

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0970-0401)**

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**TITLE OF INFORMATION COLLECTION:** Child Welfare Information Gateway’s Customer Satisfaction Assessment

**PURPOSE:** Child Welfare Information Gateway (CWIG) is a national information clearinghouse and service of the Children’s Bureau, Administration for Children and Families, U.S. Department of Health and Human Services. CWIG connects professionals and concerned citizens to resources and information on programs, research, legislation, and statistics regarding child maltreatment, child abuse prevention, and child welfare services designed to achieve the safety, permanency, and well-being of children and families. CWIG has designed and executed a customer satisfaction assessment plan to better understand the kind and quality of services customers want, as well as customers’ level of satisfaction with existing services.

This is a request for an extended approval by the Office of Management and Budget (OMB), under the Federal Paperwork Reduction Act of 1995, for data collection activities to be reauthorized under the Administration for Children and Families’ generic OMB clearance # 0970-0401. Information collection activities include continuing to deliver voluntary and anonymous feedback forms, surveys, and focus groups. Data collected from these activities will be used to better understand the needs of CWIG’s audiences and what suggestions they have for enhancements that can be made to improve CWIG’s products and services.

**DESCRIPTION OF RESPONDENTS:** Survey respondents will include State and local governments, territories, service providers, Tribes and tribal organizations, grantees, researchers, and individuals. An estimate of the annual response burden is outlined in the following table.

**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>Customer Satisfaction Assessment</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: Brian Deakins \_\_\_\_\_

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

**Personally Identifiable Information:**

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

**BURDEN HOURS**

<b>Instrument</b>	<b>Category of Respondent</b>	<b>Number of Respondents</b>	<b>Participation Time</b>	<b>Burden</b>
Website Feedback Form	State/local/tribes	17	0.017	0.289
	Private	17	0.017	0.289
	Federal	4.25	0.017	0.07225
	Individuals or households	46.75	0.017	0.79475
Focus Group Guide	State/local/tribes	30	1	30
	Private	20	1	20
	Federal	0	1	0
	Individuals or households	0	1	0
Special Initiative Survey	State/local/tribes	80	0.084	6.72
	Private	80	0.084	6.72
	Federal	20	0.084	1.68
	Individuals or households	220	0.084	18.48
National Foster Care and Adoption Directory Survey	State/local/tribes	60	0.084	5.04
	Private	60	0.084	5.04
	Federal	15	0.084	1.26
	Individuals or households	165	0.084	13.86
Adoption Triad Survey	State/local/tribes	23	0.084	1.932
	Private	23	0.084	1.932
	Federal	5.75	0.084	0.483
	Individuals or households	63.25	0.084	5.313
Webinar Survey	State/local/tribes	180	0.084	15.12

	Private	120	0.084	10.08
	Federal	0	0.084	0
	Individuals or households	0	0.084	0
Customer Service Questions	State/local/tribes	900	0.017	15.3
	Private	900	0.017	15.3
	Federal	225	0.017	3.825
	Individuals or households	2475	0.017	42.075
General Customer Satisfaction Survey	State/local/tribes	480	0.084	40.32
	Private	480	0.084	40.32
	Federal	120	0.084	10.08
	Individuals or households	1320	0.084	110.88

**Estimated Total Annual Burden Hours: 423.21 hours**

**FEDERAL COST:** The estimated annual cost to the Federal government is approximately\_\$37,518 \_\_

**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 [X] 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.

The sample size and annual burden estimates are based on upon our previous experience conducting similar data collection activities during FY 2017 approved under OMB control number 0970-0401. Below is a breakdown of each data collection activity used to inform CWIG’s Customer Satisfaction Assessment.

**Website Feedback Form.** A feedback form will be used on CWIG’s website to collect comments and suggestions from website users. CWIG estimates that 85 customers will complete a Website Feedback Form each year and it will take roughly one minute for each customer to complete the form online. These estimates are based on the number of customers that submitted comments and suggestions using CWIG’s website during FY 2017.

**CWIG Focus Groups.** CWIG will use focus groups to learn more about the information needs of child welfare and related professionals and understand the usefulness of a specific product,

tool, or topic so CWIG can better meet their needs and support their work in improving services and outcomes for children and families. CWIG will conduct five focus groups per year with an average of ten respondents per group for a total annual sample size of 50 respondents. Each focus group will last approximately one hour.

**Special Initiative Survey.** The Special Initiative Survey will be used to help us understand online users' satisfaction with targeted website sections such as the Family Engagement Inventory and CB-sponsored special initiative websites (e.g., the National Child Abuse Prevention Month website, the National Adoption Month website, and the National Foster Care Month website). We expect to collection 400 Special Initiative Surveys each year and each survey will take approximately five minutes to complete. These estimates are based on our experiences delivering similar surveys during FY 2017.

**National Foster Care and Adoption Directory (NFCAD) Survey.** The NFCAD Survey will be used to help us understand online users' satisfaction with the National Foster Care and Adoption Directory. We expect to collection 300 NFCAD Surveys each year and each survey will take approximately five minutes to complete. These estimates are based on our experiences delivering a similar survey during FY 2017.

**Adoption Triad Survey.** The Adoption Triad Survey will be used to help us understand online users' satisfaction with the Adoption Triad online newsletter. We expect to collection 115 Adoption Triad Surveys each year and each survey will take approximately five minutes to complete. These estimates are based on our experiences delivering a similar survey during FY 2017.

**Webinar Survey.** The Webinar Survey will be used to solicit feedback from child welfare professionals that participate in webinars sponsored by either CWIG or the Children's Bureau to learn about the overall quality of webinars and to learn more about whether or not the webinar met their needs. We expect to collect 300 Webinar Surveys each year and each survey will take about five minutes to complete. These estimates are based on our experience delivering a similar Webinar Survey during FY 2017.

**Customer Services Information Questions.** CWIG's customer service representatives will ask customers contacting us via telephone, email, or live chat to provide information on their professional background and their geographical location. We expect customer services staff to ask these questions of approximately 4,500 customers each year and it will take about one minute to solicit this information. These estimates are based on our experience asking customers for this type of information during FY 2017.

**General Customer Satisfaction Surveys.** General Customer Satisfaction Surveys will be delivered to customers receiving various Information Gateway services via the Web, e-mail, live chat, in print, and telephone. Sample size estimates for customer surveys (delivered via Web, phone, email, live chat, and print) are based on FY 2017 data collection. We expect approximately 2,400 customers each year will complete the general customer satisfaction survey and it will take about five minutes to complete.

#### **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.**

**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. 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 (in minutes) 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 then 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.

**Submit all instruments, instructions, and scripts are submitted with the request.**