**SAMPLE – Career Services Focus Group**

**Introduction Text**

My name is \_\_\_\_\_\_\_ and I will be the moderator for today’s Career Services focus group. The purpose of this focus group is to learn more about the reasons why Career Services is not reaching some parts of the student body. All of you have been asked to participate because you are students who have never utilized the Career Services office. It is our expectation that your opinions and experiences will help us learn more about why Career Services has not attracted you in the past. After the conclusion of the focus group, the information we discussed will be categorized into themes and topics before being shared anonymously with the Career Services office. They will then take that anonymous focus group information and use to help them better their programs and services. Your personal information will not be connected to the results of this focus group.

I am passing around a consent form and a non-disclosure form. By signing these forms, you are agreeing to participate in the Career Services focus group and to keep our discussion confidential. If you feel uncomfortable for any reason signing these forms, you are free to leave at any time. Please take a moment to read them over.

Before we begin, I would like to go over a few ground rules for the focus group. These are in place to ensure that all of you feel comfortable sharing your experiences and opinions.

**Ground Rules:**

1. *Confidentiality* – As per the non-disclosure form, please respect the confidentiality of your peers. The moderator will only be sharing the information anonymously with relevant staff members.
2. *One Speaker at a Time* – Only one person should speak at a time in order to make sure that we can all hear what everyone is saying.
3. *Use Respectful Language* – In order to facilitate an open discussion, please avoid any statements or words that may be offensive to other members of the group.
4. *Open Discussion* – This is a time for everyone to feel free to express their opinions and viewpoints. You will not be asked to reach consensus on the topics discussed. There will be no right or wrong answers.
5. *Participation is Important* – It is important that everyone’s voice is shared and heard in order to make this the most productive focus group possible. Please speak up if you have something to add to the conversation!

**Questions**

1. What words do you think of when you think of career services?
2. What do you know about the Career Services office?
   1. Follow-Up Question: Where did you learn this information?
3. Why have you not used Career Services in the past?
4. As you prepare to graduate, what are you fears or concerns for the next step?
   1. Follow-Up Question: What help do you need based on those fears or concerns?
5. Do you have any other additional comments or concerns regarding the Career Services office?

**Conclusion Text**

Thank you for participating in today’s Career Services focus group. As a reminder, I will be sharing the information learned during this session with the Career Services office in order to help them improve their programs and services. If you think of any additional thoughts or comments that you would like to share, please contact me at \_\_\_\_\_\_.