



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

Title of Information Collection**Purpose**

To further support 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 patron interview to buttress data collected in the NMAD Patron Survey, providing further evidence that NMAD is providing its visitors information deemed to be of value. Participation is voluntary and identities will be protected.

The NMAD Patron Interview protocol will be used to collect patron feedback from mid October through mid December 2024. Participants will be selected from a list of NMAD patrons who have shared their contact information. The goal of the interviews is to provide rich context to data obtained in the NMAD Patron Survey, with a focus on improving the museum's existing and future exhibits, as well as its website and educational materials. R/PPR/REU staff will manage and conduct interviews as well as evaluate and disseminate results to NMAD leadership. No statistical rigor will be involved in the evaluation of feedback, and results will not be shared with the public. Outcomes will be informational in nature, adding another dimension to survey results, thus providing NMAD's leadership with a deeper understanding of patron perspectives, leading to the improvement of services and materials that have the potential to influence museum visitors' understanding of American diplomacy.

Description of Respondents

Potential interview participants will include members of the public as well as employees of the U.S. Department of State that are sourced from NMAD's current mailing list, specifically focusing on educators as well as those who have attended an in-person museum event within the last 12 - 24 months. An acceptable number of participants from this community is 15.

R/PPR/REU and its external contractors will follow all procedures stipulated under the Privacy Act of 1974, as amended. Interview participation is entirely at-will and can be declined at any time. No personally identifiable information (PII) will be collected and all responses 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 type of employment (e.g., educator, DoS, or student), museum events attended, and NMAD website usage. Before each interview begins, participants will be provided an overview of the interview's intended use and assurance that their anonymity will be maintained.

All responses will be scrubbed to remove any potential PII.

Type of Collection: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input 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 checked="" type="checkbox"/> Other 1x1 interview |

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	15	50	12.5
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.

Per NMAD leadership, there is a desire to focus on patrons self-identified as teachers or educators, and those who have attended an in-person event at the museum. Using an extensive email list provided by NMAD (n ≈ 10,000), researchers will parse the list and create sublists of those individuals identified as teachers or educators (n ≈ 800) and those who have attended an in-person event (n ≈ 1,700) within the last 12-24 months. Using those two lists, a random number generator tool will be used to select an equal number of individuals from each sublist who will then be invited to voluntarily participate in an NMAD Patron Interview. To achieve our goal of 15 participants, we plan to send invitations to 15 randomly selected people from each sublist (n = 30); if all 30 invited individuals offer to participate (an unlikely event), we will once again apply a random number generator to obtain the final interview participation pool. All invitations will be sent with a detailed description of the interview process, participant rights, and assurances of the maintenance of anonymity.

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 Interviews will be conducted virtually via a GoogleMeet link.

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

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