

Discussion Guide for Program Directors

- Tell me about yourself.
 - Role at organization
 - Educational background, career path
 - Interest in social services/government work
 - Interest in healthy marriage, family strengthening
- Tell me why your organization is delivering healthy marriage services.
 - Overall mission and goals of organization; 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
 - Level of staff reception or buy-in
 - Problems healthy marriage education and related services will address
 - Problems healthy marriage education and related services will not address/beyond scope of program
 - Why your target audience will want healthy marriage education and related services (e.g., how the program will help them)
 - How your organization will recruit participants
- Tell me about your healthy marriage project team.
 - Total number of staff and their roles
 - How you made staffing decisions (e.g., numbers, education/training, personalities, bilingual, cultural sensitivity/competency, life experiences, various roles and responsibilities)
 - How you decided the mixture of paid (full/part-time), volunteer and mentoring staff
 - How you recruited and hired staff
 - Training provided; professional development offered
 - Total staff numbers and jobs
 - Selection, training, and management of service delivery partners

- Tell me what it takes to operate the healthy marriage program.
 - Financial support (Federal, matching and other)
 - Building facilities, transportation, participant reimbursements, child care, food, incentives
 - Management information system or other data collection system
- Tell me about your healthy marriage program
 - Curriculum/a used (your own or commercial)
 - How you found/selected a commercial one or how you created your own
 - What you like/dislike about the curriculum
 - If more than one, how they are used (e.g., different ones for different populations, different classroom formats, one as main, second in post-class groups)
 - Any adaptations made - why and how
 - How curriculum addresses the needs of Hispanics, and of your target population specifically
 - Languages curriculum are available in, and taught in
 - Role, if any, the program has in facilitating participants' understanding of differences in cultural norms regarding marriage and marital relationships between countries of origin and the U.S.
 - Other services provided and how provided (on site, through referral to partner)
- Tell me about your clients.
 - Population as described in the grant proposal (target population) (age, race, sex, relationship characteristics, socio-economic status, Hispanic, country of ancestry, length of time in the U.S., language preference, parenting children)
 - Characteristics of participants enrolled/served, and whether different from population anticipated
- Tell me about the process to recruit and enroll participants.
 - Recruitment activities (where, by whom, messages/materials used, delivery)

- Number recruited over designated time period (e.g., per month); success of different strategies
- How interested participants contact organization (phone call, email, complete a flyer, show up)
- Intake processes (when, what information, with whom)
- Domestic violence (DV) screening (when, how, steps undertaken if DV disclosed)
- Determination of other service needs; referrals made to other social services; services provided on site (e.g., case management)
- How participants are assigned to classes/mentors/other healthy marriage services
- Parts of the process available in Spanish
- Tell me about the actual healthy marriage education services.
 - How often classes are held, number of participants per class, structure of class, total hours to class time over what period of time (e.g., weekly)
 - Heterogeneity or homogeneity of participants (i.e., mix of Hispanics and non-Hispanics, new and more established immigrants)
 - Main components of the program (classroom teaching, mentor couple discussions, service learning, financial education, support group)
 - How healthy marriage programming is tailored to your target audience (and how the concept of healthy marriage is adapted for your participants)
 - Adaptations made over time in response to participant characteristics or needs
 - What is done for participants that drop out, or have to miss a class
- Tell me about completing your program.
 - Number of hours needed to “complete” and to “graduate” – how hours are measured
 - Completion and graduation rates, average dosage
 - How rates differ (by participant characteristics, by curricula, by format, by facilitator, before and after any major changes)
 - Dropout rates

- How information is collected/obtained
- How information is used (e.g., program refinement)
- Tell me about some of the outcomes for participants of the program.
 - Outcomes measured and how (customer satisfaction, knowledge, attitude, opinion and behavioral intention change, subsequent changes such as behavior)
 - Who collects data
 - What the data finds about participant outcomes
 - What your impressions suggest
 - How outcomes differ by participant characteristics, curricula, format, facilitator, etc.
 - How this data is used (e.g., program refinement)
- Tell me about your program evaluation.
 - How evaluator was selected
 - Communication with the evaluator
 - Ongoing use of evaluation data to refine program
- Tell me about some of the longer-term outcomes or goals of the program.
 - What changes you would like to see in the participants, your staff, yourself, your organization and your community
 - What goals are reasonable for your program to achieve and which are beyond your program's control
 - What societal goals the healthy marriage program might address
- 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 thus far and how program built on successes or addressed challenges
 - Extent to which program implemented and operating as envisioned; what changes made and why
- Tell me how program operations have gone.
 - Recruitment levels; participation rates, characteristics of participants (whether expected and any adaptations made)
 - How close recruitment and service numbers matched target numbers and reasons for any mismatch
 - Changes made based on data collected/analyzed by in-house staff or by evaluator (e.g., enrollment rates, completion rates, customer satisfaction)
- Preliminary thoughts on how the program is affecting the community
- Suggestions you have for a healthy marriage programs that are just starting out, particularly those serving a similar target population (e.g., Hispanics, married couples, youth).
- 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