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

Goal Leader(s):

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Goal Overview

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:

- *<u>Ease</u>. VA will make access to VA care, benefits and memorial services smooth and easy.*
- *<u>Effectiveness</u>. VA will deliver care, benefits and memorial services to the customer's satisfaction.*
- *<u>Emotion / Empathy</u>. 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 <u>trust</u> 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%	*See slide 7, column Q4 FY 2022 for baseline value*	*See slide 7, column Q4 FY 2023 for baseline value*		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%	*See slide 8, column Q4 FY 2022 for baseline value*	*See slide 8, column Q4 FY 2023 for baseline value*		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%	*See slide 9, column Q4 FY 2022 for baseline value*	*See slide 9, column Q4 FY 2023 for baseline value*		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%	*See slide 10, column Q4 FY 2022 for baseline value*	*See slide 10, column Q4 FY 2023 for baseline value*		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.
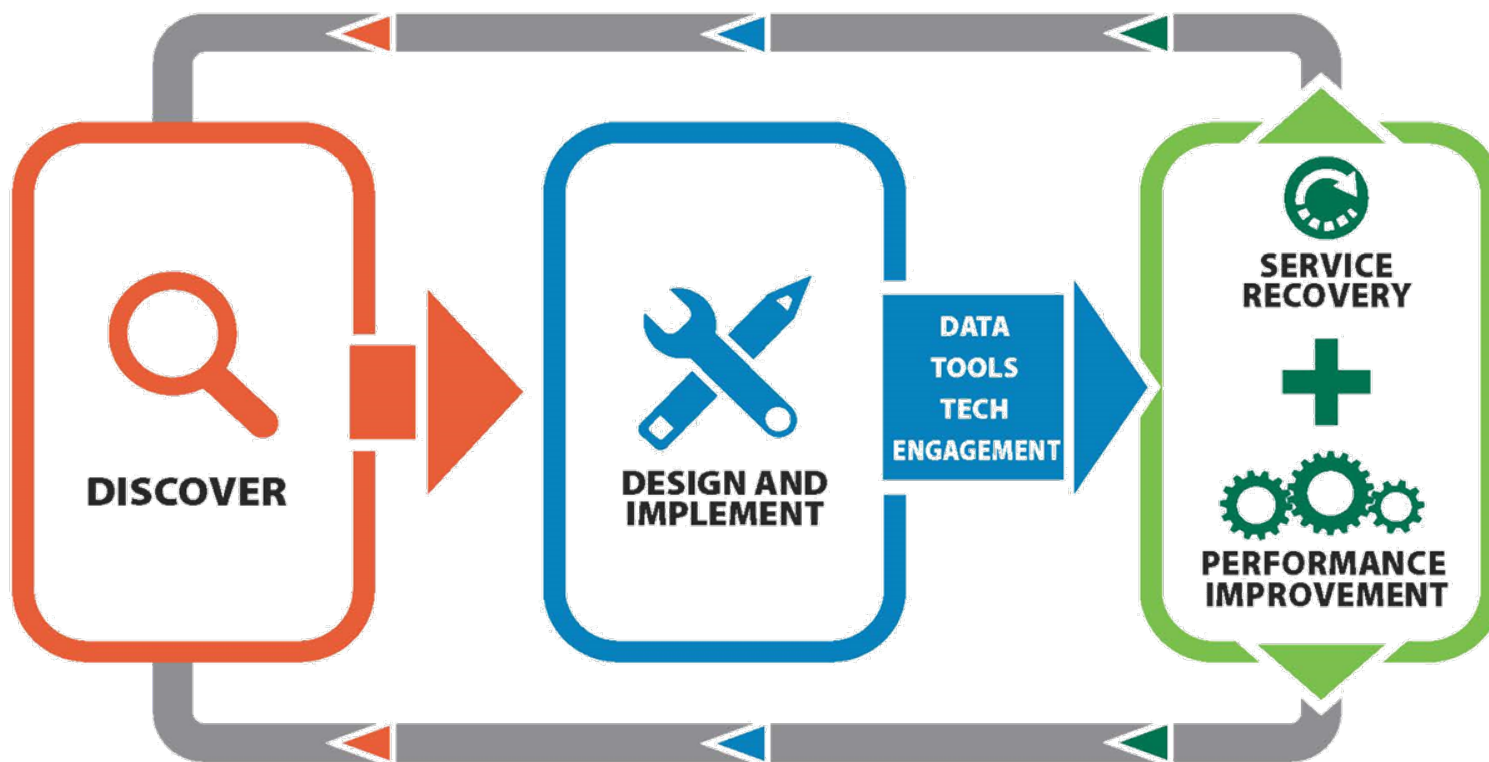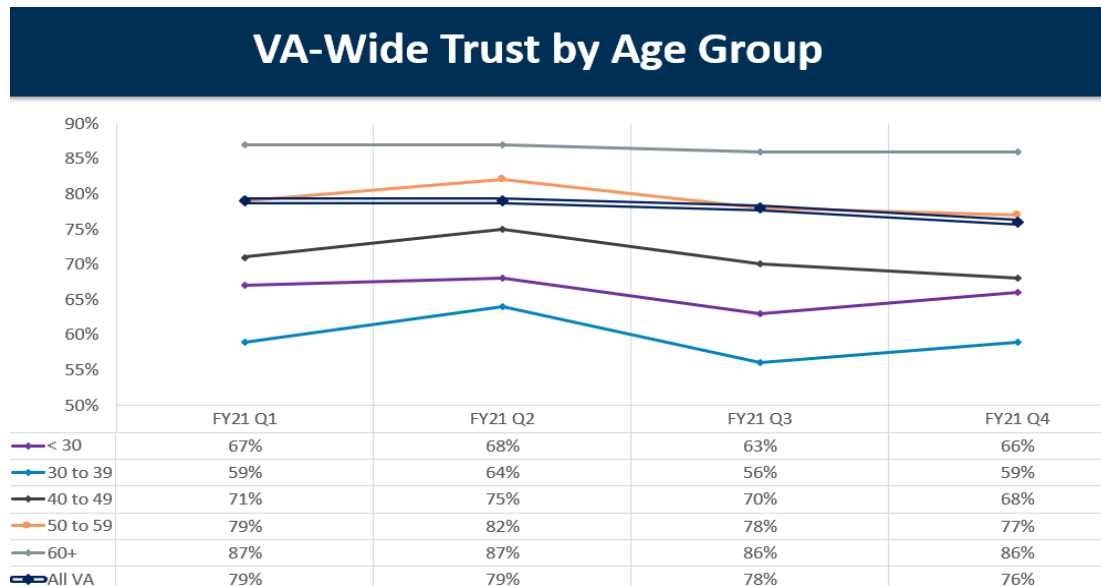
Goal Strategies

- 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:

VA-Wide Trust by Age Group

	FY21 Q1	FY21 Q2	FY21 Q3	FY21 Q4
< 30	67%	68%	63%	66%
30 to 39	59%	64%	56%	59%
40 to 49	71%	75%	70%	68%
50 to 59	79%	82%	78%	77%
60+	87%	87%	86%	86%
All VA	79%	79%	78%	76%

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	Average 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	2023 Target
Overall VA Trust	79%	78%	76%	77%	----	77%	79%	79%	79%	90%
Trust by Race										
American Indian or Alaska Native	72%	71%	70%	72%	71%	71%	70%	73%	74%	90%
Asian	82%	81%	82%	81%	81%	81%	82%	84%	79%	90%
Black or African American	79%	79%	77%	77%	78%	77%	80%	80%	80%	90%
Middle Eastern or North African	77%*	61%	63%*	55%*	64%	57%*	62%*	64%*	67%*	90%
Native Hawaiian or Other Pacific Islander	88%	77%	80%	77%	80%	76%	77%	76%	81%	90%
White	83%	81%	80%	81%	81%	81%	83%	82%	83%	90%
Trust by Ethnicity										
Hispanic or Latino	81%	78%	79%	79%	79%	77%	79%	79%	81%	90%
Not Hispanic or Latino	82%	81%	80%	81%	81%	80%	83%	82%	82%	90%
Trust by Ethnicity – Hispanic Country of Origin										
Cuban	74%*	75%*	68%*	77%*	74%	73%*	79%*	76%*	66%*	90%
Mexican/Mexican-American/Chicano	81%	77%	76%	78%	78%	76%	78%	77%	81%	90%
Puerto Rican	83%	81%	82%	81%	82%	78%	82%	83%	83%	90%
Other	80%	77%	78%	76%	78%	73%	76%	75%	75%	90%
Trust by Gender										
Female	76%	75%	73%	75%	75%	74%	77%	75%	78%	90%
Male	83%	82%	81%	81%	82%	81%	84%	83%	83%	90%
Transgender Man	78%*	61%*	50%*	57%*	62%	71%*	62%*	55%*	72%*	90%
Transgender Woman	70%*	63%*	77%*	73%*	71%	68%*	60%*	75%*	71%*	90%
Non-Binary or Third Gender	53%*	49%*	51%*	48%*	50%	64%*	67%*	91%*	54%*	90%
Other Gender	50%*	31%*	47%*	42%*	43%	34%*	71%*	57%*	71%*	90%
Prefer not to say Gender	41%*	43%*	47%*	51%*	45%	38%*	37%*	64%*	48%*	90%
Trust by Sexual Orientation										
Bisexual	74%	60%	72%	72%	69%	65%	70%	73%	75%	90%
Gay	81%	83%	76%	75%	79%	85%	79%	89%	77%	90%
Heterosexual or Straight	82%	81%	80%	81%	81%	81%	83%	82%	83%	90%
Lesbian	71%	73%	63%	75%	71%	68%	71%	76%	74%	90%
Queer	49%*	47%*	57%*	42%*	48%	68%*	74%*	69%*	53%*	90%
Other Sexual Orientation	72%	54%	68%	61%	64%	66%	80%	66%	70%	90%
Prefer not to say Orientation	69%	68%	71%	66%	68%	65%	71%	74%	72%	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	Average 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	2023 Target
Overall VA Ease	73%	72%	71%	71%	----	72%	74%	74%	74%	90%
Ease by Race										
American Indian or Alaska Native	67%	65%	64%	65%	65%	66%	67%	69%	65%	90%
Asian	75%	73%	74%	74%	74%	73%	76%	77%	70%	90%
Black or African American	73%	73%	71%	70%	72%	72%	75%	74%	75%	90%
Middle Eastern or North African	66%*	53%	64%*	47%*	58%	56%*	57%*	62%*	65%*	90%
Native Hawaiian or Other Pacific Islander	78%	69%	72%	65%	71%	68%	69%	71%	70%	90%
White	76%	76%	74%	75%	75%	75%	78%	77%	77%	90%
Ease by Ethnicity										
Hispanic or Latino	74%	72%	71%	72%	72%	71%	74%	74%	74%	90%
Not Hispanic or Latino	76%	75%	74%	74%	75%	75%	77%	77%	77%	90%
Ease by Ethnicity – Hispanic Country of Origin										
Cuban	66%*	75%*	64%*	70%*	69%	74%*	71%*	70%*	63%*	90%
Mexican/Mexican-American/Chicano	74%	72%	67%	72%	71%	69%	71%	73%	74%	90%
Puerto Rican	74%	75%	77%	74%	75%	74%	77%	79%	74%	90%
Other	70%	66%	71%	66%	69%	66%	73%	68%	67%	90%
Ease by Gender Identity										
Female	70%	68%	67%	68%	68%	68%	72%	70%	71%	90%
Male	76%	76%	75%	75%	76%	76%	78%	78%	78%	90%
Transgender Man	52%*	58%*	52%*	39%*	50%	71%	76%*	32%*	52%*	90%
Transgender Woman	74%*	59%*	62%*	56%*	63%	66%*	55%*	67%*	64%*	90%
Non-Binary or Third Gender	66%*	55%*	46%*	42%*	52%	62%*	64%*	78%*	48%*	90%
Other Gender	26%*	35%*	46%*	40%*	37%	44%*	64%*	58%*	63%*	90%
Prefer not to say Gender	30%*	37%*	50%*	55%*	43%	36%*	39%*	52%*	53%*	90%
Ease by Sexual Orientation										
Bisexual	65%	57%	60%	61%	61%	56%	66%	62%	71%	90%
Gay	77%	77%	72%	71%	74%	77%	70%	81%	70%	90%
Heterosexual or Straight	76%	76%	74%	75%	75%	75%	78%	77%	77%	90%
Lesbian	70%	65%	58%	63%	64%	61%	73%	70%	73%	90%
Queer	60%*	48%*	47%*	36%*	48%	67%*	59%*	58%*	49%*	90%
Other Sexual Orientation	69%	58%	67%	52%	61%	66%	74%	62%	68%	90%
Prefer not to say Orientation	63%	62%	62%	57%	61%	61%	63%	65%	69%	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	Average 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	2023 Target
Overall VA Effectiveness	78%	77%	75%	76%	----	77%	79%	78%	79%	90%
Effectiveness by Race										
American Indian or Alaska Native	74%	69%	67%	72%	71%	69%	70%	73%	70%	90%
Asian	78%	78%	79%	77%	78%	76%	81%	83%	74%	90%
Black or African American	76%	76%	75%	75%	75%	76%	79%	78%	79%	90%
Middle Eastern or North African	74%*	57%	66%*	56%*	63%	61%*	68%*	64%*	70%*	90%
Native Hawaiian or Other Pacific Islander	81%	76%	74%	70%	76%	70%	75%	77%	73%	90%
White	80%	80%	78%	79%	80%	79%	82%	81%	82%	90%
Effectiveness by Ethnicity										
Hispanic or Latino	78%	76%	74%	76%	76%	74%	78%	78%	77%	90%
Not Hispanic or Latino	80%	80%	78%	78%	79%	79%	81%	81%	81%	90%
Effectiveness by Ethnicity – Hispanic Country of Origin										
Cuban	78%*	78%*	70%*	71%*	74%	75%*	79%*	76%*	59%*	90%
Mexican/Mexican-American/Chicano	77%	75%	72%	74%	74%	73%	76%	77%	77%	90%
Puerto Rican	79%	79%	78%	79%	79%	76%	80%	83%	80%	90%
Other	78%	77%	71%	74%	75%	69%	78%	73%	70%	90%
Effectiveness by Gender										
Female	75%	75%	72%	73%	74%	74%	77%	76%	77%	90%
Male	81%	80%	79%	79%	80%	80%	82%	81%	82%	90%
Transgender Man	88%*	68%*	57%*	32%*	61%	73%	83%*	51%*	73%*	90%
Transgender Woman	74%*	62%*	60%*	47%*	61%	75%*	62%*	70%*	65%*	90%
Non-Binary or Third Gender	70%*	56%*	54%*	44%*	56%	62%*	64%*	93%*	49%*	90%
Other Gender	47%*	41%*	49%*	42%*	44%	47%*	73%*	67%*	73%*	90%
Prefer not to say Gender	31%*	33%*	53%*	61%*	45%	40%*	47%*	62%*	54%*	90%
Effectiveness by Sexual Orientation										
Bisexual	76%	66%	71%	70%	71%	63%	75%	75%	81%	90%
Gay	79%	82%	76%	73%	77%	82%	78%	85%	78%	90%
Heterosexual or Straight	80%	80%	78%	79%	79%	79%	81%	81%	81%	90%
Lesbian	72%	75%	65%	66%	70%	75%	82%	76%	80%	90%
Queer	74%*	55%*	68%*	36%*	58%	65%*	72%*	66%*	60%*	90%
Other Sexual Orientation	71%	60%	72%	59%	66%	70%	77%	66%	73%	90%
Prefer not to say Orientation	67%	68%	67%	65%	67%	66%	70%	72%	74%	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	Average 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	2023 Target
Overall VA Emotion	76%	75%	73%	74%	----	74%	76%	76%	77%	90%
Emotion by Race										
American Indian or Alaska Native	69%	70%	64%	70%	68%	66%	68%	71%	70%	90%
Asian	77%	76%	78%	76%	77%	73%	81%	80%	72%	90%
Black or African American	75%	76%	73%	73%	74%	74%	77%	77%	78%	90%
Middle Eastern or North African	76%*	59%	66%*	52%*	63%	55%*	67%*	64%*	69%*	90%
Native Hawaiian or Other Pacific Islander	83%	73%	73%	74%	76%	70%	71%	74%	69%	90%
White	79%	78%	76%	78%	78%	77%	80%	80%	81%	90%
Emotion by Ethnicity										
Hispanic or Latino	76%	75%	74%	75%	75%	73%	75%	76%	76%	90%
Not Hispanic or Latino	79%	78%	76%	77%	78%	77%	80%	80%	80%	90%
Emotion by Ethnicity – Hispanic Country of Origin										
Cuban	67%*	77%*	68%*	68%*	70%	72%*	68%*	62%*	55%*	90%
Mexican/Mexican-American/Chicano	75%	73%	71%	74%	73%	72%	73%	76%	77%	90%
Puerto Rican	79%	80%	79%	80%	79%	75%	81%	80%	76%	90%
Other	75%	72%	73%	70%	73%	70%	74%	70%	70%	90%
Emotion by Gender										
Female	72%	72%	69%	71%	71%	70%	75%	73%	75%	90%
Male	80%	79%	77%	78%	79%	78%	80%	80%	81%	90%
Transgender Man	78%*	65%*	38%*	47%*	58%	71%	85%*	51%*	57%*	90%
Transgender Woman	73%*	50%*	71%*	59%*	63%	64%*	56%*	73%*	69%*	90%
Non-Binary or Third Gender	69%*	56%*	42%*	46%*	53%	66%*	72%*	93%*	46%*	90%
Other Gender	44%*	41%*	37%*	40%*	40%	48%*	75%*	54%*	66%*	90%
Prefer not to say Gender	30%*	43%*	52%*	55%*	45%	46%*	42%*	48%*	56%*	90%
Emotion by Sexual Orientation										
Bisexual	71%	59%	67%	68%	66%	56%	72%	72%	75%	90%
Gay	79%	80%	71%	74%	76%	78%	76%	85%	75%	90%
Heterosexual or Straight	79%	78%	76%	77%	78%	77%	80%	80%	80%	90%
Lesbian	70%	70%	61%	66%	67%	63%	77%	70%	73%	90%
Queer	61%*	52%*	44%*	40%*	49%	65%*	66%*	66%*	45%*	90%
Other Sexual Orientation	70%	56%	65%	61%	63%	71%	65%	60%	70%	90%
Prefer not to say Orientation	65%	66%	66%	63%	65%	62%	67%	72%	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 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 www.VA.gov/trust.*
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*		*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*	*Complete*		*VBA*	VA hosted the Tribal Symposium, August 17, 2023.
Add sexual orientation identity option in the Veteran profile on VA.gov	~~Q4 FY 2023~~ Q2 FY 2024	In progress	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 23Q4

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. FY 2023 Q4 demographic data reported is from the 57.4% of overall respondents (20,751 out of 36,154) that answered YES, they were willing to answer demographic questions.
- In FY 2022 VEO established a baseline for CX metrics (trust, ease, effectiveness and emotional resonance). Using the FY 2022 average as the baseline, at the end of this APG Cycle (FY2023 Q4), VA met its goal of a 3% or more increase in trust across 13 of the 26 demographic domains, ease across 10 domains, effectiveness in 12 domains and emotion in 12 domains. Overall, VA saw positive increases across most of the domains for each category: trust (22/26), ease (19/26), effectiveness (20/26) and emotion (17/26).

	Trust	Ease	Effectiveness	Emotion
+3%	12/26	15/26	18/26	16/26
+1-2%	8/26	5/26	3/26	3/26
<0%	6/26	6/26	5/26	7/26

Next Steps:

- With the end of the FY 2022-23 APG cycle, VA's work to improve the experience for underserved Veteran populations will continue through **VA's Agency Equity Team** and shared through **VA's Equity Action Plan**.
- VA will continue measuring the experiences of Veterans through trust, ease, effectiveness and emotional resonance.

Operations & Governance

- This quarter, VA completed seven Veterans Experience Action Center (VEAC) events. 4 virtual events were hosted in Texas (July 18-20, 2023), Colorado (August 22-23, 2023), Guam/Commonwealth of Northern Mariana Islands (September 7, 2023), Hawaii/American Samoa (September 7, 2023). 3 in-person events were completed in South Carolina* (August 10-12, 2023), the Hawaii (August 31-September 1, 2023) and Iowa* (September 29-30, 2023). These events served 1,988 Veterans, Service members, family members, caregivers and survivors who were referred to VA services, providing support for more than 9,000 unique services including 260 Veterans with housing support. Of those served, 334 (16.8%) were women and of those overall participants that completed the CX survey and shared their race (1,246 participants) 21.7% identified as Black or African American.
  Hosted by community partner, VA provided specialized support and services

- On August 17, 2023, VA hosted a virtual Tribal and Native American Veteran Symposium. VA's Director of the Office of Tribal Government Relations provided the keynote address. Topics covered during this event included an overview of the Office of Tribal Health, an overview of the Native American Direct Loan program, a review of the Tribal Veteran Expansion project, fraud prevention, burial benefits and a comprehensive briefing on the PACT Act. The event hosted 211 attendees and received a trust score of 82%, ease score of 84%, effectiveness score of 88% and promoted score of 82% (for those who participated in the event CX survey).

Data Accuracy & Reliability

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

Contributing Programs

- Organizations:

  - o 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
  - o Office of Public & Intergovernmental Affairs (OPIA): Continuing coordination to integrate social media listening capability
  - o Veterans Health Administration (VHA): Partnering to seamlessly refer Veterans in crisis (suicide and homelessness) to appropriate action groups

- Program Activities:
  - o Program Activity – contribution

- President's Management Agenda
  - o Directly supports PMA Priority Pillar II: *Delivering excellent, equitable, and secure Federal services and customer experience*

- Legislation/Regulations:
  - o 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