Request for Approval under the "Generic Clearance for Improving Customer Experience: OMB Circular A-11, Section 280 Implementation"
(OMB Control Number: 1225-0093)

TITLE OF INFORMATION COLLECTION: CareerOneStop Customer Experience Form

PURPOSE OF COLLECTION:
To improve the customer experience for users of the CareerOneStop.org website per OMB Circular A-11.

TYPE OF ACTIVITY: (Check one)

[ ] Customer Research (Interview, Focus Groups, Surveys)
[x] Customer Feedback Survey
[ ] Usability Testing of Products or Services

ACTIVITY DETAILS

1. If this is a survey, will the results of this survey be reported to Touchpoints as part of quarterly reporting obligations specified in OMB Circular A-11 Section 280?
   [x] Yes
   [ ] No
   [ ] Not a survey

2. 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

3. Who will you collect the information from?
The survey questionnaire will pop-up during the customers visit to the website.

4. How will you ask a respondent to provide this information?
We are using the Touchpoints template.

5. What will the activity look like?
Please see the attached survey template.

6. Please provide your question list.

   1. Did navigating the website today increase your trust in the U.S. Department of Labor Employment and Training Administration?

a. “thumbs up” (go to q2 and skip q3)
b. “thumbs down” (skip q2 and go to q3)

2. (if “thumbs up”) What made the difference today? Select all that apply.
   a. Found what I needed (effectiveness)
   b. Found what I needed quickly (efficiency)
   c. Easy to navigate (ease)
   d. Easy to understand (transparency)
   e. Found something useful I wasn’t looking for (other)

3. (if “thumbs down”) What could have been better? Select all that apply.
   a. Couldn’t find what I needed (effectiveness)
   b. Took a long time to find what I needed (efficiency)
   c. Hard to navigate (ease)
   d. Hard to understand (transparency)

4. Did you find the information on CareerOneStop useful? Select one.
   a. Strongly Disagree
   b. Disagree
   c. Neutral
   d. Agree
   e. Strongly Agree

5. What best describes you today? Select one.
   a. Student
   b. Unemployed Adult
   c. Employed Adult
   d. Teacher or school counselor
   e. Workforce professional or job center counselor
   f. Employer or HR professional

6. Anything else you want to tell us? (free response)

7. Interested in making our website easier for you to use? Please provide your name and email address to be contacted for future research. (free response)

Screen captures of the survey instrument are included at the end of this document.

Please make sure that all instruments, instructions, and scripts are submitted with the request.

7. When will the activity happen?

The survey will be presented to the customer within 3 minutes of their arrival on CareerOneStop.org. We plan to conduct this survey over a 3-month period.

8. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?
   [ ] Yes [x] No
   If Yes, describe:

BURDEN HOURS

Category of Respondent	**No. of Respondents**	**Participation Time**	**Burden Hours**
Any visitor to CareerOneStop.org	3,000	3 minutes	150
Totals			

CERTIFICATION:

I certify the following to be true:

1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial;
4. Any 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 near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes
7. The agency will follow the procedures specified in OMB Circular A-11 Section 280 for the required quarterly reporting to OMB of trust data and experience driver data from surveys.
8. Outside of the quarterly reporting mentioned in the bullet immediately above, if the agency intends to release journey maps, user personas, reports, or other data-related summaries stemming from this collection, the agency must include appropriate caveats around those summaries, noting that conclusions should not be generalized beyond the sample, considering the sample size and response rates. The agency must submit the data summary itself (e.g., the report) and the caveat language mentioned above to OMB before it releases them

outside the agency. OMB will engage in a passback process with the agency.

Name and email address of person who developed this survey/focus group/interview:

Name: Donald Haughton

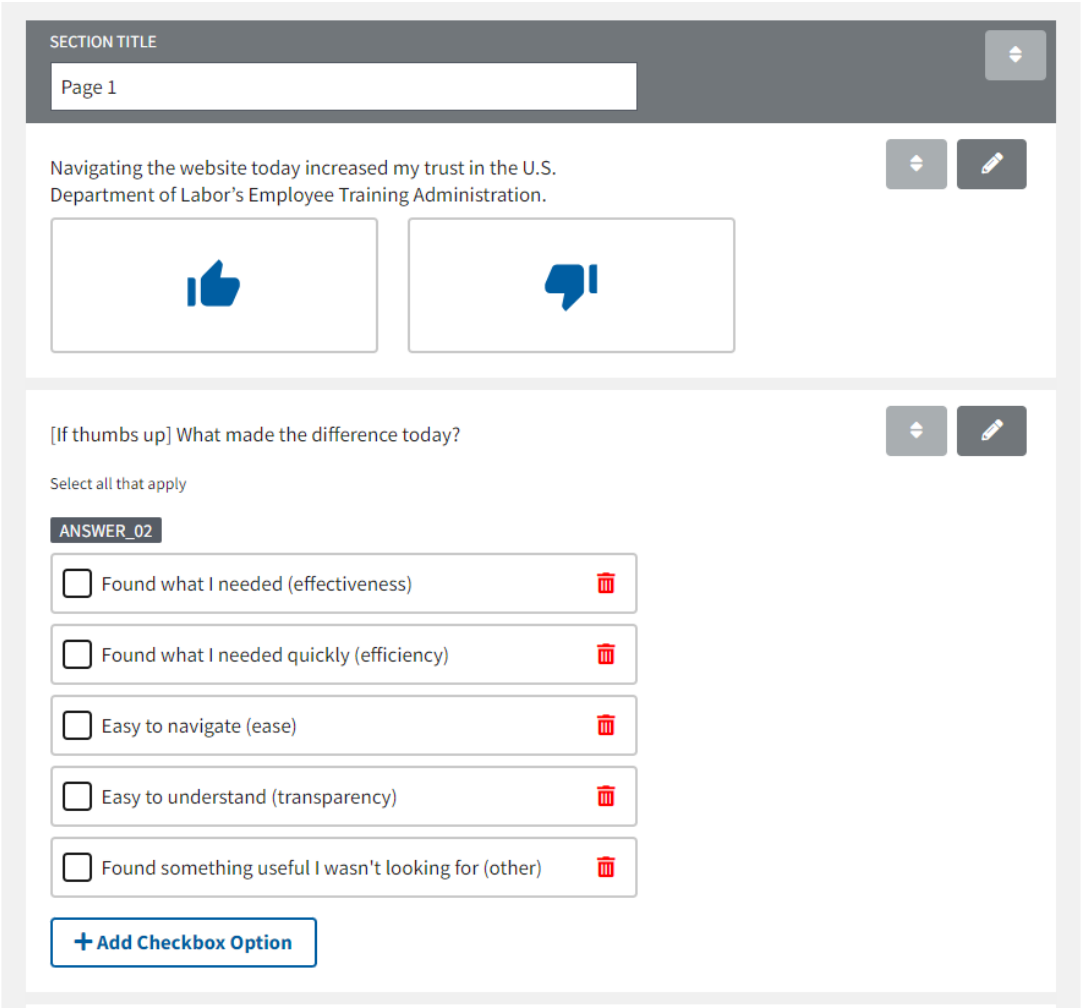
Email address: haughton.donald.w@dol.gov

All instruments used to collect information must include:
OMB Control No. 1225-0093
Expiration Date: 02/29/2024

Screen capture from TouchPoints survey instrument

2023-2024 CareerOneStop Customer Satisfaction Survey Questions

Public reporting burden for this survey is estimated to average 3 minutes per response. The burden estimate includes the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and submitting the survey. Completing this survey is voluntary. The OMB control number for the survey is **OMB No.: 1225-0093**, expiring February 29, 2024.



[If thumbs down] What could have been better?

Select all that apply

ANSWER_03

- [ ] Couldn't find what I need (effectiveness)
- [ ] Took a long time to find what I needed (efficiency)
- [ ] Hard to navigate (ease)
- [ ] Hard to understand (transparency)

+ Add Checkbox Option | + Add Other Option

I found the information on CareerOneStop useful.

ANSWER_04

Select one

- ○ Strongly Disagree
- ○ Disagree
- ○ Neutral
- ○ Agree
- ○ Strongly Agree

+ Add Dropdown Option

Which best describes you today?

ANSWER_05

Select one

- Student
- Unemployed adult
- Working adult
- Teacher or school counselor
- Workforce professional or job center counselor
- Employer or HR Professional

+ Add Dropdown Option

Anything else you want to tell us?

ANSWER_06

Interested in helping make our website easier for you to use? Provide your name and email address if you would like to be contacted for future research.

ANSWER_07

+ Add Question