

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

TITLE OF INFORMATION COLLECTION: SUSA Summit Survey

PURPOSE:

The SUSA Summit survey’s primary purpose is to measure SUSA attendees’ satisfaction with multiple facets of the conference. The survey contains key performance indicators (KPIs) for the SUSA summit, including customer satisfaction, willingness to attend again, and willingness to recommend. KPIs are measured at the overall level, as well as for different conference components such as networking, mentoring, etc. The survey also contains several demographic and sub-attribute questions to better understand attendee’s objectives and the reasons why they rated KPIs the way they did.

With this feedback, ITA will be able to better understand how attendees perceived the SUSA Summit, particularly the areas that were executed well, the areas that need improvement, and those that attendees were disappointed in.

The results from the survey program will be housed in the eventPower platform and shared with key team members through raw data exports. Results will primarily be shared internally with the SUSA team. Results may also be distributed by other means such as presentations or journey maps when specific initiatives arise.

DESCRIPTION OF RESPONDENTS:

Registered attendees of the SUSA Summit for the current year who:

- Participated in the in-person event (no virtual-only participants);
- Checked in to the event;
- Are not press or media;
- Are not part of the public sector. Department of Commerce and other U.S. government attendees should be excluded from the survey.

TYPE OF COLLECTION: (Check one)

- ☐ Customer Comment Card/Complaint Form Survey ☒ 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 results are not intended to be disseminated to the public.
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: Shannon Crowe

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 Hours
Individuals - Registered SUSA Summit Attendees	1500	12.5minutes	312.5hours
Totals	1500	12.5minutes	312.5hours

FEDERAL COST: The estimated annual cost to the Federal government is \$450

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?

The customer list would be the list of registered SelectUSA Summit attendees.

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: International Affairs and Commerce

2. Subfunction: Global Trade

3. Privacy Act System of Records: N/A

4. Federal Registration citation information: N/A

5. Number of respondents for small entities: N/A

6. Percentage of respondents reporting electronically: 100%

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

All instruments used to collect information must include:

OMB Control No. 0690-0030 and Expiration Date: 07/31/2026