## Request for Approval under the “Generic Clearance for Improving Customer Experience: OMB Circular A-11, Section 280 Implementation”

## (OMB Control Number:0412-0609)



**TITLE OF INFORMATION COLLECTION:**

Survey: 15th Annual Small Business Conference

**PURPOSE OF COLLECTION:**

Our goal is to hear directly from our attendees about their experience at our annual conference for small businesses. We are hoping to learn what sessions/topics were of interest to attendees and which were not. We plan to use what we learn in this survey to improve the learning and networking experience of all attendees, speakers, and exhibitors for future OSDBU small business conferences. The information from this survey will be presented to the OSDBU leadership and there are no artifacts that the results will feed into.

**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?**

[ ] Yes

**[X] No**

[ ] Not a survey

1. **How will you collect the information?** (Check all that apply)

**[X] Web-based or other forms of Social Media (using Google Form)**

[ ] Telephone

[ ] In-person

[ ] Mail

[ ] Other, Explain

1. **Who will you collect the information from?**

*We will be collecting information from the attendees, speakers, and exhibitors of our conference. Majority of the attendees are U.S. small businesses, which seek to work with or currently work with USAID. This survey is specifically for registered attendees of the event and will be sent to individuals or groups outside of that.*

1. **How will you ask a respondent to provide this information?** *An email to all registered attendees will be sent out with a link to the survey.*
2. **What will the activity look like?**

The online survey will take only a few minutes to complete and has . There are 15 questions/fields total on the form, with the last two being open-ended questions. The survey is broken up into four sections to make it easy to read and navigate. There is also a progress bar at the top to indicate how far along the respondent is**.**

1. **Please provide your question list.**A pdf of the survey is provided as an attachment to the email.
2. Have you done business with USAID before?
   * Currently doing business
   * Previously did business
   * Prime
   * Sub-Prime
   * No, have not done business
3. How was your overall experience at the conference?
   * Rating 1-5 (1=unsatisfactory, 5=excellent)
4. Overall, how would you rate the conference sessions?
   * Rating 1-5 (1=unsatisfactory, 5=excellent)
5. Overall, how would you rate the conference speakers/panels?
   * Rating 1-5 (1=unsatisfactory, 5=excellent)
6. Overall, how would you rate the Exhibit Hall experience?
   * Rating 1-5 (1=unsatisfactory, 5=excellent)
7. Overall, how would you rate the JW Marriott Hotel?
   * Rating 1-5 (1=unsatisfactory, 5=excellent)
8. Did your conference experience impact your ability to get business with USAID?
   * Impacted negatively
   * No noticeable impact
   * Positive impact
   * Unsure/Undecided
9. How satisfied are you with the variety of topics presented at the conference?
   * Very dissatisfied
   * Somewhat dissatisfied
   * Neither satisfied nor dissatisfied
   * Somewhat satisfied
   * Very satisfied
10. Which sessions/workshops did you find the most useful?
    * (Check all that apply)All conference sessions and workshops listed.
11. Did you find the sessions to be engaging/interactive?
    * Not very engaging/interactive
    * Somewhat engaging/interactive
    * Neutral
    * Could be more engaging/interactive
    * Very engaging/interactive
    * Not Applicable (N/A)
12. Did you find the sessions to be informative?
    * Not informative
    * Somewhat informative
    * Neutral
    * Could be more info
    * Very informative
    * Not Applicable (N/A)
13. Were there enough opportunities for you to network?
    * Not enough opportunities
    * Some opportunities
    * Plenty of opportunities
    * Not Applicable (N/A)
    * Other (respondent puts in own response)
14. For the first time, we had open houses as part of the afternoon breakout sessions. How would you rate each open house?
    * There are four open houses; respondents rate each from Poor to Excellent. There is also a N/A option if they did not attend that particular open house.
15. What were your favorite or least favorite parts of the conference?
    * Open-ended question
16. Please put any remaining feedback or questions below.
    * Open-ended question
17. **When will the activity happen?**

*This conference will occur on this Friday, May 17th from 7:30am-4:00pm (sessions begin at 9:00am). The survey will be available online for attendees to fill out for 2 weeks; from 12:00pm on May 17 - to 12:00pm on May 31.*

1. **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** |
| Individuals or Households | 350 | 3 mins | 17.5 |
| Federal Government | 70 | 3 mins | 3.5 |
| **Totals** | **420** | **3 mins** | **21** |

**CERTIFICATION:**

**I certify the following to be true:**

1. The collections are voluntary; **True**
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;**True**
3. The collections are non-controversial;**True**
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; **True**
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained; **False, no PII information is collected.**
6. Information gathered is intended to be used for general service improvement and program management purposes; **True**
7. Upon agreement between OMB and the agency aggregated data may be released as part of A-11, Section 280 requirements only on [performance.gov](http://performance.gov/). Summaries of customer research and user testing activities may be included in public-facing customer journey maps. **True**
8. Additional release of data will be coordinated with OMB. **True**

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

**Name:** Athenna Harrison, Senior Conference Manager, USAID/OSDBU

**Email address:** atharrison@usaid.gov

**All instruments used to collect information must include:**

**OMB Control No.** 0412-0609

**Expiration Date:** 05/31/2027