

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

TITLE OF INFORMATION COLLECTION: 2023 Child Welfare Information Gateway Website Survey

PURPOSE: Child Welfare Information Gateway (CWIG) is a national information clearinghouse and service of the Children’s Bureau, Administration for Children and Families, U.S. Department of Health and Human Services. The Information Gateway website (childwelfare.gov) connects professionals and concerned citizens to resources and information on programs, research, legislation, and statistics regarding child maltreatment, child abuse prevention, and child welfare services designed to achieve the safety, permanency, and well-being of children and families. Since its inception in 2006, Child welfare Information Gateway has been collecting feedback from customers who visit the website to learn about the types of customers who visit the website, their information needs, and their experience on the website¹. Information has been and will continue to be used to improve the website experience and ensure that products and services meet evolving customer needs. This request for the 2023 survey is very similar to the survey currently in use for 2022. Based on feedback from staff, we removed questions no longer needed for continuous quality improvement of Information Gateway products and services and added/updated several questions. Revised questions focused on understanding the information needs of child welfare professionals related to racial equity, diversity, and inclusion topics, their experience with the website design, and feedback on website content related to direct resources for clients/families.

DESCRIPTION OF RESPONDENTS: The survey will be offered to visitors to the CWIG website, including professionals, students, and personal customers.

TYPE OF COLLECTION:

☐ Customer Comment Card/Complaint Form	☒ 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 primary purpose of the results is not for public dissemination.
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.

¹ Various feedback activities that were subject to the Paperwork Reduction Act have been approved under a number of different OMB #s over the years: 0970-0303 (2006-2013); 0970-0431 (2013-2016); 0970-0518 (2018-2021); and 0970-0401 (2012-present).

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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 ☒ 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

Information Collection	Category of Respondent	No. of Respondents	No. of Responses per Respondent	Estimated Time per Response	Burden Hours
2023 Child Welfare Information Gateway Website Survey	Individual	1400	1	.083	117
Totals					117

FEDERAL COST: The estimated annual cost to the Federal government is \$2,922.50

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?

Visitors to Information Gateway's website will be offered the survey after visiting the third page and again after the sixth page in the general sections of the site.

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 [X] No

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