

**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: NIDCR Website Feedback Surveys

PURPOSE:

The National Institute of Dental and Craniofacial Research (NIDCR) seeks to implement a multi-question website feedback survey on its English and Spanish homepages (nidcr.nih.gov and nidcr.nih.gov/espanol), as well as a one-question ‘in-page’ survey across all English and Spanish website subpages. All surveys will appear as a “pop-up.”

The purpose of these voluntary web-based surveys is to garner routine feedback from individuals who visit the NIDCR website to learn whether they are able to find the information they are looking for and gather insights into whether the information they seek meets their needs and is helpful to them. Survey findings will support ongoing website improvement efforts, such as updates to the website navigation or existing content to enhance the findability of information.

Depending on the page in which a visitor is on, there are (4) survey options:

1. Main Website Feedback Survey (English): Appears on the main English homepage (nidcr.nih.gov) and takes approximately (2) minutes to complete.
2. Main Website Feedback Survey (Spanish): Appears on the main Spanish homepage (nidcr.nih.gov/espanol) and takes approximately (2) minutes to complete.
3. In-Page Survey (English): Appears on all English site sub-pages and takes no more than (1) minute to complete.
4. In-Page Survey (Spanish): Appears on all Spanish site sub-pages and takes no more than (1) minute to complete.

All surveys are completely voluntary (website visitors may “close out” of the survey pop-up window at any time). No incentive will be provided for completing the survey, nor is any personally identifiable information collected from respondents.

DESCRIPTION OF RESPONDENTS:

Survey respondents include visitors who visit the NIDCR website and voluntarily choose to take either the main website feedback survey and/or the in-page survey.

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 |

Annually Other Ongoing

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: Jessica Henry

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
Individuals or Households (Main Website Survey-English)	15,000	1	2/60	500
Individuals or Households (Main Website Survey-Spanish)	5,000	1	2/60	167
Individuals or Households (In-Page Survey-English)	15,000	1	1/60	250
Individuals or	5,000	1	1/60	83

Households (In-Page Survey-Spanish)				
Totals		40,000		1,000

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individuals or Households	1,000	\$28.01	\$28,010
Totals			\$28,015

* 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/occ.wage.2021.05.pdf)

FEDERAL COST: The estimated annual cost to the Federal government is \$1632.08_____

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Digital Communications Specialist	GS 13 step 1	\$112,015	.5%		\$560.08
Contractor Cost					\$1,072
Travel					
Other Cost					
Total					\$1632.08

*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>

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?

Survey respondents include NIDCR website visitors who voluntarily choose to complete the main website feedback survey and/or the in-page survey. The surveys will appear as an optional “pop-up” on mobile, tablet, and desktop devices. Repeat website visitors who have previously been invited to respond to the survey will *not* receive additional survey requests. This is regardless of whether they completed the survey previously.

It is estimated that up to 1% of website visitors (30,000) will complete the in-page survey and .3% (10,000) will complete the main website survey on an annual basis. This estimate is based on the average percent of responses seen across other NIH website surveys of similar nature.

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.