

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

TITLE OF INFORMATION COLLECTION: 2025 National Adoption Month Campaign Feedback Survey

PURPOSE AND USE: Child Welfare Information Gateway (Information Gateway) is a service of the Children’s Bureau (CB), a component within the Administration for Children and Families (ACF) and is dedicated to the mission of connecting professionals and concerned citizens to information on programs, research, legislation, and statistics regarding the safety, permanency, and well-being of children and families.

The Information Gateway oversees the National Adoption Month website <https://www.childwelfare.gov/adoptionmonth> which is an initiative of the Children's Bureau with the goal of increasing national awareness of the need for permanent families for children and youth in the U.S. foster care system.

Each year, CB solicits feedback on the website, as approved in prior years under this umbrella generic. Consistent with past years, the proposed 2025 National Adoption Month Campaign Feedback Survey is designed to collect input from visitors to the 2025 National Adoption Month website to ensure that the site meets their needs. The survey will measure customer type and satisfaction as well as how they intend to use the information provided. The Information Gateway will use the information collected in the survey to enhance future National Adoption Month campaign websites and resources.

DESCRIPTION OF RESPONDENTS: Respondents will be visitors to the National Adoption Month website including child welfare professionals, students, and the general public.

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
2025 National Adoption Month Campaign Feedback Survey	Individual	150	1	.083	12.45

FEDERAL COST: The estimated annual cost to the Federal government is \$909.20.

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.

Respondents will be visitors to the National Adoption Month website including child welfare professionals, students, and personal customers. The website pop-up survey will be offered to visitors after they have viewed two pages on the website. If they do not complete the survey, it will be offered again after four pages are viewed on the website. The survey can be declined at any time. The survey is voluntary and no personal identified information will be collected from the survey.

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