

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

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**TITLE OF INFORMATION COLLECTION:** NIH CIT Digital Web Strategy External Survey

**PURPOSE:**

The purpose this NIH CIT Digital Web Strategy External Survey is to obtain feedback to better understand the website users and their reasons for accessing the CIT website. The survey will collect users’ self-identified role and industry, frequency of accessing the CIT website, and reason for accessing the website. The results of this survey will allow us to better understand who is coming to the CIT website so that we can better tailor it to their information needs as we begin to explore a website redesign.

**DESCRIPTION OF RESPONDENTS:**

Respondents will be users of the CIT public website. The respondents could include a mix of Federal staff, contractors, external researchers, and the general public.

**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:                                  |

**FREQUENCY OF REPORTING: (Check one)**

- |  |                                      |
|--|--------------------------------------|
| <input type="checkbox"/> Once                | <input type="checkbox"/> Quarterly   |
| <input type="checkbox"/> Monthly             | <input type="checkbox"/> On Occasion |
| <input checked="" type="checkbox"/> Annually | <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: Sarah Moffat

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  No

**ESTIMATED BURDEN HOURS and COSTS**

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per Response (in minutes)	Total Burden Hours
Individuals	300	1	2	10
<b>Totals</b>		<b>300</b>		<b>10</b>

**COST TO RESPONDENT**

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individuals	10	\$28.01	\$280.10
<b>Totals</b>			<b>\$280.10</b>

\*BLS March 2020 National Occupational Employment and Wage Estimates, United States  
[https://www.bls.gov/oes/current/oes\\_nat.htm#00-0000](https://www.bls.gov/oes/current/oes_nat.htm#00-0000)

**FEDERAL COST:** The estimated annual cost to the Federal government is     \$280.10    

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
<b>Federal Oversight</b>					
Public Relations Manager	G15, Step 3	\$158,383	0.025%		\$39.60
<b>Contractor Cost**</b>					
Researcher	N/A	\$130,000	.1%		\$130.00
Developer	N/A	\$140,000	.1%		\$140.00
<b>Total</b>					<b>\$309.60</b>

\*The Salary in table above is cited from <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2022/DCB.pdf>

\*\*Salary reflected is approximate value at the time of the form submission. May be subject to slight variance/change.

**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?

Respondents will be users accessing the CIT website who click on the popup survey upon arrival and complete the questions.

### **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.**