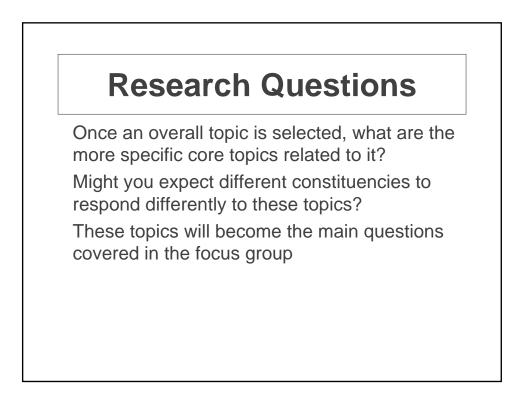


Sample Goals

To explore potential topics for the QEP. To obtain student perceptions of the quality of the undergraduate experience at the institution.

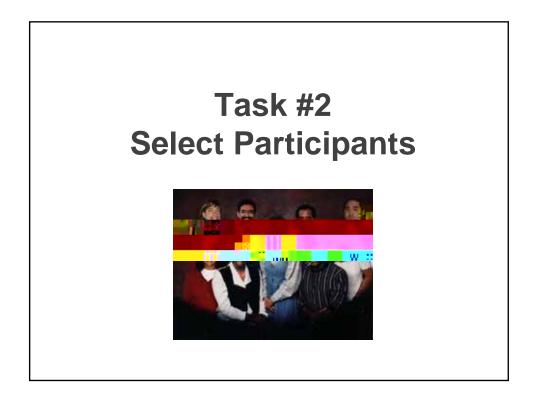
To conduct a SWOT analysis for the strategic plan.

To assess satisfaction with the Library.



Sample Research Questions (For QEP)

- 1. What are the important student learning outcomes for our institution based on our mission?
- 2. In which areas of student learning are our students performing as well as we would expect?
- 3. In which areas of student learning do our students need to improve?
- 4. If you had to choose one student learning outcome in which to invest for the next 5 years, what would it be?



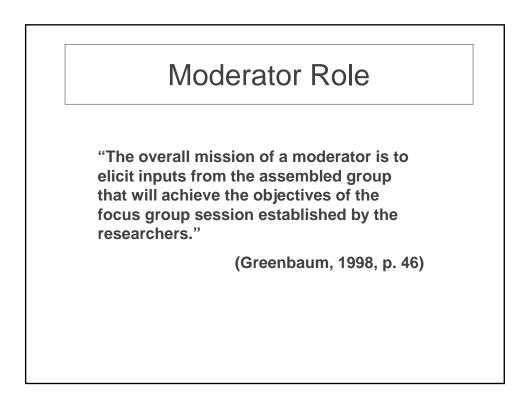
Purpose of the Moderator's Guide

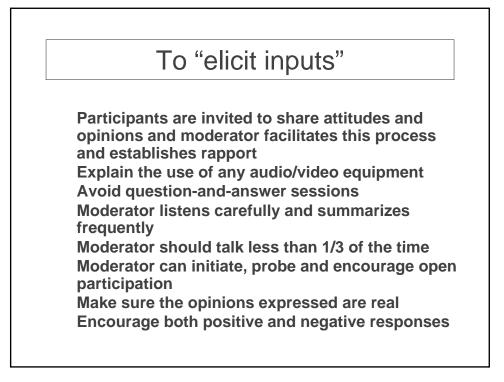
- Structured moderator's guide so that all groups are asked the same questions
- Communicate purpose to moderators
- Communicate content of focus groups to moderators
- Provide moderators with an outline for the moderatorea.712

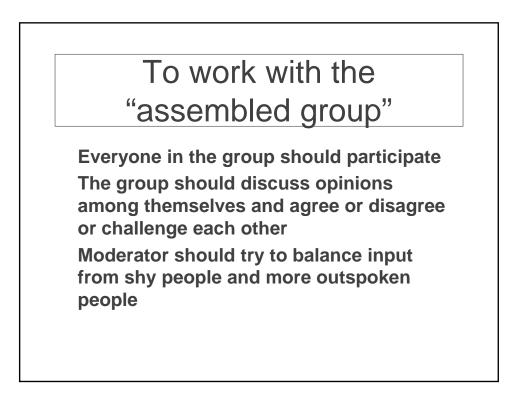
Developing Questions for Focus Groups



Moderators are the research tool Use co-moderators Quick learner / conceptual Good listener Express themselves clearly Flexible in the face of the unanticipated Knowledgeable but not "all knowing" Empathic A facilitator Excellent memory





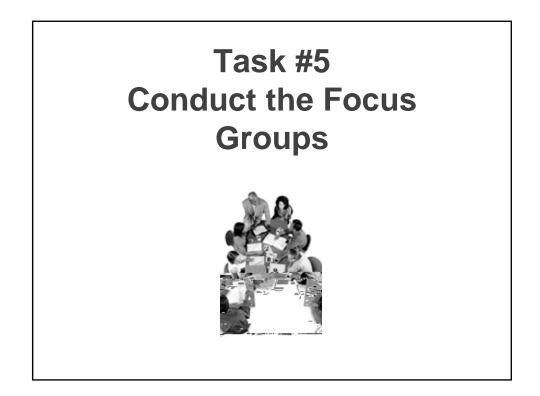


To "achieve the objectives of the researchers"

Cover all of the material adequately Stick to allotted time for each topic Remain neutral and objective Can add and explore interesting topics BUT not substitute them for the agreed-upon topics

Duties of the Moderators

Attend training (1-2 hours) and briefing (1 hour) sessions Conduct the focus group (2 hours) Review tape & notes and conduct individual analysis (2-3 hours) Compare notes with co-moderator and complete focus group report (2-3 hours) Attend debriefing session with research



Facilities & Equipment

Select a room that is conveniently located in a neutral location

Set up the room in conference room style

Facilities & Equipment	
	vide expanded copies of Moderator's Guide note-taking
	vide 2 cassette tape recorders (video taping is ferred if one way glass is available)
	vide two 90 minute cassette tapes per order
Pro	vide name / tent cards
	vide 5 X 8 note cards for collecting warm-up 8 p-up data
Pro	vide flip chart and markers

Snacks & Incentives

Provide enacke and drinke

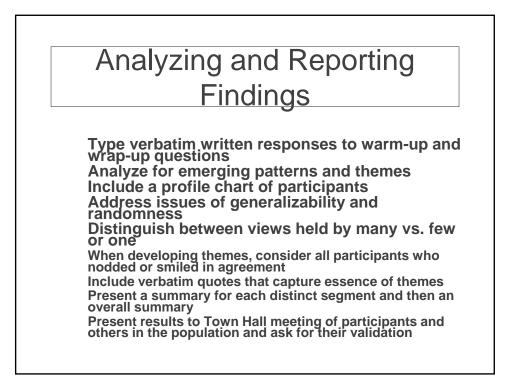
Setting Up and Welcoming Participants

Allow plenty of time to set up room(s) Set up table outside room for check-in Greet participants and ask them to sign in

Task #6 Analyze the Data & Report Results







References

 Carnaghi, J. E. (1992). Focus groups: Teachable and educational moments for all involved. In F. K. Stage (Ed.), *Diverse methods for* research and assessment of college students (pp. 105-121), Alexandria,