

**Request for Approval under the "Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280
Implementation"
(OMB Control Number: 2511-0001)**

TITLE OF INFORMATION COLLECTION: Historically Black College and University (HBCU) Student Community Homeownership Survey

PURPOSE OF COLLECTION: What are you hoping to learn / improve? How do you plan to use what you learn? Are there artifacts (user personas, journey maps, digital roadmaps, summary of customer insights to inform service improvements, performance dashboards) the data from this collection will feed?

The purpose of this study is two-fold: (1) to learn about the HBCU Communities lived experiences in their journey to homeownership and, (2) to explore how we might reimagine the HBCU student pathway to homeownership. The data collected will be used to design prototypes and develop recommendations to HUD leadership intended to improve the homebuying experience. From this research we are creating a journey map, digital roadmaps, summary of customer insights to inform service improvements.

TYPE OF ACTIVITY: (Check one)

- Customer Research (Interview, Focus Groups)
- Customer Feedback Survey**
- User Testing

ACTIVITY DETAILS

1. How will you collect the information? (Check all that apply)
- Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail and/or Email.
 - Other, Online survey through Survey Monkey

Who will you collect the information from? Explain who will be interviewed and why the group is appropriate for the Federal program / service to connect with. Please provide a description of how you plan to identify your potential group of respondents and if only a sample will be solicited for feedback, how you will select them(e.g., anyone who provided an email address to a call center rep, a representative sample of Veterans who received outpatient services in May 2019, do you have a list of customers

to reach out to (e.g., a CRM database that has the contact information, intercept interviews at a particular field office?)

Data will be collected from members of HBCU communities to include: first generation college students, students with employment, graduate students, veteran students, faculty, alumni, that are interested in homeownership. The data collected will be used to inform the design of program prototypes intended to improve the homebuying experience, in accordance with Presidents Executive Orders (EO 14041, 14050, and 14058), and HUD strategic goals. The HUD Synergy Innovation Lab (iLab) will conduct hybrid roundtable events on March 8 and 9th at selected HBCU campuses and will invite participants to take the survey. The iLab in consultation with Professors from five HBCUs and six HUD Certified Housing Counseling Agencies will email 500 surveys and QR code invitations to their student community.

2. How will you ask a respondent to provide this information? (e.g., after an application is submitted online, the final screen will present the opportunity to provide feedback by presenting a link to a feedback form / an actual feedback form)

The respondent will be invited to participate in the survey utilizing the online survey software application Survey Monkey by clicking on a QR code at the event or responding to an email received from their professor or Housing Counseling Agency. The email will contain a link to the survey.

3. What will the activity look like?

Describe the information collection activity - e.g., what happens when a person agrees to participate? Will facilitators or interviewers be used? What's the format of the interview/focus group? If a survey, describe the overall survey layout/length/other details? If User Testing, what actions will you observe / how will you have respondents interact with a product you need feedback on?

The survey will consist of seven questions with sub-questions, will be multiple choice and have a comments section.

4. Please provide your question list.

Paste here the questions or prompts presented to participants in your activity. If you have an interview / facilitator guide, that can be attached to the submission and referenced here.

Survey Attached

5. When will the activity happen?

Describe the time frame or number of events that will occur (e.g., We will conduct focus groups on May 13,14,15, We plan to conduct customer intercept interviews over the course of the Summer at the field offices identified in response to #2 based on scheduling logistics concluding by Sept. 10th, or "This survey will remain on our website in alignment with the timing of the overall clearance.")

The roundtable events at the HBCUs will be conducted March 8-9. Attendees at the roundtable events will be invited to participate in the online survey by clicking on a QR code through the software application, Survey Monkey. In addition, email invitations will be sent approximately March 3, 2023 to HBCU community members to complete the survey on Survey Monkey.

6. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?

Yes No

If Yes, describe:

N/A

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
<i>HBCU Community Respondent</i>	100	12 minutes	20
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 and do not raise issues of concern to other Federal agencies;
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. Upon agreement between OMB and the agency aggregated data may be released as part of A-11, Section 280 requirements only on performance.gov. Summaries of customer research and user testing activities may be included in public-facing customer journey maps.
8. Additional release of data will be coordinated with OMB.

Name: A'ndrea Jones, HUD Synergy Innovation Lab, Portfolio Manager

**All instruments used to collect information must include:
OMB Control No. 2511-0001
Expiration Date: 09/30/2024**

HELP SHEET
(OMB Control Number: 2511-0001)

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

No. of Respondents: Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g., fill out a survey or participate in a focus group)

Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.