

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3137-0081)

TITLE OF INFORMATION COLLECTION: InformationLiteracy.gov Satisfaction Site- and Page-Level Surveys

PURPOSE:

The purpose of these surveys is to gather satisfaction feedback from visitors to InformationLiteracy.gov. This data will be used to improve visitor satisfaction and experience on the InformationLiteracy.gov website. Additionally, IMLS will be able to compare new responses to the previous feedback in order to assess if improvements made a difference in visitor experience. IMLS will deploy surveys via a professional survey platform, like Alchemer or SurveyMonkey.

DESCRIPTION OF RESPONDENTS:

All survey respondents will be visitors to InformationLiteracy.gov. Based on web analytics from IMLS’s main site and SurveyMonkey’s sample size estimator, IMLS estimates an average of 380 site-level and page-level survey responses per month — with an estimated total of 13,680 responses over a total of 3 years.

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: _____ |

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: Katherine Maas, Chief of Staff

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, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No *Not Applicable*

3. If Yes, has an up-to-date System of Records Notice (SORN) been published? Yes No
Not Applicable

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden	Mean Hourly Wage	Total Burden in Dollars
Site-level survey: Educational Instruction and Library Occupations	13,680	5 min/60 minute	1,140 hours	\$31.92	\$36,388.80
Page-level survey: Educational Instruction and Library Occupations	13,680	2 min/60 min	456 hours	\$31.92	\$14,555.52
Totals	27,360		1,596	\$31.92	\$50,944.32

*<https://www.bls.gov/oes/current/oes250000.htm>

FEDERAL COST: The estimated annual cost to the federal government is \$20,000.

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?

- Visitors will access a link in the footer to the site-level survey to voluntarily complete the survey at any time. Visitors will also be randomly selected to complete the site-level survey via a pop-up invitation (will include options to opt in or opt out).
- Page-level surveys will be available to randomly selected visitors on select pages. Providing feedback to these surveys will be optional and voluntary.

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.

- Attachment A: IMLS Site-Level Survey Question Bank
- Attachment B: IMLS Page-Level Survey Question Bank