

Why Ask ?

Why explore what the community wants?

- Law #1: The customer or end user ultimately controls your success
- Issues:
 - Felt needs or wants versus real needs
 - The materialistic trap and egocentric culture
 - Preferences & tastes

Why Focus Groups?

When to use them

- Testing new program ideas
- Testing for questionnaire designs
- Stimulate new ideas for programs or services
- Build positive report with constituency
- Feedback on service quality

Focus Group Basics

How to set them up

- Size: 6-15
- Time: <60 minutes
- Location: convenient
- Reward: \$ or other benefit
- Selection: representative
 - Current constituent or unreached community members
- Documentation

Meeting Overview

Focus Groups

- Welcome & get acquainted
- Purpose & Overview
 - Honest reactions
 - Encourage participation
- Discussion Questions
- Exit Questionnaire (optional)
- Gifts & Closure

The Invitation

Focus Groups

- Clear statement of purpose
- Clear statement of time involvement
- Location
- Benefit
- RSVP system

Designing The Discussion

Focus Groups

- Clarify the problem / issue
- Draft the questions
- Test the questions
 - conversation
 - clear
 - what works is right
- Revise question

Leading Focus Groups

- Neutral party
- Start on time
- Follow the design
- Control the discussion
 - 1. Manage dominators
 - 2. Explore questions (probes)
 - 3. Invite participation

Community Group

Focus Group Example

- Choose the group
 - Ask who makes decisions?
 - Bi- level decisions?
- Identify purpose and outcomes
- Create Questions
- Design and deliver the event

Where to get more information

- Focus Groups by Richard A. Krueger
- The Focus Group Kit: Volumes 1-6
by Morgan and Krueger
- Developing Questions for Focus Groups
by Richard A. Krueger