

6. ELCAA: Community Focus Group: Script

Introduction

Hello! I'm _____ [*your name and title, & your role at the library and for the focus group; also have note taker or other assistants introduce themselves.*].

Thank you for taking your time to be here today and to participate in this focus group. A focus group is just what it sounds like: a group of people focused on talking about one subject. Today that subject is going to be what it's like to be a family with young children in _____ [*your community*].

The library is assessing its services to young families like you, and we want to know the best possible way to do that. I hope that all of you will give your honest opinions. In a session like this, there are no right or wrong answers. This isn't a test.

[Set expectation for time frame and share housekeeping details like directions to the rest room.]

Please feel free to eat and doodle while we talk.

Everything you say today will be kept confidential. That means [*insert your definition. Things to cover: whether names or descriptions will be attached to comments, who will read comments, whether comments will be published anywhere. Stress that when they signed in, you asked for their addresses so you can send thank you notes and invitations to special events.*].

[Having an assistant take notes is preferred, but if you are recording the conversation, say: As you can see, we will be recording the conversation today. We want you to know that this recording will only be seen/listened to by _____ [who will listen] and will be kept confidential [your definition of confidential].]

Any questions? Okay, let's start by going around the room and sharing your name and the sex and age of your children.

Questions

1. Tell me what it's like living in _____ [*your community*]. How long have you and your family lived here? I am especially interested in knowing what it's like for families with young children.
2. What community resources do you rely on? [*If a prompt is needed, mention health clinics, social services, educational institutions, recreation programs and church as examples. Ask about specific places, such as the WIC center or Mommy and Me program at the recreation center if that seems appropriate.*]
3. Are there any businesses that are especially important to you as a parent of young children?
4. What kinds of community organizations or businesses are missing?
5. How familiar are you about the kinds of services we provide to children from birth to Kindergarten?
[Ask them to call them out; augment with ones they missed].
6. Are there any other services you'd like us to see in the library?
7. What would you like the library to do in general to improve your and your children's lives in our community?
8. Does anyone have any other ideas or comments they'd like to share before we end the session?

I am so grateful for your time and insight today! You have really made a difference for us in the process to improve our services. Thank you!