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

**TITLE OF INFORMATION COLLECTION:** NASA SBIR/STTR Innovation and Opportunity Conference 2020 Participant Feedback Survey

**PURPOSE:**

The NASA SBIR/STTR Program hopes to learn about its annual conference registrants’ experiences and to leverage those learnings to improve the conference’s design and execution.

**DESCRIPTION OF RESPONDENTS**:

The NASA SBIR/STTR Program will solicit voluntary responses from all conference registrants, which include external Program customers (e.g., small businesses who seek and receive SBIR/STTR funding from NASA) and internal NASA stakeholders.

**TYPE OF COLLECTION:** (Check one)

[ ] Customer Comment Card/Complaint Form [X] Customer Satisfaction Survey

[ ] Usability Testing (e.g., Website or Software [ ] Small Discussion Group

[ ] Focus Group [ ] 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 or may have experience with the program in the future.

Name: NASA SBIR/STTR Innovation and Opportunity Conference 2020 Participant Feedback Survey

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**

|  |  |  |  |
| --- | --- | --- | --- |
| 1. **Category of Respondent** | **No. of Respondents** | **Participation**  **Time** | **Burden** |
| Conference Attendees | 850 | 10 min/each | 141.7 hrs |
| Number of responses per respondent | 1 |  |  |
| **Totals** |  |  | **141.7 hrs** |

**FEDERAL COST:** The direct employee costs were calculated by determining the proportion (two business days or 16 business hours) of a pay year (2,080 hours) that Federal employees spent on this project, then multiplying that proportion by a blended estimated annual salary of GS-14 Step 5 with multiple locality adjustments in 2020 ($143,000), plus a 20% civil servant overhead: (16 ÷ 2080) × $143,000 × 120% = $1,320. Licensing and other contracting costs are estimated to total $2,000.

**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? [X] Yes [ ] No

Feedback will be solicited from all NASA SBIR/STTR Innovation and Opportunity Conference registrants, so the entire universe will be sampled. We expect a 50% response rate.

**Administration of the Instrument**

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

[X] Web-based or other forms of Social Media

[ ] Telephone

[ ] In-person

[ ] Mail

[ ] Other, Explain:

1. Will interviewers or facilitators be used? [ ] Yes [X] No

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