

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0970-0401)

TITLE OF INFORMATION COLLECTION: Children’s Bureau’s Capacity Building Collaborative, Center for States Website Intercept Feedback Survey

PURPOSE: The proposed *Center for States Website Intercept Feedback Survey* is intended to collect information about (1) who is using the Capacity Building Center for States (Center) website (<https://capacity.childwelfare.gov/states>), (2) their experience with the website, (3) how they plan to use the information gathered from the website, and (4) how the center can improve the website. Center staff will use the information gathered from this survey for internal programmatic continuous quality improvement (CQI) purposes. This survey will be operational for one year and then revisited to determine if the information collection will continue.

DESCRIPTION OF RESPONDENTS: Respondents will include current website users or new individuals who visit the Center website. Users are typically child welfare professionals who work in jurisdictions across the U.S. and territories.

TYPE OF COLLECTION:

- | | |
|---|---|
| ☐ Customer Comment Card/Complaint Form | ☐ Customer Satisfaction Survey |
| ☐ Usability Testing (e.g., Website or Software | ☐ Small Discussion Group |
| ☐ Focus Group | ☒ Other: <u>Feedback Survey</u> |

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 primary purpose of the results is not for public dissemination.
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 and affiliation: Beth Claxon, Child Welfare Program Specialist, ACF Administration on Children, Youth and Families (ACYF)

To assist review, please provide answers to the following questions:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? ☐ Yes ☒ No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? ☐ Yes ☐ No
3. If Yes, has an up-to-date System of Records Notice (SORN) 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

BURDEN HOURS

Information Collection	Category of Respondent	No. of Respondents	No. of Responses per Respondent	Estimated Time per Response	Burden Hours
<i>Center for States Website Intercept Feedback Survey (one year)</i>	Individuals	700	1	0.05	35
Totals					35

FEDERAL COST: The estimated annual cost to the Federal government is: \$1,185

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 website gets about 5,000 visitors per month. Respondents will receive the instrument via a pop-up/intercept survey on the Center for States website. More specifically, respondents will be identified to participate in the *Website Intercept Feedback Survey* based on targeted website behavior (e.g., movement or clicking activity) while on the website. For example, a respondent will be offered a survey based on the number of clicks (3 clicks within the website pages). They can opt to participate in the brief survey or opt out when the survey is offered. We anticipate that 1% of those who are offered the survey will participate based on published response rates using this intercept method. The total estimated number of anticipated responses is 700 per year (one response per respondent per website session). If a website user goes back to the website within 24 hours, the user will not receive any additional offers to take the survey. However, if the user returns after 24 hours, they will receive offers to take the survey again. Because the user may have different information needs each time they visit the website, we anticipate that an individual may respond to a survey more than once in any given year.

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

Please see the section above on the selection of targeted respondents.

2. Will interviewers or facilitators be used? ☐ Yes ☒ No

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