



FSS/CC SMART CARD

Air Force Food Services Assessment Survey

Key Facts

BACKGROUND: Will launch the third iteration of the Air Force-wide biennial Food Services Assessment Survey in May 2016

- CFI Group, an independent contractor, will conduct the survey on behalf of Air Force Services Activity (AFSVA)
- The Air Force Survey Office (AFPC/DSYS) will send out survey invitations to approximately 300,000 select participants, at about 80 installations, in varying demographic segments beginning in May 2016

How the survey will be used:

- To provide baseline satisfaction measures
- To predict future utilization rates
- To determine current utilization rates
- To identify customer preferences and market demand

Key Messages

KEY AUDIENCE: Active Duty and DoD Civilians

- Taking care of Airmen and families is one of the Air Force's top priorities. Providing high quality food service for the Air Force community is one of the Air Force's most important efforts
- AFSVA is conducting the survey to identify priorities for updating food service operations
- The survey is anonymous and is being conducted by an independent civilian company on behalf of the Air Force
- If you receive an invitation to take the survey, please give us your valued feedback
- Be candid in your responses so we can take the actions that will best support you and other members of the Air Force community

Implementation/Action

- Share information with Group CCs, Chiefs, and First Sergeants
- Installation and FSS Commanders should encourage maximum participation in the survey
- FSS Marketing Offices should place awareness ad on FSS website, post social media content provided by AFSVA, and place posters in food service facilities; encouraging recipients to act by taking the survey
- To maintain survey integrity (random sampling) **never post the survey link** on any copy materials

Resources

- 2016 Food Services Assessment Survey (Survey Control number AF16-124SVKS)
- Download Central for poster, social media posts, web button graphic, smart card, briefing PowerPoint and FAQ