

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0970-0401)

TITLE OF INFORMATION COLLECTION: Child Welfare Information Gateway Website Survey

PURPOSE: Child Welfare Information Gateway (CWIG) is a national information clearinghouse and service of the Children’s Bureau, Administration for Children and Families, U.S. Department of Health and Human Services. The Information Gateway website (childwelfare.gov) connects professionals and concerned citizens to resources and information on programs, research, legislation, and statistics regarding child maltreatment, child abuse prevention, and child welfare services designed to achieve the safety, permanency, and well-being of children and families. A website survey is administered via three instruments, a main website survey, an exit survey, and an embedded page survey. The exit survey and embedded page survey are shortened versions of the main website survey to support reduced burden on respondents and gathering of feedback in different ways across the site. The surveys are administered to learn about the types of customers who visit the website, their information needs, and their experience on the website. Information will be used to improve the website experience and ensure that products and services meet customer needs.

DESCRIPTION OF RESPONDENTS: The survey will be offered to visitors to the CWIG website, including professionals, students, and personal customers.

TYPE OF COLLECTION:

<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 primary purpose of the results is not for public dissemination.
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 and affiliation: Beth Claxon, Child Welfare Program Specialist, ACF Administration on Children, Youth and Families (ACYF), Children’s Bureau (CB)

To assist review, please provide answers to the following questions:

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
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? ☐ Yes ☐ No

Tokens of Appreciation or Honoraria:

Will a token of appreciation or honoraria be provided to participants? ☐ Yes ☒ No

BURDEN HOURS

Information Collection	Category of Respondent	Annual No. of Respondents	No. of Responses per Respondent	Estimated Time per Response	Burden Hours
Child Welfare Information Gateway Main Website Survey	Individual	2,000	1	.083	166
Child Welfare Information Gateway Website Exit Survey	Individual	9,600	1	.0333	319.7
Child Welfare Information Gateway Website Embedded Page Survey	Individual	1,000	1	.0333	33.3
ANNUAL Totals		12,600	1	-	166

FEDERAL COST: The estimated annual cost to the Federal government is \$4,091,340.

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.

- The *main website survey* is offered to Information Gateway website visitors after visiting the second page and again after the fifth page in the general sections of the site.
- The *exit website survey* will be offered to Information Gateway website visitors when their cursor approaches the browser bar and exit button of the webpage. Visitors will only be offered this survey if they have not already taken the main website survey in the previous 24 hours.
- The *embedded page website survey* will be embedded into the main content on a sample of pages of the site to provide Information Gateway website visitors with the opportunity to provide feedback. The embedded page survey will not be offered to visitors that have taken the main website survey or the exit survey in the previous 24 hours.

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