

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0648 Exp. Date: 03/31/2018)

TITLE OF INFORMATION COLLECTION: NLM Traveling Exhibition Visitor Study

PURPOSE: The Exhibition Program at the National Library of Medicine (NLM) seeks to collect qualitative customer service delivery feedback to better understand the short-term impacts their traveling exhibitions have on visitors, or customers, to their host sites. In particular, the Exhibition Program will obtain feedback to help improve the development and design of future exhibitions.

This request is for the Exhibition Program to conduct a qualitative, study that will gather feedback from those who visit and view NLM’s traveling exhibitions. The visitor study is a summative assessment that will collect and analyze visitors’ comments on three traveling exhibition displays at their hosting institution locations. The findings from the study will help the Exhibition Program improve development and design of future exhibitions.

DESCRIPTION OF RESPONDENTS: The Exhibition Program and the contracted visitor-study professional will identify three institutions that are scheduled to host and display NLM traveling exhibitions during October 2016 – January 2017. The evaluator will be onsite for 2 days at each location and will conduct in-person interview with visitors to the NLM traveling exhibition on display.

TYPE OF COLLECTION: (Check one)

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

Name: Jiwon Kim, Exhibition Program/HMD/LO/NLM

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, 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 N/A

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

ESTIMATED BURDEN HOURS and COSTS

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per response (in hours)	Total Burden Hours
Individuals or Households	125	1	15/60	31 hrs.
Totals	125	125		31 hrs.

Category of Respondent	Total Burden Hours	Wage Rate*	Total Burden Cost
Individuals or Households	31.25 hrs.	\$24.02	\$750.63
Totals			\$750.63

* The wage rate is the mean hourly wage of \$24.02 for Illinois as reported for all in BLS May 2015 State Occupational Employment and Wage Estimates: http://www.bls.gov/oes/current/oes_il.htm#00-0000. This estimate is based on preliminarily identified study sites, most of which are in Illinois. The hourly wage for all occupation is used as the visitor types to the traveling exhibitions are mainly university students, their faculty, and general public.

FEDERAL COST: The estimated **annual cost** to the Federal government is: **\$15,522.17**

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Coast to Gov't
Federal Oversight					
Lead Exhibit Specialist	13/05	\$104,433	0.5%		\$522.17
Contractor Cost					
Visitor Study Evaluator			100%	N/A	\$15,000.00
Total					\$15,522.17

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?

[X] 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?

Three study sites will be determined from a pool of institutions that will host and display NLM's traveling exhibitions during October 2016-January 2017. The exhibition program and the contracted visitor-study professional will work with the three host institutions to schedule 2-day study at the exhibition display locations. The data collection will be done via in-person interview of exhibition visitors using the continuous random sampling method.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - [] Web-based or other forms of Social Media
 - [] Telephone The Exhibition Program will conduct a follow-up phone call in order to confirm receipt of the email and the form by the past host institutions.
 - [X] In-person
 - [] Mail
 - [] Other, Explain.
2. Will interviewers or facilitators be used? [X] Yes [] No

The Exhibition Program has a contractor with expertise in museum visitor studies and assessment for designing and implementing the visitor study, as well as collecting and analyzing direct feedback from visitors to NLM traveling exhibitions. .

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

Attachment: NLM Traveling Exhibition Visitor Survey Instrument