

## Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3145-0215)

**TITLE OF INFORMATION COLLECTION:** NCSES Data Tools – User Research for Improvement and Expansion

**PURPOSE:**

The purpose of this study is to use a Customer Satisfaction Survey to improve and expand the NCSES Data Tools.

The NCSES Data Tools combine data from various NCSES and National Center for Education Statistics (NCES) surveys, where users can explore a variety of topics related to the U.S. science and engineering enterprise. Data can be organized by topic, survey, or variables with a focus on creating customized charts and tables, as well as finding datasets which support combining variables of interest together in a single table or chart.

NCSES intends to collect routine customer feedback on the functionality of its Data Tools, for example, the Chart Builder, the Table Builder, and the NCSES Data Explorer. This feedback will be used to assess current functionality against user needs and experience, and to drive the design and innovation of future tools.

**DESCRIPTION OF RESPONDENTS:**

This survey is targeting individuals from the NCSES GovDelivery Listserv and SESTAT user lists who have either used the NCSES Data Tools or data tools, in general.

**TYPE OF COLLECTION:** (Check one)

- |  |  |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form          | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group                  |
| <input type="checkbox"/> Focus Group                                   | <input type="checkbox"/> 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: Suzanne H. Plimpton, NSF Reports Clearance Officer

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

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected? ☒ Yes ☐ No (Name and email address are collected on a voluntary basis.)
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
Individuals or Households - GovDelivery	1392	5 minutes	116 hours
Individuals or Households – SESTAT Registered Users	389	5 minutes	33 hours
<b>Totals</b>	<b>1781</b>	5 minutes	<b>149 hours</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$5,833.50

**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?  
Customer List: ☒ Yes ☐ No      Sampling Plan: ☐ 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?*

An introductory email and survey link will be sent to the following lists: the NCSES GovDelivery Listserv and SESTAT user list. Respondents will self-select into the survey. According to popular survey sites, such as Survey Monkey, Smart Survey, and Survey Lab, average response rates for Customer Satisfaction surveys are approximately 5%.

**Administration of the Instrument**

1. How will you collect the information? (Check all that apply)  
☒ Web-based or other forms of Social Media (Survey Monkey)  
☐ Telephone  
☐ In-person  
☐ Mail  
☐ Other, Explain

2. Will interviewers or facilitators be used? ☐ Yes ☒ No

## APPENDIX A

### INTRODUCTION EMAIL

**Subject: Help Improve the NCSES Data Tools**

Greetings from the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF). We are pleased to offer an opportunity to help shape the future of the NCSES Data Tools and features.

NCSES is the principal source of analytical and statistical reports, data, and related information that describe and provide insight into the nation's Science and Engineering (S&E) resources. The Center distributes a variety of data and products on S&E topics including research and development (R&D) funding, R&D performance, and the S&E workforce.

Our goal is to better understand how to improve our data tools as well as current and future data needs. To meet this goal, we would like to invite you to participate in a survey about your level of satisfaction when using the NCSES website data tools. The survey should take less than 5 minutes to complete.

**<LINK TO CUSTOMER SATISFACTION SURVEY QUESTIONS>**

Your participation is voluntary, and answers will be kept confidential. Your feedback is a critical element to our ability to learn and improve. The OMB control number for this study is 3145-0215.

If you have questions, please do not hesitate to contact me. Thank you for your participation.

Sincerely,

Tiffany Julian  
Data Scientist  
National Center for Science and Engineering Statistics  
National Science Foundation  
tjulian@nsf.gov

## APPENDIX B

### CUSTOMER SATISFACTION SURVEY

1. Have you ever used any of the NCSES data products below? [check all that apply]
  - a. Metadata Explorer
  - b. Table Builder
  - c. Chart Builder
  - d. SESTAT
  - e. RDAS
  - f. Public or Restricted Microdata
  - g. None of the above
  
2. How satisfied or dissatisfied are you with <tool name>? *(Survey will be programmed to cycle through the user selections made in Question 1.)*
  - a. Very Satisfied
  - b. Satisfied
  - c. Neutral
  - d. Dissatisfied
  - e. Very Dissatisfied
  
3. Please share any details on your experience with the NCSES data tools or suggest areas of improvement: *(long format text box)*  

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4. What industry best describes where you work? [check only one]
  - a. Education
  - b. Research
  - c. Marketing
  - d. Data Analytics
  - e. Engineering
  - f. Manufacturing
  - g. Finance
  - h. Other \_\_\_\_\_
  
5. Which of the following types of data analysis tasks do you perform most often? [check all that apply]
  - a. Look at statistics
  - b. Identify trends
  - c. Create visualizations (graphs and charts)

- d. Create tables
- e. Run reports
- f. Regression analysis
- g. Other \_\_\_\_\_
- h. Not Applicable

6. Which of the following tools do you use to perform those tasks? [check all that apply]

- a. Excel
- b. Tableau
- c. Google Analytics
- d. Microsoft BI
- e. Qualtrics
- f. R
- g. Python
- h. Stata
- i. SAS
- j. Other \_\_\_\_\_
- k. Not Applicable

7. Would you be interested in providing further feedback on the NCSES data tools?

- a. Yes
- b. No

8. Please provide your contact information: *(If user answered yes, these fields appear.)*

Name \_\_\_\_\_

Email address \_\_\_\_\_