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: HBCU Student Homeownership Community Interview

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, and summary of customer insights to inform service improvements.*

TYPE OF ACTIVITY: (Check one)

[X] 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
    [**X] In-person**
    [ ] Mail
    [**X] Other, Explain Video conference interview sessions**.

2. Who will you collect the information from? E*xplain 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?)

Participants in this research will include HBCU communities to include first generation college students, students with employment, graduate students, veteran students, faculty, and alumni that are interested in home ownership. The data collected will be used to design prototypes and develop recommendations to HUD leadership intended to improve the homebuying experience and in accordance with Presidents Executive Orders (EO 14041, 14050, and 14058), HUD's mission and strategic goals. The HUD Synergy Innovation Lab(iLab) will conduct in-person and virtual interviews scheduled for March 9th at selected HBCU campuses. Participants will be invited via email invitation through HBCU, Housing Counseling Agency grantees or professional network contact lists on or before February 21, 2023.

3. 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 primary activity for learning about the HBCU community homeownership life experience will consist of 60-minute semi-structured interviews, which may be conducted in person or via video calls. Participants will be sent an email invitation with a requested to read, sign and email the consent form to iLab@hud.gov.

4. 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?*

Once the consent form is received, participants will be selected, and an interview time will be scheduled. Prior to the start of the interview, Participants will be provided a copy of a consent form to review and confirm consent. The interviewer will listen and engage the person in an open-ended discussion, following more than directing the conversation. Specific question phrasing and areas of deeper exploration may be determined on an ad hoc basis.

Each interview will last approximately one hour and begin with 1) introductions and conversation to establish rapport, 2) an introduction to the study and its purpose, 3) a review of the signed Consent form and discussion of participant anonymity, 4) giving an opportunity for the participant to ask any questions about the interview, and acknowledgment that the session is being transcribed into a MS-Word document, 5) participant will be asked interview questions,6) observations through field notes throughout the interview will be captured, 7) interview will be concluded by asking if the participant has further questions, thanking them, and ending the interview.

After interviews, the identification of each participant will be coded with a label of P1 for participant 1, and so on to include labeling and ensure each participants identity is concealed. All data collected from the interviews, including transcriptions will be secured with password encryption on HUDs secure servers and applications.

A detailed description of research methods and tools utilized for interviews can be found on Addendum 1 – Research Methods and Tools for Interviews.

5. 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.

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

See attached interview questions

6. 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.")

Interviews will be scheduled at the innovation roundtable event at the HBCU March 9, 2023. Email invitations to participants for interview scheduling will be sent approximately February 21, 2023.

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

XXX

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Interviewee	25	60 min	25 hours
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

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.