

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 1880-0542)

TITLE OF INFORMATION COLLECTION: Y4Y Site Satisfaction Survey

Professional Development Module (ED-08-CO-0145) “You for Youth” [y4y.ed.gov] Customer Registration Form and Satisfaction Surveys

PURPOSE:

The Office of Elementary and Secondary Education of the U.S. Department of Education (ED) is requesting Office of Management and Budget (OMB) generic clearance to collect customer satisfaction data for the 21st Century Community Learning Centers (21st CCLC) professional development web portal, *You for Youth*, <http://y4y.ed.gov>. Synergy Enterprises, Inc. (SEI), working with its subcontractor, WestEd, and another contractor, Manhattan Strategy Group, plans to gather customer satisfaction data from its customers for general improvement of the website, its online learning modules, and other resources.

The 21st CCLC program is authorized under Title IV, Part B, of the Elementary and Secondary Education Act, as amended by the No Child Left Behind Act of 2001 (NCLB). The program provides before- and afterschool academic enrichment opportunities for children attending low-performing schools to help them meet local and state academic standards in subjects such as reading and mathematics. Individual 21st CCLC programs may also provide youth development activities, drug and violence prevention, technology education, art and music activities, character education, counseling, and recreation to enhance the program’s academic components. Under the current legislation, 21st CCLC programs focus services on students who attend schools that have been identified as being in need of improvement under NCLB. The changes prompted by NCLB bring the 21st CCLC programs closer to schools and students who need additional services, and they tighten the connection between developmentally appropriate afterschool programs and academic enrichment.

Given the program’s focus on providing children with additional academic enrichment opportunities that support their success in the school day, the 21st CCLC program has identified a need to provide its staff with a one-stop shop for online professional development, resources, and an online learning community. The web portal, titled “You for Youth” is currently in development and will be launched in summer 2011. Given the time and cost associated with such an initiative, the 21st CCLC would like to gather survey data from its customers to determine their satisfaction with the website and its various features. The data will be used to gather information to improve the overall quality, relevance, and ease of use of the website.

DESCRIPTION OF RESPONDENTS:

There are 162,000 staff and volunteers associated with the 21st Century Community Learning Centers program, yet it is difficult to estimate how many users will access the site, register to participate, and complete any of the satisfaction surveys or forms. The individuals being surveyed are employees of the 21st CCLC program, and include teachers, paraprofessionals, program directors, site coordinators, and volunteers. We estimate that 5000 individuals will register for the website, and that 1000 of these individuals will provide us feedback on each of the other surveys or forms.

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.
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: **Stephen Balkcom, COR, 21st CCLC Professional Development Module**

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, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice 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
Y4Y Site Satisfaction Survey (Appendix B)	1000	5 minutes	83 hours
Totals	1000	5 minutes	83 hours

FEDERAL COST: The estimated annual cost to the Federal government is: **\$2,861.40**

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?
[X] 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?

Data will be collected on an ongoing basis as users access the y4y.ed.gov site

Below, we provide the collection procedures for Y4Y Site Satisfaction Survey.

Y4Y Site Satisfaction Survey

We seek feedback from authenticated users about their experience with the Y4Y site. The Y4Y satisfaction survey will be distributed as follows:

- When an authenticated user has accessed at least five (5) pages on the Y4Y site in one session, a pop-up should appear asking them if they would be interested in sharing some feedback about their experience with Y4Y by filling out a very short survey. They should have three choices: No, Another time, and Yes.
 - If they choose “no” he or she will resume the last page they were visiting
 - If they choose “another time” he or she will be asked to fill out the survey two visits later, after they have visited at least 5 pages in one session
 - If they choose “yes” he or she will be routed to a form (pop-up or on an actual page) that contains the Y4Y Satisfaction Survey

Our rules and exceptions for the use of this survey include:

- The Y4Y survey will be offered or completed only ONCE per session
- The survey should not be offered again for 25 sessions after refusal or completion of the survey
- The survey should not be offered if the user is participating in a learning module
- Upon completion of a module, the survey should not be offered unless the user has visited an additional 10 pages in that session (unless they move to another module in that time, in which case the previous rules apply)

Administration of the Instrument

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