

All About Focus Groups

MORE Alumni Evaluation Network Series
2022 - 2023

Sponsored by Nonprofit Montgomery.

Facilitated by Sharp Insight, LLC

1

Focus Group Planning & Recruitment *September 20, 2022*

Set your focus group up for success! Join us to learn all about the essential steps in planning for a strong focus group, from setting objectives to developing your moderator's guide to effectively recruiting.



2

Focus Group Facilitation & Note Taking *December 6, 2022*

Learn about the art of facilitation and note taking. We'll cover best practices for online and in-person settings and discuss tips for gathering data, including manual note taking and digital recording (with consent)!



3

Focus Group Data Analysis *February 28, 2023*

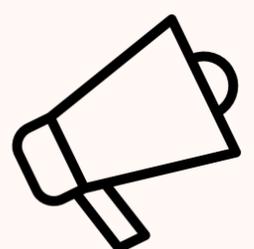
Overwhelmed by all of your focus group data? Don't be! Together we'll dig into the basics of qualitative data organization, coding, and theming. We'll also offer some tips and tricks for data analysis if/when you're short on time!



4

Sharing Focus Group Findings *June 6, 2023*

Don't let those great quotes go by without sharing them! In our final session, we'll explore multiple ways to bring life to your focus group findings, for both internal and external audiences.



All sessions take place over Zoom from
12pm - 1pm on their scheduled dates.

Register today at:

<https://tinyurl.com/3cje9sta>