Interactive Focus Groups

3rd Annual Evaluation Lab Workshop
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Draw:

How did you feel about evaluation before this workshop and how do you feel about it now?
Speed Dating:

What **new** evaluation ideas or techniques did you learn today?
Group Lists:

Practical steps for implementing ideas and techniques you learned today.
Individual:

Who did you connect with?

What did you learn from them (if anything)?
Individual:

What did you think of the overall workshop?
What did you enjoy?
What would you change?
What would you like to see next year?
Interactive Focus Groups – 4W1H

- What, When, Why, Who & How?
What is an Interactive Focus Group?

• Engages participates in pre-planned activities to get answers to questions

• Typically involves writing, drawing, talking with one other person, talking with the whole group
When can you use an Interactive Focus Group?

• Anytime you think you might benefit from a variety of data collection methods
• When you want to know how your participants experienced your program and if/how it changed them
Why use an Interactive Focus Group?

• Engages the talkers and the listeners
  • Allows multiple means of communicating responses (verbal, written, drawn)

• Speeds up transcription time

• They are fun for you & participants!

• End up with cool drawings to use in final reports.
Enlace Comunitario Youth Leaders Evaluation

• Evaluation Goal: Impact of the program on Youth Leaders themselves as a result of their training and participation in the Youth Leaders program.

• Activity: Add characteristics to the gingerbread person to make him or her the perfect Youth Leader.
Enlace Comunitario Relaciones Saludables Evaluation

Evaluating achievement of the goal to have lasting impact on graduates.

- Activity: List one new thing you learned from each theme in the Healthy Relating Course.
Evaluating achievement of supporting students in developing the knowledge, skills, and tools they need to design and implement program evaluations that reflect organizations’ values and missions.

• Activity: Draw the tools you now have in your evaluation toolbox!
Evaluation of the Evaluation Lab (Eval^2)

Evaluating achievement of supporting students in developing the knowledge, skills, and tools they need to design and implement program evaluations that reflect organizations’ values and missions.

- One of the questions: What did the course feel like for students?
- Activity: Draw what you felt like on this gingerbread person.
Who can do the Interactive Focus Group?

• External evaluator
• You!
How?

Building the protocol (script)
Building the Protocol

1. Articulate the evaluation goals
2. Assign activities to each goal
3. List materials needed to complete each activity
4. Assign timeframe to each activity
Step 1: Our Evaluation Goals

After the Workshop, participants will:
1. feel positively about taking on evaluations that are possible and meaningful;
2. learn something about evaluation that applies to them;
3. learn from each other and about each other in conversation (network);
4. recognize grind thinking (survival mode) vs. mission thinking and be motivated into mission thinking; and
5. learn different options for evaluation that are within reach.
Step 2: Possible Activities

Gingerbread Person – individual
  ◦ Express sentiments about something (feeling)

Speed Dating – pairs
  ◦ Short questions
  ◦ Answer with a partner (more private)

Group Lists – groups of no more than 5
  ◦ Less private, but gives opportunity to brainstorm

Individual Answers – individual
  ◦ Entirely private
  ◦ Opportunity to share freely
  ◦ Can be drawn, listed, paragraph, etc.

Plus and Delta – big group, individual
  ◦ Gives participants a chance to voice thoughts about program in question
Step 2 (con’t): Assigning Activities

After the Workshop, participants will:

1. **feel** positively about taking on evaluations that are possible and meaningful - **Activity: Gingerbread Person**
2. learn something about evaluation that applies to them - **Activity: Speed Dating and Group Lists**
3. learn **from** each other and **about** each other in conversation (network) - **Activity: Individual Answers**
4. recognize grind thinking (survival mode) vs. mission thinking and be motivated into mission thinking - **Activity: Group Lists**
5. learn different options for evaluation that are within reach - **Activity: Group Lists**
Step 3: **Materials!**

- **Gingerbread Person** – either flipchart with gingerbread person drawn or printouts of gingerbread person, markers, pens
- **Speed Dating** – flashcards, tape, markers, questions printed or written on the board
- **Individual Answers** – flashcards, pens
- **Group Lists** – flipchart or flashcards, tape, markers, printed out visual of the activity
- **Plus and delta** – flipchart, markers, also pens, paper for those who may not want to share out loud
Step 4: **Timeframe**

- Strongly based in how long you have for the group
- Actual time in each activity should allow for movement, explanation, questions
  - Activity times in the protocol will be shorter than how long the overall activity actually takes
- **Today – 40 minutes**
  - **Gingerbread Person** – Participants get 5 minutes – total activity time 10 minutes
  - **Speed Dating** – Participants get 4 minutes – total activity time 10 minutes
  - **Group Lists** – Participants get 5 minutes – total activity time 10 minutes
  - **Individual Answers (including Plus and Delta)** – Participants get 5 minutes – total activity time 10 minutes
Our Protocol

• See handout – email me for a copy (cehenley@unm.edu)

• We will post on workshop website
Closing and Next Steps

• Interactive Focus Groups:
  • Engage the talkers and the listeners
  • Speed up transcription time
  • Are fun for you and the participants!

• After your Interactive Focus Group:
  • Take pictures of everything posted on the walls or on easels so you can type into excel or word.
  • Debrief: Ask yourself, how did it go? What could have been better?
  • Review data: try to highlight the diversity of ideas and the common themes
Questions, thoughts, ideas?

- We will send all participants a write-up of the workshop evaluation!