

**Request for Approval under the "Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280
Implementation"
(OMB Control Number: 1225-0093)**

TITLE OF INFORMATION COLLECTION: CareerOneStop Customer Experience Form

PURPOSE OF COLLECTION: To improve the customer experience for users of the CareerOneStop.org website per OMB Circular A-11. Users of CareerOneStop are either individuals searching for job/career/training information on their own, or workforce professionals searching for information on behalf of clients. A survey of this type has not been conducted in the past, and CareerOneStop hopes to build a baseline measurement to gauge improvements over the quarters and years.

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
- ☐ Other, Explain

2. Who will you collect the information from?

Visitors to the CareerOneStop.org website

3. How will you ask a respondent to provide this information?

The survey questionnaire will pop-up during the customers visit to the website.

4. What will the activity look like?

We are using the Touchpoints template.

5. Please provide your question list.

The question list is included in this submission.

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

6. When will the activity happen?

The survey will be presented to selected customer within 5 minutes of their arrival on CareerOneStop.org. We plan to conduct this survey continuously and will periodically review (and modify if necessary) our customer selection process for receiving the survey.

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

BURDEN HOURS

| Category of Respondent | No. of Respondents | Participation Time | Burden Hours |
|----------------------------------|--------------------|--------------------|--------------|
| Any visitor to CareerOneStop.org | 1,000 | 3 minutes | 50 |
| | | | |
| Totals | 1,000 | 3 minutes | 50 |

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.

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All instruments used to collect information must include:

OMB Control No. 1225-0093

Expiration Date: 02/29/2024