

Developing Plans for a Focus Group Project to Study Implementation of the Biliteracy-Bilingualism Seal in New Mexico



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Workshop 2

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Today's goals

- Review and discuss the draft protocol.
- Finalize decisions about number of focus groups, participant types, and sampled districts.
- Discuss recruiting plans.

Agenda

1. Overview
2. Focus group questions and protocol
3. Focus group composition
4. Participant selection and recruitment
5. Wrap-up and next steps

Overview

Why are we doing this project?

Conduct focus groups to better understand districts' and schools' challenges and successes with the Biliteracy-Bilingualism Seal.

We use results to improve guidance and support for districts and schools.

Districts and schools use the guidance and support to increase numbers of students who pursue and earn the Seal.

Students who pursue and earn the Seal have better motivation, language and academic proficiency, and college and career opportunities.

This project

Steps

1. **Define** what we want to learn and why.
2. **Determine** participants.
3. **Create** protocols.
4. **Recruit** participants.
5. **Conduct** focus group sessions.
6. **Analyze** data.
7. **Communicate** findings to key stakeholders.
8. **Use** the findings to achieve project goals.



Steps: Progress so far

1. **Define** what we want to learn and why.

- Understanding (or misperceptions) of requirements and pathways.
- Motivation for adopting/promoting the Seal, or not.
- Promote and recruit: Communications, who signs up, at what grade, recognitions, barriers/successes.
- Implementation: Requirements, student support, needed resources, adding new languages, barriers/successes.



Steps: Progress so far

2. Determine participants.

- Districts who have adopted the Seal.
 - District leaders.
 - Counselors and teachers.
 - Grade 12 students.
- Districts who have not adopted the Seal.
 - District leaders.
- Tribal or district leaders in districts who have adopted the tribal language pathway.



Steps: Progress so far

3. **Create** protocols.

- Initial drafts of questions for your review.



Focus group questions and protocol

Prepare a moderator guide



A moderator protocol/guide includes an introductory script and lists questions to ask the group.

Focus group questions

| Question type | Purpose |
|---------------|--|
| Opening | Helps participants get acquainted and feel connected |
| Transition | Moves smoothly into key questions |
| Key | Obtains insight into areas of central concern to the study |
| Ending | Helps researchers determine where to place emphasis and brings closure to the discussion |

**Review draft Seal
focus group
questions**

Focus group composition



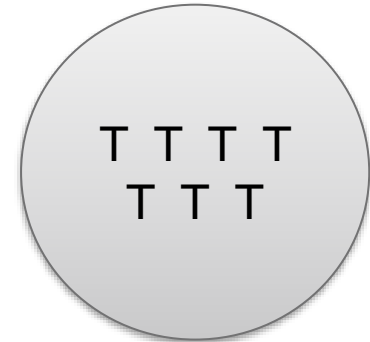
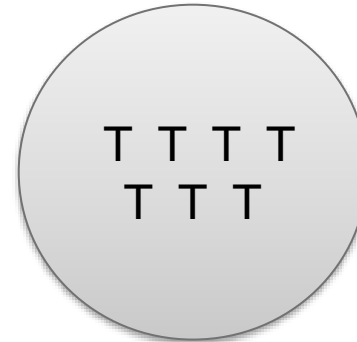
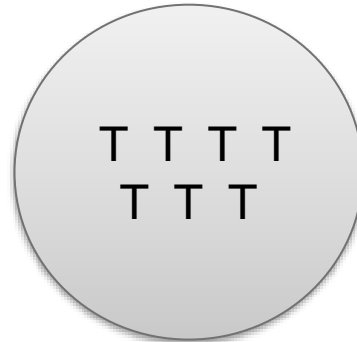
Decide number of groups and participants

Each focus group typically has 5–8 members.

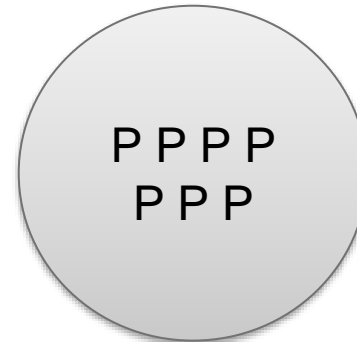
Determine important subgroups

Examples

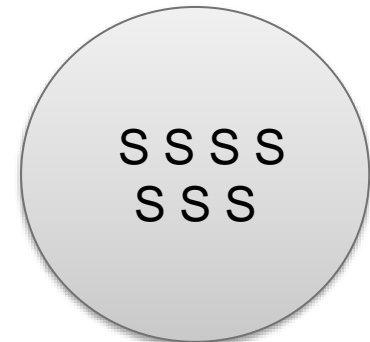
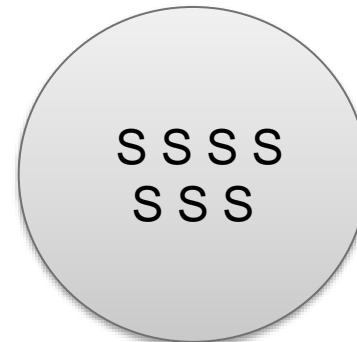
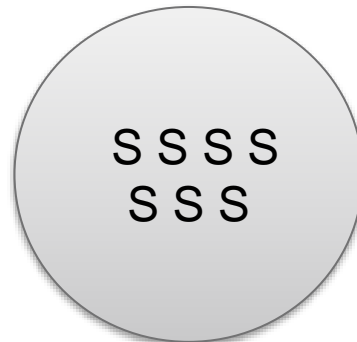
Teachers



Principals



Superintendents



**Review Seal focus
group participant
subgroups**

Focus group participant selection and recruitment

**Decide how to
identify and
select
participants**



**Decide how to
recruit
participants**

TAKE PART
IN RESEARCH™

**Review participant
identification and
recruitment for the
Seal focus groups**

Wrap-up and next steps

Thank you!

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