

**Request for Approval under the “Generic Clearance for the Collection of  
Routine Customer Feedback” (OMB Control Number: 3135-0130)**

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**TITLE OF INFORMATION COLLECTION:**

National Endowment for the Arts (NEA) American Rescue Plan (ARP) Grant New Applicant Focus Group

**PURPOSE:**

The American Rescue Plan (ARP) new applicant virtual focus groups will collect feedback from first-time applicants to the Arts Endowment regarding the challenges and barriers they experienced when applying for an ARP grant. More specifically, the virtual focus groups seek to understand how satisfied first-time applicants are with technical assistance, grant materials, and technology platforms as well as their main reasons for submitting and completing an ARP grant application.

Importantly, the virtual focus group protocol includes questions for two subpopulations. The first subpopulation is first-time applicants to the NEA that did not complete their ARP Grants to Organizations grant application (only completed part 1) and the second subpopulation is for first-time applicants to the NEA that did complete their ARP Grants to Local Arts Agencies for Subgranting application (completed part 1 and 2). There will be a virtual focus group for each subpopulation with up to 12 participants. Conducting a virtual focus group for each subpopulation will allow for the collection of relevant information about the challenges and barriers organizations experienced in one or both parts of the application.

The ARP New Applicant focus group will be administered in April 2022. The focus group will be recorded for transcription purposes and participants will be asked not to attribute specific comments to participants or share their identities. Findings will be aggregated and distributed internally at the Arts Endowment via a written research report to improve customer service experience.

**DESCRIPTION OF RESPONDENTS:**

Survey respondents will come from the universe of first-time applicants to the Arts Endowment that submitted an ARP grant application. Grant applicants include the following types of entities: nonprofit arts organizations, local arts agencies, arts service organizations, units of state or local government, and federally recognized tribal communities or tribes. A list of grant program applicants will come from the primary contacts of submitted grant applications.

**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: Liz Deichmann

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 (in minutes)	Burden
Individuals (focus group)	24	60	24 hours
<b>Totals</b>	<b>24</b>	<b>60</b>	<b>24 hours</b>

**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?

There is a customer list that represents the universe of potential respondents, first-time grant applicants that submitted an ARP grant application. The first subpopulation (first-time applicants to the NEA that did not complete their ARP Grants to Organizations grant application) includes a total of 42 organizations and the second subpopulation (first-time applicants to the NEA that did complete their ARP Grants to Local Arts Agencies for Subgranting) includes a total of 32 organizations.

Focus group participants will be a random sample of each subpopulation stratified by organization budget size and region. Each focus group will have up to 12 participants. These respondents will receive an email invitation to participate. If they accept, they will also receive a confirmation email.

### **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

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

### **Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”**

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**TITLE OF INFORMATION COLLECTION:** Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

**PURPOSE:** Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

**DESCRIPTION OF RESPONDENTS:** Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

**TYPE OF COLLECTION:** Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

**CERTIFICATION:** Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

**Personally Identifiable Information:** Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

**Gifts or Payments:** If you answer yes to the question, please describe the incentive and provide a justification for the amount.

**BURDEN HOURS:**

**Category of Respondents:** Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

**No. of Respondents:** Provide an estimate of the Number of respondents.

**Participation Time:** Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

**Burden:** Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

**FEDERAL COST:** Provide an estimate of the annual cost to the Federal government.

**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.** Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

**Administration of the Instrument:** Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

**Submit all instruments, instructions, and scripts are submitted with the request.**