

Discussion Guide for Executive Directors

Tell me about yourself.

- Your role in the organization
- Educational background, career path
- Interest in social services/government work
- Interest in healthy marriage, family strengthening
- Tell me about your community.
 - Characteristics of the town/city - history, demographics (including age, race, migration status, SES, ancestry, family formation patterns), industry, economy, assets and challenges
 - Hispanics and their relationship to the community
 - The political environment in relation to marriage education and to Hispanics
 - The presence of other organizations serving your target population, and/or providing marriage/relationship education
- Tell me about your organization.
 - Type of agency (social service, government, religious organization), part of a larger organization
 - Overall mission and goals
 - Role of healthy marriage - How the organization and its leadership see healthy marriage promotion aligning with their overall mission and goals
 - How these ideas are communicated to staff
 - Kinds of services
 - Population served, restrictions/eligibility requirements
 - If Hispanic, country of origin/ancestry, time in country (e.g., first generation, second generation)
 - Physical information - location in community, type of building, level or access/visibility
 - Community reputation - well known, new, steeped in Hispanic community

- Staff
 - How selected (e.g., qualifications required); experience in healthy marriage promotion/strengthening families
 - Staff training provided
 - Any professional development offered
- Tell me about the healthy marriage program.
 - Impetus for starting healthy marriage program
 - Why target population selected (e.g., Hispanics, married couples, youth)
 - Assumptions behind why healthy marriage program is needed/welcomed—generally for community and for Hispanic population in particular
 - Healthy marriage program design (curricula, service delivery structure, partner organizations)
 - Program development (involvement of key stakeholders, community, hiring of staff, financial and in-kind supports)
 - Development of the evaluation (coming up with evaluation questions, hiring/finding an evaluator, goals, feedback loops)
 - Goals for the healthy marriage program (for participants, staff and organization)
 - Healthy marriage target population (age, marital status, ethnicity, country of ancestry, family structure)
- Tell me what you think a “successful” healthy marriage program looks like.
 - Success for your organization, the program and the program staff
 - Success for various service delivery aspects (grant writing, program creation, recruitment, retention, classroom, other services, evaluation, program refinement, sustainability)
- Anything else you’d like to tell me or think I should know

Wave 2 Questions

- Tell me what’s changed since our last conversation.
 - Community changes, agency/organization changes, program changes, staffing changes, grant/federal rule changes, changes that specifically affect Hispanics
 - Interim evaluation findings, anecdotal information

- Successes and challenges of the program thus far
 - How the agency built on successes and addressed/overcame challenges
- Extent to which program implemented and operating as planned; if different, changes/adaptations made
- Program Implications
 - Influence of program on how the agency approaches other aspects of its work
 - Preliminary thoughts on how the program is affecting the community
- Plans you have for the program after federal funding ends.
 - Ending the program completely, subsuming it into current services, continuing only certain parts
 - Funding and structure
 - Target population and goals
- Suggestions for a healthy marriage program that is just starting out, particularly one focusing on serving Hispanics.
- Vision for the evolution of their program, as well as other marriage programs serving Hispanic populations
 - Development or maturation of program curricula over time
 - How programs can serve Hispanic populations most effectively