

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0970-0401)

TITLE OF INFORMATION COLLECTION: Children’s Bureau Learning & Coordination Center (CBLCC) Website User Satisfaction Survey

PURPOSE: The Administration for Children and Families, Administration on Children, Youth, and Families, Children’s Bureau, Office on Child Abuse and Neglect (CB/OCAN) proposes to collect user satisfaction information to assess user satisfaction and needs of resources on the Children’s Bureau Learning & Coordination Center (CBLCC) website. The user satisfaction information will enable the contractor, Kauffman & Associates, Inc., to evaluate the usability and effectiveness of the website organization, functionality, and content in order to make improvements to the site.

DESCRIPTION OF RESPONDENTS: Respondents will be visitors to the CBLCC website.

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: Sharon McKinley, Child Welfare Program Specialist, CB/OCAN

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, 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 No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals	600	30 seconds	5 hrs.
Totals	600	30 seconds	5 hrs.

FEDERAL COST: The estimated annual cost to the Federal government is \$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?
 Yes 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?

The CBLCC maintains a listserv of 12,000 contacts who receive periodic notices of information and resources available on the CBLCC website. A convenience sample will comprise the potential group of respondents through their self-selected access to the website and voluntary participation in the survey. The listserv members receive a link to the website to follow to access more information and additional resources. Upon navigation to the website, information with an additional link to the survey is posted for those who opt to populate responses. Based on an estimated population of 12,000 listserv members, a representative sample (95% confidence level with a 5% margin of error) would require approximately 373 completed surveys. We anticipate a response rate of five percent (5%), for a total of 600 completed surveys.

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
 - Other, Explain
2. Will interviewers or facilitators be used? Yes No