

What are students thinking? A practical guide to focus groups for assessment
March 11, 2013

| Step 1: Determine Goals & Purpose | |
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| Guiding Questions | What do I really want to know? (be specific) Why do I want to know it? What answers might I expect? What will I do with these answers to improve my program? |

| Step 2: Establish a Timeline | |
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| Guiding Questions | When do I need the results? Are there other pre-scheduled events that would cause conflict? |

| Step 3: Identify & Invite Participants | |
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| Guiding Questions | What are the inclusion/exclusion criteria? |

| Step 4: Select Facilitator & Assistant Facilitator | |
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| Step 5: Choose Location | |
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| Tips: | Preview the room Arrange chairs/tables so participants can face each other |

| Step 6: Generate Questions, Develop Script & Rehearse | |
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| Guiding Questions: | How does this question serve the goal or purpose of the focus group? How can the responses to this question help us improve our program? |
| Tip: | Incorporate engaging questions or activities |

| Step 7: Lead Focus Group | |
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| Tips: | Encourage examples Don't be afraid of silence |

| Step 8: Make Sense of Data & Report | |
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| Tips: | Review notes and fill in gaps ASAP |

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