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

TITLE OF INFORMATION COLLECTION: State Capacity Building Center Feedback Collections for Training and Technical Assistance Web Content

PURPOSE: The Administration for Children and Families (ACF) Office of Child Care (OCC) is seeking approval to collect feedback from users of the Early Childhood Training and Technical Assistance System (ECTTAS) website. The information gathered will be used to inform planning and improvement of future technical assistance by OCC. The Child Care State Capacity Building Center (SCBC) is funded by OCC to provide evidence-informed training and technical assistance (T/TA) services for State and Territorial public child care agencies and their partners.

Under this generic clearance request, OCC seeks feedback from users of T/TA services provided by the SCBC in the form of technical assistance-related web content and resources. We are using survey questions provided in OMB Circular A-11 Section 280.

For the web content and research survey, the SCBC will use the user feedback information to identify areas to improve content, design elements, functionality or fix bugs related to the website. They will also use initial scores to set CX benchmarks and seek to improve the users' experiences over time. Overall, the survey information will be used to improve web experiences to best meet the needs of users for quality, relevant and useful information.

DESCRIPTION OF RESPONDENTS: Respondents for the website survey will be individuals who visit the ECTTAS website, which is located at https://childcareta.acf.hhs.gov.   These individuals may include state and tribal government staff (who are ACF grantees); partners of state and tribal government staff including staff of state partners; direct providers of early care and education services, such as child care providers; and families who use child care services. State partner organizations include non-profit organizations who provide professional development, technical assistance, and other services in support of child care, and child care programs. Other general users of the web may occasionally visit the site from organic search engine referrals.

TYPE OF COLLECTION: (Check one)

[ ] 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 results are <u>not</u> intended to be disseminated to the public.

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: <u>Patricia Haley, Management and Program Analyst, ACF Office of Child Care</u>

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

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

Category of Respondent	No. of Respondents	Participation Time	Frequency of Data Collection	Burden
Website: Individuals	6000 annually	1 minute or less	1	100 hours

FEDERAL COST: For the website, the estimated annual labor cost to the Federal government is $2,400 for staff to deploy the existing Medallia tool (which has already been procured) to the production ECTTAS site and review feedback monthly. Costs will be minimized because of built-in reporting dashboards and integration with existing metrics data collection and reporting. We are also using survey questions provided in OMB Circular A-11 Section 280, so there was minimal cost involved to develop the survey.

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?

For the website survey, respondents will be selected form among those whose time on site is greater than 102 seconds will be selected, excluding those who are not eligible because they declined a session in the past 30 days or submitted a response in the past 90 days. We will also target users based on abandonment from the site with the same sampling rate. Users may also provide feedback via an always-on feedback button. The survey will be anonymous, and only generalized user data will be linked to individual survey responses (e.g., browser type and version).

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.