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Office of Management and Budget (OMB)

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Date: December 16, 2021

Subject: NonSubstantive Change Request – State Capacity Building Center Feedback
Collections for Training and Technical Assistance Web Content (OMB #0970-0401)

This memo requests approval of nonsubstantive changes to the approved information collection, State Capacity Building Center Feedback Collections for Training and Technical Assistance Web Content (OMB #0970-0401).

Background

In July 2021, OMB approved a new survey for the Office of Child Care’s Early Childhood Training and Technical Assistance website, administered through the State Capacity Building Center. The survey is for users of technical assistance-related web content and resources in order to gather user feedback information to identify areas to improve content, design elements, functionality or fix bugs related to the website, set CX benchmarks and improve the users’ experiences over time. Survey information is being used to improve web experiences to best meet the needs of users for quality, relevant and useful information through measurement of overall satisfaction, trust in the Office of Child Care, and ease of use. The survey was approved to reach 1500 users annually.

From July through November, there have been 1,192 responses to the survey with 236,822 site visitors. FY 2021 saw 520,000 users with 1.2 million page views. We are proposing an increase in the total number of responses to reach more users, which will assist in meeting the purpose of the survey and in improving the sample size.

Overview of Requested Changes

We are requesting permission to increase the total number of responses from 1500 over twelve months to 6,000 responses over twelve months. No survey content changes are being requested. Increasing the total responses from 1,500 to 6,000 over the year will allow for improved pattern analysis and reliability, consistent with the heavy use of the website. To stay under 1,500 responses for the remainder of the year, the target response rate would have to be 1-1.5 responses per day. Slowing the response rate to that degree will diminish the quality and accuracy of feedback.

Time Sensitivities

Based on the current response rate, survey responses will surpass 1,500 by mid-January 2022.