

**Request for Approval under the "Generic Clearance for Improving
Customer Experience: OMB Circular A-11, Section 280 Implementation"
(OMB Control Number: 3206-0276)**

TITLE OF INFORMATION COLLECTION: Hiring Experience Group Applicant
User Research Interviews

PURPOSE OF COLLECTION:

What are you hoping to learn / improve? How do you plan to use what you learn? Are there artifacts (user personas, journey maps, digital roadmaps, summary of customer insights to inform service improvements, performance dashboards) the data from this collection will feed?

OPM intends to use this feedback to perform continuous customer experience research and improvement to identify and iterate hiring tool and process improvements. This qualitative customer experience research will inform design sessions and project management discussions on how to modify and expand pilot projects. OPM already conducts customer experience feedback with other customers, like hiring managers and recent hires, but without including applicants, the picture is incomplete and weighted towards those who are selected. More feedback from applicants who don't get selected or who don't accept an offer will help identify issues that prevent agencies from hiring more effectively.

TYPE OF ACTIVITY: (Check one)

- ☒ Customer Research (Interview, Focus Groups)
- ☐ Customer Feedback Survey
- ☐ User Testing

ACTIVITY DETAILS

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: Video calls

2. Who will you collect the information from?

Explain who will be interviewed and why the group is appropriate for the Federal program / service to connect with. Please provide a description of how you plan to identify your potential group of respondents and if only a sample will be solicited for feedback, how you will select them.

The interview population will be selected from the list of applicants to specific hiring actions where innovative tools and

process changes are being tested. These applicants are all captured by USAJOBS, so it's appropriate to connect with them as they have recently expressed affirmative interest in Federal hiring. The list of applicants will be sampled to ensure diversity of background as well as capturing applicants who reached different stages in the application process and who had different outcomes, to capture useful feedback from multiple angles. The chief limitation on the size of the sample will be staff capacity to conduct interviews.

3. How will you ask a respondent to provide this information?

An email will be sent to each applicant in the sample explaining the purpose of the interview, the value of their feedback in improving federal hiring, and requesting schedule availability.

4. What will the activity look like?

Describe the information collection activity - e.g. what happens when a person agrees to participate? Will facilitators or interviewers be used? What's the format of the interview/focus group? If a survey, describe the overall survey layout/length/other details? If User Testing, what actions will you observe / how will you have respondents interact with a product you need feedback on?

If an applicant agrees to an interview, a time will be scheduled for a one-on-one interview with an interviewer from the OPM Hiring Experience Group. The interviews will ask a series of open-ended questions to ensure that all relevant feedback is captured on all facets of the applicant's experience.

5. Please provide your question list.

*Paste here the questions or prompts presented to participants in your activity. If you have an interview / facilitator guide, that can be attached to the submission and referenced here. **Please make sure that all instruments, instructions, and scripts are submitted with the request***

Before each interview, the interviewer will read the following statement to each interviewee:

"The goal of this interview is to get your honest feedback about your experience applying for this Federal job [reference the job opportunity announcement in question]. I'll ask a series of questions and take notes as you respond. We pull feedback from many stakeholders into one report that's focused on big themes, so nothing you say will be specifically quoted to you. If you have a piece of feedback that's so specific it could only come from you, just let me know and I'll flag it as sensitive.

Also, please note that a Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995 unless the information collection has a currently valid OMB Control Number. The approved OMB Control Number for this information collection is. The expiration date for this Control Number is 3206-0276. Without this approval, we could not conduct this interview. Public reporting for this information collection is estimated to be approximately 30 minutes per response. All responses to this information collection are voluntary. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to HX@opm.gov."

Then the interviewee will be asked these questions:

1. Did you feel like you fully understood the Federal hiring process before you applied? Was there anything that was unclear before or during the process?
2. Did you feel like you understood the job announcement, the skills and characteristics the agency was seeking, and how to apply?
3. What made you decide to apply to this position?
4. What were your expectations about how your resume would be reviewed for this hiring action?
5. Did you customize your resume based on the job announcement? If yes, how?
6. What did you find easy or difficult about applying for this job? How did the application process compare to other jobs you've applied for?
7. Do you feel like you were given a fair chance to show your qualifications? Do you feel anything relevant about you was left out?
8. (If the candidate was interviewed) How did the interviews go? Is there anything you'd change about the way you were interviewed?
9. Have you applied to positions in government before? If so, how did that experience compare to this one?
10. Did anything surprise you about overall application process?

11. (If the candidate accepted an offer) Do you feel like you got the right job and the right agency based on what you were initially looking for? Has the role turned out to be what you expected?
12. (If the candidate didn't accept an offer) Why didn't you accept the offer(s)? What would have changed your mind, if anything?
13. Looking back, is there anything else you'd change about the process or the information you received?

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Applicant Interviews (per hiring pilot)	20	.50	10
Number of hiring pilots anticipated per year	15		
Totals	300	n/a	150

CERTIFICATION:

I certify the following to be true:

1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial and do not raise issues of concern to other Federal agencies;
4. Any 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 near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes; and,
7. Information gathered will only be shared publically in the manner described in the umbrella clearance of this control number.

Name: Joseph Maltby

All instruments used to collect information must include:

OMB Control No. 3206-0276

Expiration Date: 12/31/2023

HELP SHEET
(OMB Control Number: 1800-0011)

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.

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: 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.

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.