

XXXVI. NWOS Topic Guide <Place and Time>

IN THE HALLWAY, A SIGN THAT SAYS:

- Landowner Focus Groups [and room name or directions]

ON FLIP CHART IN THE ROOM:

- Welcome to the landowner focus group. Moderator: <NAME>.

AT EACH SEAT:

- Focus group guidelines sheet

AT MODERATOR'S SEAT:

- Clock
- Highlighters – yellow and pink
- Handouts
- Coffee

IN THE MIDDLE OF THE TABLE:

- Audio recorders
- Napkins

AS THEY SIT DOWN, ASK THEM TO:

- Fill out the name tents, front and back. Just your first name – whatever you want to be called.
- Read and sign the disclosure statement and return it to <ASSISTANT>.

A. OVERVIEW

WELCOME

Good [morning/afternoon/evening]. My name is <MODERATOR's NAME> and I will be the moderator for today's discussion. The one thing you all have in common is that you are landowners in [state]. And over the next two hours, that is what we will be talking about – your land and more precisely, the part of your land that is covered by trees.

AGENDA

During this time, you will be doing several things:

- Participating in group discussion; and
- Reviewing some materials.

This should be a free-flowing conversation. There are no wrong answers; we want to hear your opinions.

MODERATOR INTRODUCTION

I am a researcher from the USDA Forest Service and I am here to facilitate the discussion and listen to your answers.

I will apologize upfront that at times you may get frustrated with me. During our discussion, you can ask me any questions that you want, but it is highly unlikely that I will answer them. But after the group discussion is over, I will be happy to answer any questions that I can.

I have a series of questions that I need to cover, so at times I may need to ask someone to wrap-up their thoughts and we'll have to move on.

ACKNOWLEDGEMENTS

I would like to say thank you for coming. We really appreciate you taking time out of your schedules to be with us today.

DISCLOSURES

You will notice that there are two audio recorders on the table. I am sure there will be many interesting things said here today and we want to make sure we can capture all of it. These recordings are strictly for research purposes, they will not go beyond the research team. Individual statements will never be attributed to specific individuals, but we may say that landowners in [state] said x.

INTRODUCE BACK TABLE

At the back table is <ASSISTANTS/OBSERVERS> whom many of you have already met. S/he [they] will be observing today's discussion. If you need anything to make you more comfortable, please let one of us know.

PERMISSIONS

The bathrooms are [give directions] and there is food on the back table. At anytime, please feel free to use the facilities and to grab some food or drink.

SAFETY

For your safety, please note that the exits are located [give locations]. In case of a [identify potential emergencies and related instructions].

GUIDELINES

To help facilitate today's discussion, here are a few guidelines:

HAVE THE FOLLOWING AS A PRINT OUT AT EACH PARTICIPANT'S SEAT
--

- Talk one at a time
- Talk in a loud, clear voice
- Avoid side conversations
- Work for "equal air time" so no one talks too much or too little
- When someone else says something, I would like to know who else agrees with it and who has something different to add
- Say what you believe, whether or not anyone else agrees with you
- Only one person up or out of the room at a time
- Remember, there are no wrong answers, we want **your** opinion
- And finally, if you have a cell phone, please turn it off or set it to vibrate

B. PARTICIPANT INTRODUCTIONS

To start, I would like to go around the room and have each of you tell us:

WRITE THE FOLLOWING ON A FLIP CHART

- Your name
- Describe the land that you own
 - Where it is located (location)
 - How big it is (# of acres)
 - What percentage is covered by trees (% trees)
 - How long you have owned it (tenure)
 - [Something that is special to you about it]

[The rest of the focus group time is allotted to going over sections of the survey to see how landowners respond. Below are the possible sections of the National Woodland Owner Survey Long Form available to go through in the focus groups. Sections of the Urban Survey, Corporate Survey, Science Modules, Public Survey, or state-specific questions can also be substituted in the below sections. Choose a subset of the below topics or a subset of the other forms to go over in more detail with focus groups. Focus groups will not go over the allotted time.]

C. INSTRUCTIONS AND ACREAGE

I am handing out a piece of paper. It should say “Instructions and Acreage” on the top of it. Please read through it and use one of the pens to answer the questions. If there is a word or phrase that is confusing or you do not like, use the highlighter to indicate it.

PASS OUT SHEET A. TIME HOW LONG IT TAKES.

Did anybody highlight anything? What? [Why?]

Did the definition of woodland and rangeland make sense to everyone?

What do these terms mean to you?

What words do you use to describe your land?

Were you able to easily apply these definitions to your land?

Please turn over the sheet and place it in front of you.

D. OWNERSHIP BASICS

I am handing out a piece of paper. It should say “Instructions and Acreage” on the top of it. Please read through it and use one of the pens to answer the questions. If there is a word or phrase that is confusing or you do not like, use the highlighter to indicate it.

PASS OUT SHEET A. TIME HOW LONG IT TAKES.

Did anybody highlight anything? What? [Why?]

Did the definition of woodland and rangeland make sense to everyone?

What do these terms mean to you?

What words do you use to describe your land?

Were you able to easily apply these definitions to your land?

Please turn over the sheet and place it in front of you.

E. REASONS FOR OWNING

What are the main reasons that you own your wooded land?

[Can you tell me more about that?]

[What do you mean by ____?]

[What else?]

I am handing out another piece of paper. Again, answer the questions and highlight any words or phrases that are confusing or you do not like.

PASS OUT SHEET B. TIME HOW LONG IT TAKES.

Did anybody highlight anything? What? [Why?]

Was it difficult to answer?

Did we miss any reasons for owning on the list?

F. HISTORY OF WOODED LAND

I am handing out another piece of paper. Again, answer the questions and highlight any words or phrases that are confusing or you do not like.

PASS OUT SHEET X. TIME HOW LONG IT TAKES.

Did anybody highlight anything? What? [Why?]

Was it difficult to answer?

What on here was confusing?

G. USES OF WOODED LAND

I am handing out another piece of paper. Again, answer the questions and highlight any words or phrases that are confusing or you do not like.

PASS OUT SHEET X. TIME HOW LONG IT TAKES.

Did anybody highlight anything? What? [Why?]

Was it difficult to answer?

What on here was confusing?

H. Recreation

I am handing out another piece of paper. Again, answer the questions and highlight any words or phrases that are confusing or you do not like.

PASS OUT SHEET X. TIME HOW LONG IT TAKES.

Did anybody highlight anything? What? [Why?]

Was it difficult to answer?

What on here was confusing?

I. SOURCES OF INFORMATION

I am handing out another piece of paper. Again, answer the questions and highlight any words or phrases that are confusing or you do not like.

PASS OUT SHEET X. TIME HOW LONG IT TAKES.

Did anybody highlight anything? What? [Why?]

Was it difficult to answer?

What on here was confusing?

J. CONCERNS

I am handing out another piece of paper. Again, answer the questions and highlight any words or phrases that are confusing or you do not like.

PASS OUT SHEET L. TIME HOW LONG IT TAKES.

What on here was confusing?

Was it difficult to answer?

K. FUTURE

I am handing out another piece of paper. Again, answer the questions and highlight any words or phrases that are confusing or you do not like.

PASS OUT SHEET N. TIME HOW LONG IT TAKES.

What on here was confusing?

Was it difficult to answer?

L. DEMOGRAPHICS

I am handing out another piece of paper. Again, answer the questions and highlight any words or phrases that are confusing or you do not like.

PASS OUT SHEET O. TIME HOW LONG IT TAKES.

What on here was confusing?

M. CLOSING

Thank you all very much for your time. Before we end, does anyone have any other comments you would like to make?

Thank you and have a good [morning/afternoon/night]!