

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0648 Exp., date: 05/2021)

TITLE OF INFORMATION COLLECTION: Survey of NIDA Email Subscribers on Experiences with National Drug and Alcohol Facts Week® Resources (NIDA)

PURPOSE:

The National Institute on Drug Abuse (NIDA) is soliciting feedback on resources for National Drug and Alcohol Facts Week® (NDAFW)—an annual observance that allows students, educators, and communities to shatter the myths about substances and substance use. NIDA reaches a cross-section of educators, health care and public health professionals, and community prevention coalition members through NDAFW.

NIDA is looking to gather feedback from participants and nonparticipants about how to best support NDAFW event planners. NIDA and their contractor will develop two, 10-minute surveys (one for NDAFW participants and one for individuals who did not participate in NDAFW but who regularly view NIDA resources.)

Upon Office of Management and Budget approval, implementation of this survey will occur over a maximum of 4 weeks. More specifically:

- NIDA will disseminate both surveys through Qualtrics’ survey invitation system
- NIDA will send weekly reminders in the two following weeks after dissemination, to individuals who have not responded to the survey
- NIDA will send a thank you email to respondents who answered the survey

Upon the conclusion of survey data collection, NIDA’s contractor will analyze and summarize survey findings; and provide actionable recommendations for NDAFW 2021 strategic planning. Survey findings will inform updates and enhancements to NDAFW resources; and ultimately ensure NIDA is serving the information needs of NIDA’s audience.

DESCRIPTION OF RESPONDENTS:

Respondents to the participant survey will include up to all registered participants for National Drug and Alcohol Facts Week® (NDAFW) 2020. There are 586 potential registered respondents who are currently opted-in to receive NDAFW email blasts via MailChimp.

Respondents to the non-participant survey are subscribers to NDAFW emails who have received a 5-star rating within MailChimp’s contact system, but who did not register for NDAFW 2020. MailChimp provides a contact rating for each email marketing contact, on a scale of one to five. Five star-rated contacts are considered high engagement. These email recipients open or click emails very consistently. As this survey will inform future program planning, we hope to hear from individuals who engaged in NDAFW 2020 and those who frequently engage with NIDA’s emails but who did not convert to registering to participate in NDAFW 2020. There are 2,172 potential respondents who fit these criteria.

We assumed a 30% response rate for this web survey, based on best practices from industry leaders¹ and recently published literature.²

¹ Jue, A. (2019). What’s a typical survey response rate? FocusVision. Retrieved from <https://www.focusvision.com/blog/whats-a-typical-survey-response-rate/>.

² Lee, H., Kim, S., Couper, M., & Woo, Y. (2019). Experimental comparison of PC web, smartphone web, and telephone surveys in the new technology era. *Social Science Computer Review*, 37(2), 234-247.

TYPE OF COLLECTION: (Check one)

☐ Customer Comment Card/Complaint Form
☐ Usability Testing (e.g., Website or Software)
☐ Focus Group

☒ Customer Satisfaction Survey
☐ Small Discussion 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: Lanette Palmquist

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	Form Name	No. of Respondents ³	No. of Responses per Respondent	Time per Response (in hours)	Total Burden Hours
Individuals or Households	NDAFW Participant Survey	176	1	10/60	29
Individuals or Households	NDAFW Non-Participant Survey	652	1	10/60	109
Totals			828		138

COST TO RESPONDENT

³ Assumes a 30% response rate.

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individuals or Households	138	\$24.98	\$3,447.24
Totals			\$3,447.24

March 2020 National Occupational Employment and Wage Estimates, United States. Bureau of Labor Statistics. United States Department of Labor. Retrieved at https://www.bls.gov/oes/current/oes_nat.htm#00-0000.

FEDERAL COST: The estimated annual cost to the Federal government is \$5,037

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Technical information specialist	14/9	\$153,665	1%		\$1,537
Contractor Cost					
Labor, senior analyst					\$3,500
Other Cost					N/A
Total					\$5,037

*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>

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?
[] 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?

For the participant survey, potential respondents will include all unique individuals registered to participate in NDAFW. For the non-participant survey, potential respondents will include all 5-starred contacts in the NDAFW MailChimp account who were not registered for NDAFW.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - ☒ Web-based or other forms of Social Media: via Qualtrics.
 - ☐ Telephone.
 - ☐ In-person
 - ☐ Mail
 - ☐ Other, Explain
2. Will interviewers or facilitators be used? ☐ Yes ☒ No

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