

UNM Evaluation Lab Workshop Focus Group Protocol

Location: Student Union Building

Date: Friday, April 27th – 2:30 to 3:30 pm

Evaluation Goals:

1. Participants feel positively (energized) about taking on evaluation and that evaluation is possible and meaningful.
2. Participants learn something about evaluation that applies to them.
3. Participants learn from each other and about each other in conversation (network).
4. Participants recognize grind thinking (survival mode) vs. mission thinking and are motivated into mission thinking.
5. Participants learn different options for evaluation that are within reach – not always numbers and not always just to evaluate what the funders want. Participants learn that they can control over evaluating what matters to them.

Protocol:

2:30 Welcome – Thank everyone for joining this session. Going to discuss Interactive Focus Groups. Who here has participated in an Interactive Focus Group before? Today's the day!

2:30 Activity 1 – Gingerbread People: How did you feel about evaluation before you arrived today, and how does it make you feel now at the summation of this event? This activity can be used to evaluate how something makes people feel. For example, we are going to use it to express how the word “evaluation” makes us feel. I am going to pass around gingerbread people that are divided in two halves. On this gingerbread person, I would like you to illustrate how you felt about evaluation before you arrived today, and how it makes you feel now at the summation of this event. You will have 5 minutes to complete the activity and then I may ask one or two volunteers to share. Note: Please describe your illustrations with words or short phrases on the side or back of the page, so I can appropriately interpret them. Example: I may draw a shoe on either foot of my gingerbread person, but before the workshop, I felt like running away from evaluation and after the workshop, I feel like running towards it. [**Goal 1:** Participants feel positively about taking on evaluation.]

[Materials: PowerPoint Slide with question, Gingerbread people, markers, pens]

2:40 Activity 2 – Speed Dating: What new evaluation ideas or techniques did you learn today? In this activity, I will ask you to partner with the person sitting next to you. We use this activity to engage every participant in the room and allow everyone a chance to answer questions, regardless of group size or public speaking concerns. We call it “speed dating” because, when used with groups of less than 20 people, you can actually have partners rotate after answering each question.

For this activity to work, I ask that partners identify a Partner A and a Partner B. Partner A's will speak first, while Partner B's write their partners' responses down on the index cards I am passing out now. I will give Partner A's 1 minute to complete their responses. When I call “time,” the roles will reverse and Partner B's will get 1 minute to speak while Partner A's write the response on the index card. I am going to give you 30 seconds to decide who is Partner A and who is Partner B. Ready? Any other questions?

Okay, the question is “What new evaluation ideas or techniques did you learn today?” Partner A's start responding – Partner B's remember to write their responses! And switch! [**Goal 2:** Participants learn something about evaluation that applies to them.]

Please pass your index cards forward and we will move into the next activity. Before we move on, does anyone want to share any of the new ideas they are taking back to their organization? Or one that your partner will be taking back?

[Materials: PowerPoint Slide with the question, index cards, pens]

2:50 Activity 3 – Group Lists: What are some practical steps for implementing ideas and techniques you learned today? Brace yourselves; you'll be moving around a bit for this activity. The "Group Lists" activity is used to get people brainstorming around a common question. This can be used for all types of questions and gets people talking in small groups. In a moment, we will count off (1-5). You will see that there are easels dispersed throughout the room with corresponding numbers. Before we split up, here is the question you will be answering with your group: "What are some practical steps for implementing ideas and techniques you learned today?" I will give you 5 minutes to brainstorm with your group and write the list on the easel. Please find the easel with your number. Everyone ready? Okay, 5 minutes – go. **[Goal 2, 4, and 5: Participants learn something about evaluation that applies to them; Participants recognize grind thinking (survival mode) vs. mission thinking and are motivated into mission thinking; Participants learn different options for evaluation that are within reach.]**

Before we move onto our last activity, does anyone want to share some of their next steps or their group members' next steps?

[Materials: PowerPoint Slide with the question, Flip charts, markers]

3:00 Activity 4 – Individual Answers: Who did you connect with here today and what did you learn from them (if anything)? And thoughts about the overall workshop. Okay, take a seat right where you are. This last activity will be individual and quick. With interactive focus groups, we always incorporate one or two individual activities to make sure we are hearing everyone's voice. So, I'm going to come around and pass out index cards and I want you to take 2 minutes and write or draw "who you connected with here today and what you learned from them (if anything)." It can be a list, a paragraph, a drawing, however you best communicate. Any questions? Okay, go. **[Goal 3: Participants learn from each other and about each other in conversation (network).]**

We are coming into our closing here but when you are done, please turn the index card over and give us one or two thoughts about the overall workshop. Tell us what you enjoyed and what you would like to see next year.

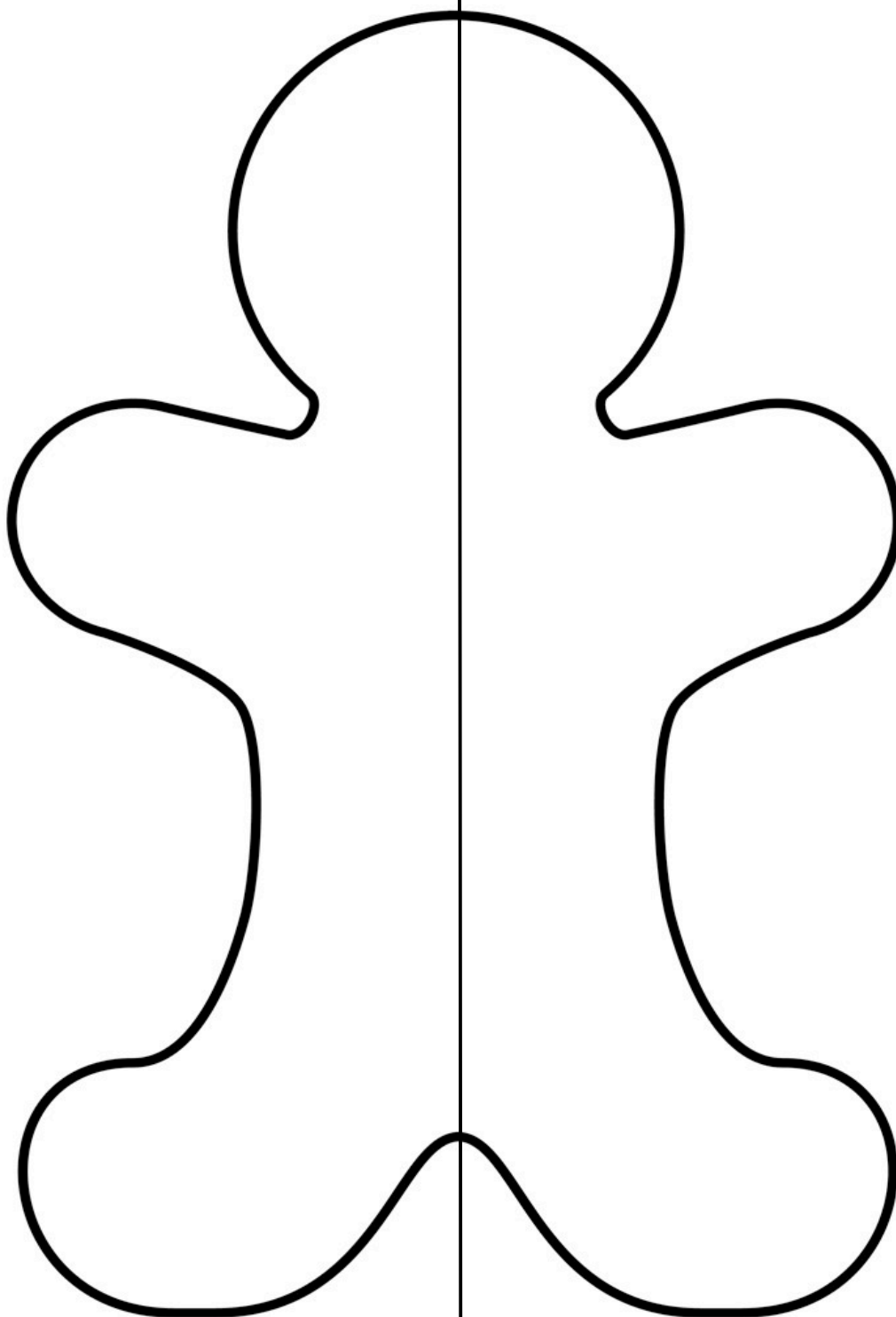
[Materials: PowerPoint Slide with the question, Index cards, pens]

3:05 Conclusion of focus group – Let's talk about the logistics behind building an Interactive Focus Groups! [Materials: PowerPoint 20 slides]

3:30 Conclusion of presentation – They engage the talkers and the listeners, they cut down your transcription time, and they are fun for you and your participants! Thank you for participating and I hope you will use the interactive activities in your own organizations. Remember to continue to use the Eval Lab as a resource. I have handouts here of the slides and of past protocols I have used that you can take and use as a reference. Thank you!

Before the workshop:

After the workshop:



www.timvandevall.com | Copyright © 2013 Dutch Renaissance Press LLC.