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

TITLE OF INFORMATION COLLECTION: Child Welfare Information Gateway's Product Development Survey

PURPOSE: Child Welfare Information Gateway (Information Gateway) is a service of the Children's Bureau (CB), a component within the Administration for Children and Families (ACF), and is dedicated to the mission of connecting professionals and concerned citizens to information on programs, research, legislation, and statistics regarding the safety, permanency, and well-being of children and families.

The purpose of this proposed survey is to gather feedback on Information Gateway publications to better meet the needs of child welfare professionals, related professionals, students, and personal customers to enhance their customer experience. Information gathered will be used to inform the development of future publications, as well as modification to current publications (product improvement). Additionally, this survey aims to provide information about how customers learn about Information Gateway publications in order to improve customer outreach. There are English and Spanish language versions of this survey.

DESCRIPTION OF RESPONDENTS: Respondents will be Information Gateway customers (including child welfare professionals, students, and personal customers) as well as publication readers.

TYPE OF COLLECTION:

[ ] Customer Comment Card/Complaint Form   [X] 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 <u>not</u> raise issues of concern to other federal agencies.
4. The primary purpose of the results is <u>not</u> for public dissemination.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> 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 and affiliation: <u>Beth Claxon, Child Welfare Program Specialist, ACF Administration on Children, Youth and Families (ACYF)</u>

To assist review, please provide answers to the following questions:

Personally Identifiable Information:
1. Is personally identifiable information (PII) collected? [ ] Yes [X] 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 [X] No

BURDEN HOURS

Information Collection	Category of Respondent	No. of Respondents	No. of Responses per Respondent	Estimated Time per Response	Burden Hours
Child Welfare Information Gateway's Product Development Survey	Individuals	400	1	.05	20
Totals					**20**

FEDERAL COST: The estimated annual cost to the Federal government is $502

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?

We plan to use convenience sampling for this survey. A survey link or QR code will be embedded in the PDF publications/articles. Respondents will click the link or scan the QR code to open the survey link on their computer or mobile devices.

Administration of the Instrument
1. How will you collect the information? (Check all that apply)
    [X] 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.