Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB#: 0925-0648 Exp. Date: 05/31/2021)

TITLE OF INFORMATION COLLECTION:
NLM 2018 Exhibition Program Web Portal Usability Study

PURPOSE:
The purpose of this National Library of Medicine (NLM) Exhibition Program study is to obtain qualitative feedback based on user experiences of the Program's portal website. The findings from the usability test will guide the development of the next online Program portal and identify specific needs of the librarians in searching and booking traveling exhibitions.

DESCRIPTION OF RESPONDENTS:
The Exhibition Program's portal site consists of three main areas of products and services—online exhibitions, educational resources, and booking traveling exhibitions. These three areas target the following user categories:
- General Public
- Educators
- Traveling Exhibition Host Librarians

The HMD Exhibition Program will recruit and schedule usability sessions with 25 participants as follows:
- 10 general public and educator participants from the United States via a database and through online resources such as listservs and social media.
- 15 librarian participants across United States via the existing customers of the NLM traveling exhibitions.

TYPE OF COLLECTION: (Check one)
[ ] Customer Comment Card/Complaint Form   [ ] Customer Satisfaction Survey
[X] 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 <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program.

Name: <u>Jiwon Kim, Exhibition Program/HMD/LO/NLM</u>

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [ ] Yes [X] 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 [X] N/A

Gifts or Payments:

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

Participants for in-person testing will report to the testing facility located in Baltimore metro areas and will receive $40 gift card or PayPal payment for their time and effort.

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	5	1	1	5
Totals	**5**	**5**		**5**

Category of Respondent	Total Burden Hours	Wage Rate*	Total Burden Cost
Individuals or Households	5	$24.34/hour	$121.70
Totals			**$121.70**

*The General Public wage rate was obtained from https://www.bls.gov/oes/2017/may/oes_nat.htm#00-0000

FEDERAL COST: The estimated **annual cost** to the Federal government is: **$29,046.32**

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Coast to Gov't
Federal Oversight					
Lead Exhibit Specialist	13/06	$113,132	1%		$1,131.32
Contractor Cost					
Visitor Study Evaluator			100%	N/A	$27,915.00
Total					**$29,046.32**

*the Salary in table above is cited from https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/18Tables/html/DCB.aspx

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?

<div align="center">[X] Yes [ ] No</div>

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?

NLM's contractor will recruit and schedule sessions with 25 participants as follows:
- 10 general public and educator participants from the United States via UserHappy's database and through online resources such as listservs and social media.
- 15 librarian participants across United States via the existing customers of the NLM traveling exhibitions.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
   [X] Web-based via moderator led sessions and online survey
   [ ] Telephone
   [X] In-person at the testing facility
   [ ] Mail
   [ ] Other, Explain.

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