Assignment

No. 6 Focus Group Moderator Guide / Executive Summary

Project Description

The IPD faculty has established and published a schedule for focus groups for the class. The faculty has posted available time slots and teams are to register, and confirm the best days and times for their respective team. Between now and the time your team conducts its first focus group, each team must prepare a detailed **Moderator’s Guide**. This is a set of questions the designated moderator will ask the group to guide the discussion and conversation in the direction the team wants it to go, as presented in Prof. Page’s lecture and discussed in class. Sample questions are available on the IPD web site. *One of the team's members will act as the Moderator for these sessions.*

As soon as possible each team must arrange to have a meeting with a representative at the **Survey Research Laboratory** (SRL) facility (412 South Peoria Street, 6th floor, CUPPA Bldg.) to go over your team’s draft of the Moderator’s Guide. At that time, the SRL people will also introduce you to the room and facilities where your focus groups will be conducted. You should contact **Kelly Marzano**, SRL Project Manager, to arrange a time when your team can meet with her. Her phone number at the SRL is 312.996.6475, and her e-mail is KellyM@srl.uic.edu. She is expecting you to contact her. When you meet with her you should have a *complete draft* of your team’s Moderator Guide to show her, and let her comment on and make suggestions for improving upon this first draft. Please send your draft of the Moderator’s Guide to Prof. Page (alp3@uic.edu) so he can review and comment on your initial draft before you share it with Kelly Marzano.

The deliverables for this assignment will be a robust **Moderator Guide** for your team to use during its three (3) paid focus groups and a final report. Keep in mind, you can modify or revise your Moderator Guide after each group is completed as you learn from and benefit from the previous group session. Your guide, and subsequent report / **Executive Summary** of your findings, should be included as an Appendix in your presentation and report to **Elkay** at the semester’s final presentation.

At the conclusion of the focus group sessions, each IPD team will be required to prepare a short report for Elkay management detailing the findings and results of this structured research activity.

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The report should be approximately four (4) pages in length and should be primarily in a bullet point format making it easy for the reader to quickly learn about the results of your research (key learnings). Use direct quotes from your group participants to illustrate your findings whenever possible and / or appropriate. Attach your protocol list of discussion questions to your team’s report as part of the Appendix. Results of these focus groups (as well as your other research activities) should be included in your end of the semester final presentation to Elkay on Tuesday, December 4th.

Project Requirements

1. Arrange to meet with Kelly Marzano at the SRL.
2. Prepare initial draft of the Moderator’s Guide, sections, questions, and time allocations for preliminary review by IPD faculty.
3. Prepare final Moderator’s Guide for use in focus group research sessions. Prepare and review the protocol for all the questions for the sessions. Make sure you have more questions ready than you believe you may need. Assign time durations to each part of the protocol.
4. Compile findings from all the focus groups.
5. Identify key learnings, sort, organize by category and priority / level of importance.
6. Executive Summary - prepare report of findings, maximum four (4) pages typewritten, with 1” margin on all sides.
7. Submit hard copy to Prof. Page in class, and post electronic version to the class web site.

Due Date

First draft reviewed by Prof. Page as soon as possible. 2nd/3rd/final draft reviewed by Kelly Marzano prior to your group’s first session.