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

TITLE OF INFORMATION COLLECTION: NIMH Information Resource Center (IRC) Customer Satisfaction Surveys for Email Information Services and Online Publications Ordering Services

PURPOSE:

The National Institute of Mental Health (NIMH) Information Resource Center (IRC) wishes to gauge customer satisfaction with its email information and referral service and online publication ordering service. NIMH also hopes to receive feedback about the educational materials and resources it provides through its online publications catalog. Respondents have the option to participate in a survey by clicking on a survey link located at the end of an IRC email response or clicking on a link provided on its online publications catalog at the end of their online ordering session. The information gathered will help NIMH identify the strengths and weaknesses of its current services and guide improvements in service delivery based on customer feedback.

The email and online publication ordering service surveys ask customers to complete up to six open- and closed-ended questions, using a Likert scale or categorical response options, to gain feedback on the helpfulness and overall satisfaction with the information services and educational resources. Several close-ended questions include additional open text fields for respondents to explain their answers. NIMH also asks customers to provide suggestions for improving the services.

Every six months, NIMH's contractor will analyze and summarize survey findings and provide NIMH with actionable recommendations. Survey findings will inform updates and enhancements to NIMH's IRC and educational resources, and ultimately ensure NIMH serves its audiences' information needs.

DESCRIPTION OF RESPONDENTS:

Respondents comprise individuals who send email inquiries to nimhinfo@nih.gov and voluntarily click on the survey link in their email response and individuals who visit the NIMH IRC to order publications via the online catalog and voluntarily click on the provided survey link.

NIMH assumes a 2% response rate for the email services web survey based on historical trends in responses. NIMH assumes a 14% response rate for the online publication services survey based on historical trends in responses.

TYPE OF COLLECTION: (Check *all that applies*)

[ ] 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.

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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

Gifts or Payments:
Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ ] Yes [X] No
Amount: _____
Explanation for incentive: (include number of visits, etc.)

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/Households	513	1	3/60	26
Totals		**513**		**26**

COST TO RESPONDENTS

Category of Respondent	Total Burden Hours	Wage Rate*	Total Burden Cost
Individuals/Households	26	$25.72/hr	$669
Totals			**$669**

* Respondent wage rate data are from the All Occupations (00-0000) category at
http://www.bls.gov/oes/current/oes_nat.htm#00-0000.

FEDERAL COST: The estimated annual cost to the Federal government is $ 8,144

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Program Analyst	13/10	$133,465	1		$1,335
Public Health Analyst	14/8	$149,621	1.4		$2,095
Contractor Cost					
Evaluation Specialist		$120.54/hour	10 hours		$1,205
Writer/Editor		$125.33/hour	3 hours		$376
Project Manager		$189/hour	5 hours		$945
Web/IT		$78.14/hour	28 hours		$2,188
Travel					
Other Cost					
Total					$8,144

the Salary in table above is cited from https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2020/DCB.pdf.

The selection of 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?

> Respondents who contact the NIMH IRC and wish to complete the survey(s) will voluntarily do so.

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
   [X] Survey form
   [ ] Chart Abstraction
   [ ] Other, Explain

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

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