

**Request for Approval under the “Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280
Implementation”
(OMB Control Number:1090-0012)**

TITLE OF INFORMATION COLLECTION: Volunteer.gov Customer Experience 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?

XXX

NPS surveys visitors using the Volunteer.gov website, a shared platform managed by NPS, to assess their experience and satisfaction with the service the site provides. The questions comprising the survey include those required by OMB as part of the site's designation as a High Impact Service Provider as well as others that will directly assess specific areas of the site that will help to assess the overall user experience.

We received approval on 6/20/23 for the first iteration of this survey. We are now requesting to revise the survey by removing, revising to adding questions. We are requesting to remove the following questions because OMB's High Impact Service Provider (HISP) team has requested these changes of all HISP-designated platforms.

We are proposing to add two new questions to our previously approved version that will be used to monitor the overall efficiency as well as the desired level of comprehension needed to increase user knowledge, awareness, and experience.

This proposed information collection provides a means to garner customer feedback in an efficient, timely manner in accordance with the Agency's commitment to improving customer service delivery as discussed in Section 280 of OMB Circular A-11.

TYPE OF ACTIVITY: (Check one)

- Customer Research (Interview, Focus Groups, Surveys)
- 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
- No

Not a survey

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

- Web-based or other forms of Social Media
- Telephone
- In-person
- Mail
- Other, Explain

3. 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?)

The respondent universe for this collection will be all public users of Volunteer.gov. Any member of the general public visiting Volunteer.gov will be randomly selected based on their browsing experiences (e.g., number of pages viewed and content viewed) to complete an on-line survey. The invitation to complete the survey will appear as a “pop-up”. The potential respondents will be directed to complete the survey questions upon completion they will be redirected back to Volunteer.gov.

4. 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)

Any member of the general public visiting Volunteer.gov will be randomly selected based on their browsing experiences (e.g., number of pages viewed, volunteer application submitted, etc.) to complete an on-line survey. The respondent universe for this collection will be all public users of Volunteer.gov.

5. 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?

An invitation to complete the survey will appear as a “pop-up”. The potential respondents will be directed to complete the survey questions upon completion they will be redirected back to Volunteer.gov .

6. 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.

1. I am satisfied with the service I received from Volunteer.gov's website.

Strongly agree Agree Neutral Disagree Strongly Disagree

2. This interaction increased my trust in the National Park Service.

Strongly agree Agree Neutral Disagree Strongly Disagree

3. I found what I was looking for on this site today.

Strongly agree Agree Neutral Disagree Strongly Disagree

4. It was easy to find what I needed.

Strongly agree Agree Neutral Disagree Strongly Disagree

5. I found what I needed on the site quickly.

Strongly agree Agree Neutral Disagree Strongly Disagree

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

XXX

7. 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.”)

This is intended to be an on-going collection. This survey will remain on our website in alignment with the timing of the overall clearance.

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

[] Yes [X] No

If Yes, describe:

XXX

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
General Public	500	5 minutes	42
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;
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. The agency will follow the procedures specified in OMB Circular A-11 Section 280 for the required quarterly reporting to OMB of trust data and experience driver data from surveys.
8. Outside of the quarterly reporting mentioned in the bullet immediately above, if the agency intends to release journey maps, user personas, reports, or other data-related summaries stemming from this collection, the agency must include appropriate caveats around those summaries, noting that conclusions should not be generalized beyond the sample, considering the sample size and response rates. The agency must submit the data summary itself (e.g., the report) and the caveat language mentioned above to OMB before it releases them outside the agency. OMB will engage in a passback process with the agency.

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

Name: Shari Orr

Email address: shari_orr@nps.gov

All instruments used to collect information must include:

OMB Control No. 1090-0011

Expiration Date: TBD

HELP SHEET
(OMB Control Number: XXXX-XXXX)

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.