

Request for Approval under the “Generic Clearance for Improving Customer Experience (OMB Circular A-11, Section 280 Implementation)” (OMB Control Number: 2900-0876)

TITLE OF INFORMATION COLLECTION: VetResources Survey

PURPOSE

The #VetResources newsletter is VA’s only enterprise-wide communications tool to reach all existing customers as well as outreach to potential customers. The newsletter reaches more than 11M Veterans, their family members, caregivers, or survivors each week and we are interested in learning about our customer’s preferences and feedback to improve our engagement and ultimately continue to build trust.

In order to capture the voice of the Veteran, the Veteran Experience Office (VEO) will leverage VSignals to collect feedback through a short, low burden customer experience survey delivered as a URL for distribution through the VetResources newsletter email. The survey is completed via a web-based survey design and contains questions around veteran’s preferences and feedback on the #VetResources newsletter. The participant can choose to exit the survey at any time before submitting their survey response.

DESCRIPTION OF RESPONDENTS:

The survey will be offered to veterans through the VetResources newsletter email. There will be the following statement asking the readers to take the survey:

“You can help us improve the way VA share resources and information with you by taking this survey.”

Participants will choose whether they want to click on the link, or whether they want to participate after opening the survey. Please see Appendix for an example of the recruiting materials used for the VetResources newsletter.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| ☐ Customer Comment Card/Complaint Form | ☒ Customer Satisfaction Survey |
| ☐ Usability Testing (e.g., Website or Software) | ☐ Small Discussion Group |
| ☐ Focus Group | ☐ 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. Personally identifiable information (PII) is collected only to the extent necessary and is not retained.

5. Information gathered is intended to be used for general service improvement and program management purposes.
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.
7. All or a subset of information may be released as part of A-11, Section 280 requirements on performance.gov. Additionally, summaries of the data may be released to the public in communications to Congress, the media and other releases disseminated by VEO, consistent with the Information Quality Act.

- Name: Michael Lew, Michael Lew, VSignals Implementation Lead, Veterans Experience Office, VA, (858) 232-8494

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

Personally Identifiable Information:

1. Will this survey use individualized links, through which VA can identify particular respondents even if they do not provide their name or other personally identifiable information on the survey? ☐ Yes ☒ No
2. Is personally identifiable information (PII) collected? ☐ Yes ☒ No
3. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? ☐ Yes ☐ No ☒ [N/A]
4. If Yes, has an up-to-date System of Records Notice (SORN) been published? ☐ Yes ☐ No ☒ [N/A]

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	50,000 Annual	2 minutes	1,667 hours
Totals	50,000 Annual	2 minutes	1,667 hours

Please answer the following questions.

1. **Are you conducting a focus group, a survey that does not employ random sampling, user testing or any data collection method that does not employ statistical methods?**

Yes ☒
 No ☐

If Yes, please answer questions 1a-1c, 2 and 3.

If No, please answer or attach supporting documentation that answers questions 2-8.

a. Please provide a description of how you plan to identify your potential group of respondents and how you will select them.

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

☒ Web-based or other forms of Social Media

☐ Telephone

☐ In-person

☐ Mail

☐ Other- E-mail-based surveys

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

2. Please provide an estimated annual cost to the Federal government to conduct this data collection:

\$13,000

3. Please make sure that all instruments, instructions, and scripts are submitted with the request. This includes questionnaires, interviewer manuals (if using interviewers or facilitators), all response options for questions that require respondents to select a response from a group of options, invitations given to potential respondents, instructions for completing the data collection or additional follow-up requests for the data collection.

- Done

4. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.

- Not applicable

5. Describe the procedures for the collection of information, including:
 - a. Statistical methodology for stratification and sample selection.
 - b. Estimation procedure.
 - c. Degree of accuracy needed for the purpose described in the justification.
 - d. Unusual problems requiring specialized sampling procedures.
 - e. Any use of periodic (less frequent than annual) data collection cycles to reduce burden.
 - Not applicable.
6. Describe methods to maximize response rates and to deal with issues of nonresponse. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.
 - Not applicable.
7. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.
 - Not applicable.
8. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractors, grantees, or other person(s) who will actually collect or analyze the information for the agency.
 - Evan Albert, Dir. of Measurement and Data Analytics, Veterans Experience Office, VA, (202) 875-9478
 - Michael Lew, VSignals Implementation Lead, Veterans Experience Office, VA, (858) 232-8494
 - Timothy Hudak, Customer Communications Lead, Veterans Experience Office, VA, (202) 957-2199

Appendix: VSignals Recruiting Materials

- VetResources Newsletter Email (example below from 5/12/2021)



U.S. Department
of Veterans Affairs



#VetResources is a weekly newsletter for Veterans, their Families, Caregivers, and Survivors.
[VIEW/SHARE](#) | [EVENTS](#) | [WELCOME KIT](#) | [PODCAST](#)



Find your next job with help from an American Corporate Partners mentor

Nonprofit American Corporate Partners (ACP) works with post-9/11 Veterans to help them find meaningful employment with top companies after military service. The average starting salary for Veterans who utilized ACP was more than \$86,000, and more than 86% of Veterans are still at their same company one year later.

[LEARN MORE](#)

Career success after service with Heroes Linked



Heroes Linked is a nonprofit employment program, completely free and online. Heroes Linked connects those serving, Veterans, their spouses and Gold Star families with a national network of volunteer Advisors – many of whom are Veterans. They are professionals and experienced in their respective industries.

[LEARN MORE](#)

[All VA facilities and clinics that administer COVID-19 vaccines are accepting walk-ins for eligible Veterans, spouses and caregivers.](#)



Choose **VA**

Get Vaccinated.



[LEARN MORE](#)

Events this Week

- May 13 - [Detroit - Soldiers' Angels Veteran Food Distribution](#)
- May 13 - [All About Bass Fishing with Davy Hite](#)
- May 17 - [Caregivers: Discuss Isolation, Identity Challenges & Personal Wellness](#)
- May 18 - [National Virtual Career Fair](#)
- May 18 - [Military Caregivers Virtual Town Hall with Blue Star Families and AARP](#)
- May 19 - [Building Community Through Military Family Literacy](#)
- May 19 - [Empowering Communities to Prevent Military Veteran Suicide - Florida](#)
- May 19 - [Veteran Engagement Session for Gulf War Veterans](#)
- May 19 - [7 Financial Tips for Life with VBA and Prudential](#)
- May 19 - [Sleep Solutions for Veterans & Caregivers](#)

[VIEW ALL EVENTS](#)



VetXL: Survivors Together Q & A on RallyPoint

Join us live on May 20th at 2PM ET for a Q&A session in support of Memorial Day for Survivors, Caregivers and Mental Health Awareness.

Day 1 of becoming a survivor may very well be the worst day of your life, what are the first steps

survivors should take (or that we can take on their behalf) when a loved one is lost unexpectedly?

[JOIN THE CONVERSATION](#)

VA COVID-19: [Updates](#) | [Chat](#) | [App](#) | [Weekly Report](#) | [Vaccine](#)



1 year Premium Free LinkedIn

Accounts for Veterans, Caregivers and Fry Scholars

VA is excited to be partnering with [LinkedIn's Military and Veterans Program](#) to offer Veterans, Fry Scholarship recipients and family caregivers a 1-year free premium subscription to LinkedIn with networking, employment and learning opportunities.

[LEARN MORE](#)

[Seven ways Armed Forces can start using VA benefits now](#)

Veteran Job Board on RallyPoint

Create a free account and get discovered by Veteran employers here: RallyPoint.com/Jobs

- [Niles Axis Consulting - Construction Superintendent](#)
- [Sagma - District Sales Manager](#)
- [Sysco - CDL A Shuttle Truck Driver](#)
- [Boeing - Analytic System Mission Manager](#)

FIND A JOB

POST A JOB

[This Mental Health Month, encourage Veterans to take One Step Today](#)



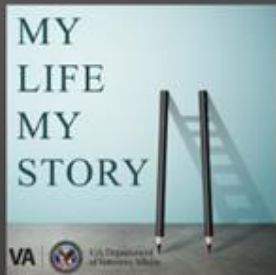
Borne the Battle: Air Force Veteran Amanda Huffman, Author, Blogger, Podcast Host

Veteran Amanda Huffman served in Afghanistan as a civil engineer. She's also a military spouse, mother of two, blogger on women Veterans' issues, author of a book honoring military women, and host for the Women of the Military podcast. How has she managed to accomplish so much? Check out this week's episode of Borne the Battle to find out.

LEARN MORE

WATCH

[National Memorial Day Concert will air May 30 with hosts Joe Mantegna and Gary Sinise](#)



Tom: The Doctor Is In

“ I’M A PRODUCT OF THE SECOND WORLD WAR AND WE HAVE A DIFFERENT ATTITUDE TOWARDS EACH OTHER. ”

Visit: VA.Gov/WholeHealth/MyLifeMyStory



Veteran and Military Discounts

ShopVCS.com -For Military Appreciation Month, new members get \$10 off any purchase

[Carhartt](#)- all verified members of the Military, First Responder, and Nursing community get a 25% discount on apparel and accessories

[Vet Tix](#) - Free tickets to various events for active military, Veterans and immediate family members of those killed in action

[VIEW ALL DISCOUNTS](#)

[Celebrate National Nurses Month with VA and explore a new nursing career](#)



Honoring Vets: Carry The Load partners with VA national cemeteries

Carry The Load provides an active way to honor and remember the fallen. During visits across the nation, people can join to hike or bike alongside members.

[LEARN MORE](#)

VAntage Point Blogs:

- [How to prepare for 2021's hurricane season](#)
- [VA 3D Printing: Innovative rapid prototyping and custom solutions](#)
- [Vicente P. Lim: Never Surrender](#)
- [Veteran eligibility and access to VA home loans expanded](#)
- [VA minority health care professionals talk COVID-19 vaccine](#)

News Releases:

- [Join 'Fans in the Stands' to virtually cheer on Veteran athletes](#)
- [VA seeks nominations for appointment to the Sexual Assault/Sexual Harassment Working Group](#)
- [Enrollment applications now available for accelerated program to prepare Veterans for high-demand careers](#)

VA is here for you.

[1-800-MyVA411](#) ([800-698-2411](#)) is always the right number

[Veterans Crisis Line: 1-800-273-8255](#) and press 1, [Chat](#), or Text 838255

[Homeless Veteran Resources: 1-877-424-3838](#) or [Chat](#)

[White House VA Hotline: 1-855-948-2311](#)

HELLO.

Welcome to VA.
Let's get started.

Download the VA Welcome Kit

VA WELCOME KIT

Find a VA facility near you.

FACILITY LOCATOR

Want to receive this newsletter or other VA updates?



Disclaimer: The sharing of any non-VA information does not constitute an endorsement of products or services on the part of the VA.

Have a Veteran resource to share? Tweet it to [@VetsExperience](#) or tag it [#VetResources](#)

If you are having thoughts of suicide, call 1-800-273-8255, then PRESS 1 or visit <http://www.veteranscrisisline.net/>.

Please remember the only secure way to ask personal questions is at <https://iris.custhelp.com>.

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Choose VA

