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

TITLE OF INFORMATION COLLECTION: NLM Site-wide Survey for Website Satisfaction (2023)

PURPOSE:

The National Library of Medicine (NLM) wishes to collect feedback on user satisfaction with specific pages on the NLM websites such as www.nlm.nih.gov, pubmed.gov, MedlinePlus.gov, PubMed.gov, and others. NLM provides biomedical, historical, and consumer health information through its websites. Qualitative customer feedback obtained from this survey will help the Library to enhance and improve the design and operation of these publicly accessed websites. Gathering and assessment of customer feedback is consistent with the following guidelines and governance for customer experience (CX) assessment by Federal agencies:

- President's Management Agenda
- Executive Order on "Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government" (December 13, 2021)
- OMB Circular A-11, Section 280 (revised April 2021).

DESCRIPTION OF RESPONDENTS:

Respondents will be visitors to NLM websites who choose to respond to the survey invitation, delivered using a pop-up appearing on NLM websites.

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:_____

FREQUENCY OF REPORTING: (Check one)

[ ] Once   [X] Quarterly
[ ] Monthly   [ ] On Occasion
[ ] Annually   [ ] 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>Dan Wendling</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, 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
Individuals or Households	100,000	1	3/60	5,000
Totals		**100,000**		**5,000**

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individuals or Households	5,000	$28.01	$140,050
Totals			$140,050

* The General Public wage rate (Median wage for "All Occupations") was obtained from May 2021 National Occupational Employment and Wage Estimates (bls.gov)

FEDERAL COST: The estimated annual cost to the Federal government is **$2,085.44**

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Librarian	13/8	$104,272	2%		$2,085.44
Contractor Cost					
Travel					N/A
Other Cost					N/A
Total					**$2,085.44**

*The Salary in table above is cited from: https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2023/GS.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?

    [X] 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?

Survey respondents will be visitors to NLM websites who choose to respond to a site intercept (a "pop-up" window containing the survey invitation). Site visitors can receive survey invitations on all types of devices: desktop, tablet and mobile. Repeat visitors to a specific page or website who have already been invited to respond will not receive further invitations, regardless of whether they completed the survey.

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