Getting Started with Focus Groups for Assessment

At Texas State, we strive to continuously improve our support services. Through an ongoing outcomes assessment process, including the development and assessment of outcomes, areas gather the information needed to continuously improve the services they provide.

Surveys have been a popular method for collecting customer satisfaction data and other feedback used to assess departmental services. An alternative assessment method to consider is a focus group, where people can provide information in a level of detail that can be difficult to obtain using a survey.

In this workshop, we will provide instruction on best practices for conducting focus groups from start to finish, including selecting and inviting participants, developing questions, facilitating and recording group discussion, and compiling and reporting results. We will provide examples of how focus groups can be used during the outcomes assessment process to provide actionable results for improving programs and services.

This workshop is best suited for those who are new to focus groups or who want to refresh basic skills. An advanced workshop for those who are more experienced with focus groups will be offered in December.