

**Request for Approval under the
“Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery”
(OMB Control Number: 3095-0070)**

TITLE OF INFORMATION COLLECTION: Public Access to Digital Content
Benchmarking Project Institutional Questionnaire

DATE OF REQUEST: 6/26/2020

PURPOSE: The Office of Innovation is conducting a benchmarking project to identify, research, assess, and report on how major institutions currently deliver their electronic assets to researchers through their main public access interfaces (Catalog, website, etc.). The project is part of NARA’s ongoing efforts to Make Access Happen: findings will help point to future improvements to the Catalog in areas including content delivery and presentation. The Information Collection requested is to completed Phase 2 of an ongoing Public Access to Digital Content Benchmarking project. The Questionnaire will gather information from 100 national and international institutions to gather additional information on how these institutions made decisions about and provide access to digitized and born-digital content. We intend to follow up with interviews to the 14 benchmarked institutions following a general informational questionnaire.

To aid NARA in identifying the best practices for digitized and born-digital content, these surveys of institution's digital public access processes and procedures and in-depth interviews will provide critical context and direction for NARA’s work in public access to digital content. We believe that these conversations will prompt a long-necessary discussion, led by NARA’s Digital Public Access staff and Digital Format Specialist, on the importance of public access to conversations of the digital lifecycle and how to ensure we can continue to Make Access Happen as NARA processes and provides exponentially increasing numbers of digitized and born-digital records.

Phase 2 does not involve interactions with NARA’s customers or researchers. The questionnaire is geared toward practice and policy of the selected institutions on how they provide content to the public.

DESCRIPTION OF RESPONDENTS: Cultural heritage professionals and digital archivists at selected archives, libraries, museums, and universities. Individuals have been identified based on role and title at their institution, and their or their institution's participation in published studies or working groups on best practices for public access and digital content.

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>Informational Survey and 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: Dara A. Baker, Digital Format Specialist, Office of Innovation, NARA

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, 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

BURDEN HOURS

Category of respondents	No. of respondents	Participation time	Burden
(2) Private Sector	32	3 hours	96
(3) State, local, or tribal governments	43 (+25*)	3 hours	204
Totals	100	3 hours	300

*In addition to that under (3) there are an additional 25 insititutions will be contacted that fit into Category 4 (Federal Government)

FEDERAL COST: The estimated annual cost to the Federal government is \$0.

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

A pre-identified group of 100 cultural heritage institutions in the United States and abroad. The institutions, and the staff members identified as points of contact, have been chosen based on three factors: leadership in the cultural heritage community and public access, diversity of institution type, and participation in working groups or other professional activities associated with digital public access.

List of selected institutions attached.

Administration of the instrument

1. How will you collect the information? (Check all that apply)

- Web-based or other forms of social media (if applicable, please add url)
- Telephone
- In-person
- Mail
- Other, explain email or video chat

2. Will interviewers or facilitators be used? Yes No

3. Length of collection: From: 7/15/2020 To: 8/15/2020

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”

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)

DATE OF REQUEST: Enter the date the request is made.

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. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

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 per row.

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 respondents 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. Enter the date span “from” and “to” that this survey will be administered.

Submit all instruments, instructions, and scripts with the request.