

## **Crosswalk NCA Satisfaction Surveys Instruments (2900-0571)**

### **Survey #1 - National Cemeteries: Next of Kin/Family Member Satisfaction Survey**

The National Cemetery Next of Kin Survey instrument new are as follows:

- Four demographic questions were added to the end of the survey and their new question numbers are 51-54.
- Question 32: The upkeep of the headstones, markers, or columbarium niche covers.
- Question 33: The committal shelter used for the service was private, clean, and free of safety hazards.
- Question 34: The cemetery honors all Veterans and their service to our nation.
- Question 35: There are sufficient signs within the cemetery to assist visitors.
- Question 36: The quality of service received from cemetery staff is excellent.
- Question 37: The national cemetery staff was courteous.
- Question 38: The national cemetery staff was professional in terms of being knowledgeable, helpful, and responsive.
- Question 39: The appearance of my loved one's gravesite/columbaria is excellent.

The National Cemetery Next of Kin Survey instrument revisions were as follows:

- Question 7: The answer options were changed to rank them in descending order of frequency based on survey results. Also, the answer option "Other (specify)" was added for the questionnaire.
  - Q7. How did you learn of these benefits prior to your time of need? (Mark all that apply)
    - Family member/friends
    - Funeral home
    - Military discharge-related materials
    - Other Veteran/active-duty member
    - Pre-Need Burial Eligibility Determination
    - Veterans Service Organization
    - VA/NCA pamphlet, newsletter, brochure
    - VA/NCA website
    - Other VA organization
    - Professional/military association meetings
    - Public events (e.g., parades, speeches)
    - Local newspaper/news report
    - VA/NCA social media (Facebook or Twitter)
    - Other (specify)

- Question 8: The answer options were changed to rank them in descending order of frequency based on survey results. The word “one” was also underlined in the questionnaire.
  - Q8. Prior to the time of need, what is the BEST way for the national cemetery to convey information regarding benefits? (Mark only one)
    - E-mail
    - Newsletter/flyer
    - VA/NCA website
    - Local newspaper/television news reports
    - VA/NCA social media (Facebook or Twitter)
    - Professional/military association meetings
    - Public events (e.g., parades, speeches)
    - Other (specify)
  
- Question 21: The question was modified to move “inscription options” to the beginning of the question in the questionnaire.
  - Q21. Were the inscription options for the headstone, marker, or columbarium niche cover explained to you?
  
- Question 25: The question was modified to underline the words “quality” and “appearance” for the questionnaire.
  - Q25. Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?
  
- Question 26: The question was modified to remove “If your loved one was a Veteran” from the questionnaire.
  - Q26. Did you receive a certificate signed by the President of the United States honoring the Veteran’s service?
  
- Question 31: The answer options were changed to rank them in descending order of frequency based on survey results. Also, the answer option “Other (specify)” was added for the questionnaire.
  - Q31. Looking back at your overall experiences with the national cemetery, which items would you have liked more information about? (Mark all that apply)
    - None, I was well informed
    - Details of the committal service
    - Floral policy
    - Military funeral honors
    - Headstone or marker inscription options
    - Location of gravesite
    - Certificate signed by the President of the United States honoring the Veteran’s service
    - Layout of cemetery (maps)
    - Timeline for placement of headstone/marker
    - Direction to cemetery
    - Other (specify)

The next of kin survey instrument deletions were as follows:

- Question 1: Since the committal service, how many times have you visited the national cemetery where your loved one was interred?
- Removal outdated language and formatting.

## Survey # 2 - VA Memorial Products: Next of Kin/Family Member Satisfaction Survey

The next of kin survey VA Memorial Products instrument new questions were as follows:

- Question 5: Who helped you with ordering the headstone/marker/medallion?
- Question 12: Did you visit the VA website for information about ordering the headstone, marker, or medallion?
- Question 14: How satisfied were you with the ease of finding the information you were looking for on VA's website?
- Question 19: How would you have preferred to be notified about the delivery status of your headstone, marker, or medallion?

The next of kin VA Memorial Products survey instrument revisions were as follows:

- Question 1: The wording of the question was modified for the questionnaire to add "from whom".
  - Q1. How or from whom did you learn about the headstone, marker, or medallion benefit provided by the VA? (Mark all that apply)
- Question 6: The question was modified to underline the word "one" in "(Mark only one)".
  - Q6. How did you order the headstone, marker, or medallion? (Mark only one)
- Question 9: The answer option "Don't know" was replaced with "Don't know/Can't recall".
  - Q9. Did you speak with an National Cemetery Administration (NCA) Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?
    - Spoke with an NCA Customer Service representative initially
    - Transferred to NCA
    - Don't know/Can't recall
- Question 13: The answer options were modified to rank them in descending order of frequency based on survey results.
  - Q13. What type of information were you looking for on VA's website? (Mark all that apply)
    - How to order a headstone/marker/medallion
    - Download an order form
    - Find information on documentation needed
    - Find out what could go on the headstone/marker/medallion
    - Find information on the certificate signed by the President of the United States honoring the Veteran's service
    - Other (specify) \_\_\_\_\_
- Question 17: The answer options were modified to add "Has not arrived yet" for the questionnaire.
  - Q17. About how long after ordering the headstone, marker, or medallion did it arrive?
    - Less than 1 month

- Between 1 and 2 months
  - Between 3 and 4 months
  - More than 4 months
  - Has not arrived yet
  - Don't know
- Question 26: The question was reworded for the questionnaire to change “fees” to “setting fees”.
  - Q26. Were you required to pay any setting fees regarding your VA-issued headstone, marker, or medallion?
- Question 27: The question was reworded for the questionnaire to change “amount” to “setting fee”.
  - Q27. If you ordered a Bronze marker, what setting fee were you required to pay? (Please round up to the nearest whole dollar.)
- Question 28: The question was reworded for the questionnaire to change “amount” to “setting fee”?
  - Q28. If you ordered a Granite/Marble headstone or marker, what setting fee were you required to pay? (Please round up to nearest whole dollar.)
- Question 29: The question was reworded for the questionnaire to change “amount” to “fee”.
  - Q29. If you ordered a Bronze medallion, what fee were you required to pay to have the medallion placed on your privately purchased headstone? (Please round up to nearest whole dollar.)
- Two demographic questions were added to the questionnaire:
  - Q40. Are you Hispanic or Latino?
    - Yes
    - No
  - Q41. What is your race? (Mark one or more)
    - White
    - Black or African American
    - American Indian or Alaska Native
    - Asian
    - Native Hawaiian or other Pacific Islander
- Question 42: This question was previously Question 40 in the questionnaire but was changed to question 42 in the questionnaire.
  - Q42. Do you have any additional comments concerning how the VA Memorial Products Service could improve its services and programs? If your comment is in response to a specific question, please reference the question number.

The next of kin VA Memorial Products instrument deletions were as follows:

- Removal of the term “amount” for monetary purposes and inclusion of the term “fee” or “setting fee” throughout.
- Removal of bold lettering from “(please round up to nearest whole dollar)” throughout survey.

- Removal outdated language and formatting.

### **Survey #3 - State or Tribal Veterans Cemeteries: Next of Kin/Family Member Satisfaction Survey**

The next of kin State or Tribal Cemetery survey instrument new question was follows:

- Question 29: The upkeep of the headstones, markers, or columbarium niche covers.

The next of kin State or Tribal Cemetery survey instrument revisions were as follows:

- Question 7: The answer options for question 7 were modified for the questionnaire to add the option “Other (specify)”. The answer options were also ranked in descending order of frequency based on the survey results.
  - Q7. How did you learn of these benefits prior to your time of need? (Mark all that apply)
    - Family member/friends
    - Funeral home
    - Veterans Service Organization
    - Other Veteran/active duty member
    - Pre-Need Burial Eligibility Determination
    - Military discharge-related materials
    - State or Tribal/VA/NCA pamphlet, newsletter, brochure
    - Local newspaper/news report
    - Professional/military association meetings
    - Other State, Tribal, or VA organization
    - State or Tribal/VA/NCA website
    - Public events (e.g., parades, speeches)
    - State or Tribal/VA/NCA social media (Facebook or Twitter)
    - Other (specify)
- Question 8: The answer options were changed to rank them in descending order of frequency based on survey results. The word “one” was also underlined in the questionnaire.
  - Q8. Prior to the time of need, what is the BEST way for the State or Tribal Veterans Cemetery to convey information regarding benefits? (Mark only one)
    - E-mail
    - Newsletter/flyer
    - Local newspaper/television news reports
    - State or Tribal/VA/NCA website
    - Professional/military association meetings
    - State or Tribal/VA/NCA social media (Facebook or Twitter)
    - Public events (e.g., parades, speeches)
    - Appendix B: Methodology and Survey Instruments
    - STVC National Report August
    - Other (specify) \_\_\_\_\_
- Question 19: The question was modified to move “inscription options” to the beginning of the question in the questionnaire.
  - Q19. Were the inscription options for the headstone, marker, or columbarium niche cover explained to you?

- Question 23: The question was modified to underline the words “quality” and “appearance” for the questionnaire.
  - Q23. Overall, how satisfied were you with the quality and appearance of the headstone, marker, or columbarium niche cover when it arrived?
- Question 28: The answer options were changed to add the option “Other (specify)” and rank them in descending order of frequency based on survey results.
  - Q28. Looking back at your overall experiences with the State or Tribal Veterans Cemetery, which items would you have liked more information about? (Mark all that apply)
    - None, I was well informed
    - Certificate signed by the President of the United States honoring the Veteran’s service
    - Details of the committal service
    - Headstone or marker inscription options
    - Military funeral honors
    - Floral policy
    - Location of gravesite
    - Layout of cemetery (maps)
    - Directions to cemetery
    - Other (specify)

The next of kin State or Tribal Cemetery survey instrument survey instrument deletions were as follows:

- Removal outdated language and formatting.

**Survey #4 - Funeral Director Satisfaction Survey (3 Components – (National Cemeteries, VA Memorial Products, and State/Tribal Veterans Cemeteries)**

The funeral director survey instrument new questions were as follows:

- Question 2 (National Cemeteries Component): Please indicate the type(s) of VA headstones/markers/medallions you/your company ordered. (Mark all that apply).
- Question 10 (National Cemeteries Component): What type of information were you looking for on VA’s website? (Mark all that apply).

The funeral director survey instrument deletions were as follows:

- Removal outdated language and formatting.