

MORE ABOUT FOCUS GROUPS

Program Evaluation, Outcome-based Research and
Needs Assessment Services for Human Service Organizations

What is a Focus Group?

A focus group is a group interview with typically 6 to 10 participants. A trained facilitator asks open-ended questions and guides the discussion. Focus groups add value and insight into your decision-making. A targeted focus group can provide you with valuable data and feedback from clients, as well as help you identify client and/or community needs.

Our Focus Group Capabilities

We offer two different types of focus groups:

- in-person and
- teleconference (group interviews over the phone).

“Focus groups are fundamentally a way of listening to people and learning from them. Focus groups create lines of communication.” The Focus Group Guidebook by David Morgan

We will help you decide which is most appropriate and cost effective given your particular needs.

Experienced Facilitator

Our lead facilitator has 20 years experience conducting focus groups in a variety of service settings.

Results

We provide you with a detailed summary of findings and recommendations. We can present this to you in hard-copy and/or electronic report form as well as an oral presentation and discussion. Our goal is always to provide you with streamlined, user-friendly format. We want to best position you to use and communicate your results!

You can be confident in our results because Program & Organizational Assessment is guaranteed to be a third-party, independent and nonpartisan organization. We work to be as systematic and objective in our data collection as possible.

Confidentiality

We respect and maintain the confidentiality and rights of all focus group participants.

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Our mission is to partner with educational, health and human service organizations by providing superior, practical research and program evaluation services.

These partnerships are dedicated to helping communities, organizations and programs prosper by serving more people and meeting essential human needs.