



eBenefits Migration to VA.gov

Communications Plan

Purpose:

The Veterans Benefits Administration (VBA) (meaning all business lines, districts and regional offices) will communicate with [eBenefits](#) users and explain its final migration to [VA.gov](#). VBA will address the use of any items, sites, documents, and information that used [eBenefits](#) as a source for VA benefits and services.

The goals below are a proactive approach to communicate this migration to all stakeholders:

- We are asking our partners to communicate a coordinated message (as shown below in the key messages section) about the [eBenefits](#) migration across VBA Business Lines and Program Offices, District Offices, Regional Offices and other VA offices such as Veterans Experience Office (VEO), Veterans Health Administration (VHA), National Cemetery Administration (NCA), and Office of Public and Intergovernmental Affairs (OPIA).
- Provide Federal partners (such as Department of Labor, Department of Defense and Social Security Administration) with updated information on [VA.gov](#) for their clients, customers, and users.
- Ensure that VA offices and Federal partners no longer use any printed or outreach materials containing the [eBenefits](#) logo or signage.

Communication Strategy:

- From February 2021 through April 2021, communicate this migration using multiple channels and organizations. The messages to be used in the communications are shown in the key message section provided below.
- Ensure publications (printed materials such as pamphlets, benefits brochures, fact sheets, manuals, etc.), websites, social media and any other media channels are updated from [eBenefits](#) to [VA.gov](#).

- Work with internal (VEO, Enterprise Veterans Self Service staff and VA.gov staff) and external (Veteran Service Organizations (VSOs), State and County representatives) partners to communicate this migration.
- Inform Veterans and other [eBenefits](#) users about this migration using articles, blogs, social media platforms and GovDelivery.
- Meet with VSO and Non-Traditional VSOs to discuss the migration and answer any questions they have.
- Revise VBA manuals, the Federal Benefits booklet and VBA publications to reflect that [eBenefits](#) has migrated to [VA.gov](#) .
- Inform transitioning Servicemembers and overseas Servicemembers and Veterans about the migration using DoD and VBA Office of Transition and Economic Development communication channels and the Overseas Military Service Coordinators program.
- Include messaging about the migration in VBA leaders' public presentations during internal and external meetings, events and functions.
- Use the banners and the site information panels on both [eBenefits](#) and [VA.gov](#) that share information on the migration.
- Use below key messaging so Regional Office Directors can share it during local meetings with Veterans, VSOs, and stakeholders (we will track the meetings by email messages from the RO directors and report the events to the PDUSB).
- Work with Regional Offices to inventory and properly dispose of any items with [eBenefits](#) logo, language, or signage. ROs should do an inventory of table clothes and other materials they use.
- Coordinate with VBA and VA offices and external offices (i.e. State Department) to remove all written material with the [eBenefits](#) logo, language, or signage.
- Purchase new Outreach materials (linen, outreach booth, etc.) for VBA Central Office and Regional Offices if necessary.

Target Audiences:

- All [eBenefits](#) users (Veterans, Servicemembers, family members) and other users, stakeholders, and partners.
- Transitioning Servicemembers going through BDD and IDES, Veterans, family members, survivors and other stakeholders.

- VA Employees to ensure awareness of the [eBenefits](#) migration.
- Partners (e.g., Federal Agencies-Department of Labor, SSA, DoD), Veterans Service Organizations (VSOs), Non-Traditional VSOs, State and County VA organizations and Military Service Organizations (MSOs).
- Regulators/ Policymakers and Congressional Staff.

Key Messages the communication to users:

- Migrating [eBenefits](#) to [VA.gov](#) began in FY 2017 so that users can visit one site instead of multiple sites. The majority of VBA features in eBenefits have been moved to [VA.gov](#) with the final features transitioning by the end of April 2021.
- Most key features are currently only available at [VA.gov](#), to include: filing a claim, claims status, Chapter 36, direct deposit, payment history and uploading evidence.
- VBA is working with our partners and stakeholders, such as VSOs, to communicate the [eBenefits](#) migration to [VA.gov](#) to their members, customers and clients.
- VBA will provide guidance to all [eBenefits](#) users (Veterans, service members, spouses, care givers and other stakeholders) to visit [www.va.gov](#) and the option to create a new credential using the ID.me site provided on [VA.gov](#).