

OMB Control #0693-0031

Expiration: 06/30/2021

## PSCR 2021 THE DIGITAL EXPERIENCE SURVEY

### **1. Explain who will be surveyed and why the group is appropriate to survey.**

The program at the National Institute of Standards and Technology (NIST) supporting the survey is the Public Safety Communications Research (PSCR) division. PSCR works with first responders and public safety officials to help identify and execute research goals to improve public safety communications technologies. PSCR hosts an annual public safety broadband stakeholder meeting that brings together representatives from public safety, federal agencies, industry, and academia. Participants hear from PSCR engineers and researchers about testing updates, upcoming R&D efforts, and opportunities to get involved. PSCR invites industry leaders and public safety partners to present cutting-edge technology findings, features, and functionalities. The Annual Stakeholder Meeting enables PSCR to receive direct input, guidance, and feedback from their diverse stakeholder community. Similar to last year, the annual meeting will be held in a virtual format this year, and be known as *PSCR 2021 The Digital Experience*. This survey will target PSCR 2021 registered participants for feedback regarding their satisfaction with the experience overall, level of engagement with the virtual event, and suggestions for improvement. Soliciting this information from our participants is appropriate as they will have engaged with the content presented as part of PSCR 2021 and will help PSCR capture data to enhance future stakeholder engagement and research sharing efforts.

### **2. Explain how the survey was developed including consultation with interested parties, pre-testing, and responses to suggestions for improvement.**

The PSCR 2021 participant survey was developed, first by referencing a general, PRA approved Conference Services survey as a base. Our team then assessed what data would be helpful to collect for the improvement of future virtual and/or in-person events, while consulting our NIST sponsor, Dereck Orr, throughout the process. It suited our needs to customize our own survey with 16 questions. Several people on our team, as well as our NIST sponsor, have tested the functionality of the survey. Our NIST sponsor provided suggestions for improvement to enhance the user experience and to better fulfill the purpose of the survey, all of which were incorporated into the final version attached.

### **3. Explain how the survey will be conducted, how customers will be sampled if fewer than all customers will be surveyed, expected response rate, and actions your agency plans to take to improve the response rate.**

The survey will be distributed as a Google Form to all individuals who are signed up for PSCR 2021 The Digital Experience by the date and time the survey is fielded. The form will be sent to an estimated 500 registered participants via Marketing Cloud. Respondent names and contact information will not be collected. It is not required or mandatory for participants of PSCR 2021 to complete the survey, but we will encourage them to complete it and provide us with feedback throughout the week in which PSCR 2021 is held. Based on historical data from past Annual Stakeholder Meeting survey collection, we anticipate a response rate of around 15%. For a statistically significant sample, our goal is to collect a minimum of 75 responses. To improve the

response rate, PSCR intends to send a follow up ‘reminder’ email one to two weeks after initial outreach to only those registered participants who have not yet completed the survey.

**4. Describe how the results of the survey will be analyzed and used to generalize the results to the entire customer population.**

The results of the survey will be analyzed to develop an after-event report and to improve future virtual and/or in-person PSCR stakeholder events. By distributing this survey, PSCR will be able to review audience satisfaction according to each type of session included as part of PSCR 2021, gain insight into level of engagement, and collect feedback for future stakeholder events. Using this information, PSCR can make informed decisions for the future, with plans of being in person for our Annual Stakeholder meeting next year. As was done with the results of the 2020 Digital Experience survey, we will examine and synthesize feedback from this group – which is likely to be the most engaged segment of the entire PSCR customer population – and apply our findings to sweeping programmatic decisions involving future conference design, messaging, branding and engagement.