# Timeline and Roles

**Directions**

* Consider when each task will need to begin and end in order to meet the due date.
* Consider the amount of time each person is able to commit to the project.
* Insert the names or initials of the person(s)/department(s) who will be responsible for each task in the months that the tasks will need to be completed (see example below).
* Identify specific months for group meetings.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Task** | **July** | **Aug** | **Sept** | **Oct** | **Nov** | **Dec** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **May** |
| Discuss project with supervisor |  |  |  |  |  |  |  |  |  |  |  |  |
| Group meeting |  |  |  |  |  |  |  |  |  |  |  |  |
| Complete CITI training (if needed) |  |  |  |  |  |  |  |  |  |  |  |  |
| Review available data |  |  |  |  |  |  |  |  |  |  |  |  |
| Identify study team |  |  |  |  |  |  |  |  |  |  |  |  |
| Design consent form |  |  |  |  |  |  |  |  |  |  |  |  |
| Design demographic form, script, questions & marketing materials |  |  |  |  |  |  |  |  |  |  |  |  |
| Determine incentives (if applicable) |  |  |  |  |  |  |  |  |  |  |  |  |
| Select participants |  |  |  |  |  |  |  |  |  |  |  |  |
| Submit IRB application  (if applicable) |  |  |  |  |  |  |  |  |  |  |  |  |
| Collect data |  |  |  |  |  |  |  |  |  |  |  |  |
| Data cleaning |  |  |  |  |  |  |  |  |  |  |  |  |
| Data analysis |  |  |  |  |  |  |  |  |  |  |  |  |
| Report development |  |  |  |  |  |  |  |  |  |  |  |  |
| Presentations |  |  |  |  |  |  |  |  |  |  |  |  |
| Make change |  |  |  |  |  |  |  |  |  |  |  |  |

# Moderator/Scribe Selection

Who is trained to serve as a moderator/scribe? How comfortable are they serving as a moderator/scribe? Who will the participants feel most comfortable sharing their experiences with?

**Population**

Who will be invited to participate in the focus groups? What are the demographic backgrounds of the individuals who will be invited to participate?

# Focus Group Schedule and Locations

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Time**  (up to 90 minutes) | **Location** | **Maximum Number of Participants**  (8-10) | **Facilitator** | **Scribe** | **Notes (e.g., food, incentives)** |
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# Incentives

What incentives, if any, will be provided to participants? (e.g., gift card, food, raffle, swag)

# Focus Group Interview Set Up

* To increase the chances of participation, use a space that is centrally located to participants.
* Visit the room in advance to plan the layout (e.g., ease of finding it, accessibility, unlocking the doors, room temperature, technology, potential noise issues, food placement, document placement, where the facilitator and scribe will sit).
* If conducting an online focus group, determine technology needs and troubleshooting strategies and roles.
* Send a reminder message to the participants.

# Demographic Form (optional)

Check out the sample demographic questions listed on the [Student Affairs Assessment Survey webpage](https://www.wcupa.edu/_services/STU/surveys.aspx).

# Script

(insert here)

## Focus Group Questions

* The questions should be neutral and not assume the participant’s response or try to lead them in a particular direction. See examples below.
  + Leading question: How wonderful was your experience at the movies?
  + Neutral question: Tell me about your experience at the movies.
* Consider the flow of the questions
  + Start with questions about the big picture and dive into the details later.
  + Save the harder or more sensitive questions until after there’s been time to build a relationship with the participants.
  + Have a few follow up detailed questions ready to go in case participants are quiet or provide vague answers.

# Consent Form

See the consent form section on the [Student Affairs Assessment Resources webpage](https://www.wcupa.edu/_services/STU/exploreStudentAffairs.aspx).

# Marketing

## Pre-Message (Email)

Subject: (insert here)

(Insert greeting)

(Insert message with signature)

## Social Media

(insert here)

## Invitation

Subject: (insert here)

(Insert greeting)

(Insert message with signature)

## First Reminder Message

Subject: (insert here)

(Insert greeting)

(Insert message with signature)

## Second Reminder Message

Subject: (insert here)

(Insert greeting)

(Insert message with signature)

## Third Reminder Message

Subject: (insert here)

(Insert greeting)

(Insert message with signature)

## Fourth Reminder Message

Note: This is the last reminder message. Messages sent after this may legally be considered harassment.

Subject: (insert here)

(Insert greeting)

(Insert message with signature)

**Flyer**

(insert here)

# Resources (optional)

Direct students to visit Rammy’s Resource Navigator or create a customized resource list to share with them (below).

|  |  |  |
| --- | --- | --- |
| **For help with…** | **Program or Service** | **Contact Information** |
|  |  |  |
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