

Compass Steering Committee
Focus Group Process for COMPASS 2018
8/22/17

Objective: Outline the specific process for conducting focus groups in each county participating in the Great Rivers United Way Community Needs Assessment, COMPASS 2018 and to clarify the difference between focus groups and stakeholder meetings.

Focus groups and stakeholder meetings are two different data collection tools used throughout the needs assessment process. Focus groups target demographically underrepresented groups of people brought together to provide feedback on the current state, assets, and needs of communities. Stakeholder meetings are comprised of partner organizations and agencies that work closely together to address the needs of the community by reviewing the data from the Random Household Survey, Convenience Sampling, Core data sets, and focus groups with the ultimate goal of prioritizing the greatest challenges facing the region.

Charge: Conduct focus groups in each county participating in the Great Rivers United way Community Needs Assessment in a systematic and consistent method. Counties may choose not to hold a focus group but such a decision will need to be noted in the mini-report's methodology and limitation sections. Furthermore, counties can hold their focus group and stakeholder meetings on the same day, but need to wait until all of the data from Random Household Survey, Convenience Sampling, Focus Group, and Core Data sets has been compiled and organized in a manner in which priorities can be easily identified. All decisions and steps that occur outside of the agreed upon method must be documented at the time of variance to ensure accuracy of the final report.

Focus Group Methodology and Process:

1. Identify a focus group coordinator in each of the six counties participating in the COMPASS NOW 2018 Community Needs Assessment;
2. Create focus group questions;
3. Review the following [.pdf](#) for reminders and tips on how to conduct focus groups;
4. Hold and facilitate focus group meetings;
 - a. Follow script and focus group protocol as recommended;
 - b. Focus group participants will be community members belonging to the target demographic groups (i.e. younger community members, Hmong community members, Hispanic community members, African American community members, and members of the LGBTQ community) whose voices have yet to be captured in other data sources such as the Random Household Survey and Convenience Sampling;
5. Document the process and methodology for conducting focus groups in your county throughout the data collection process; documentation will be used by the COMPASS writer in your county's mini-report;
6. Focus groups will be held prior to stakeholder prioritization meetings