

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: 2022 Broadcast Email Feedback Tool (NLM)

PURPOSE:

The goal of this National Library of Medicine (NLM) feedback tool is to collect qualitative feedback from federal staff and contractors about NLM’s broadcast email process, where agency-wide updates are shared through internal, standalone emails. The feedback tool consists of a short list of questions about how often they open these emails, their utility, and communication preferences. NLM will use this information to help inform updates to the broadcast email process and meet staff communication needs.

DESCRIPTION OF RESPONDENTS:

Respondents will be NLM federal staff and contractors who voluntarily choose to participate. The feedback tool will be accessible through a link at the bottom of NLM broadcast email messages, a broadcast email inviting staff to participate, and the internal staff newsletter. Responses will remain anonymous.

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: Dina Manco, NLM Office of Communications and Public Liaison

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
N/A

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
Individuals or Households	1,468	1	10/60	245
Totals		1468		245

COST TO RESPONDENT

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individuals or Households	245	\$28.01	\$6,862.25
Totals			\$6,862.25

* The General Public wage rate (Median wage for “All Occupations”) was obtained from [May 2021 National Occupational Employment and Wage Estimates \(bls.gov\)](https://www.bls.gov/news.release/ocwage.t01.htm).

FEDERAL COST: The estimated annual cost to the Federal government is **\$893.34**

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Writer-Editor	GS 12-1	\$89,834	1%		\$893.34
Contractor Cost					
Travel					N/A
Other Cost					N/A
Total					\$893.34

*The Salary in table above is cited from:

<https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/22Tables/html/DCB.aspx>

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?

A link to the feedback tool will be accessible at the bottom of internal broadcast emails and in the internal newsletter.

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