



Creative Exploratory Discussion Guide

DATE: March 6, 2012

Project: 12-XX-XXX

I. Introduction

1. **Agenda:** Free flowing discussion in which there are no wrong answers, looking for your POV.
2. **Disclosure:** Conversation will be audio and video taped, two-way mirrors, and observers.
3. **Guidelines:** Objective third party, looking for honest thoughts and feelings.
4. **Objectives:** You are natural problems solvers. I need you to help me understand something I really do not know anything about.

Welcome everyone. 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 this room and 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** -- We want to know your honest opinions.
- Don't feel like you need to answer every question. But if I haven't heard from you in awhile, I may call on you occasionally.
- There are microphones in this room that we are using to **audiotape** the discussion. Afterwards, I have to write a report and having the tapes will help me do this.
- Because we are taping, it is important that you try to **speak one at a time**. I may occasionally interrupt you when two or more people are talking at once in order to be sure everyone gets a chance to talk and that responses are accurately recorded.
- Behind me is a **one-way mirror**. Some of the people working on this project are observing this discussion so that they can hear your opinions directly from you.
- 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 group will last for **two hours**. I want to be sure not to keep you here any longer, so I may occasionally interrupt the discussion to move us along.
- Please turn off your **beepers & cell phones**. Should you need to go to the restroom during the discussion, please feel free to leave, but we'd appreciate it if you would go one at a time.
- 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. Warm-up

1. What is your name?
2. Where do you live and who lives at home with you?
3. What do you do with most of your time? What do you do for a living?

III. Discussion of Nursing Degree(s) and Costs

1. How did you choose nursing as your (field of study/career)? How do you feel about it overall?
 - a. What are the best things about nursing? What are the worst things?
 - b. What do you know now, that you didn't know when you were just starting?
2. The costs of education are always a topic of discussion. What are your feelings about the cost of a nursing degree?
 - a. How are you (did you) financing your education? Do you have scholarship or loans? How do you feel about this?
 - b. What do you expect it to be like to pay back any education loans? How will (did) you manage that?
 - c. Have you looked for alternative ways to get help paying back your student loans? Are you aware of any programs intended to help nurses pay back their student loans?

IV. Awareness/Knowledge of HRSA/BCRS Nursing Programs

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. Have you heard of any programs that they run or administer? What have you heard of?
 - 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 the programs? What did they think?

Here is how it is described on their website:

(SHOW WEBSITE COPY)

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 NURSING STUDENTS/NSP PROSPECTS DESCRIPTION)

(SHOW NURSES/NELRP PROSPECTS DESCRIPTION)

4. What is your first reaction to this idea? Have you ever heard of something like this?
 - a. Did anything stand out to you in this idea? Different? Interesting?
 - b. Were any of the elements particularly appealing? Any confusing or hard to understand?
 - c. Was there anything that you particularly liked? Disliked?
 - d. How does this make you feel about the organization and programs?
 - e. Would you be interested in participating in programs like this? What makes you say that?

V. Concept Exploratory

The government agency that runs these programs is in the process of developing some materials to let people know about it. Your feedback on these materials will help guide the development of materials for the purpose of recruiting nurses just like yourselves, (and maybe even including you), 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?
- ii. How relevant is that to you?

(DISTRIBUTE A HANDOUT TO EACH PARTICIPANT OF THE MESSAGING STATEMENTS BELOW. ASK PARTICIPANTS TO READ ALONG, AND READ HANDOUT TEXT ALOUD TO THE GROUP. ASK THEM TO WRITE DOWN ANY THOUGHTS THEY HAVE INITIALLY TO THE IDEA(S) BEFORE DISCUSSING IT)

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? Interesting?
 - b. What is the most important part of this idea? How would you describe this to someone?
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?
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 would you do to seek additional resources or find out more information? What specifically makes you say that?
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?
 - c. If they lived up to that idea, what would they offer? What would you expect?

(REPEAT FOR EACH MAIN SECTION)

VI. Naming & Logos

1. The government agency that runs these programs doesn't have a specific name for it. Based on everything that you've just seen and that we've talked about, I would like you to get together and do two things: 1) create a list of potential names 2) and, come up with the types of imagery that might be in a logo.

(HAVE RESPONDENTS WRITE DOWN NAMES, READ THEM ALOUD. MODERATOR WRITE ON BOARD)

- a. Why do you think this would be a good name for the organization? What makes you say that?
- b. How do you feel about the other names we have up here?

2. Based on what you know about these programs and what we've talked about, I'd like you to think about what the logo would like for the programs?

- a. What would the graphic look like?
- b. What colors would it be?
- c. What would the font look like?

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

(DISTRIBUTE A HANDOUT TO EACH PARTICIPANT OF THE NAMES BELOW)

(ASK PARTICIPANTS TO LOOK AT THE NAMES AND WRITE DOWN THE NAMES IN THEIR ORDER OF PREFERENCE AND ANY THOUGHTS/REACTIONS THEY HAVE INITIALLY TO THE NAMES BEFORE DISCUSSING)

(TAKE A TALLY OF THE NAMES TO MEASURE HOW THE NAMES RANK/WHICH ARE PREFERRED BEFORE DISCUSSING)

3. 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)

Now, I'd like to share with you some other 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.

(PASS OUT SHEET WITH LOGOS PRINTED ON THEM. ASK PARTICIPANTS TO LOOK AT THE LOGOS AND NOTE THEIR ORDER OF PREFERENCE AND ANY THOUGHTS/REACTIONS THEY HAVE INITIALLY TO THEM BEFORE DISCUSSING)

(TAKE A TALLY OF THE NAMES TO MEASURE HOW THE LOGOS RANK/WHICH ARE PREFERRED BEFORE DISCUSSING)

4. 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