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

TITLE OF INFORMATION COLLECTION: Child Care State Capacity Building Center Feedback Collection for CCTAN Web Content User Experience

PURPOSE AND USE: The Administration for Children and Families, Office of Child Care (OCC) funds the Child Care State Capacity Building Center (SCBC) to provide data-informed training and technical assistance services for public state and territory child care agencies and their partners.

OCC seeks approval to collect feedback from users of the content provided by SCBC) on the Child Care Technical Assistance Network (CCTAN) website (https://childcareta.acf.hhs.gov/). The feedback will assist OCC and SCBC in identifying areas to improve content, design elements, and functionality and fix bugs related to the web content. The information gathered will inform planning and improvement of future OCC training and technical assistance to best meet the needs of users for quality, relevant, and useful information.

DESCRIPTION OF RESPONDENTS: Respondents to the user experience survey will be individuals who visit the CCTAN web content located at https://childcareta.acf.hhs.gov. These individuals may include OCC grantees (namely, government staff from states, Tribes, and territories); partners of state and Tribal government staff, including staff of state partners; direct providers of early care and education services, such as child care providers; and families who use child care services. State partner organizations include nonprofit organizations that provide professional development, technical assistance, and other services in support of child care and child care programs. Other general users of the web may occasionally visit the CCTAN website from organic search-engine referrals.

TYPE OF COLLECTION:

[ ] Customer Comment Card/Complaint Form   [x] Customer Satisfaction Survey
[ ] Usability Testing (e.g., Website or Software   [ ] Small Discussion Group
[ ] Focus Group   [ ] 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: Patricia Haley, OCC, Supervisory Child Care Program Specialist for TA

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

Personally Identifiable Information:
1. Is personally identifiable information (PII) collected? [ ] Yes [x] 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

Gifts or Payments:
Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ ] Yes [x] No

BURDEN HOURS

Information Collection	Category of Respondent	No. of Respondents	No. of Responses per Respondent	Estimated Time per Response	Burden Hours
State Capacity Building Center feedback on CCTAN Web Content User Experience	Individuals	5,000	1	1 minute	83 hours

FEDERAL COST: The estimated annual cost to the Federal government is $ 2,654.16

This includes staff of the State Capacity Building Center deploying an existing Crazy Egg tool (which has already been procured) to the CCTAN website and disseminating, collecting, and analyzing feedback annually.

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 [x] 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?

SCBC will use the following criteria to randomly select users of the CCTAN website to voluntarily provide feedback using a web-based pop-up survey embedded within the website:
- SCBC will sample respondents from individuals who access the CCTAN web content AND visit more than three web pages.
- SCBC will target users based on their abandonment from the website.
- Users may also provide feedback via an always-live feedback button on the website.
- To prevent over-sampling individuals, once a user experiences the survey, they will not be engaged with the survey again until, at least, 72 hours have elapsed AND the user has visited the site at least three separate times.

Responses are voluntary, and only generalized user data (e.g., browser type and version) will be linked to individual survey responses.

Administration of the Instrument
1. How will you collect the information? (Check all that apply)
    [x] Web-based or other forms of Social Media
    [ ] Telephone
    [ ] In-person
    [ ] Mail
    [ ] Other, Explain

2. Will interviewers or facilitators be used? [ ] Yes [X] No