



## Questionnaire for the Online/Telephone<sup>1</sup> Survey of Non-Academic Audiences

### INTRODUCTION FOR ONLINE RESPONDENTS

Welcome and thank you for responding to our survey. Your responses will help the National Cemetery Administration (Department of Veterans Affairs) design an NCA Educational Program that will make many of its historical resources available to organizations like yours and the people you serve. This survey should take about 15 minutes to complete. Your responses are private. They will be combined with those of other respondents and used for research purposes only. Your name will never be connected with your responses. If you have any questions about the survey, please contact (NAMES AND EMAILS OF DESIGNATED CONTACTS).

### INTRODUCTION FOR TELEPHONE RESPONDENTS

(FOR RESPONDENTS WHO RECEIVE REMINDER PHONE CALLS AND WISH TO BE INTERVIEWED BY TELEPHONE RATHER THAN TAKING THE SURVEY ONLINE. THEY WILL HAVE RECEIVED THE EMAIL INVITATION, HAVE DISCUSSED THE SURVEY WITH THE INTERVIEWER, AND WILL BE FAMILIAR WITH THE PURPOSE OF THE SURVEY.) Thank you for agreeing to participate in the survey. It should take about 15 minutes to complete. Your responses are private. They will be combined with those of other respondents and used for research purposes only. Your name will never be connected with your responses. IF NECESSARY: If you have any questions about the survey, please contact (NAMES AND EMAILS OF DESIGNATED CONTACTS).

**THE PAPERWORK REDUCTION ACT OF 1995** requires us to notify you that this information collected is in accordance with the clearance requirements of section 3507 of this Act. The public reporting burden for this collection of information is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. No person will be penalized for failing to furnish this information if it does not display a currently valid OMB control number. This collection of information is intended to fulfill the need identified by the Department of Veterans Affairs in their call for the development of needed improvements to the current National Cemetery Administration program. Your obligation to respond to this survey is voluntary and failure to furnish this information will have no effect on any current benefits.

<sup>1</sup> ADRG interviewers will call non-respondents to remind them to take the survey. In some cases, respondents will say they would prefer to be interviewed by telephone. For some questions, wording is different for the online and telephone versions. These differences are indicated throughout the questionnaire.



**SCREENING QUESTION**

- A Do you make or share in decisions about programs and other activities for your organization?
- Yes SKIP TO Q1
  - No ASK QB
  - Not Sure ASK QB

B We would appreciate it very much if you would provide the name and contact information of the person who is most involved in these types of decisions for your organization. *Please enter the name, email address and telephone number.* SUBMIT. Thank you for providing this important information and helping to make our study a success.

**PERCEPTIONS ABOUT NATIONAL CEMETERIES**

1	When you think of National Cemeteries, which ones – if any – come to mind?
	OPEN END

2	In what state are you located?
	DROP DOWN MENU OR LISTS OF ALL STATES AND THE DISTRICT OF COLUMBIA

3	To the best of your knowledge, is there a National Cemetery in your state?
<input type="radio"/>	Yes
<input type="radio"/>	No
<input type="radio"/>	Not sure

**NATIONAL CEMETERIES AS A PLACE FOR LEARNING**

4	Aside from funerals and burial services, what do you think are the main reasons people might visit a National Cemetery? <i>Please give up to five reasons.</i>
	OPEN ENDED QUESTION.

5	What do you think a person might learn by visiting a National Cemetery? <i>Please give up to five examples.</i>
	OPEN ENDED QUESTION.

6	Could you envision National Cemeteries as an educational tool with historic resources of interest to...?
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	RANDOMIZE ORDER.			
		Yes	No	Not Sure
	Elementary school teachers and students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Middle school teachers and students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	University students and professors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Genealogists and historical societies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Veterans groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Scouts and volunteer groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Veterans and their relatives and descendants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	The general public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PERSONAL EXPERIENCE VISITING NATIONAL CEMETERIES**

7	Have you ever visited a National Cemetery?		
<input type="radio"/>	Yes		
<input type="radio"/>	No	SKIP TO Q11	
<input type="radio"/>	Not sure	SKIP TO Q11	

8	What are the most memorable National Cemeteries you have visited? (ONLINE: <i>Please enter the names of up to 5 cemeteries.</i> ) (PHONE: PROBE FOR MULTIPLE RESPONSES. ACCEPT UP TO 5. CHECK SPELLING IF NECESSARY.)		
	OPEN ENDED QUESTION.		

9	About how many different National Cemeteries would you say you have visited? <i>Please estimate if you are not sure.</i>		
<input type="radio"/>	1		
<input type="radio"/>	2-4		
<input type="radio"/>	5-9		
<input type="radio"/>	10-19		
<input type="radio"/>	20 or more		
<input type="radio"/>	Not sure		

10	What were the reasons for your visit(s)? (ONLINE: <i>Please select all that apply.</i> ) (PHONE: Was it for.... READ?)		
	RANDOMIZE ORDER.		
<input type="checkbox"/>	A funeral or burial service		
<input type="checkbox"/>	A walking tour of the grounds		
<input type="checkbox"/>	Historical research		
<input type="checkbox"/>	Genealogical research		
<input type="checkbox"/>	Volunteer activities		
<input type="checkbox"/>	An event commemorating the service of veterans, like Memorial or Veterans Day		



<input type="checkbox"/>	An event commemorating the service of women or an ethnic group	
<input type="checkbox"/>	Educational purposes	
<input type="checkbox"/>	To visit monuments	
<input type="checkbox"/>	To visit the graves of notable or interesting Americans	
<input type="checkbox"/>	To visit the grave of an ancestor or family member	
<input type="checkbox"/>	To visit the grave of a friend	
<input type="checkbox"/>	To enjoy the beauty of the grounds or monuments	
<input type="checkbox"/>	Historical touring	
<input type="checkbox"/>	To visit a National Cemetery	
<input type="radio"/>	None of these reasons	

10A	Please describe any other reasons for your visit(s) to National Cemeteries?	
	OPEN ENDED QUESTION.	

**REQUESTS FOR INFORMATION AND RESOURCES**

11	How often do you get requests for historical information and resources related to veterans or National Cemeteries from (INSERT FROM BELOW)? (PHONE, ADD: Is it very often, often, sometimes, seldom or never?)						
	RANDOMIZE ORDER.						
		Very Often	Often	Sometimes	Seldom	Never	Not Sure
1	Elementary teachers or students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Middle school teachers or students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	High school teachers or students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	University professors or students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11A	(ASK ONLY IF Q11.2 IS AT LEAST "SOMETIMES.") What are the most common types of requests that you receive from middle school teachers or students?	
	OPEN ENDED QUESTION.	

11B	(ASK ONLY IF Q11.3 IS AT LEAST "SOMETIMES.") What are the most common types of requests that you receive from high school teachers or students?	
	OPEN ENDED QUESTION.	



11C	(ASK ONLY IF Q11.4 IS AT LEAST "SOMETIMES.") What are the most common types of requests that you receive from university students or professors?
	OPEN ENDED QUESTION.

12	How often do you get requests for historical information and resources related to veterans or National Cemeteries from (INSERT FROM BELOW)? (PHONE, ADD: Is it very often, often, sometimes, seldom or never?)						
	RANDOMIZE ORDER.						
		Very Often	Often	Some-times	Seldom	Never	Not Sure
1	Veterans or their families	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Genealogists or descendants of veterans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Tourists						
4	The general public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Scouts or volunteer groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12A	(ASK ONLY IF Q12.1 IS AT LEAST "SOMETIMES.") What are the most common types of requests that you receive from veterans or their families?
	OPEN ENDED QUESTION.

12B	(ASK ONLY IF Q12.2 IS AT LEAST "SOMETIMES.") What are the most common types of requests that you receive from genealogists or descendants of veterans?
	OPEN ENDED QUESTION.

12C	(ASK ONLY IF Q12.3 IS AT LEAST "SOMETIMES.") What are the most common types of requests that you receive from tourists?
	OPEN ENDED QUESTION.

12D	(ASK ONLY IF Q12.4 IS AT LEAST "SOMETIMES.") What are the most common types of requests that you receive from the public?
	OPEN ENDED QUESTION.

12E	(ASK ONLY IF Q12.5 IS AT LEAST "SOMETIMES.") What are the most common types of requests that you receive from Scouts or volunteer groups?
	OPEN ENDED QUESTION.

13	How often do you get requests for historical information related to veterans or National Cemeteries from community groups or organizations? (PHONE, ADD: Is it very often, often, sometimes, seldom or never?)	
<input type="radio"/>	Very often	
<input type="radio"/>	Often	



<input type="radio"/>	Sometimes	
<input type="radio"/>	Seldom	
<input type="radio"/>	Never	SKIP TO BOX BEFORE Q17
<input type="radio"/>	Not Sure	SKIP TO BOX BEFORE Q17

13A	(ASK ONLY IF Q13 IS AT LEAST "SOMETIMES.") What are the most common types of requests that you receive from community groups or organizations?	
	OPEN ENDED QUESTION.	

14	What types of organizations make these types of requests? Please select all that apply.	
	RANDOMIZE ORDER	
<input type="checkbox"/>	Veterans' organizations	
<input type="checkbox"/>	Major museums	
<input type="checkbox"/>	Libraries	
<input type="checkbox"/>	Military museums	
<input type="checkbox"/>	Organizations or websites serving amateur genealogists	
<input type="checkbox"/>	Historical associations	
<input type="checkbox"/>	Boy Scouts or Girl Scouts	
<input type="checkbox"/>	Amateur preservation societies	
<input type="checkbox"/>	National Association of Interpreters (NAI)	
<input type="checkbox"/>	Smaller local or county museums	
<input type="checkbox"/>	YMCA-YWCA	
<input type="checkbox"/>	Associations that study grave stones	
<input type="checkbox"/>	The National Park Service	
<input type="checkbox"/>	War museums or museums about prisoners of war	
<input type="checkbox"/>	Tourist boards	
<input type="checkbox"/>	Other volunteer groups	
<input type="radio"/>	None of these	

14A	From what other types of organizations – if any – do you receive requests for historical information or resources?	
	OPEN ENDED QUESTION.	

15	Generally speaking, how often are you or your organization able to provide the types of resources that people and organizations request about veterans and National Cemeteries? (PHONE, ADD: Is it very often, often, sometimes, seldom or never?)	
<input type="radio"/>	Very often	
<input type="radio"/>	Often	
<input type="radio"/>	Sometimes	
<input type="radio"/>	Seldom	



<input type="radio"/>	Never	
<input type="radio"/>	Not Sure	

16	What types of historical resources would you like to have that you don't have now?	
	OPEN ENDED QUESTION.	

**WHAT TYPES OF INFORMATION AND RESOURCES WOULD THEY USE?**

SHOW (READ)	National Cemeteries were established during and soon after the Civil War. The Department of Veterans Affairs operates most of them, but some, such as Gettysburg and Arlington, are operated by other federal agencies. The Department of Veterans Affairs operates 131 National Cemeteries in the United States, with at least one in most states. An important part of their mission is to preserve historical resources that memorialize veterans and shed light on our nation's history. The goal of the NCA Educational Program is to inform people and organizations about these resources and make them more accessible to the public.
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**Interest in Types of Resources**

17	(ONLINE: Listed below are some of the types of historical resources that have been preserved at National Cemeteries operated by the Department of Veterans Affairs. <i>Please select all of those that you or others in your organization might be interested in knowing more about.</i> )  (PHONE: I'll read a list of types of historical resources that have been preserved at National Cemeteries operated by the Department of Veterans Affairs. As I read each one, please tell me whether or not you or others in your organization would be interested in knowing more about it.)	
	RANDOMIZE ORDER.	
<input type="checkbox"/>	Maps, architectural drawings or plans	
<input type="checkbox"/>	Headstones and markers – styles, symbolism	
<input type="checkbox"/>	Monuments, memorials, and sculpture	
<input type="checkbox"/>	Interpretive plaques, markers or displays	
<input type="checkbox"/>	Plaques with poetry or speeches	
<input type="checkbox"/>	Lodges, walls or gates	
<input type="checkbox"/>	Rostra, shelters, columbaria	
<input type="checkbox"/>	Postcards, prints, drawings, stereoscopes or other images	
<input type="checkbox"/>	Documents, including forms, policies, correspondence, deeds, journals, reports	
<input type="checkbox"/>	Burial ledgers and records	
<input type="checkbox"/>	Videos, tapes, CDs, recordings of notable events	
<input type="checkbox"/>	Oral histories	
<input type="checkbox"/>	Music or information about music used at events	
<input type="checkbox"/>	Events at the cemetery – programs, flyers, articles	
<input type="checkbox"/>	Volunteer efforts at the cemetery	



<input type="checkbox"/>	Individuals buried in the cemetery with interesting stories/connections to history	
<input type="radio"/>	None of these	

SHOW (READ)	The NCA Educational Program will include programs designed for the public and organizations that serve the public, including schools and universities. Some will be designed mainly for people who visit National Cemeteries, while others will be designed so that they can be used by people in any location.
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18	(ONLINE: The following programs could be designed mainly for visitors to National Cemeteries. <i>Please select all those that you or others in your organization are likely to use.</i> ) (PHONE: I'll read a list of programs that could be designed mainly for visitors to National Cemeteries. As I read each one, please tell me whether or not you or others in your organization would be likely to use it. READ)
	RANDOMIZE ORDER.
<input type="checkbox"/>	Templates for a presentation for public events like Veterans' Day or Memorial Day
<input type="checkbox"/>	Templates for creating a visitors' guide to a National Cemetery
<input type="checkbox"/>	Illustrated guides for analyzing veterans' tombstones (style/shape, material, wording, and symbols)
<input type="checkbox"/>	Guides for analyzing cemetery landscapes (layout, architecture, design)
<input type="checkbox"/>	Suggested projects using biographies from National Cemeteries
<input type="checkbox"/>	Ideas for volunteer projects in a National Cemetery
<input type="checkbox"/>	Ready-to-use 40-60 minute presentations that highlight the history of National Cemeteries using stories of veterans buried there
<input type="checkbox"/>	Templates for wreath laying ceremonies or other events
<input type="checkbox"/>	Templates for speeches, PowerPoint presentations or tours of a National Cemetery
<input type="checkbox"/>	Resource Guides listing the highlights of each National Cemetery
<input type="checkbox"/>	Information on traditions and services for honoring deceased veterans
<input type="radio"/>	None of these

19	(ONLINE) People in any location could use the following programs. <i>Please select all those that you or others in your organization are likely to use.</i> (PHONE: Now, I'll read a list of programs that could be designed mainly for visitors to National Cemeteries. As I read each one, please tell me whether or not you or others in your organization would be likely to use it. READ)
	RANDOMIZE ORDER.
<input type="checkbox"/>	Virtual Cemetery Landscapes or Interactive maps of National Cemeteries
<input type="checkbox"/>	Template for creating digital guides or webpages about National Cemeteries
<input type="checkbox"/>	Illustrated guide to major monuments in National Cemeteries
<input type="checkbox"/>	Webpage offering information on National Cemetery resources
<input type="checkbox"/>	Virtual Tours (short videos on particular cemeteries & themes)
<input type="checkbox"/>	Guidelines for designing period appropriate digital monuments for important events and individuals in American military history





<input type="checkbox"/>	Background overview of the history of the National Cemeteries
<input type="checkbox"/>	Pinterest, Instagram, or Facebook pages with resources for individual cemeteries
<input type="checkbox"/>	Downloadable application for a guide to the National Cemeteries
<input type="checkbox"/>	Guide to creating oral histories through interviewing veterans
<input type="checkbox"/>	A group of speakers with expertise in cemetery history available to speak at events
<input type="checkbox"/>	Social media projects, e.g., Pinterest Boards, Facebook, Instagram, Genealogy Sites
<input type="checkbox"/>	Links to information about notable Americans (e.g., Medal of Honor recipients, Members of Congress, spies, code breakers) buried in National Cemeteries
<input type="checkbox"/>	Biographies of veterans buried in National Cemeteries
<input type="radio"/>	None of these

20	(ONLINE: Teachers and students in middle schools and high schools or university students and their professors could use the following programs. <i>Please select all those that you or others in your organization are likely to use.</i> ) (PHONE: Now, I'll read a list of programs that could be designed for teachers and students in middle schools and high schools or for university students and their professors. As I read each one, please tell me whether or not you or others in your organization would be likely to use it. READ)
	RANDOMIZE ORDER.
<input type="checkbox"/>	Teachers' guides and templates, including background information, lesson plans and other resources for educating students about National Cemeteries and their history
<input type="checkbox"/>	Lesson plans designed for Memorial Day or Veterans' Day
<input type="checkbox"/>	Web-based interactive projects for students, teachers or Scouts
<input type="checkbox"/>	Template or guide for creating student or teacher led tours of National Cemeteries
<input type="checkbox"/>	Ideas for class projects using historical resources in National Cemeteries
<input type="checkbox"/>	Webpage offering information on National Cemetery resources for students and teachers
<input type="checkbox"/>	Geographic information systems or virtual landscapes for use by universities
	Virtual landscapes for use by universities
<input type="checkbox"/>	Archival research for undergraduate and graduate university students
<input type="checkbox"/>	Digital projects designed for use by universities
<input type="checkbox"/>	Materials for the continuing education of adults
<input type="checkbox"/>	Opportunities for extended periods of research in cemeteries for professors
<input type="checkbox"/>	Summer seminars for teachers
<input type="checkbox"/>	Activities for analyzing historic illustrations or documents, including worksheets with questions for each source
<input type="radio"/>	None of these

**PROGRAM PREFERENCES**

21	How important is it to you that the educational programs have a local or regional connection? (PHONE: ADD: Is it ...READ?)
<input type="radio"/>	Extremely important
<input type="radio"/>	Very important
<input type="radio"/>	Somewhat important



<input type="radio"/>	Not very important	
<input type="radio"/>	Not important at all	
<input type="radio"/>	Not Sure	

22	(ONLINE: Please select all of the formats that you believe would be effective for educating middle school, high school or university students and, then, select the formats that would be most effective for educating adults generally.) (PHONE: Now I will ask your opinion about the effectiveness of different formats for presenting educational information. A. As I read each format, please tell me whether or not you believe it would be effective for educating middle school, high school, or university students. B. (READ IMMEDIATELY AFTER RESPONSE TO A) Would that be effective for educating adults generally?)		
	<b>RANDOMIZE ORDER</b>	<b>Students</b>	<b>Adults</b>
	Websites	<input type="checkbox"/>	<input type="checkbox"/>
	Streaming video	<input type="checkbox"/>	<input type="checkbox"/>
	DVDs	<input type="checkbox"/>	<input type="checkbox"/>
	Educational or commemorative events	<input type="checkbox"/>	<input type="checkbox"/>
	Printed materials (pamphlets, booklets, books, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
	PowerPoint presentations	<input type="checkbox"/>	<input type="checkbox"/>
	Webinars	<input type="checkbox"/>	<input type="checkbox"/>
	Pinterest, Instagram, or Facebook pages	<input type="checkbox"/>	<input type="checkbox"/>
	Streaming audio recordings	<input type="checkbox"/>	<input type="checkbox"/>
	Not Sure	<input type="radio"/>	<input type="radio"/>

**OVERALL LEVEL OF INTEREST IN THE PROGRAM**

23	Considering everything, how interested are you in using programs developed for the NCA Educational Program? (PHONE: ADD: Is it ...READ?)	
<input type="radio"/>	Extremely interested	
<input type="radio"/>	Very interested	
<input type="radio"/>	Somewhat interested	
<input type="radio"/>	Not very interested	
<input type="radio"/>	Not interested at all	
<input type="radio"/>	Not Sure	

24	Have you worked with any other federal, state or local government agencies on similar educational efforts?	
<input type="radio"/>	Yes	
<input type="radio"/>	No	
<input type="radio"/>	Not Sure	



**DEMOGRAPHICS**

We are almost finished. I have just a few more questions.

25	What is your current age?	
<input type="radio"/>	18-24	
<input type="radio"/>	25-34	
<input type="radio"/>	45-54	
<input type="radio"/>	55-64	
<input type="radio"/>	65+	
<input type="radio"/>	Decline to Answer	

26	Are you of Hispanic, Latino or Spanish origin?	
<input type="radio"/>	Yes	
<input type="radio"/>	No	
<input type="radio"/>	Decline to Answer	

27	What is your primary racial heritage?	
<input type="radio"/>	American Indian or Alaska Native	
<input type="radio"/>	Asian, Pacific Islander or Native Hawaiian	
<input type="radio"/>	Black or African American	
<input type="radio"/>	White or Caucasian	
<input type="radio"/>	Another race: please specify	
<input type="radio"/>	Decline to Answer	

28	(ONLINE: Please enter your job title). (PHONE: Please tell me your job title.)	
	ENTER TITLE	

29	(ONLINE: What is your gender?). (PHONE: OBSERVE GENDER. ASK ONLY IF NECESSARY.)	
	Male	
	Female	

30	Finally, may we re-contact you for follow-up research at a later date?	
<input type="radio"/>	Yes	
<input type="radio"/>	No	
<input type="radio"/>	Not Sure	

**Thank you very much for taking time to complete this survey. Your responses will help the National Cemetery Administration design an Educational Program that will make many of its historical resources available to organizations like yours and the people you serve.**