COPY or TEXT for Focus Groups

STEPS to SETTING UP A FOCUS GROUP

1. Develop a set of questions to ask the students.
   1. There are endless types of questions to ask students.  In the past, some programs have chosen to have me provide their list of student learning outcomes to the students so that students could react and answer questions designed to help the program understand student perceptions about their learning, the curriculum, faculty expectations, course scaffolding, etc.  Other programs have simply sat down and written a list of questions (max 7 or 8) that I would go through with the students.
2. Pick a date, time, and location.
   1. Our office provides pizza as an incentive for the students to attend; often lunch time or late afternoon make good times since the students are hungry OR a club meeting might work.
3. Recruit the students
   1. I can write an email to send to students to invite them to participate or the program may determine the best way to recruit students (club meeting, etc.).  There is not a min or max number of students that can attend.  The more students the fewer questions we will be able to get through.
4. Book a location.
   1. Most programs choose to use a conference room or classroom in their building, since students are most familiar with and more likely to attend something that is convenient for them.
5. Once the focus group has taken place, the Office of Academic Assessment provides a report back to the program (in writing but we are also happy to present in a meeting).