

# 5. Education Service Email & Survey

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- 5.1 Summary..... 2
- 5.2 Target Audiences ..... 2
- 5.3 Experience Drivers..... 2
- 5.4 Notes ..... 2
- 5.5 Education Service Surveys ..... 3
  - 5.5.1 Education Surveys Email Copy.....Error! Bookmark not defined.
  - 5.5.2 Education Surveys Pre-Header .....Error! Bookmark not defined.
  - 5.5.3 Education Surveys Reminder Email Copy ..... 4
  - 5.5.4 Education Surveys Reminder Pre-Header ..... 5
- 5.6 Survey Rating Scale Questions ..... 7
  - 5.6.1 Applying for Education Benefits ..... 7
  - 5.6.2 Enrolling in Education Benefits ..... 7
  - 5.6.3 Receiving Education Benefits ..... 7
- 5.7 Open Text Question ..... 7
- 5.8 Race, Ethnicity, and Gender Questions ..... 9



## 5.1 Summary

This copy document provides email and survey copy for 3 distinct surveys measuring customer experience at key stages within Education Service. These surveys are triggered within the week after the completion of the following events:

**[5.5] Applying for Education Benefits Survey:** Email survey sent after education benefits application has been submitted to VBA

**[5.6] Enrolling in Education Benefits Survey:** Email survey sent after school certifies enrollment

**[5.7] Receiving & Troubleshooting Education Benefits Survey:** Email survey sent after Basic Allowance for Housing (BAH) has been received by student

## 5.2 Target Audiences

To be included in the survey sample, respondents must be:

1. Anyone who has applied for education benefits
2. Anyone who has enrolled in education benefits and has had their enrollment certified by the school
3. Anyone who has received their monthly BAH education benefit

## 5.3 Experience Drivers

The following annotations represent VE experience drivers and are mapped to each question. They are for reference ONLY. Do not place in Veteran view.

1. EASE
2. EFFECTIVENESS
3. EMOTION
4. TRUST

## 5.4 Notes

1. Text with <carets> in the copy indicates a string from a database.
2. Text with [brackets] indicates notes, comments, options, dummy text or annotates browser behaviors. [or] separates conditionals when there are choices. <NULL> indicates data does not exist.
3. Margin comments call out details or issues that may require follow up or a discussion with a designer, developer, or writer.
4. **Headings** label and demarcate sections of the experiences and separate surveys.
5. All rating scale questions are 5-point RADIO buttons and permit only one response per question and are labeled as follows:



Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 5.5 Education Service Surveys

### 5.5.1 Education Service Surveys Email Copy

[From:] Veterans Experience Office

[Subject 5.5] Applying for VA Education Benefits Survey – 2 minutes

[Subject 5.6] Enrolling in VA Education Benefits Survey – 2 minutes

[Subject 5.7] Receiving VA Education Benefits Survey – 2 minutes

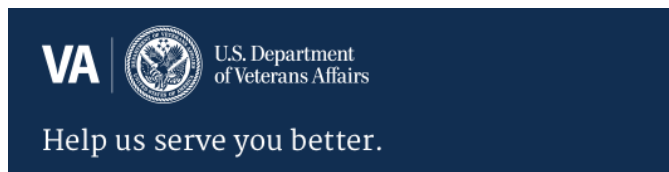
### 5.5.2 Education Service Surveys Pre-Header

[5.6] Tell us about your experience with applying for VA education benefits.

[5.7] Tell us about your experience with enrolling in VA education benefits.

[5.8] Tell us about your experience with receiving VA education benefits.

[Header]



[Heading]

OMB Number: XXXX-XXXX

Expiration: MM/DD/YYYY

Estimated Burden: 2 minutes

Your feedback is important to us. Please take two minutes to let us know how we are doing by answering this short survey about

[5.6] <your experience applying for VA education benefits>.



[5.7] <your experience enrolling in VA education benefits>.

[5.8] <your experience receiving VA education benefits>.

If you provide feedback, you may be contacted by VA. Serving you is our top priority.

[Take Survey]

Thank you,

Veterans Experience Office

Department of Veterans Affairs

**[Footer]**

If you wish to share your feedback, please do so by <date>.

The Veterans Crisis Line provides free, confidential support for Veterans in crisis and their families and friends. Dial 1 (800) 273-8255 (Press 1), or text 838255 to receive confidential support 24/7, (System of Records Notice VA158VA10NC5) Visit <https://www.veteranscrisisline.net/> for more information. The National Call Center for Homeless Veterans (NCCHV) provides free, confidential support for Veterans who are homeless or at risk of homelessness—and their family members, friends and supporters. Veterans can make the call to or chat online with the National Call Center for Homeless Veterans, where trained counselors are ready to talk confidentially 24 hours a day, 7 days a week. Dial 1 (877) 424-3838 or visit <https://www.va.gov/HOMELESS/> to receive confidential support. If you would like to opt out from receiving future surveys, please [click here](#).

Unsubscribe from this VA Survey | [VA Privacy Policy](#)

Department of Veterans Affairs  
Veterans Experience Office (30)  
810 Vermont Avenue NW  
Washington, DC 20420

### **5.5.3 Education Service Surveys Reminder Email Copy**

[SENT 1 WEEK AFTER INITIAL EMAIL IF THERE IS NO RESPONSE]

[From:] Veterans Experience Office

[Subject 5.5] Applying for VA Education Benefits Survey Reminder – 2 minutes



VETERANS  
EXPERIENCE  
OFFICE

Last updated 5/14/18

[Subject 5.6] Enrolling in VA Education Benefits Survey Reminder – 2 minutes

[Subject 5.7] Receiving VA Education Benefits Survey Reminder – 2 minutes

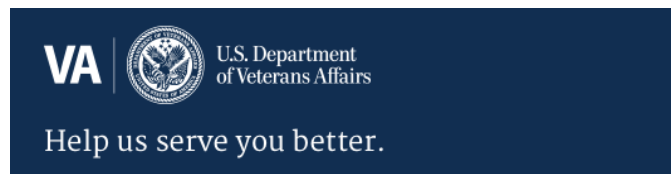
## 5.5.4 Education Surveys Reminder Pre-Header

[5.6] Tell us about your experience with applying for VA education benefits.

[5.7] Tell us about your experience with enrolling in VA education benefits.

[5.8] Tell us about your experience with receiving VA education benefits.

### [Header]



### [Heading]

OMB Number: XXXX-XXXX  
Expiration: MM/DD/YYYY  
Estimated Burden: 2 minutes

We'd like to hear from you about your experience applying for education benefits. Your feedback is important to us.

Please take two minutes to let us know how we are doing by answering this short survey about

[5.6] <your experience applying for education VA benefits>.

[5.7] <your experience enrolling in education VA benefits>.

[5.8] <your experience receiving education VA benefits>.

If you provide feedback, you may be contacted by VA. Serving you is our top priority.

[Take Survey]

Thank you,

Veterans Experience Office

Department of Veterans Affairs

### [Footer]



VETERANS  
EXPERIENCE  
OFFICE

Last updated 5/14/18

If you wish to share your feedback, please do so by <date>.

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Department of Veterans Affairs  
Veterans Experience Office (30)  
810 Vermont Avenue NW  
Washington, DC 20420



## 5.6 Education Services Survey Rating Scale Questions

### 5.6.1 Applying for Education Benefits

<h1> [5.6] Tell us about your experience with applying for education benefits.</h1>

Please respond to the following statements on a scale of 1 (Strongly Disagree) to 5 (Strongly Agree).

1. Before submitting my benefits application, I knew how much I was entitled to. (\*Required) **EFFECTIVENESS**
2. I found the process of applying for my benefits < on Vets.gov / eBenefits / paper > to be easy. (\*Required) **EASE**
3. I was satisfied with the assistance I received by my school when submitting my benefits application. (\*Required) **EMOTION**
4. After submitting my application, I understand the next steps in order to receive my benefits. (\*Required) **EFFECTIVENESS**
5. I found VA websites useful when planning my budget for school. (\*Required) **EFFECTIVENESS**
6. I trust VA to effectively administer my education benefits. (\*Required) **TRUST**
7. If you were discharged or left active duty in 2013 or later, are you aware of the new benefits of Forever G.I. Bill? (Response: Yes, No)

### 5.6.2 Enrolling in Education Benefits

<h1> [5.7] Tell us about your experience with enrolling in education benefits.</h1>

Please respond to the following statements on a scale of 1 (Strongly Disagree) to 5 (Strongly Agree).

1. It was easy to get information about the status of my education benefits application. (\*Required) **EASE**
2. After I submitted my application for benefits, I received my Certificate of Eligibility within a reasonable time frame. (\*Required) **EFFECTIVENESS**
3. I found it clear how to submit my Certificate of Eligibility to my school. (\*Required) **EASE**
4. I was satisfied with the assistance I received by my school when submitting my Certificate of Eligibility. (\*Required) **EMOTION**
5. I trust VA to effectively administer my education benefits. (\*Required) **TRUST**
6. If you were discharged or left active duty in 2013 or later, are you aware of the new benefits of Forever G.I. Bill? (Response: Yes, No)



### 5.6.3 Receiving Education Benefits

<h1> [5.8] Tell us about your experience with receiving education benefits.</h1>

Please respond to the following statements on a scale of 1 (Strongly Disagree) to 5 (Strongly Agree).

1. I receive my monthly benefit on the first of every month. (\*Required) EASE
2. I know how much monthly benefit I will receive every month. (\*Required) EFFECTIVENESS
3. I understand why my monthly benefit amount will vary depending on changes to my enrollment (i.e. adjusting my course load). (\*Required) EFFECTIVENESS
4. When I had an issue with my education benefits, I was satisfied with the assistance I received from <school>. EMOTION
5. I found VA websites helpful in resolving my issue with my education benefits. EFFECTIVENESS
6. I found the VA Education Call Center helpful in resolving my issue with my education benefits. EFFECTIVENESS
7. I trust VA to effectively administer my education benefits. (\*Required) TRUST
8. If you were discharged or left active duty in 2013 or later, are you aware of the new benefits of Forever G.I. Bill? (Response: Yes, No)

## 5.7 Education Service Surveys – Open Text Question

Would you like to provide additional feedback with a concern, compliment, or recommendation about the experience of resolving your case? Please select from one of the following options.

(\*Required)

Use the text box below to enter details of the additional feedback (optional). Please do not include any personally identifiable information, Social Security Number, Veteran ID, or medical information, but do provide details about your experience.

[Drop down of feedback types]

1. Compliment
2. Concern
3. Recommendation
4. Will not provide feedback

<Multi-line text box is optional>

Please check this box if you would like to volunteer your demographic information to help VA better serve you, otherwise just click “Next” to submit your survey.

[Next]





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**[OMB Burden Response Copy]**

We are asking for this information so that you can provide compliments, recommendations, or concerns to VA. This information is collected in accordance with section 3507 of the Paperwork Reduction Act of 1995. Title 38, United States Code, allows us to ask for this information. We estimate that you will need an average of two minutes to review the instructions and complete this survey. The results of this survey will be used to inform opportunities for program improvement in the quality of VA services. Participation in this survey is voluntary and your decision not to respond will have no impact on VA benefits or services to which you may currently be receiving. By filling out this survey, you are authorizing VA database access to retrieve veteran contact information, to follow up with you accordingly for purposes of service recovery, potential crisis, or to learn more about feedback you have shared regarding your experience with VA. VA cannot conduct or sponsor a collection of information unless a valid OMB control number is displayed. You are not required to respond to a collection of information if this number is not displayed. Valid OMB control numbers can be located on the OMB Internet Page at [www.reginfo.gov/public/do/PRAMain](http://www.reginfo.gov/public/do/PRAMain).

**[Anonymity Disclaimer]**

If you provide feedback, you may be contacted by VA. Serving you is our top priority.

**[Footer]**

Survey Support | [Privacy Policy](#)

## 5.8 Race, Ethnicity, and Gender Questions

<h1> Help VA Improve its Services</h1>

We are working to better understand our customers. The following questions are <bold>voluntary. By providing your data, your responses can help us improve VA care and services. Thank you for your participation.

1. Are you Hispanic or Latino?



- a. Yes [go to Q #3]
  - b. No [go to Q #2]
2. What is your race? Select one or more.
- a. American Indian or Alaska Native
  - b. Asian
  - c. Black or African American
  - d. Native Hawaiian or Other Pacific Islander
  - e. White
3. How do you describe your gender?
- a. Male
  - b. Female
  - c. Non-Binary / Third Gender
  - d. Prefer not to say

[Submit]

