



**REQUEST FOR APPROVAL UNDER THE "GENERIC CLEARANCE
FOR THE COLLECTION OF ROUTINE CUSTOMER FEEDBACK"
OMB CONTROL NUMBER: 1405-0193**

Title of Information Collection**Purpose**

In support of a request from the National Museum of American Diplomacy (NMAD), the Department of State Under Secretary for Public Diplomacy's Office of Policy, Planning, and Resources, Research Evaluation Unit (R/PPR/REU), has developed a customer satisfaction survey to help ensure NMAD is providing its visitors information deemed to be of value. Participation is voluntary and anonymous.

The NMAD Patron Survey is intended to be a one-time instrument available from mid October through mid December 2024 to all who have visited NMAD or its website, with a goal of measuring perspectives on elements of the museum such as its newsletter, teaching materials, and events. R/PPR/REU staff will manage the survey as well as evaluation and dissemination of results to NMAD leadership. Outcomes will inform the museum's leadership of patron perspectives, providing information supporting improvement of content, communication, and learning materials presented, potentially leading to increased patron satisfaction and, by association, improved public understanding of the meaning, value, and impacts of American diplomacy.

Description of Respondents

Potential respondents to this survey will include members of the public as well as employees of the U.S. Department of State. All NMAD patrons shall be invited to voluntarily participate in the exercise to ensure an adequately representative sample. An acceptable minimum response from this community is 375 respondents.

R/PPR/REU and its external contractors will follow all procedures stipulated under the Privacy Act of 1974, as amended. Participation in the survey is entirely at-will and can be declined at any time. No personally identifiable information (PII) will be collected and all response submissions will be reported anonymously. As all responses are anonymous, individual participant names will not be reported, but responses may be disaggregated by variables of interest such as place of residence, type of employment (e.g., educator, DoS, or student), and museum elements visited. Before entering the survey, all potential respondents will be provided a statement detailing the intended use of the survey and assurance that their anonymity will be maintained.

For optional qualitative responses, data will be scrubbed to remove any potential PII.

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., Web site 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 (Last, First, MI)

Anderson

Kirk

J

Title

Team Lead, Applied Research

Signature

Date (mm-dd-yyyy)

10-09-2024

TO ASSIST REVIEW, PLEASE PROVIDE ANSWERS TO THE FOLLOWING QUESTIONS.

Personally Identifiable Information

1. Is personally identifiable information (PII) collected? ☐ Yes ☒ No
 a. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? ☐ Yes ☒ No
 2. If Applicable, has a System of 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	Number of Respondents	Participation Time (Minutes)	Burden Hours
Individuals or Households	375	8	50
Clear Contents			
Totals			

FEDERAL COST

The estimated annual cost to the Federal government is \$0.00

IF YOU ARE CONDUCTING A FOCUS GROUP, SURVEY, OR PLAN TO EMPLOY STATISTICAL METHODS, 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.

The survey will be sent to all patrons on NMAD's current mailing list and be made available to those who visit the museum's website via an interactive link.

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 Collection of survey information will occur via an anonymous email link as well as an anonymous link available on the museum's website.

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

PLEASE MAKE SURE THAT ALL INSTRUMENTS, INSTRUCTIONS, AND SCRIPTS ARE SUBMITTED WITH THE REQUEST.