

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0642, Expiration Date:05/2020)**

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**TITLE OF INFORMATION COLLECTION:**

NCI Digital Communications University (DCU) Survey

**PURPOSE:**

The NCI’s Digital Communications University (DCU) provides a series of training sessions and workshops designed to give the National Cancer Institute’s Divisions, Offices, and Centers a foundation in general digital communications strategies, such as writing for a digital audience, search engine optimization, social media strategy, and more. June 2018 marks the one-year anniversary of DCU. The goal of this program is to provide valuable in-depth trainings with practical tips and techniques that empower and enable attendees to improve their work in the digital communication space.

NCI is interested in surveying past and potential DCU trainees to better understand how satisfied they have been with the trainings and what can be done to improve them moving forward. The goal of the survey is to help critically examine the effectiveness and satisfaction of the DCU program and inform programming decisions in the future.

**DESCRIPTION OF RESPONDENTS:**

Attendees are a mix of NCI employees and contractors. Because it is anticipated that more than nine contractors will respond, OMB clearance is being requested.

**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 or may have experience with the program in the future.

Name: \_\_\_\_\_ Nina Goodman \_\_\_\_\_

**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, 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

**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*	400	1	5/60	33
<b>Totals</b>	<b>400</b>	400		33

\*Note: The individuals will be a mix of contractors and Federal employees.

Category of Respondent	Total Burden Hours	Wage Rate*	Total Burden Cost
Individuals	33	\$24.34	\$803.22
<b>Totals</b>			<b>\$803.22</b>

\*The Mean Hourly Wage Rate was obtained from Bureau of Labor Statistics, title "All-Occupations" 00-0000, [https://www.bls.gov/oes/2017/May/oes\\_nat.htm#00-0000](https://www.bls.gov/oes/2017/May/oes_nat.htm#00-0000).

**FEDERAL COST:** The estimated annual cost to the Federal government is \$7,066.40\_

Staff	Grade/Step	Salary**	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Public Health Advisor	14/8	\$141,328	5%		\$7,066.40
<b>Contractor Cost</b>					\$0
Travel					\$0
Other Cost					\$0
<b>Total</b>					<b>\$7,066.40</b>

\*\* <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2018/DCB.pdf>

**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**

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

The survey will be sent out using Survey Monkey to DCU attendees of past trainings as well as members of NCI's Office of Communications and Public Liaison, the NCI Communication Roundtable, and social media account managers (includes both feds and contractors). There will be scheduled reminders to try to increase response rate.

**Administration of the Instrument**

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

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other, Explain

Will interviewers or facilitators be used?  Yes  No