

# Department of Veterans Affairs

# Memorandum

Date: 4/28/25

From: Experience Analytics and Measurement, Enterprise Measurement and Design (EMD)

Subj: Measurement Decision Memo for: PMA Getting Started with VA Pilot Support Survey

To: Chief Veterans Experience Officer  
thru: EMD Leadership

## 1. Purpose

To receive approval to proceed with ☒ launch-of ☐ updates-to the

PMA Getting Started with VA Pilot Support ☒ VSignals ☐ ESignals ☐ CSignals  
survey / measurement instrument(s), including:

☒ Survey ☐ Dashboard ☐ Public Reporting

## 2. About

This measurement request pertains to the following:

Name: PMA Getting Started with VA Pilot Support Survey

Distribution Frequency: Ongoing

Distribution Method: Feedless

Purpose:

The purpose of this survey is to assess the usability, relevance, and effectiveness of the Enhanced Statement of Benefits/Transition Assistant (ESOB/TA) digital tool available on VA.gov for transitioning Service members and recently separated Veterans. The feedback gathered will be used to evaluate the tool's ease of use, clarity, usefulness, timeliness, and impact on user awareness of benefits and resources, ultimately guiding future development and enhancements to better support users during their transition from military to civilian life.

Who Will Use the Data:

CIO, OTED, VEO

How the Data Benefits VA:

The data collected benefits the VA by providing insights into the effectiveness and user experience of the ESOB/TA tool, allowing the VA to identify areas for improvement, measure the tool's impact on awareness of benefits and resources, ensure information clarity and timeliness, and enhance overall service delivery. This feedback will guide future developments, aligning with the goals of improving transition planning and customer satisfaction, ultimately helping the VA to better support transitioning Service members and recently separated Veterans.

Target Audience(s):

☒ Veterans ☐ Caregivers ☐ Survivors ☐ Families  
☐ Staff ☐ Partners ☐ Public

Estimated Number of Audience-Members Annually: 10,000

Launch Date: 6/1/2025


Proposed End Date: N/A

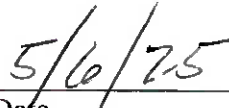
**3. Approval**

Based on the information above, the undersigned:

☒ Approves ☐ Denies

The request to proceed with measuring PMA Getting Started with VA Pilot Support Survey

  
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Lynda C. Davis, Ph.D.

  
\_\_\_\_\_  
Date

