# Focus Group Protocol[[1]](#footnote-1)

## Welcome and Introductions

*Hi, I’m <name> and I’ll be facilitating today’s focus group. I have a couple of individuals who will be helping me with this process, <Name> will be taking notes and running the recording device. I’d like to find out who you are, so could we go around the circle and have each person introduce yourself to the rest of us.*

### Introduction: State the purpose of the focus group. If applicable, review and collect informed consent forms.

*Before we start there are a couple of things that we need to go, and I’d like to tell you a little bit about why we are here and how we will conduct the focus group. We’ve got some forms that we are going to pass out to you now. These forms tell you a little bit about our study and this process. We will need your signature on the form, which states that you are consenting to participate in this focus group, but before you sign them, I’d like to review them with you.*

### Review, sign and collect informed consent form

*I’m now going to read through the consent form with you. If you have any questions, please stop me at any time.*

….

*Please sign the form and pass it to <name> now.*

### Remind participants that the focus group is confidential

*In a minute, I’m going to ask you a series of questions and I’d like you to share your responses. Please share only information with this group that you are comfortable sharing. Everything you share here will be treated as confidential – your names will not be included with any information shared with <who>. We also ask that you respect the confidentiality of the group – what you hear here today should not be shared outside this group. Please remember that you may decline to respond or leave the focus group at any time.*

*Are there any questions or concerns before we begin?*

### Address any questions or concerns.

*We will now begin and <name> will start the digital recorder. We take confidentiality seriously and want to let you know that the recording will be stored <where> and will not be available to <whom>.*

## Interview

Turn on recording device. Ask questions one at a time, allowing each participant to contribute

### Questions

Insert your questions here. If you are new to conducting this type of data collection or will be using multiple facilitator you may wish to write this as a script and include language to transition between questions.

### Closing and Wrap Up

*That was our final question. Is there anything else you would like to share before we wrap up the group.*

*…*

*That finishes the focus group. Thank you for coming this evening and sharing your experiences with <name/group>. We will be compiling the information from other groups into a summary and share this with <name/group>.*

1. Source: Schuh & Associates. (2009). *Assessment methods for student affairs*. San Francisco, CA: Jossey-Bass. [↑](#footnote-ref-1)