

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3235-0731)

TITLE OF INFORMATION COLLECTION: U.S. Securities and Exchange Commission – Data Collection for Recruitment and Outreach Efforts

PURPOSE: The Office of Human Resources (OHR) at the U.S. Securities and Exchange Commission (SEC) seeks to improve its recruitment process by using webforms to collect feedback and preferences from customers relating to communications from OHR about job opportunities at the SEC. Collecting this feedback and these preferences will allow OHR to tailor its communications to more effectively serve its customers. It will support OHR’s efforts to build a diverse talent pipeline to improve service delivery to its customers by (1) sourcing potential candidates based on their preferences, (2) engaging with potential candidates through sharing information about the SEC, and (3) improving and optimizing communications to fill open vacancies at the SEC. The information collected will help ensure that customers have an effective, efficient, and satisfying experience with the agency’s OHR programs and processes.

To that end, OHR will use Yello, to electronically capture the contact information of individuals who have expressed an interest in working for the SEC. Yello is a Customer Relationship Management System that captures candidate data in real-time, without manual data entry. Yello is a cloud-based, digitized, talent acquisition software, deployed on Amazon Web Services GovCloud Infrastructure as a Service environment and is FedRAMP certified.

The information collected via webforms is to include general information about a potential candidate, their employment preferences, resume, and transcript(s) which will allow OHR to tailor its communications to ensure potential candidates only receive relevant information, thereby improving service delivery to agency customers.

These webforms will be available online (e.g., www.sec.gov) and at events (in-person and virtually) such as career fairs, conferences, information sessions, and outreach events. The events may or may not be open to the general public depending on the host of the event.

DESCRIPTION OF RESPONDENTS: Any individual interested in receiving information from the SEC about future employment opportunities, information sessions, and events the SEC will attend or host.

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., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input checked="" type="checkbox"/> Other: <u>Web Survey / Webform</u> |

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.

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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, 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 – General Interest Webform	5,000	2 minutes each	167 hours
Individuals or Households – Student and Recent Graduate Programs Webform	3,500	3 minutes each	175 hours
Individuals or Households – Professional Interest Webform	1,500	3 minutes each	75 hours
Individuals or Households – Partner Connect Webform - Organization/School	250	1 minute each	4 hours

Note: Individuals interested in receiving communications about future employment opportunities, information sessions, and outreach events from the SEC will initially complete the ‘General Interest Webform.’ Based on an individual’s response to that webform, they will receive the ‘Student and Recent Graduate Programs Webform’ and/or ‘Professional Interest Webform’ via a follow-up email in order to collect additional information to include their resume and transcript(s).

FEDERAL COST: The annual cost is \$85,800 for a contract with Yello. There was a one-time implementation & configuration fee of \$1,500. The total first year cost was \$87,300 for 75 events per year range. There will not be an annual increase for up to three (3) option years if the data managed by Yello remains at less than 75 events per year.

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 [X] No

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Administration of the Instrument

1. How will you collect the information? (Check all that apply)

[X] Web-based or other forms of Social Media

[] Telephone

[] In-person

[] Mail

[] Other, Explain

2. Will interviewers or facilitators be used? [] Yes [X] No

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

Note: We expect that occasional, minor modifications may be made to the questions from time to time.