


Model Name	DHA Admiral Functional	Red & Strike-Through: Delete	
Model ID	NEW MEASURE NEEDS MID	<u>Underlined & Italicized</u> : Re-order	
Partitioned	No	Pink: Addition	
Date	5/24/2017	Blue: Reword	
Model Version	UPDATE		

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
No Model					

Model Name Admiral Functional
 Model ID ASURE NEEDS MID
 Partitioned No
 Date 5/24/2017

~~Red & Strike-Through~~: Delete
Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Reword



QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
		How do you prefer to get information from the DHA?	Email Launch Pad (intranet site) Town Hall forums From my supervisor Social media Printed newsletter Other		Y	Radio button, one-up vertical	Skip Logic Group*	Info Channel Preference
	A	Please tell us how you prefer to receive DHA information:			N	Text field, <100 char	Skip Logic Group*	Info Channel OE
		What was your overall satisfaction with the recent DHA Town Hall meeting?	1=Very Dissatisfied 2 3 4 5 6 7 8 9 10=Very Satisfied Don't know	B	Y	Radio button, scale, has don't know	Skip Logic Group*	Satisfaction
	B	Please explain why you gave the above rating:			N	Text area, no char limit	Skip Logic Group*	Low Satisfaction Reason OE
		Please select your level of agreement with the following statements: The information presented was useful to me.	1=Strongly Disagree 2 3 4 5 6 7 8 9 10=Strongly Agree Don't know		Y	Radio button, scale, has don't know		Info Useful
		The information provided was clear and easy to understand.	1=Strongly Disagree 2 3 4 5 6 7 8 9 10=Strongly Agree Don't know		Y	Radio button, scale, has don't know		Info Understandable
		The content met my needs.	1=Strongly Disagree 2		Y	Radio button, scale, has don't know		Info Met Needs

			3			
			4			
			5			
			6			
			7			
			8			
			9			
			10=Strongly Agree			
			Don't know			
		The length of the event or communication was appropriate.	1=Strongly Disagree	Y	Radio button, scale, has don't know	Info Length Okay
			2			
			3			
			4			
			5			
			6			
			7			
			8			
			9			
			10=Strongly Agree			
			Don't know			
		There was plenty of time for questions and answers and open discussion during the Town Hall.	1=Strongly Disagree	Y	Radio button, scale, has don't know	Enough Question Time
			2			
			3			
			4			
			5			
			6			
			7			
			8			
			9			
			10=Strongly Agree			
			Don't know			
		I felt comfortable enough to ask a question and participate in the discussion, even if I did not actually speak.	1=Strongly Disagree	Y	Radio button, scale, has don't know	Participation Comfort Level
			2			
			3			
			4			
			5			
			6			
			7			
			8			
			9			
			10=Strongly Agree			
			Don't know			
		Please select your level of agreement with the following statements about your experience in your current DHA workplace:	1=Strongly Disagree	Y	Radio button, scale, has don't know	DHA Emp Motivated
		I feel motivated to give my best efforts in the workplace.	2			
			3			
			4			
			5			
			6			
			7			
			8			

			9				
			10=Strongly Agree				
			Don't know				
		I feel the DHA appropriately recognizes employee accomplishments.	1=Strongly Disagree	Y	Radio button, scale, has don't know		DHA Recognizes
			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Strongly Agree				
			Don't know				
		I receive feedback on my performance at least once a quarter from my supervisor.	1=Strongly Disagree	Y	Radio button, scale, has don't know		DHA Performance Feedback OK
			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Strongly Agree				
			Don't know				
		I have a clear understanding of the mission and objectives of the DHA.	1=Strongly Disagree	Y	Radio button, scale, has don't know		DHA Mission Understood
			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Strongly Agree				
			Don't know				
		I understand how my position contributes to the overall DHA mission.	1=Strongly Disagree	Y	Radio button, scale, has don't know		DHA Mission Personal Tie
			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Strongly Agree				
			Don't know				
		I feel a strong sense of belonging to this organization.	1=Strongly Disagree	Y	Radio button, scale, has don't know		DHA Emp Belonging
			2				
			3				

			4				
			5				
			6				
			7				
			8				
			9				
			10=Strongly Agree				
			Don't know				
		I am proud to tell others that I belong to this organization.	1=Strongly Disagree		Y	Radio button, scale, has don't know	DHA Emp Pride
			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Strongly Agree				
			Don't know				
		I like my job.	1=Strongly Disagree		Y	Radio button, scale, has don't know	DHA Emp Job Liked
			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Strongly Agree				
			Don't know				
		DHA leadership keeps me informed of personnel/administrative issues that are relevant to my job.	1=Strongly Disagree		Y	Radio button, scale, has don't know	DHA Informs Personnel
			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Strongly Agree				
			Don't know				
		DHA leadership keeps me informed on external influencers that may impact my workplace. (Legislation, White House/OPM policy changes, etc.)	1=Strongly Disagree		Y	Radio button, scale, has don't know	DHA Informs External Influence
			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Strongly Agree				

		Discrimination is not a problem in my workplace.	Don't know 1=Strongly Disagree 2 3 4 5 6 7 8 9 10=Strongly Agree Don't know		Y	Radio button, scale, has don't know		DHA No Discrimination
		Overall, morale is high in my workplace.	1=Strongly Disagree 2 3 4 5 6 7 8 9 10=Strongly Agree Don't know	B	Y	Radio button, scale, has don't know	Skip Logic Group*	DHA Morale
	B	Please explain why you gave the above rating:			N	Text area, no char limit	Skip Logic Group*	DHA Morale OE
		Which best describes you?	Active duty or retired service member (includes all uniformed services) Family of active duty or retired service member National Guard or Reserve member (active, reserve or retired) Family of National Guard or Reserve member Contractor Other		Y	Radio button, one-up vertical		Role
		What is your gender?	Male Female Prefer not to respond		N	Radio button, one-up vertical		Demos: Gender Fed Govt
		Which category includes your age?	Under 25 25 - 34 35 - 44 45 - 54 55 - 64 65 or older Prefer not to respond		N	Radio button, one-up vertical		Demos: Age
		We value your feedback! If you have thoughts on how to improve future DHA events or communications, please share them with us here:			N	Text area, no char limit		Improvements OE
		Finally, if there are any new topics you would like to see covered in future events or communications, please share your ideas here:			N	Text area, no char limit		New Topics OE

Benchmark Meta Tags
Accomplish
Acquisition Source
Approached
Associate: Available
Associate: Courteous
Associate: Help
Associate: Inform Promos
Associate: Invite Back
Associate: Recommend
Banking Activities
Call Resolution
Checkout
Checkout: Found all Items
Checkout: Problems
Checkout: Thank You
Contact Center Purchase Frequency
Contact Center: First Call
Current Customer - Product
Current Customer - Service
Customer Service
Demographics: Age
Demographics: Gender
Demographics: Income
Do Next
Do Next: Healthcare
Do Next: Insurance
Donate Today
Done Any Following
Greeted
Inquiry: First Call
Inquiry: Times Called
Items Meet Expectations
Location
Log In Success
Mobile Deposit
OE_Accomplish
OE_Improve Experience
Order Arrived on Time
Order Process
Previous Channel Visited
Primary Financial Provider
Primary Reason
Primary Reason: Associations
Primary Reason: Associations Non-profit
Primary Reason: B2B
Primary Reason: Federal Government or Informational Non-Profit
Primary Reason: Product Manufacturers (Non ecommerce)
Primary Reason: Retail
Primary Reason: Telecom

Primary Reason: Travel
Primary Reason: Banking
Primary Reason: Healthcare
Primary Reason: Insurance
Products Purchased
Products Sought
Purchase
Purchase Channel Preference
Purchase Everything
Purchase Frequency
Purchased
Receive All Items
Research Process for Purchase
Return
Role
Role: Healthcare
Role: Insurance
Times Visited Prior Purchase
Track Delivery
Visit Frequency
Website Contribution
Where Purchased
Why No Purchase
Why Not Purch Everything