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**Agency Priority Goal | Action Plan | FY 23 – Q3**

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# Diversity, Equity, Inclusion, Accessibility: Improving Trust of Underserved Veteran Populations

**Goal Leader(s):**

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John W. Boerstler, Chief Veterans Experience Officer, Veterans Experience Office  
Barbara C. Morton, Deputy Chief Veterans Experience Officer, Veterans Experience Office



# Goal Overview

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## Goal statement

- VA will measure, report and improve the trust of underserved Veterans, such as women, Veterans of color, and LGBTQ+ Veterans. Through this data and human-centered design insights, VA will drive improvements to the experiences of underserved populations served by VA. By September 30, 2023, Veterans Experience scores related to underserved populations will increase by 3% over a FY 2022 baseline, with an aspirational goal of 90%.

## Problem to Be Solved

- Veteran trust needs to be reviewed and considered in a broader context that includes a breakdown by demographic categories and the ability to identify drivers of trust and emerging trends that can influence or predict trust scores. VA must incorporate this Veteran experience data in all business processes to drive performance improvements in health care and benefits to increase Veterans' trust in VA.

## What Success Looks Like

- Increased trust in underserved populations will increase usage in VA care, benefits and services for underserved populations.

*\*VA defines customer experience (CX) in 38 C.F.R. § 0.603 as the product of interactions between an organization and a customer over the duration of their relationship. VA measures these interactions through:*

- Ease. VA will make access to VA care, benefits and memorial services smooth and easy.
- Effectiveness. VA will deliver care, benefits and memorial services to the customer's satisfaction.
- Emotion / Empathy. VA will deliver care, benefits and memorial services in a manner that makes customers feel honored and valued in their interactions with VA.
- The combination of these factors impact the overall trust the customer has in VA.



# Goal Targets

Achievement statement		Key indicator(s)	Quantify progress			Frequency
By...	We will...	Name of indicator	Target value	Starting value*	Current value*	Update cycle
09/30/23	Veterans Experience scores related to underserved populations will increase by 3% over a FY 2022 baseline, with an aspirational goal of 90%.	Underserved populations' overall Trust %	90%	<i>Establishing baseline</i>	<i>Establishing baseline</i>	Quarterly
09/30/23	Veterans Experience scores related to underserved populations will increase by 3% over a FY 2022 baseline, with an aspirational goal of 90%.	Underserved populations' overall Ease %	90%	<i>Establishing baseline</i>	<i>Establishing baseline</i>	Quarterly
09/30/23	Veterans Experience scores related to underserved populations will increase by 3% over a FY 2022 baseline, with an aspirational goal of 90%.	Underserved populations' overall Effectiveness %	90%	<i>Establishing baseline</i>	<i>Establishing baseline</i>	Quarterly
09/30/23	Veterans Experience scores related to underserved populations will increase by 3% over a FY 2022 baseline, with an aspirational goal of 90%.	Underserved populations' overall Emotion %	90%	<i>Establishing baseline</i>	<i>Establishing baseline</i>	Quarterly

\*For initial Q1 scores across the CX domains of trust, ease, effectiveness and emotion relating to underserved Veteran populations by race, ethnicity, gender, gender identity, and sexual orientation, see slides 7-10. Note that FY22 Q1 and Q2 scores will inform baseline measures across these new demographic domains.



# Goal Team

As VA's customer experience (CX) lead, the Veterans Experience Office (VEO) supports VA through four core capabilities: real-time CX surveys and human-centered design (HCD), tangible CX tools, modern, integrated, and easy-to-use CX technology, and targeted CX engagement. These capabilities empower VA to deliver outstanding experiences to Veterans, their families, caregivers, and survivors. VEO supports VA in this Department-wide effort through close partnership with VA Administrations and Staff Offices.

## Veterans Experience Office

### Senior Leads:

- Denise Kitts, Executive Director, Enterprise Measurement and Design

### Team Lead:

- Evan Albert, Measurement Division Chief

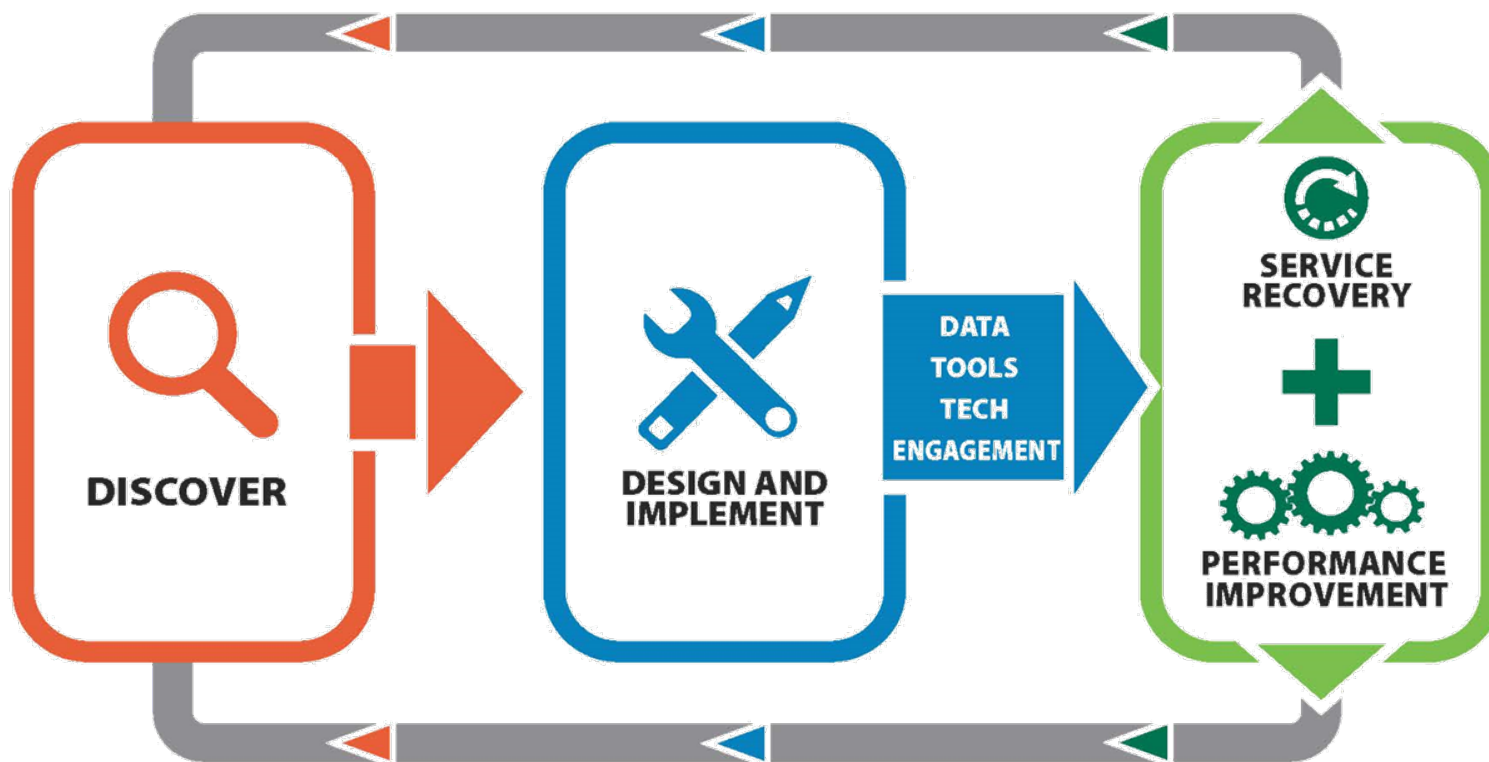
## Agency Partners

- |                                    |                                    |                                |
|------------------------------------|------------------------------------|--------------------------------|
| • Veterans Health Administration   | • National Cemetery Administration | • Center for Women Veterans    |
| • Veterans Benefits Administration | • Board of Veterans' Appeals       | • Center for Minority Veterans |



# Goal Strategies

- In FY 2022, VA will leverage CX data analytics capabilities used by the private sector to detect trending feedback and predict emerging topics before they intensify in order to enhance the Veteran experience in underserved populations and increase trust in VA.
- VA leverages private sector best practices by applying its CX framework and human centered design as a core competency to understand, address and improve the Veteran Experience. VA's initial goal in FY 2022 is to monitor, track, and analyze overall Veteran Trust in VA within underserved populations.

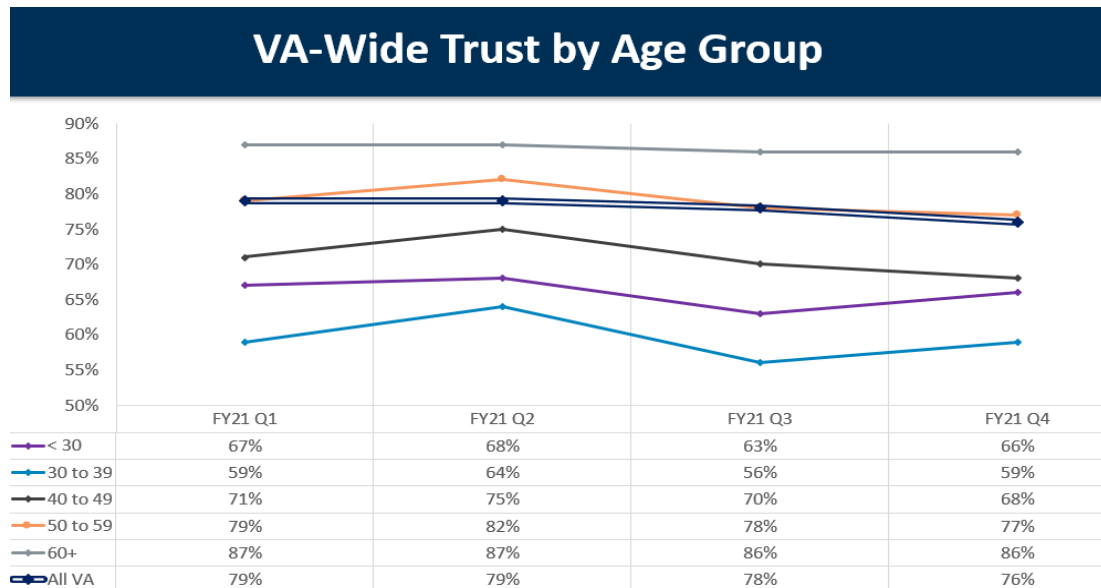




# Goal Strategies

- VA will include detailed demographic breakdown to Veteran Trust data trend summaries
- VA will include dashboard modules to its Veterans Signals (VSignals) survey platform to allow business line owners to examine trust data and emerging trends that may predict or impact trust scores for underserved Veteran populations
- VA will include this data as a key measure of VA performance in the newly-established VA Inclusion, Diversity, Equity and Access (I\*DEA) Sub-council. The I\*DEA Sub-council is a matrixed body comprised of representatives from across VA Administrations and Staff Offices that hardwires I\*DEA into VA strategy and decision-making. The APG data will be shared to assess the impact on the Veteran Experience as a result of I\*DEA implementations across the Department.

*Exemplar graphic:*





# Underserved Populations' Overall Trust

- Factors that contribute to and impact a Veteran's overall trust in VA include *ease*, *effectiveness*, and *emotion*, all of which align with OMB A-11, § 280 and VA's CX framework, as codified in 38 C.F.R. §§ 0.600-0.603.
- VA analyzes what Veterans are saying about their VA experiences in receiving care, benefits and other services, and levels of ease, effectiveness, and emotion are anticipated to drive increases in trust.

	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	2023 Target
Overall VA Trust	79%	78%	76%	77%	77%	79%	79%	-	90%
Trust by Race									
American Indian or Alaska Native	72%	71%	70%	72%	71%	70%	73%	-	90%
Asian	82%	81%	82%	81%	81%	82%	84%	-	90%
Black or African American	79%	79%	77%	77%	77%	80%	80%	-	90%
Middle Eastern or North African	77%*	61%	63%*	55%*	57%*	62%*	64%*	-	90%
Native Hawaiian or Other Pacific Islander	88%	77%	80%	77%	76%	77%	76%	-	90%
White	83%	81%	80%	81%	81%	83%	82%	-	90%
Trust by Ethnicity									
Hispanic or Latino	81%	78%	79%	79%	77%	79%	79%	-	90%
Not Hispanic or Latino	82%	81%	80%	81%	80%	83%	82%	-	90%
Trust by Ethnicity – Hispanic Country of Origin									
Cuban	74%*	75%*	68%*	77%*	73%*	79%*	76%*	-	90%
Mexican/Mexican-American/Chicano	81%	77%	76%	78%	76%	78%	77%	-	90%
Puerto Rican	83%	81%	82%	81%	78%	82%	83%	-	90%
Other	80%	77%	78%	76%	73%	76%	75%	-	90%
Trust by Gender									
Female	76%	75%	73%	75%	74%	77%	75%	-	90%
Male	83%	82%	81%	81%	81%	84%	83%	-	90%
Transgender Man	78%*	61%*	50%*	57%*	71%*	62%*	55%*	-	90%
Transgender Woman	70%*	63%*	77%*	73%*	68%*	60%*	75%*	-	90%
Non-Binary or Third Gender	53%*	49%*	51%*	48%*	64%*	67%*	91%*	-	90%
Other Gender	50%*	31%*	47%*	42%*	34%*	71%*	57%*	-	90%
Prefer not to say Gender	41%*	43%*	47%*	51%*	38%*	37%*	64%*	-	90%
Trust by Sexual Orientation									
Bisexual	74%	60%	72%	72%	65%	70%	73%	-	90%
Gay	81%	83%	76%	75%	85%	79%	89%	-	90%
Heterosexual or Straight	82%	81%	80%	81%	81%	83%	82%	-	90%
Lesbian	71%	73%	63%	75%	68%	71%	76%	-	90%
Queer	49%*	47%*	57%*	42%*	68%*	74%*	69%*	-	90%
Other Sexual Orientation	72%	54%	68%	61%	66%	80%	66%	-	90%
Prefer not to say Orientation	69%	68%	71%	66%	65%	71%	74%	-	90%

\*Under 100 respondents



# Underserved Populations' Overall Ease

- Factors that contribute to and impact a Veteran's overall trust in VA include *ease*, *effectiveness*, and *emotion*, all of which align with OMB A-11, § 280 and VA's CX framework, as codified in 38 C.F.R. §§ 0.600-0.603.
- VA analyzes what Veterans are saying about their VA experiences in receiving care, benefits and other services, and levels of ease, effectiveness, and emotion are anticipated to drive increases in trust.

	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	2023 Target
Overall VA Ease	73%	72%	71%	71%	72%	74%	74%	-	90%
Ease by Race									
American Indian or Alaska Native	67%	65%	64%	65%	66%	67%	69%	-	90%
Asian	75%	73%	74%	74%	73%	76%	77%	-	90%
Black or African American	73%	73%	71%	70%	72%	75%	74%	-	90%
Middle Eastern or North African	66%*	53%	64%*	47%*	56%*	57%*	62%*	-	90%
Native Hawaiian or Other Pacific Islander	78%	69%	72%	65%	68%	69%	71%	-	90%
White	76%	76%	74%	75%	75%	78%	77%	-	90%
Ease by Ethnicity									
Hispanic or Latino	74%	72%	71%	72%	71%	74%	74%	-	90%
Not Hispanic or Latino	76%	75%	74%	74%	75%	77%	77%	-	90%
Ease by Ethnicity – Hispanic Country of Origin									
Cuban	66%*	75%*	64%*	70%*	74%*	71%*	70%*	-	90%
Mexican/Mexican-American/Chicano	74%	72%	67%	72%	69%	71%	73%	-	90%
Puerto Rican	74%	75%	77%	74%	74%	77%	79%	-	90%
Other	70%	66%	71%	66%	66%	73%	68%	-	90%
Ease by Gender Identity									
Female	70%	68%	67%	68%	68%	72%	70%	-	90%
Male	76%	76%	75%	75%	76%	78%	78%	-	90%
Transgender Man	52%*	58%*	52%*	39%*	71%	76%*	32%*	-	90%
Transgender Woman	74%*	59%*	62%*	56%*	66%*	55%*	67%*	-	90%
Non-Binary or Third Gender	66%*	55%*	46%*	42%*	62%*	64%*	78%*	-	90%
Other Gender	26%*	35%*	46%*	40%*	44%*	64%*	58%*	-	90%
Prefer not to say Gender	30%*	37%*	50%*	55%*	36%*	39%*	52%*	-	90%
Ease by Sexual Orientation									
Bisexual	65%	57%	60%	61%	56%	66%	62%	-	90%
Gay	77%	77%	72%	71%	77%	70%	81%	-	90%
Heterosexual or Straight	76%	76%	74%	75%	75%	78%	77%	-	90%
Lesbian	70%	65%	58%	63%	61%	73%	70%	-	90%
Queer	60%*	48%*	47%*	36%*	67%*	59%*	58%*	-	90%
Other Sexual Orientation	69%	58%	67%	52%	66%	74%	62%	-	90%
Prefer not to say Orientation	63%	62%	62%	57%	61%	63%	65%	-	90%

\*Under 100 respondents





# Underserved Populations' Overall Emotion

- Factors that contribute to and impact a Veteran's overall trust in VA include *ease*, *effectiveness*, and *emotion*, all of which align with OMB A-11, § 280 and VA's CX framework, as codified in 38 C.F.R. §§ 0.600-0.603.
- VA analyzes what Veterans are saying about their VA experiences in receiving care, benefits and other services, and levels of ease, effectiveness, and emotion are anticipated to drive increases in trust.

	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	2023 Target
Overall VA Emotion	76%	75%	73%	74%	74%	76%	76%	-	90%
Emotion by Race									
American Indian or Alaska Native	69%	70%	64%	70%	66%	68%	71%	-	90%
Asian	77%	76%	78%	76%	73%	81%	80%	-	90%
Black or African American	75%	76%	73%	73%	74%	77%	77%	-	90%
Middle Eastern or North African	76%*	59%	66%*	52%*	55%*	67%*	64%*	-	90%
Native Hawaiian or Other Pacific Islander	83%	73%	73%	74%	70%	71%	74%	-	90%
White	79%	78%	76%	78%	77%	80%	80%	-	90%
Emotion by Ethnicity									
Hispanic or Latino	76%	75%	74%	75%	73%	75%	76%	-	90%
Not Hispanic or Latino	79%	78%	76%	77%	77%	80%	80%	-	90%
Emotion by Ethnicity – Hispanic Country of Origin									
Cuban	67%*	77%*	68%*	68%*	72%*	68%*	62%*	-	90%
Mexican/Mexican-American/Chicano	75%	73%	71%	74%	72%	73%	76%	-	90%
Puerto Rican	79%	80%	79%	80%	75%	81%	80%	-	90%
Other	75%	72%	73%	70%	70%	74%	70%	-	90%
Emotion by Gender									
Female	72%	72%	69%	71%	70%	75%	73%	-	90%
Male	80%	79%	77%	78%	78%	80%	80%	-	90%
Transgender Man	78%*	65%*	38%*	47%*	71%	85%*	51%*	-	90%
Transgender Woman	73%*	50%*	71%*	59%*	64%*	56%*	73%*	-	90%
Non-Binary or Third Gender	69%*	56%*	42%*	46%*	66%*	72%*	93%*	-	90%
Other Gender	44%*	41%*	37%*	40%*	48%*	75%*	54%*	-	90%
Prefer not to say Gender	30%*	43%*	52%*	55%*	46%*	42%*	48%*	-	90%
Emotion by Sexual Orientation									
Bisexual	71%	59%	67%	68%	56%	72%	72%	-	90%
Gay	79%	80%	71%	74%	78%	76%	85%	-	90%
Heterosexual or Straight	79%	78%	76%	77%	77%	80%	80%	-	90%
Lesbian	70%	70%	61%	66%	63%	77%	70%	-	90%
Queer	61%*	52%*	44%*	40%*	65%*	66%*	66%*	-	90%
Other Sexual Orientation	70%	56%	65%	61%	71%	65%	60%	-	90%
Prefer not to say Orientation	65%	66%	66%	63%	62%	67%	72%	-	90%

\*Under 100 respondents



# Underserved Populations' Overall Effectiveness

- Factors that contribute to and impact a Veteran's overall trust in VA include *ease*, *effectiveness*, and *emotion*, all of which align with OMB A-11, § 280 and VA's CX framework, as codified in 38 C.F.R. §§ 0.600-0.603.
- VA analyzes what Veterans are saying about their VA experiences in receiving care, benefits and other services, and levels of ease, effectiveness, and emotion are anticipated to drive increases in trust.

	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	2023 Target
Overall VA Effectiveness	78%	77%	75%	76%	77%	79%	78%	-	90%
Effectiveness by Race									
American Indian or Alaska Native	74%	69%	67%	72%	69%	70%	73%	-	90%
Asian	78%	78%	79%	77%	76%	81%	83%	-	90%
Black or African American	76%	76%	75%	75%	76%	79%	78%	-	90%
Middle Eastern or North African	74%*	57%	66%*	56%*	61%*	68%*	64%*	-	90%
Native Hawaiian or Other Pacific Islander	81%	76%	74%	70%	70%	75%	77%	-	90%
White	80%	80%	78%	79%	79%	82%	81%	-	90%
Effectiveness by Ethnicity									
Hispanic or Latino	78%	76%	74%	76%	74%	78%	78%	-	90%
Not Hispanic or Latino	80%	80%	78%	78%	79%	81%	81%	-	90%
Effectiveness by Ethnicity – Hispanic Country of Origin									
Cuban	78%*	78%*	70%*	71%*	75%*	79%*	76%*	-	90%
Mexican/Mexican-American/Chicano	77%	75%	72%	74%	73%	76%	77%	-	90%
Puerto Rican	79%	79%	78%	79%	76%	80%	83%	-	90%
Other	78%	77%	71%	74%	69%	78%	73%	-	90%
Effectiveness by Gender									
Female	75%	75%	72%	73%	74%	77%	76%	-	90%
Male	81%	80%	79%	79%	80%	82%	81%	-	90%
Transgender Man	88%*	68%*	57%*	32%*	73%	83%*	51%*	-	90%
Transgender Woman	74%*	62%*	60%*	47%*	75%*	62%*	70%*	-	90%
Non-Binary or Third Gender	70%*	56%*	54%*	44%*	62%*	64%*	93%*	-	90%
Other Gender	47%*	41%*	49%*	42%*	47%*	73%*	67%*	-	90%
Prefer not to say Gender	31%*	33%*	53%*	61%*	40%*	47%*	62%*	-	90%
Effectiveness by Sexual Orientation									
Bisexual	76%	66%	71%	70%	63%	75%	75%	-	90%
Gay	79%	82%	76%	73%	82%	78%	85%	-	90%
Heterosexual or Straight	80%	80%	78%	79%	79%	81%	81%	-	90%
Lesbian	72%	75%	65%	66%	75%	82%	76%	-	90%
Queer	74%*	55%*	68%*	36%*	65%*	72%*	66%*	-	90%
Other Sexual Orientation	71%	60%	72%	59%	70%	77%	66%	-	90%
Prefer not to say Orientation	67%	68%	67%	65%	66%	70%	72%	-	90%

\*Under 100 respondents



# Key Milestones

- In order to achieve VA's goal of increasing underserved Veteran trust in VA by 3% over baseline (and aspirational goal of 90%) by September 30, 2023, VA established strategic milestones to improve service delivery efforts and performance

Milestone Summary					
Key Milestone	Milestone Due Date	Milestone Status	Change from last quarter	Owner	Comments
Add demographic information to VA-Wide Trust survey	Q1 FY 2022	Complete		VEO	Completed October 2021
Collect and report comprehensive Veteran demographic data from the VA-Wide Trust survey to inform baseline CX scores for underserved Veteran populations	Q3 FY 2022	Complete		VEO	Completed May 2022. Included demographic data in FY2022 VA Trust Report available on <a href="http://www.VA.gov/trust">www.VA.gov/trust</a> .
Identify and report on drivers of underserved Veteran Trust in VSignals Outpatient/Inpatient Dashboards	Q4 FY 2022	Complete		VEO	VEO developed a prototype module* in the VSignals platform that will allow VHA staff to review VSignals CX survey responses from Outpatient/Inpatient surveys and associated free-text comments, and also determine what data trends or themes from comments are serving as "drivers" (determining factors) for VA trust/satisfaction.
Identify and report on emerging trends within underserved populations in VSignals Outpatient/Inpatient Dashboards	Q4 FY 2022	Complete		VEO	VEO developed prototype module* for the VSignals platform that will allow VHA staff to review Outpatient/Inpatient free-text responses (compliments, concerns, recommendations) and determine what thematic concerns or trends are emerging/developing nationally and in specific geographic regions within specific timeframes.

\*Found in VHA Consolidated Dashboard



# Key Milestones

- In order to achieve VA's goal of increasing underserved Veteran trust in VA by 3% over baseline (and aspirational goal of 90%) by 2023, VA established strategic milestones to improve service delivery efforts and performance

Milestone Summary					
Key Milestone	Milestone Due Date	Milestone Status	Change from last quarter	Owner	Comments
Report I*DEA APG data to VA's I*DEA Sub-Council as a measure of Department-wide performance on I*DEA implementations as a result of the I*DEA Action Plan	Q1 FY 2023	Complete		VEO	VEO will share the enhanced demographic data from the VA-Wide Trust survey through VA's IDEA Sub-Council. With the increased data collection over time, VEO will be able to ascertain sentiment of trust, ease, effectiveness and emotion across underserved Veteran populations to inform strategy and decision-making.
Create an action plan, based on preliminary analyses of gender identity and sexual orientation identity data already in VHA systems	Q3 FY 2023	Complete	Conducted preliminary analyses and identified several health concerns. Selected one health condition to investigate.	VHA	Given high rates of PTSD, an initial action plan will compare referrals for evidence-based psychotherapy for PTSD and number of sessions to understand whether LGBTQ+ Veterans are receiving effective care.
Conduct five national Symposiums for minority Veterans, women Veterans, rural Veterans, LGBTQ+ Veterans, Tribal and Native American Veterans	Q4 FY 2023	In progress	4 events hosted	VBA	Final event, Tribal Symposium, is scheduled for August 17, 2023, and will focus on providing updated benefits and services and PACT Act information to American Indian/Alaska Native Veterans.
Add sexual orientation identity option in the Veteran profile on VA.gov	Q2 FY 2024		A notice of data collection will be posted in the Federal Register	VEO	VEO is working with OMB liaisons to develop Paperwork Reduction Act (PRA) - compliant notice of data collection.



# Narrative – FY 23Q1

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## **VA-Wide Trust Survey**

- VEO continued deployment of voluntary expanded demographic options (expanded options for race, ethnicity, gender and sexual orientation) for the quarterly VA Trust Survey, to identify trust for underserved populations. VEO is coordinating with enterprise-partners to identify strategies for action to improve trust utilizing Veteran insights from human-centered design (HCD) research, including around Women Veterans, Native American Veterans, Veterans in the Pacific Region, and younger Veterans.
- FY 2023 Q1 demographic data reported is from the 58.3% of overall respondents (22,249 out of 38,158) that answered YES, they were willing to answer demographic questions.

## **Operations & Governance**

- This quarter, VA completed three Veterans Experience Action Center (VEAC) events in Michigan, Southern Texas and Colorado. These events served 1,340 Veterans, Service members, family members, caregivers and survivors who were referred to VA services, including 154 Veterans at risk of homelessness. Additionally, 223 peer-to-peer and community connections were initiated. Next quarter, VEO will host an event in the Pacific Region (American Samoa, Guam, Hawaii) from March 1-2 with a focus on serving Asian American Pacific Islander Veterans.
- VEO in partnership with VHA, continued HCD research to learn how VA Liaisons for Health care can be better prepared to support transgender and gender diverse separating Service members transitioning their health care from the Department of Defense to VA.
- October 11, 2022: VA closed a gap in survivor benefits for certain survivors of LGBTQ+ Veterans [Instruction 01-22]. Due to previous bans on same-sex marriages, many LGBTQ+ Veterans were unable to get married until Obergefell v. Hodges (6/26/2015) despite being in “marriage-type” relationships long before that. This wrongly precluded many survivors of those LGBTQ+ Veterans from becoming eligible for survivor benefits because their Veteran spouse died before the marriage met VA’s length-of-marriage requirements (1 year for survivor benefits, 8 years for a higher rate of benefits). This instructional decision addresses that problem by counting the duration of marriage from when the surviving spouse can establish a “marriage type” relationship akin to that of marriage—such as a commitment ceremony, joint banking account, or joint purchase of a house. Importantly, these benefits are not retroactive.



# Narrative – FY 23Q2

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## **VA-Wide Trust Survey**

- VEO continued deployment of voluntary expanded demographic options (expanded options for race, ethnicity, gender and sexual orientation) for the quarterly VA Trust Survey, to identify trust for underserved populations. VEO is coordinating with enterprise-partners to identify strategies for action to improve trust utilizing Veteran insights from human-centered design (HCD) research, including around Women Veterans, Native American Veterans, Veterans in the Pacific Region, and younger Veterans.
- FY 2023 Q2 demographic data reported is from the 58.2% of overall respondents (21,921 out of 37,645) that answered YES, they were willing to answer demographic questions.

## **Operations & Governance**

- This quarter, VA completed two Veterans Experience Action Center (VEAC) events in Montana on January 24-26, 2023, and the Pacific Islands (Hawaii [Hilo], Honolulu [Oahu], Kona, Lihue), American Samoa, and Guam) on March 1-2, 2023. These events served 368 Veterans, Service members, family members, caregivers, and survivors who were referred to VA services, providing support for more than 818 unique services including 31 Veterans at risk of homelessness.



# Narrative – FY 23Q3

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## **VA-Wide Trust Survey**

- VEO continued deployment of voluntary expanded demographic options (expanded options for race, ethnicity, gender and sexual orientation) for the quarterly VA Trust Survey, to identify trust for underserved populations. VEO is coordinating with enterprise-partners to identify strategies for action to improve trust utilizing Veteran insights from HCD research, including around Women Veterans, Native American Veterans, Veterans in the Pacific Region, and younger Veterans.
- FY 2023 Q3 demographic data reported is from the 57.6% of overall respondents (21,728 out of 37,724) that answered YES, they were willing to answer demographic questions.

## **Operations & Governance**

- This quarter, VA completed three Veterans Experience Action Center (VEAC) events in Michigan on April 18-20, 2023, California on May 23-25, 2023, and Kentucky on June 27-29, 2023. These events served 887 Veterans, Service members, family members, caregivers, and survivors who were referred to VA services, providing support for more than 2,182 unique services including 137 Veterans at risk of homelessness. Of those served, 164 (18.5%) were women and of those that completed the CX survey (438 participants) 157 identified as Black or African American.
- On June 8, 2023, VA hosted the Virtual LGBTQ+ Symposium: Celebrating Pride and Informing the Community. Topics covered during this symposium included establishing benefit eligibility for LGBTQ+ Veterans and survivors, character of discharge, VHA's LGBTQ+ health initiatives, fraud prevention, LGBTQ+ care coordinator support and a comprehensive briefing on the PACT Act. The event hosted 181 attendees and received a trust score of 75.0%, ease score of 81.2%, effectiveness score of 81.2% and promoter score of 87.5% (for those that participated in the event CX survey). The next symposium is scheduled for August 17, 2023, and will focus on providing updated benefits and services and PACT Act information to American Indian/Alaska Native Veterans.



# Data Accuracy & Reliability

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## Data Sources

- Internal VA database Dependencies: VA Enterprise Data Warehouse (EDW) and Corporate Data Warehouse (CDW)
- VA-Wide Trust Measure Survey Methodology:
  - **Survey Pool:** Veterans, eligible dependents, survivors, caregivers, and other advocates, with a valid email address on record and who received one or more health, benefit, or memorial service within a quarter
  - **Mode of Administration:** Web survey through email invitation; open for two-weeks with a reminder email after one week
  - **Sampling Approach:** Stratified sampling approach to determine survey population based on most recent service received, gender, and age
  - **Frequency of Response:** Quarterly
- Sampling Approach:
  - Ensures responses represent target population
  - Provides analytical rigor and mitigates survey fatigue
  - Ensures VA complies with OMB guidelines on Paper Reduction Act





# Additional Information

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## **Contributing Programs**

- Organizations:
  - Office of Information & Technology (OIT): VEO partners with OIT, which operates the Veterans Signals survey software platform, to develop and deliver the Veteran experience data analytics capabilities
  - Office of Public & Intergovernmental Affairs (OPIA): Continuing coordination to integrate social media listening capability
  - Veterans Health Administration (VHA): Partnering to seamlessly refer Veterans in crisis (suicide and homelessness) to appropriate action groups
- Program Activities:
  - Program Activity – contribution
- President's Management Agenda
  - Directly supports PMA Priority Pillar II: *Delivering excellent, equitable, and secure Federal services and customer experience*
- Legislation/Regulations:
  - Paperwork Reduction Act (PRA) – in accordance with the PRA, VEO gains OMB approval for every survey it develops, which includes non-bias response phone surveys

## **Stakeholder / Congressional Consultations**

Describe how the agency incorporated any views or suggestions through consultations held w/Congress or other stakeholders