

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: COSWD Activity Satisfaction Survey

PURPOSE:

The Chief Officer for Scientific Workforce Diversity (COSWD) office leads NIH’s thought in diversifying the national scientific workforce and expanding recruitment and retention. As a part of this effort, COSWD office executes various activities to provide information about the science of diversity within STEM-related fields, including hosting the Scientific Workforce Diversity Seminar Series (SWDSS) and publishing blogs pertaining to scientific workforce diversity (SWD) topics.

Over the past year, COSWD office has expanded its efforts to better understand its priority audiences. However, there remains a need to learn more about audience members beyond general motivations and demographic characteristics of those who regularly engage with singular COSWD activities (e.g., SWDSS). Therefore, COSWD will engage in a robust effort to better understand internal and external audience members that engage with COSWD activities and subscribe to the GovDelivery Email listserv—the primary promotion tool for the SWDSS and COSWD blog. Surveying the COSWD listserv will provide the COSWD office with insights into the GovDelivery listserv subscribers that engage with COSWD activity announcements on average. Additionally, to maximize response rates, COSWD will provide a link to the survey at least once on the SWD blog and through the June 2023 SWDSS zoom chat to allow for insights from people who interact with COSWD activities but are not on the GovDelivery listserv. This approach will allow for a more thorough audience analysis and will provide more information about individuals who engage more often with the COSWD office.

DESCRIPTION OF RESPONDENTS:

Respondents will be NIH staff and the general public from various organizations who register for the GovDelivery listserv or interact with the SWD blog or SWDSS. The survey will be accessible via a web-based survey link provided to possible respondents via a listserv email, posting in a blog callout box, and/or in the June SWDSS zoom chat. The announcements for all platforms are included in attachments 2, 3, and 4.

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. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
5. 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: Nicole Lang, Health Program Specialist
Chief Officer for Scientific Workforce Diversity (COSWD) Office

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	600	1	10/60	50
Totals		600		100

COST TO RESPONDENT

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individuals	100	\$45.40	\$4,540.00
Totals			\$4,540.00

*Mean hourly wage for Life, Physical, and Social Science Occupations
<https://www.bls.gov/oes/current/oes191099.htm>

While the listserv, blog, and SWDSS are open to the public, we anticipate that most participants will work in life, physical, or social science occupations, given the focus of COSWD activities are on scientific workforce diversity topics.

FEDERAL COST: The estimated annual cost to the Federal government is \$2,337.41.

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Social Science Analyst	13-03	\$119,482	0.5%		\$597.41
Contractor Cost		87,000	2%		\$1,740.00
Travel					
Other Cost					
Total					\$2,337.41

*the Salary in table above is cited from <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2023/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 Not Applicable

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?

All GovDelivery listserv subscribers, June SWDSS attendees, and SWD blog viewers will be invited to respond to the survey. Based on COSWD tracking of the GovDelivery COSWD announcement metrics, announcement postings had roughly about 3,000 opens per post on average (~1.5% of all listserv subscribers). The click to open rates for those posts are about 10%-17% in 2022. Therefore, we estimate that about 15% of subscribers that engage the COSWD-specific announcements on average is likely to engage with the survey (i.e., about a 1-2% response rate of the entire listserv subscribers; n = 450). Additionally, SWDSS post-event feedback includes has about a 10% response rate (i.e., about 30-50 respondents); thus, we suspect that 60-100 participants will respond from the announcements on the SWD blog and during June SWDSS. In total, we estimate about 550 respondents. However, we will be regularly monitoring the survey and will close the survey as we approach the 600 participants (i.e., an estimated 20% of those who open COSWD GovDelivery announcements).

Survey contents are presented in Attachment 1.

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.

Please see attachments 1-4.