

# Focus Group Template

Focus group members are usually selected based on common interests or demographics. The recommended size for focus groups is 6-12 participants. The number of focus groups held depends upon organizational needs and resources.

Allow two hours. Suggested times for each item are in parentheses.

The facilitator...

1. Welcomes the group (5)
2. Introduces her/himself and the recorder (5)
3. Provides an overview of the objectives and process of the focus group (10)
4. Facilitates the following while the recorder takes group notes on a flip chart (if available use a computer with projector)
  - a. Asks participants to introduce themselves by saying their name, organization (if appropriate) and asks what prompted their acceptance to participate (10)
  - b. Asks participants to call out answers to the following as if brainstorming (with enough time between each one to give recorder adequate time to capture them)
    - i. What do you think when you hear the word *library*? (10)
    - ii. What types of questions do you need help with in daily life? (15)
    - iii. Where do you go to get answers to your questions? (15)
    - iv. What keeps you from getting answers to your questions? (15)
    - v. In what ways do you use the library now? (15)
    - vi. In what ways would you like the library to help you in the future? (20)
5. Wraps up and gives an overview of next steps (i.e., what will be done with the input from the focus group and how the participants will hear about the results) (10)