Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 1405-0193)

TITLE OF INFORMATION COLLECTION:

USDC Audience Experience Survey with Exhibits

PURPOSE:

The Bureau of Public Affairs (PA) supports U.S. foreign policy goals and objectives, advances national interests, and enhances national security by informing and influencing global public opinion about American interaction with the rest of the world, and by informing domestic audiences about U.S. foreign policy priorities. Through proactive interaction with foreign and domestic press, digital engagement, and domestic outreach, PA seeks to advance and amplify the Department's top priorities, including: renewing American leadership while transforming and elevating diplomacy and development, including through the implementation and execution of the Quadrennial Diplomacy and Development Review (QDDR); promoting mobile communications and innovation; linking coalition diplomacy and coalition messaging to expand the reach and effectiveness of our messaging on various issues. The Bureau is charged with assisting with the implementation of all of the Secretary's priorities as they shift to meet a changing world, while utilizing tools that enable greater and faster reach. For various projects and programmatic efforts, PA is using various research methods (i.e. surveys) to further garage non-government populations' feedback to further our ability to amplify the Secretary's message and evaluate our impact.

DESCRIPTION OF RESPONDENTS:

Domestic and international (non-government) populations participating in PA programs and/or recipients of PA communication products.

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form
[ ] Usability Testing (e.g., Website or Software
[ ] Focus Group
X 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.

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: Carimanda Baynard, Bureau Evaluation Coordinator

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

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

Category of Respondent	**No. of Respondents**	**Participation Time**	**Burden**
	300 people	7 minutes	7 minutes
Totals	300 people (it may be less depending on the number of participants).	7 minutes	7 minutes

FEDERAL COST: The estimated annual cost to the Federal government is **approximately $120,000.00.**

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 **X No**

No. The survey population will be domestic and international (non-government) populations participating in PA programs, activities and events; use PA services; and/or recipients of PA

communication products. Sampling plan, Yes. The sample units will be the populations that participate in PA programs, activities and events, use PA services and/or receive PA communication products. Populations will be defined by lists of participants or distribution lists for PA communication products. Populations will be invited to complete/submit a survey.

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?

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
   X Web-based or other forms of Social Media
   X Telephone
   X In-person
   X Mail
   [ ] Other, Explain
2. Will interviewers or facilitators be used? [ ] Yes **X No**

For in-person surveys, PA will administer (distribute/collect) surveys

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