

UNM Evaluation Lab Summer Institute Focus Group Protocol

Location: Tech 140

Date: Friday, August 3 – 9:00 to 10:30 am

Evaluation Goals:

1. Participants feel positively (energized) about taking on evaluation and agree that evaluation is possible and meaningful.
2. Participants learn the basic process of evaluation.
3. Participants recognize grind thinking (survival mode) vs. mission thinking and are motivated into mission thinking.
4. 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* have control over measuring what matters to them.
5. Participants leave the institute with the confidence to conduct evaluation in their organizations with support from the Evaluation Lab through ECHO meetings.

Protocol at a Glance:

Time	Activity	Goal	Uses	Materials
9:00	Welcome	-	Get participants acclimated, informed consent, and describe what is going on. Also, gives guests a chance to breath.	-
9:00	Activity 1 – Gingerbread People	Goal 1	<ol style="list-style-type: none"> 1. Evaluate how something makes people feel. 2. Illustrate change in physical being. 3. Can work as a standalone activity (doesn't have to be before/after). 	PowerPoint slide with the question, gingerbread people print-outs, markers, pens
9:10	Activity 2 – Speed Dating Part A	Goal 2	Engage every participant in the room and allow everyone a chance to answer questions, regardless of group size or public speaking concerns.	PowerPoint Slide with the questions, two different colored index cards, pens
	Activity 2 – Speed Dating Part B	Goal 3		
9:30	Activity 3 – Individual Answers	Goal 5	With interactive focus groups, we always incorporate one or two individual activities to make sure we are hearing everyone's voice.	PowerPoint Slide with the question, white index cards, pens
9:35	Activity 4 – Group Lists Part A	Goal 4	<ol style="list-style-type: none"> 1. Get people brainstorming around a common question. 2. Get people talking in small groups. 	PowerPoint Slide with the question, Flip charts, markers
	Activity 4 – Group Lists Part B	Bonus Goal		
9:45	Conclusion	-	Thank participants and let them know when they will hear results from focus group if they're interested.	-

Protocol:

9:00 Welcome – Thank everyone for joining this session. We are going to discuss Interactive Focus Groups. Who here has participated in an Interactive Focus Group before? Today's the day!

9:00 Activity 1 – Gingerbread People: How did you feel about evaluation before the institute, and how does it make you feel now at the summation of this week? 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 the summer institute, and how it makes you feel now. 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 institute, I felt like running away from evaluation and now, I feel like running towards it.

[Goal 1: Participants feel positively (energized) about taking on evaluation and agree that evaluation is possible and meaningful.]

Uses: This activity can be used to evaluate how something makes people feel. It can also be used for people to illustrate change in their physical being. It does not need to be a before/after, but can work also as a standalone activity. Additionally, with interactive focus groups, we always incorporate one or two individual activities to make sure we are hearing everyone's voice.

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

9:10 Activity 2 – Speed Dating: Part A. What evaluation techniques did you learn this week? Part B. What is mission thinking? And how might you use it in your organization? In this activity, I will ask you to partner with the person sitting next to you.

Uses: 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.

Part A.

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. Any questions before we begin? Take a moment to decide who is Partner A and who is Partner B. Ready?

Okay, our first question is "What evaluation techniques did you learn this week?" Let's hear from the A Partners – Partner B's remember to write their responses!
And switch!

[Goal 2: Participants learn the basic process of evaluation.]

Please pass your index cards forward and we will move into the next question. Before we move on, does anyone want to share any of the techniques they are excited to take back to their organization?

Part B.

Okay, now let's have all the B Partners stand and find a new A Partner to sit with. It can be someone else at the same table or a new table entirely.

Has everyone found a new partner? Okay so this time the B Partners will speak first, while A Partners listen and record. Does anyone have any questions?

Our next question is "What is mission thinking/mission time? And how might you use it and insure that it happens in your organization?" B Partners have the floor. A Partners – remember to write their responses! **This is a two-part question**, so be sure to hit on both parts!

And switch!

[Goal 3: Participants recognize grind thinking (survival mode) vs. mission thinking and are motivated into mission thinking.]

[Materials: PowerPoint Slide with the questions, two different colored index cards, pens]

9:30 Activity 3 – Individual Answers: After participating in the Institute, do you feel you can conduct an evaluation on your own? With support from the Lab? What kind of support might you need, if any? Taking a second to work individually again, I'd like you to jot down your own answer to this question on the white index card in front of you. I'm going to give you 5 minutes, so take your time. The question is "After participating in the Institute, do you feel you can conduct an evaluation on your own? With support from the Lab? What kind of support might you need, if any?" **There are three questions here, which are listed on the PowerPoint for your reference.**

[Goal 5: Participants leave the institute with the confidence to conduct evaluation in their organizations with support from the Evaluation Lab through ECHO meetings.]

Uses: Again, with interactive focus groups, we always incorporate one or two individual activities to make sure we are hearing everyone's voice.

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

9:35 Activity 4 – Group Lists: Part A. What matters to your organization? What are some of the different options that you have for evaluation when you return to your organization? Part B. How did it go? In a moment, we will reorganize to find other members of our same organizations. If you are not already sitting together, I'll ask that you relocate. There are easels dispersed throughout the room. I'd like you to come together to brainstorm amongst the group about the week.

Part A.

First, "What matters to your organization? What are some of the different options that you have for evaluation when you return to your organization?" We'll take 5 minutes on this question since you are probably already teeming with ideas.

[Goal 4: 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* have control over measuring what matters to them.]

Part B.

Next, flip over to a new piece of flipchart paper and tell us "How did the Summer Institute go? What did you love, what would you change, did we miss anything that you'd like to see added next year?" I will

give you 5 minutes to brainstorm with your group and write your lists on the easel. Please find your organization members. Everyone ready? Okay – go. Again, these are too many questions.

[Bonus Goal: See how participants interacted with the Summer Institute and what thoughts they have on improvements for the next year.]

Uses: 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.

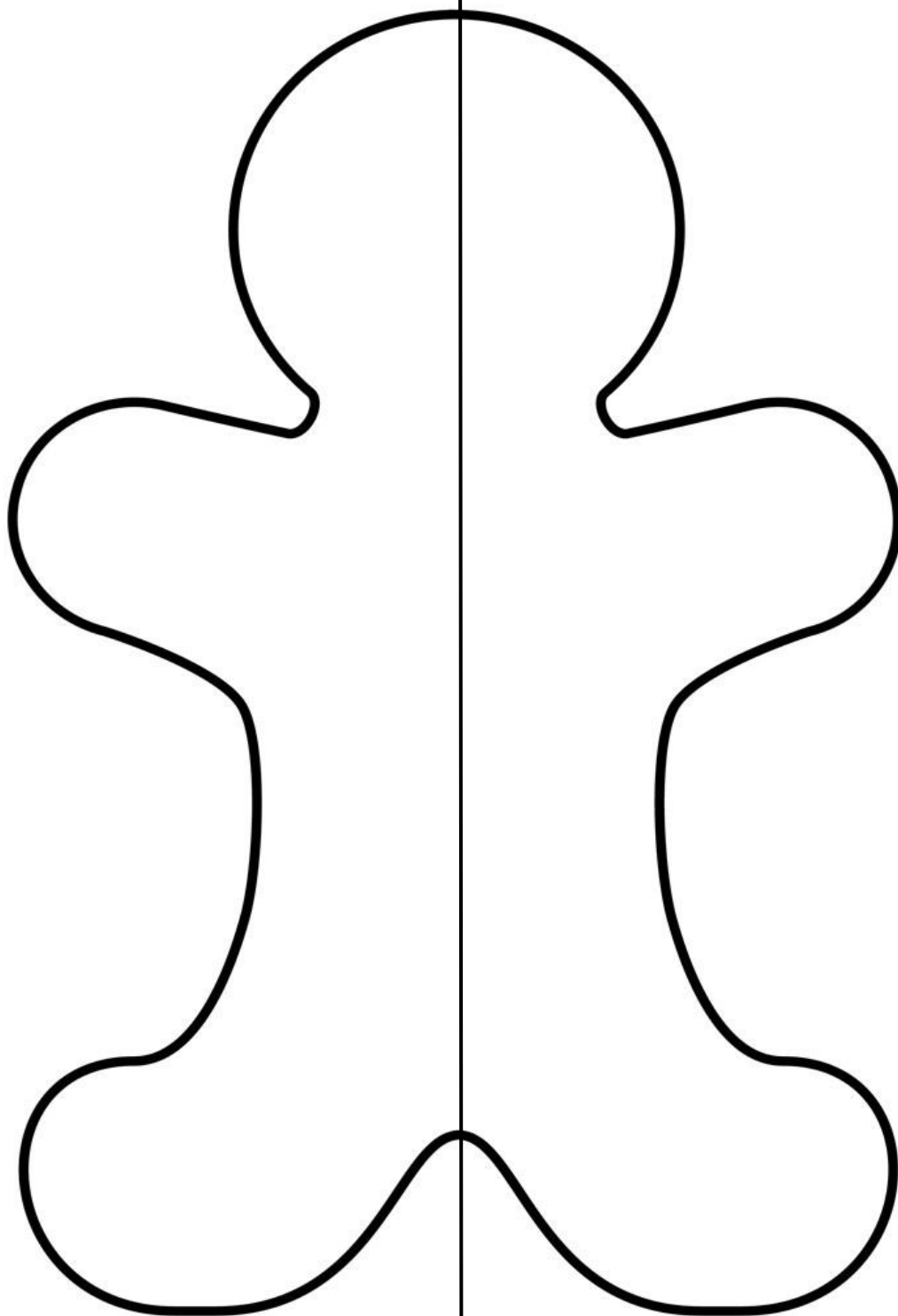
[Materials: PowerPoint Slide with the question, Flip charts, markers]

9:45 Conclusion of focus group – Let’s talk about the logistics behind building an Interactive Focus Group! [Materials: PowerPoint 20 slides]

10:30 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 institute:

After the institute:



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