

**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 *Circulating Now* Tenth Anniversary
Subscriber Survey

PURPOSE: *Circulating Now* is NLM’s blog highlighting elements of the Library’s collections, including its digital holdings. Initially published in July 2013, *Circulating Now* will be celebrating its tenth anniversary in July 2023. This short survey is geared towards two desired outcomes: 1) assessing readers’ experience with the blog in concert with customer experience (CX) principles outlined in the President’s Management Agenda and related federal guidance and 2) suggest topics for future *Circulating Now* blog posts.

DESCRIPTION OF RESPONDENTS: The universe of respondents comprise the existing list of individuals subscribing to *Circulating Now* via the GovDelivery email service.

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 checked="" type="checkbox"/> Once | <input type="checkbox"/> Quarterly |
| <input type="checkbox"/> Monthly | <input type="checkbox"/> On Occasion |
| <input 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: Elizabeth Mullen LO/NLM

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	500	1	2/60	17
Totals		500		17

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individual	17	\$29.76	\$505.92
Totals	17		\$505.92

* The General Public wage rate (Median wage for “All Occupations”) was obtained from [May 2022 National Occupational Employment and Wage Estimates \(bls.gov\)](https://www.bls.gov/news.release/ocwage.toc.htm)

FEDERAL COST: The estimated annual cost to the Federal government is \$1,042.72

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Technical Information Specialist	13/8	\$104,272	1%		\$1,042.72
Contractor Cost					
Travel					
Other Cost					
Total					\$1,042.72

*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?

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?

The list of targeted respondents is the list of individuals subscribing to the *Circulating Now* blog through the GovDelivery email service. Respondents will also include individuals who click on an anonymous link appearing on the Circulating Now Web site at <https://circulatingnow.nlm.nih.gov>.

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