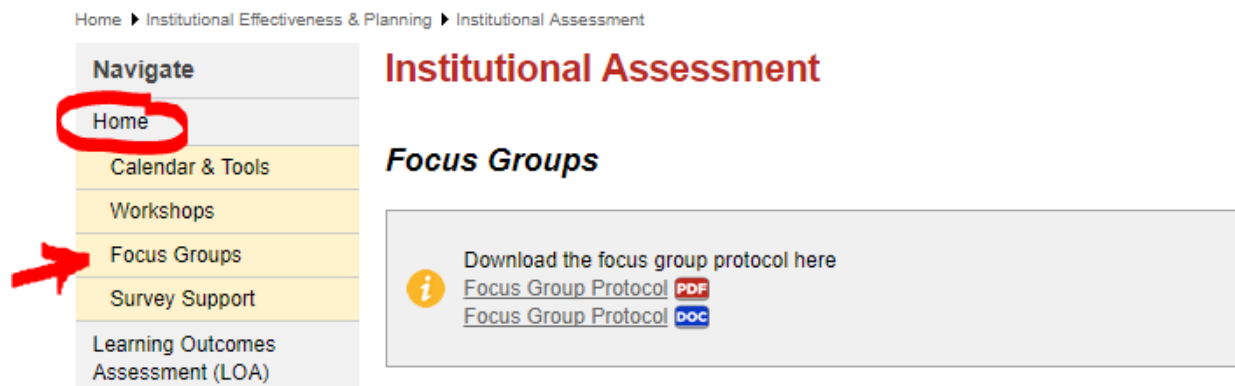


Five essential steps for running campus-based focus groups at Valencia

1. **Determine the purpose, audience, and timeframe**
2. **Develop the protocol template, tailor it to your topic**
3. **Identify key support using the list of trained facilitators / note takers for your campus**
4. **Handle logistics – schedule the rooms, invite the participants (tips below)**
5. **Use the notes and observations for analysis, discussion, and decision-making (NVivo is a possibility).**

Download the protocol template here:



Home ▶ Institutional Effectiveness & Planning ▶ Institutional Assessment

Navigate

- Home
- Calendar & Tools
- Workshops
- Focus Groups
- Survey Support
- Learning Outcomes Assessment (LOA)

Institutional Assessment

Focus Groups

Download the focus group protocol here

- [Focus Group Protocol PDF](#)
- [Focus Group Protocol DOC](#)

Tips for handling logistics (ideal focus group size, 5-8 participants with maximum of 12).

- **Involve faculty:** Schedule times before or after specific classes where the faculty are interested in referring students to the focus group (even for extra credit).
- **Meet students where they are:** Schedule rooms near areas where students gather so you can invite walk-ins last minute to fill the group (Learning Support, Cafeteria).
- **Overbook:** Register 12 participants, and waitlist 12 more. Send reminders, and the day before let waitlisted students know that they should show up and will likely be admitted (2/3 of students do not arrive even when registered).
- **Incentivize:** Get funding for pizza or other enticing incentives to include in the subject line of the email invite (“snacks” and “t-shirts” do not motivate our students).