

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)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> 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 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 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 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)
 Web-based or other forms of Social Media
 Telephone
 In-person
 Mail
 Other, Explain
2. Will interviewers or facilitators be used? Yes No

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