

Guided Discussions as part of the Studies of Board Publications

“DCCA proposes to conduct focus group or guided discussions once a year with three groups of fifteen respondents. Each discussion would take an estimated ninety minutes.”

Recruitment

Groups would be recruited from relevant stakeholders, including community-based agencies and organizations, and consumer education and outreach organizations. For example, a review of credit card resources might include county agents from the Cooperative Extension System, staff members from consumer credit counseling organizations, and staff from local consumer affairs and community action programs. A review of mortgage resources might include staff from these same agencies plus community development organizations, neighborhood housing services agencies, and other home buyer programs.

Board staff would contact the relevant agencies and organizations and solicit volunteers to attend the guided discussion groups.

Topics

A. General information on finding educational resources

1. When you look for education resources on [Topic], in general, what do you look for?
2. When looking for resources, how important are
 - The source of the information
 - The format of the information
 - The information content
 - The level comprehension
 - The degree of comprehensiveness
3. What formats of materials do you tend to use the most?
4. How do you find out about existing resources?

B. Information on specific content

1. When looking for educational resources on [Topic], what do information do you think the resource should include?
(probe to get a comprehensive listing of topics and content)
2. If you could only include the top 5 (or 10) items in this list, which ones are the most important to include?

C. Evaluating the Board’s publication/proposed publication

1. Here are some sample publications – take a few minutes to look these over. What is your general impression of these relative to (identify the important features from A.2.)?
2. You told us that the top 5 items were (from B2) – how do these publications meet those priority information needs?
3. How would this information format fit with your educational program needs?
4. What modifications/changes would we need to make so that you would feel comfortable using these materials in your program?

D. Marketing and outreach

1. How do you think we should “advertise” or promote these resources?
2. You told us that you use (from A. 4.) to learn about new resources – how could the Board go about working with (from A.4.) to provide information about this new resource?