

# Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3045-0137)

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**TITLE OF INFORMATION COLLECTION:**

*AmeriCorps NCCC Recruitment Marketing Survey of External Youth Audience*

**PURPOSE:**

This survey will be conducted on behalf of AmeriCorps NCCC, a program within the Corporation for National and Community Service. The primary purpose of this survey is to collect information on the knowledge, beliefs, behaviors, and intentions held by youth and young adults around their participation in volunteer work programs. This information will be used internally by AmeriCorps to inform program-related decisions regarding development of a recruitment strategy for AmeriCorps NCCC. Specifically, the feedback received in this survey will assist AmeriCorps NCCC in developing a new strategy for recruitment marketing that will enhance the program’s competitiveness with other similar volunteer programs. By gathering information from young people who may or may not be aware of AmeriCorps NCCC, the organization will better understand how to connect and communicate with potential recruits. Targeting of this audience through this survey will allow internal decisions made by AmeriCorps leadership in terms of recruitment strategies will be informed by the most relevant audience: youth and young adults ages 16-26.

**DESCRIPTION OF RESPONDENTS:**

For the *AmeriCorps NCCC Recruitment Marketing Survey of External Youth Audience*, youth and young adults ages 16-26 will be included. In order to receive responses from youth under age 18, these participants will have previously received consent from their parent or guardian to participate in the panel.

**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: Survey     |

**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: Leah Alley

To assist review, please provide answers to the following questions:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  No

2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Yes, has an up-to-date System of Records Notice (SORN) 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

For this study, respondents will receive incentives through Research Now SSI, whose opt-in panels will provide the survey sample. The incentive can be paid out in varying ways, using either a proprietary internal currency or gift cards. The amount paid out to each respondent can vary depending on scarcity during fielding, but typically is equal to about \$0.50-\$1.00.

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Youth and young adults ages 16-26 years	500	15 minutes	125 hours
<b>Totals</b>	500	15 minutes	125 hours

**FEDERAL COST:** The estimated annual cost to the Federal government is \$8,800.

**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?

Screeener (by phone) that will be used to identify participants is attached.

**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

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