



Educators' Focus Group Screening Guide

Introduction

[Recruiters: Please recruit eight focus groups – two per city]

Hello, I'm _____ and I'm calling from _____. We have been hired by the National Atlas to recruit 7th through 12th grade educators to participate in a focus group discussion concerning your product and service needs for mapping information. The sessions will take place on [INSERT DATE AND TIME] at a focus group facility in [INSERT CITY] on [DATE AND TIME]. The discussion will be 90 minutes long and include a group of approximately 10 educators like yourself. Your participation with this research is voluntary, but your feedback on this project will help improve our products and services. *[State the following sentence only in professional focus group facility group settings, not professional conference/event venues]* As a token of our appreciation for your time, you will receive \$75. Light refreshments will also be served.

The session will be led by a professional moderator. Some staff of the client will also be observing the sessions. While the sessions will be recorded to help us prepare a report, our report will not include any personally identifiable information or comments tied to any individuals.

1. Are you interested in participating?

- Yes *[Continue]*
- No *[Thank respondent for their time and end call]*

To ensure that we have a balanced mix of participants, I'd like you to answer a few questions.

2. Which grade level(s) do you teach? *[Enter all that apply; obtain mix of 7th-9th and 10th-12th grades]*

- 7th grade
- 8th grade
- 9th grade
- 10th grade
- 11th grade
- 12th grade

[End call if none of the above grades is mentioned]

3. Which subject(s) do you teach to these grade levels that require you to use maps as part of the curriculum? *[Enter all that apply]*

- English/Language Arts
- Earth Sciences
- Geography
- History
- Social Studies
- World Cultures
- Other (specify) _____

4. Which of the following mapping sources do you use to obtain mapping information for your teaching needs? *[Read list, enter all that apply]*

- Bing Maps
- Google Maps
- Rand McNally
- National Geographic
- The National Atlas (nationalatlas.gov)
- Yahoo Maps
- Any others? (specify) _____
- None *[Thank respondent for their time and end call]*

5. *[If National Atlas not mentioned in Q4]* Have you visited nationalatlas.gov in the last six months?

- Yes *[Continue]*
- No *[Thank respondent for their time and end call]*

6. What other resources besides online mapping systems do you use to teach geographic content?

7. *[Recruiter: note male or female]*

- Male
- Female

We have a few additional questions for informational purposes.

8. Are you currently teaching in a *[Read list, enter all that apply]*?

- Public school
- Private school
- Homeschooling setting

9. How many years have you been teaching 7th to 12th graders?

_____ years

10. Do you use computers in the classroom?

- Yes
- No

11. [If yes to Q10] Do these computers have Internet connections?

- Yes
- No

We are delighted that you will participate in our group. Do you have any questions? We would like some contact information to confirm the meeting and to mail out the token of appreciation for your participation.

Respondent Name _____

Respondent Address _____

The address of the facility is [PROVIDE ADDRESS]. We would also like to give you a reminder call on the day of the group. Would we reach you at this number or another? [record number _____]

Paperwork Reduction Act Statement: The information collected will be used by NationalAtlas staff to improve products and services available on www.nationalatlas.gov. Your response to this request is completely voluntary. When analysis of the answers to the questionnaire is complete, all name and address files will be destroyed.

Burden estimate statement: Public reporting for this initial invitation form is estimated to average 1 minute per response. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB Control Number. This information collection is approved under OMB Control Number 1040-0001, with an expiration date of **INSERT DATE**. Comments concerning clarity, utility of information or burden reduction may be sent to The USGS Information Collection Clearance Officer, U.S. Geological Survey, 12201 Sunrise Valley Drive, MS 807, Reston, VA 20192.

OMB Control Number: 1040-0001

Expiration Date: **INSERT DATE**