## Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0648 Exp., date: 06/30/2024)

**TITLE OF INFORMATION COLLECTION:** Public Website User Satisfaction Survey (NICHD)

**PURPOSE:**

This survey aims to gather feedback from NICHD’s public website users and stakeholders in an efficient, timely manner, to improve service delivery, usability, and usefulness of the NICHD website. The information collected from our web users will help ensure that web users have an effective, efficient, and satisfying experience with the institute website.

**DESCRIPTION OF RESPONDENTS**:

Users of/visitors to the NICHD public website can include any person, in any location throughout the world.

**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 not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
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.

Name: \_Christina Stile\_

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, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [ ] Yes [ ] No
3. If Applicable, has a System or Records Notice 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

**ESTIMATED BURDEN HOURS and COSTS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category of Respondent** | **No. of Respondents** | **No. of Responses per Respondent** | **Time per**  **Response**  **(in hours)** | **Total Burden**  **Hours** |
| Individual | 360 | 1 | 5/60 | 30 |
|  |  |  |  |  |
| **Totals** |  | 360 |  | **30** |

**COST TO RESPONDENT**

|  |  |  |  |
| --- | --- | --- | --- |
| **Category of Respondent** | **Total Burden**  **Hours** | **Hourly Wage Rate\*** | **Total Burden Cost** |
| NICHD Public Website User (General U.S. Public) | 30 | $28.01 | $840.30 |
|  |  |  |  |
| **Totals** |  |  | $840.30 |

\*Cite source per bls.gov if applicable

Bureau of Labor Statistics: The wage rates were obtained from <https://www.bls.gov/oes/current/oes_stru.htm#00-0000>

Occupation title “00-0000 All Occupations”, accessed on May 27, 2022

**FEDERAL COST:** The estimated annual cost to the Federal government is \_\_\_\_\_$43,460

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Staff** | **Grade/Step** | **Salary** | **% of Effort** | **Fringe (if applicable)** | **Total Cost to Gov’t** |
| **Federal Oversight\*** |  |  |  |  |  |
| Communications Program Manager | 14/6 | $141,534 | 2% |  | $283 |
| Data Manager | 14/10 | $157,709 | 1% |  | $158 |
|  |  |  |  |  |  |
| **Contractor Cost** |  |  |  |  |  |
| Analytics Manager |  | $95,000 | 3% |  | $2,850 |
| Website Developer |  | $110/hr | 3% |  | $6,050 |
| Travel |  |  |  |  | N/A |
| Other Cost |  |  |  |  | $34,119.00 |
|  |  |  |  |  |  |
| **Total** |  |  |  |  | $43,460 |

\*the Salary in table above is cited from <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2020/DCB.pdf>

**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?

Potential respondents are users of/visitors to the NICHD public website and can include any person, in any location throughout the world. Users will be offered the chance to complete the satisfaction survey before they leave the site.

**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

1. Will interviewers or facilitators be used? [ ] Yes [ X ] No

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