Creative Exploratory

IDI Discussion Guide

DATE: March 6, 2012 **Project**: 12-03-091

I. Introduction

1. **Agenda:** Free flowing discussion in which there are no wrong answers, looking for your POV.

2. **Disclosure:** Conversation will be audio taped.

3. **Guidelines**: Objective third party, looking for honest thoughts and feelings.

4. **Objectives:** You are a natural problems solver. I need you to help me understand something I really do not know anything about.

Hello. My name is [MODERATOR'S NAME], and I am working on behalf of Russell Research, an independent organization working on a research project for a division of the U.S. Department of Health and Human Services Department-- specifically, the Health Resources and Services Administration, or HRSA. Thank you for coming to this discussion. Before we begin, I'd like to explain a few things about how the discussion will work.

- We are not trying to sell or promote any product or service to you.

- There are **no right or wrong answers --** I want to know your honest opinions.

- I am audio taping the discussion. Afterwards, I have to write a report and having the tapes will help me do this.

- However, your identity and anything you personally say here will remain **private**. When I write my report, I will not refer to anyone by name.

- The interview will last for **45 minutes**. I want to be sure not to keep you here any longer, so I may occasionally interrupt the discussion to move us along.

- I do not work for the people who are sponsoring this research, and I was not personally involved in the development of any of the ideas and items that I am going to share with you today. If you have something negative to say, it is all right. Remember, there are no right or wrong answers. We just want to hear your opinions.

II. <u>Warm-up</u>

1. What is your name?

2. Where do you work? What is your official title?

3. What are your areas of responsibility within your organization?

III. <u>Discussion of Nursing Degree(s) and Costs</u>

1. How did you choose your (field of study/career)? How do you feel about it overall?

   a. Can you share your thoughts about the role of (nursing/nursing studies) as part of what you do?

   b. What are the best things about nursing as a field of study? What are the worst things?

   c. (WHERE APPLICABLE) What are the biggest issues you see with regard to pursuing a career in nursing?

2. The costs of education are always a topic of discussion. What are your feelings about the cost of a nursing degree?

   a. Do you see any issues specific to cost of a nursing education or getting financing for your students?

   b. Are you aware of any programs intended to help nurses pay back their student loans?

IV. <u>Awareness/Knowledge of HRSA/BCRS Nursing Programs</u>

Let's talk a little about what the federal department I mentioned earlier, HRSA (Health Resources and Services Administration). They have a division called the BCRS (Bureau of Clinician Recruitment and Service) and some people might use these terms interchangeably.

1. Have you ever heard of them? As far as you know, what do they do?

a. What programs have you heard of that they run or administer?

b. What do these programs do? Are there benefits to these programs? What are they?

c. Do you know of anyone that has participated in these programs? What did they think?

   Here is how it is described on their website:

   (SHOW WEBSITE COPY VIA PRIVATE RUSSELL RESEARCH SITE)

2. What is your reaction to this idea? Is this what you expected?

   a. Had you heard of this type of organization before? Is this what you already thought?

   b. What are your perceptions of this organization? How do you feel about what they are saying?

   c. Did they say anything that stands out to you? Was there anything missing that would be interesting to you?

3. Let me be a little more specific about these programs:

(SHOW RESPONDENTS DESCRIPTION OF NSP AND NELRP VIA PRIVATE RUSSELL SITE)

4. What is your first reaction to these ideas?

   a. Did anything stand out to you in these ideas? Different? Interesting?

b. Were any of the elements particularly appealing? Any confusing or hard to understand?

c. How does this make you feel about the organization and programs?

V. Concept Exploratory

The government agency that runs the programs is in the process of developing some materials to let potential participants know about the program. Because of your involvement with perspective participants, your feedback on these materials will help guide the development of materials for the purpose of recruiting nurses into the programs.

What I am going to be showing you is very early in the process. I am not that interested in whether you like these or not. What I need to understand is:

i. What is the main thing they are trying to communicate to prospective participants?

ii. How relevant is that to you and your job as a (job description here)?

(SHOW THE PARTICIPANT THE MESSAGING STATEMENTS VIA PRIVATE RUSSELL RESEARCH SITE)

1. **Message** - What were your thoughts and feelings as I went through these?

   a. How do you feel about that overall idea? Is that relevant to you?

   b. What is the most important part of this idea?

2. **Engagement** - Did anything stand out to you? Different? Interesting?

   a. Were any of the words or phrases particularly appealing? Any confusing or hard to understand?

   b. Was there anything that you particularly liked? Disliked? Would you say it differently? Would you add anything?

3. **Relevance** - Who are they talking to in this idea? Who is this for?

   a. Is this speaking to you? What makes you say that?

   b. After seeing all of this, is there anything that is interesting enough to make you do something to find more information? What specifically makes you say that?

   c. Is there anything more you would do in your position that would make you seek out more information to share with (students/employees)? Would you ask other students/employees?

4. **Main Elements** – Let's take a look at the basic element of this. What was your perception of the initial sentence? (REPEAT FOR EACH MAIN SECTION)

   a. How did you interpret that? Did that mean anything to you specifically?

   b. Is that talking about anything important? Does that matter to you? What makes you say that?

   (REPEAT FOR EACH MAIN SECTION)

VI. Naming & Logos

1. The government agency that runs these programs doesn't have a specific name for them. Based on everything that you've just seen and that we've talked about, I would like you to create a list of potential names that would be for the programs together.

   (HAVE RESPONDENT WRITE DOWN NAMES, READ THEM ALOUD)

      a.   Why do you think this would be a good name for the organization? What makes you say that?

Now, I'd like to share with you some names that are being considered for the programs.

 (SHOW THE PARTICIPANT THE NAMES VIA PRIVATE RUSSELL RESEARCH SITE)

   2. Which names stand out to you? How does it make you feel?

      a.   Does this fit with the programs we've been talking about?

      b.   Is there anything you would change about the name to make it clearer?

      c.   How does this compare to the names you came up with?

(REPEAT FOR EACH NAME BY RESPONDENT CLICKING TO NEXT NAME ON PRIVATE RUSSELL RESEARCH SITE)

Now, I'd like to share with you some designs or logo treatments that are being considered by the programs. Regardless of what they call it I'd like to know how you feel about these ideas for portraying the programs on their materials, on their website, in any ads they might run in nursing magazines or elsewhere.

(SHOW THE PARTICIPANT THE LOGOS VIA PRIVATE RUSSELL RESEARCH SITE)

   3. Which logos stand out to you?

      a.   Which logo do you think best depicts the Nursing Programs? What words come to mind when you see it?

      b.   What do you like about it? What makes it your top choice?

      c.Is there anything you don't like about it? Anything that could make it more likeable?

      d.   How does this compare to the names you came up with?

VII.   Conclusion

Thank you for sharing your opinions and feedback on the materials and information we have shared with you today. We will be using your input to finalize these materials for future marketing and promotion of the Bureau of Clinician Recruitment and Service.

   1. As we distribute new information and promotional materials about the programs, how would you prefer to receive this kind of information? (If not mentioned, probe: Email, direct mail, Web Site/Online, Social Media, SMS Text)

   2. Based on what you've seen and what we've talked about how would you describe the programs to other nurses/students who weren't here today?

      a.   What would be most important for them to know?

THANK YOU