFICATION:** Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

**Personally Identifiable Information:** Provide answers to the questions.

**Gifts or Payments:** If you answer yes to the question, please describe the incentive and provide a justification for the amount.

### **BURDEN HOURS:**

**Category of Respondents:** Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected.

**No. of Respondents:** Provide an estimate of the Number of respondents.

**Participation Time:** Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

**Burden:** Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

**FEDERAL COST:** Provide an estimate of the annual cost to the Federal government.

**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.** Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

**Administration of the Instrument:** Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**