

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: Military-to-Civilian Transition Project

PURPOSE

In support of Executive Order 14058: Transforming Federal Customer Experience and Service Delivery To Rebuild Trust in Government, VA will work in partnership with Department of Defense and Department of Labor to conduct Human-Centered Design (HCD) research to better understand the physical, mental, and emotional needs of Transitioning Servicemembers (TSMs), Recently-Separated Veterans (RSVs), and their families 365 days prior to separation to 365 days post-separation.

DESCRIPTION OF RESPONDENTS:

To capture customer voices, the Veterans Experience Office (VEO) will leverage 1:1 semi-structured qualitative interviews / conversations and a limited number of focus groups. Each session will last ~1-hour and will be completed through web-based conferencing software.

Customers will be identified through the following means:

- **Recently-Separated Veterans (RSVs):** random sampling from VA/DoD’s VADIR database based on date of separation
- **Transitioning Servicemembers (TSMs):** DoD volunteer collections of servicemembers exiting within the next year
- **Family Members:** Voluntary participation based on referrals from RSV and TSM participants

Outreach to potential participants will be conducted by phone and/or email:

“Would you be willing to call-in or join a virtual meeting with our VA experience team - where you'll be asked to describe your experience transitioning out of the military?”

All participation is voluntary and consent / participation can be revoked by the customer at any time.

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>1:1 semi-structured interviews</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. 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:** Amanda Tepfer, Customer Experience Strategist, Veterans Experience Office, VA, (612) 803-1819

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 ☒ [N/A]
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	150	60 minutes	150 hours
Totals	150	9000 minutes	150 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 X

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.

Identification:

To capture customer voices, the Veterans Experience Office (VEO) will leverage 1:1 semi-structured qualitative interviews / conversations and a limited number of focus groups. Each session will last ~1-hour and will be completed through web-based conferencing software.

Customers will be identified through the following means:

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Outreach to potential participants will be conducted by phone and/or email:

“Would you be willing to call-in or join a virtual meeting with our VA experience team - where you'll be asked to describe your experience transitioning out of the military?”

All participation is voluntary and consent / participation can be revoked by the customer at any time.

Selection:

A quantitative analysis on available VA customer data revealed that rank held a significant correlation with engagement / connection with VA services.

With that in-mind, customer selection will be based on representative demographic diversity (including oversampling female voices by 100%), branch-of-military-service diversity, and by rank groups (junior, mid-level and senior ranks).

- b. How will you collect the information? (Check all that apply)
- [X] Web-based or other forms of Social Media (web-based conferencing)
- [] 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:

N/A (\$200,000 upfront cost)

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.

- Please see attached.

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, Director of Measurement and Data Analytics, Veterans Experience Office, VA, (202) 875-9478
 - Michael Lew, VSignals Implementation Lead, Veterans Experience Office, VA, (858) 232-8494
 - Amanda Tepfer, Customer Experience Strategist, Veterans Experience Office, VA, (612) 803-1819