

OPA Public Affairs Plan for the 2022 Exceptional Family Member Program Survey

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The 2022 *Exceptional Family Member Program Survey (2022 EFMP)* is conducted by the Office of People Analytics (OPA) and will field from **DATE** to **DATE**. Its purpose is to make sure DoD policy is reflective of active duty members' needs using their input.

The following sections will describe the survey and the outreach OPA is requesting from the MC&FP, the Office of Special Needs (OSN), and Service EFMP Leadership. Feel free to reach out to Lindsay Rock [lindsay.m.rock.civ@mail.mil] with any questions regarding the survey's communications plan.

Survey's Purpose

- The main reason for conducting the survey:
 - 1) Better understand issues related to the EFMP.
- The results will help:
 - 1) Build on what is working well, and
 - 2) Address areas of concern among military members and their families.
- Congress will likely review the results, and we want them to have accurate information that is representative of all active duty members.

What The Survey Will Ask

- All sample members will be asked about:
 - 1) Enrollment process,
 - 2) Family support services,
 - 3) Assignment coordination during a PCS move, and
 - 4) Experiences with medical and educational services

What We Would Like You To Do:

- We ask that you encourage active duty members enrolled in EFMP to take the survey.
 - Results from this survey will be reported to OSN and Service-level EFMP leadership so that they can make informed decisions about DoD policies.
- To help, OPA has drafted:
 - 1) Active duty-specific email to be sent by POCs,
 - 2) Military OneSource Social channels (e.g., website, social media, apps), and
 - 2) Military Services social media outreach.

Communications Schedule:

Table 1: OPA Communications Timeline

OPA Communications	Dates
Ticket Look-up Site Opens	DATE
Survey Website Opens	DATE
Initial E-Mail Announcement	DATE
E-Mail Reminder 1	DATE
E-Mail Reminder 2	DATE
E-Mail Reminder 3	DATE
E-Mail Reminder 4	DATE
E-Mail Reminder 5	DATE
E-Mail Reminder 6	DATE
E-Mail Reminder 7	DATE
E-Mail Reminder 8	DATE
Final E-Mail Reminder	DATE
Posted Field Period End Date	DATE
Survey Website Closes	DATE

Legal Basis

Legislation authorizing the Under Secretary of Defense (Personnel & Readiness) to conduct this survey is provided in the FY2021 National Defense Authorization Act (NDAA), Subtitle I, Subpart 581, mandates that the DoD evaluate the EFMP, specifically focusing on the level of satisfaction of military families with special needs with the family and medical support they are provided.

Email

[Letter]

Exceptional Family Member Program Survey | 2022

SUBJECT LINE: Your Voice Matters: 2022 Exceptional Family Member Program (EFMP) Survey

Dear Soldier [Sailor / Marine / Airman /]:

We are currently conducting the *2022 Exceptional Family Member Program (EFMP) Survey* and I'm writing to ask you to take part. This survey is about your experiences with the exceptional family member program – it is your opportunity to BE HEARD and help shape the programs and policies designed to support you and your family.

To see if you have been selected to take the survey, please go to the Office of People Analytics (OPA) website: [DoDs-surveys.mil](https://doDs-surveys.mil). Click the button “Am I in the Survey Sample?” and enter your DoD ID number from the back of your Common Access Card (CAC)

With your help, we can make sure DoD understands where its policies are helping its members and where improvement can be made. This is the first survey conducted by the Department that asks about your experiences with the EFMP. Topics for this survey include:

- Enrollment process
- Family support services
- Assignment coordination during a PCS move and
- Experiences with medical and educational services

You may receive many requests to take surveys, which can often feel too impersonal for responses from any one survey to make a difference, but please be assured that leadership takes the results from the *Exceptional Family Member Program Survey* seriously.

Your participation is voluntary and your responses will be kept private to the extent permitted by law.

Thank you for your time and assistance in this very important effort.

Sincerely,

SIGNATURE

For further information about this survey, please call the Survey Processing Center at 1-800-881-5307 or e-mail QC-Survey@mail.mil.

TAB C

[E-mail]

SUBJECT LINE: Share Your Experience: 2022 Exceptional Family Member Program (EFMP) Survey

Dear Active Duty Member,

This year, the DoD in conjunction with the military services is conducting a survey on the Exceptional Family Member Program (EFMP) to gain insight into this very important program. We need to hear from all Service members who have a dependent enrolled in the EFMP.

To see if you have been selected to take the survey, please go to the Office of People Analytics (OPA) website: DoDSurveys.mil. Click the button “Am I in the Survey Sample?” and enter your DoD ID number from the back of your Common Access Card (CAC)

This is the first survey conducted by the Department that asks about your experiences with the EFMP. Topics for this survey include:

- Enrollment process
- Family support services
- Assignment coordination during a PCS move and
- Experiences with medical and educational services

This survey is an excellent way to let us know how we are doing and where we can improve. We want to know where you have had distinct experiences as well as where you agree with other active duty members. Your feedback is voluntary and will be reviewed confidentially.

This survey is “Official Business” and can be completed using government equipment or at any other computer connected to the Internet.

We are very grateful for your participation in making the *Exceptional Family Member Program Survey* a success.

[Signature]

For further information about this survey, please call the Survey Processing Center at 1-800-881-5307 or e-mail QC-Survey@mail.mil.

TAB D

Sample Social Media Posts:

All Active Duty
The EFMP Survey is live! Check your eligibility dodsurveys.mil #military #USmilitary
The #military is asking personnel to provide input that will inform @DeptofDefense EFMP policies dodsurveys.mil
We need to know about your experiences with the EFMP. Take the survey dodsurveys.mil
We need your help in evaluating EFMP policies! Check your eligibility dodsurveys.mil #military #USmilitary
We are interested in how EFMP policies affect you. Take the EFMP Survey dodsurveys.mil
The #DoD hopes to hear from #military members invited to take the EFMP Survey. Check your eligibility dodsurveys.mil
We want to hear from #activeduty members about their experiences with EFMP. Your answers will inform DoD policy dodsurveys.mil #military
Your opinions matter! If invited, please participate in the EFMP Survey dodsurveys.mil
Military members—speak up & make a difference! The #DoD needs to hear from everyone invited to take the EFMP Survey dodsurveys.mil #military
Make a difference! The EFMP Survey is live dodsurveys.mil #military
Share your experiences with EFMP dodsurveys.mil #USmilitary #military
The EFMP Survey is open for selected members of @USArmy @USNavy @USMC @usairforce @USCG dodsurveys.mil

Army
The Army is participating in the EFMP Survey! If eligible, participate here dodsurveys.mil #USArmy #Army
Please let @USArmy know your experiences with the EFMP dodsurveys.mil #Army
#USArmy leaders want to know about your experiences with the EFMP. See if you are eligible to provide feedback dodsurveys.mil #Army
Speak up & make a difference! Make sure the #USArmy voice is heard in the EFMP Survey. Check your eligibility dodsurveys.mil #Army

Navy
Please let #USNavy know about your EFMP experiences! Check your eligibility dodsurveys.mil
#USNavy is participating in the EFMP Survey! If eligible, participate here dodsurveys.mil #Navy
#Navy leaders want to know about your experiences with the EFMP program. See if you are eligible to provide feedback dodsurveys.mil
The DoD is evaluating the EFMP. Check your eligibility dodsurveys.mil #USNavy #Navy

Marine Corps
The EFMP Survey assess #Marine experiences. Check your eligibility dodsurveys.mil
Marines, we want to hear from you! The EFMP Survey is live. If eligible, participate here dodsurveys.mil #military #marine
Marines serve with pride. Help us serve Marines. Take the EFMP Survey to inform us about your experience dodsurveys.mil #military #marine
#MarineCorps is participating in the EFMP Survey! If eligible, participate here dodsurveys.mil #military #marine

Exceptional Family Member Program Survey | 2022

Air Force

#AirForce is participating in the EFMP Survey! If eligible, participate here dodsurveys.mil #military #air #force

The DoD is evaluating EFMP policy & we want to make sure the @usairforce voice is heard. Check your eligibility dodsurveys.mil

#AirForce policy are informed by the EFMP Survey. See if you can participate dodsurveys.mil #military

TAB E

Frequently Asked Questions

What is the Exceptional Family Member Program Survey?

- The Exceptional Family Member Program (EFMP) Survey is a DoD web-based survey sponsored by the Military Community and Family Policy (MC&FP) and Office of Special Needs (OSN) policy offices.
- The EFMP Survey is conducted by the Office of People Analytics (OPA).

How do I know this is an official, approved DoD survey?

- In accordance with [DoD Instruction 8910.01](#), all data collection in DoD must be licensed and show that license an Office of Management & Budget (OMB) number with an expiration date. The OMB number for this survey is OMB# (TBD), expiring (TBD).

How do I know if I've been selected to participate in this survey?

- If you are eligible to participate, you should have received an announcement e-mail containing your Ticket Number.
- Please use it to log on to the Office of People Analytics (OPA) website: DoDsurveys.mil.

How did you pick me?

- Each Service provided contact information for service members with a family member enrolled in the Exceptional Family Member program.

Why should I participate?

- This is the first DoD survey on this topic and is your chance to be heard on issues that directly affect you.
- Your responses on this survey *make a difference*.

What is QC-Survey@mail.mil?

- The official e-mail address for communicating with active duty members about surveys. "QC-Survey@mail.mil" is short for Quick Compass Survey.

Why am I being asked to use the web?

- Web administration enables us to get survey results to senior Defense leaders faster.

Why are you using a .net instead of a .mil domain to field your survey?

- The survey is administered by our contractor, Data Recognition Corporation, an experienced survey operations company. The survey collection tool starts on a .mil site within OPA. Once you enter your ticket number, you are redirected to a contractor site which uses a .net domain. This allows everyone to access the survey, even from a non-government computer.

Do I have to answer all questions?

- No, it is not necessary to answer every question. Within the survey screen, you have four control buttons: *Next Page* (→), *Previous Page* (←), *Clear Responses*, and *Save and Return Later*. Use these buttons to navigate through the survey or skip questions. Use *Save and Return Later* to give yourself flexibility to complete the survey at a convenient time. When you return to the survey website, enter your Ticket Number to get to the place in the survey where you had stopped.

Why does the survey ask personal questions?

- OPA reports overall results, as well as by other characteristics, such as gender and paygrade groups. To complete these analyses, we must ask respondents for these types of demographic information.

- Analyzing results in this way provides Defense leaders with information about the attitudes and concerns of all subgroups of personnel so that no groups are overlooked.
- Sometimes sensitive questions are asked in order to improve personnel policies, programs, and practices.

Will my answers be kept private?

- Your responses will be kept private to the extent permitted by law.
- All data will be reported in the aggregate and no individual data will be reported.
- We encourage you to safeguard your Ticket Number to prevent unauthorized access to your survey. In addition, to ensure your privacy, be aware of the environment in which you take the survey (for example, take care to not leave the survey unattended).

Can I withdraw my answers once I have started the survey?

- If you wish to withdraw your answers, please notify the Survey Processing Center prior to [CLOSEDATE], by sending an e-mail to QC-Survey@mail.mil or calling, toll free 1-800-881-5307. Include your name and Ticket Number.

Will I ever see the results of the survey?

- OPA posts survey results on the following website:
<https://dhra.deps.mil/sites/OPA/opa-survey/SitePages/Home.aspx>