

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number 0690-0030)

TITLE OF INFORMATION COLLECTION: Event (Training, Webinar, Presentation, Workshop)
Participant Evaluation Form

PURPOSE: The Census Bureau’s Customer Liaison and Marketing Services Office (CLMSO) is planning to evaluate performance to assess customer satisfaction with training events (in-person training, webinars, presentations, workshops). The feedback from this evaluation will help the CLMSO measure effectiveness in meeting customer needs and make appropriate program changes based on evaluation results.

DESCRIPTION OF RESPONDENTS:

Respondents are individuals who participate in our webinars and trainings. They consist of data users and stakeholders from various sectors interested in learning more about Census data and related data tools.

TYPE OF COLLECTION: (Check one)

- ☐ Customer Comment Card/Complaint Form
- ☐ Usability Testing (e.g., Website or Software)
- ☐ Focus Group
- ☒ Customer Satisfaction Survey
- ☐ Small Discussion 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 results are not intended to be disseminated to the public as official statistics, but may be presented at research or methodology conferences to inform ongoing research.
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: Adriana Crenshaw

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

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

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? ☐ Yes ☒ No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Online response from participants	12,000	3 minutes	600
Totals	12,000	3 minutes	600

FEDERAL COST: The estimated annual cost to the Federal government is ____\$0____

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

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?

CLMSO conducts several training events throughout the year (approximately 400). Participants of these training events are either presented the evaluation form online through WebEx or emailed the link to request their feedback.

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

Required Additional Information

1. Line of Business: General Government
2. Subfunction: Central Records & Statistical Mgt
3. Privacy Act System of Records: 0
4. Federal Registration citation information: 0
5. Number of respondents for small entities: 0
6. Percentage of respondents reporting electronically: 100

Please submit all instruments, instructions, correspondences (emails, letters, etc.) to respondents, and scripts as separate documents along with this request document.

Every instrument must have the following displayed -

OMB Control No. 0690-0030

Expiration Date: 7/31/2026