



## **MOSPRA Focus Group Consortium**

- Who:** Any member of MOSPRA who receives training in focus group development and facilitation at the annual fall conference may join the consortium.
- What:** Consortium will assist in providing MOSPRA member districts (and later non-member districts) with focus group facilitation and analysis.
- When:** Training will take place at the November 9-10 meeting.  
Focus group facilitation and analysis will begin in December 2006.
- Why:** Focus groups are an excellent way to determine community opinion about schools. School may then take that information to assist them in decision making about district operations. MOSPRA members and their districts will benefit from this additional service.
- Cost:** MOSPRA-member districts are required to pay general expenses (meals, travel, lodging, etc.) plus a \$500 donation to the Dunn Scholarship for MOSPRA Professional Development. MOSPRA may provide services to non-MOSPRA member districts on a case-by-case basis. MOSPRA is a not-for-profit association and, therefore, we must determine what services we can legally provide and charge for; furthermore, member volunteer time will limit the service we can provide (we are not in the "business" of focus group work, this is a service to our member districts).

### **Participation Expectations**

- Consortium members are expected to make themselves available to assist other member districts in their focus group research when possible.
- Consortium members should meet with their direct supervisors/superintendents to keep them abreast of the consortium format, benefits to their district, benefits to public education.
- Consortium members who agree to conduct focus groups for member districts agree to meet with the district's key people to determine questions, format, etc. The host district is responsible for all logistics and participants of the focus groups.
- Consortium members will keep a record of their work and provide MOSPRA with a summary of the focus groups they have facilitated.



## **MOSPRA Focus Group Consortium**

### **Host District Checklist**

- Meet with MOSPRA facilitator to develop questions, give overview of district, and assist with general up-front preparation.
- Set date for focus group/s
- Set time for focus group/s
- Set location for focus group/s
- Send a copy of any letters or materials that go out to participants to the facilitator
- Provide any food/drinks for participants
- Create necessary signs to direct participants to location of focus group
- Develop list of participants. Contact participants by letter first, then by phone.
- Provide personnel to take notes (if MOSPRA is unable to)
- Underwrite all expenses for facilitator/s.
- Send thank you notes and final reports to participants

### **MOSPRA Focus Group Consortium Facilitator Checklist**

- Meet with host district personnel to determine questions, gain understanding of the district, learn of "red flags," and other general up-front preparation
- Provide host district with assistance/tips for setting up focus groups
- Be prompt in arrival for focus groups
- Dress professionally
- Follow MOSPRA Consortium guidelines (as learned in conference workshop)
- Facilitate focus group/s
- Work with person assigned to take notes (either a MOSPRA member or district assigned individual)
- Provide all expenses to host district (and copy to MOSPRA)
- Provide host district with results, analysis, and recommendations in a timely fashion (no more than three weeks after sessions)
- Provide MOSPRA with copy of report and summary of the experience.



# Focus Group Consortium

## Memorandum of Understanding

The Missouri School Public Relations Association Focus Group Consortium provides interactive communication services for public schools through Missouri. The following information is to be agreed upon by both the host district and the MOSPRA representative facilitator.

**Host District:** \_\_\_\_\_

The host district agrees to complete the following by \_\_\_\_\_ (date).

- Meet with MOSPRA facilitator to develop questions, give overview of district, and assist with general up-front preparations
- Set date for focus group/s
- Set time for focus group/s
- Set location for focus group/s
- Send a copy of any letters or materials that go out to participants to the facilitator
- Provide any food/drinks for participants
- Create necessary signs to direct participants to location of focus group
- Develop list of participants.
- Contact participants by letter first, then by phone.
- Provide personnel to take notes (if MOSPRA is unable to)
- Send thank you notes and final reports to participants

Donation to MOSPRA Dunn Scholarship Award of \$500.

Underwrite all expenses for facilitator/s. Expenses for the \_\_\_\_\_ (date/s) focus groups will include the following:

Accommodations: \_\_\_\_\_ (Hotel) \_\_\_\_\_ (Cost per night)

Mileage: \_\_\_\_\_ (total miles x \$0.44) (estimate)

Meals: \_\_\_\_\_

Other: \_\_\_\_\_

Total estimated cost: \_\_\_\_\_

Host district agrees to undertake booking accommodations in a location reasonably near the meeting area.

**MOSPRA Representative/s:** \_\_\_\_\_ (Name/District)

The MOSPRA Focus Group Consortium representative agrees to the following:

- Meet with host district personnel to determine questions, gain understanding of the district, learn of potentially difficult situations and other general up-front preparation
- Provide host district with assistance/tips for setting up focus groups
- Be prompt in arrival for focus groups
- Dress professionally
- Follow MOSPRA Consortium guidelines
- Facilitate focus group/s
- Work with person assigned to take notes (either a MOSPRA member or district assigned individual)
- Provide all expenses to host district (and copy to MOSPRA)
- Provide host district with results, analysis, and recommendations in a timely fashion (no more than three weeks after sessions)
- Provide MOSPRA with copy of report and summary of the experience.

Host District Representative's Signature \_\_\_\_\_

Date \_\_\_\_\_

MOSPRA Representative's Signature \_\_\_\_\_

Date \_\_\_\_\_

