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



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Workshop 3

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REL SOUTHWEST

# Agenda

1. Confirm focus group composition

2. Participant selection and recruitment

3. Focus group questions

4. Moderator techniques

5. Wrap-up and next steps

# Today's goals

- Finalize number of focus groups, participant types, sampled districts, and participant selection criteria.

- Plan selection and recruitment strategy.

- Finalize the focus group questions for the bilingual and world language teachers, review draft questions for the other participant groups.

- Learn about and practice moderator techniques.

# Focus group composition and participant criteria

# Participant types

Adopter districts
- District-level bilingual program directors/coordinators (3 FGs)
- School-level bilingual program directors/coordinators (3 FGs)
- Bilingual and world language teachers (3 FGs)
- Tribal leaders (1 FG)
- Students (1 FG)

Non-adopter districts
- District-level bilingual program directors/coordinators (1 FG)

# Tentative scheduling

| Focus groups | Thu 11/14 | Fri 11/15 | Sat 11/16 |
|---|---|---|---|
| teachers | 8:30-9:45 am | | |
| teachers | 11:30 am-12:45 pm | | |
| teachers | 4:45-6:00 pm | | |
| program leads - district | 8:30-9:45 am | | |
| program leads – district | 11:30 am-12:45 pm | | |
| program leads – district | 4:45-6:00 pm | | |
| program leads – school | | 8:30-9:45 am | |
| program leads –school | | 11:30 am-12:45 pm | |
| program leads – school | | 4:45-6:00 pm | |
| program leads - tribal schools | | | 8:00-9:15 am |
| program lead – non-Seal district | | 11:30 am-12:45 pm | |
| students | | 11:30 am-12:45 pm | |

# Recruitment numbers

We are aiming to have 5 participants in each session. We should recruit 7 participants for each group.

Adopter districts
- 21 District-level bilingual program directors/coordinators
- 21 School-level bilingual program directors/coordinators
- 21 Bilingual and world language teachers
- 7 Tribal leaders
- 7 Students

Non-adopter districts
- 7 District-level bilingual program directors/coordinators

# Focus group participant selection and recruitment

**Decide how to identify and select participants**

Strategies for identifying and selecting potential focus group participants:

- Lists
- Nominations
- Snowball sampling
- Piggybacking (on an event, meeting, etc.)
- From a location

Goals:
- Find information-rich participants.
- Use a process that you can justify.
- Write up selection criteria.

# District selection criteria

Adopter districts

- Size (small and large districts)

- Pathway types (all four pathways)

- Experience with the Seal (early adopters and recent adopters)

Non-adopter districts

- Similar race/ethnicity and EL enrollment percentages as adopter districts

# Participant selection criteria

- District-level bilingual program directors/coordinators

- School-level bilingual program directors/coordinators

- Bilingual and world language teachers

- Tribal leaders

- Students

- Non-adopter district-level bilingual program directors/coordinators

# Decide how to recruit participants

# Recruitment steps:

- Invitation
- Confirmation email
- Reminder call
- Thank you note

# Information to convey:

- How did you get the person's name and contact information

- What is the study about

- Why is the study important

- What will be done with results

- Why are you inviting the person

- How might the participant benefit from participation in the study

- Who is the sponsor of the study

# Recruitment for the Seal focus groups

# Recruiting

- District-level bilingual program directors/coordinators

- School-level bilingual program directors/coordinators

- Bilingual and world language teachers

- Tribal leaders

- Students

- Non-adopter district-level bilingual program directors/coordinators

# Focus group questions and protocol

# Review draft Seal focus group questions

# Moderator techniques

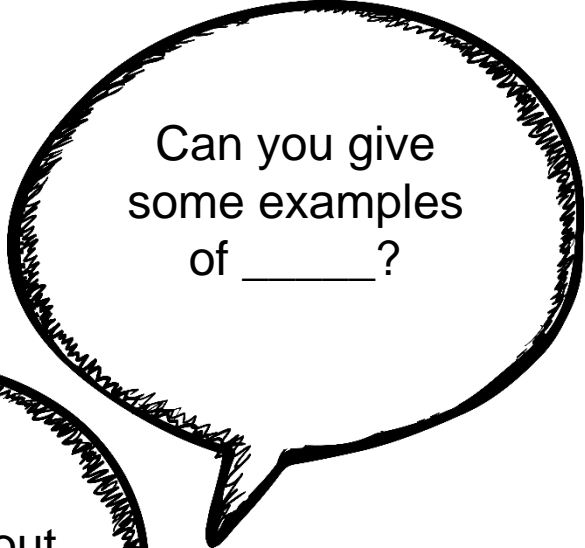# Moderating focus groups

Let the conversation flow while keeping it on track.
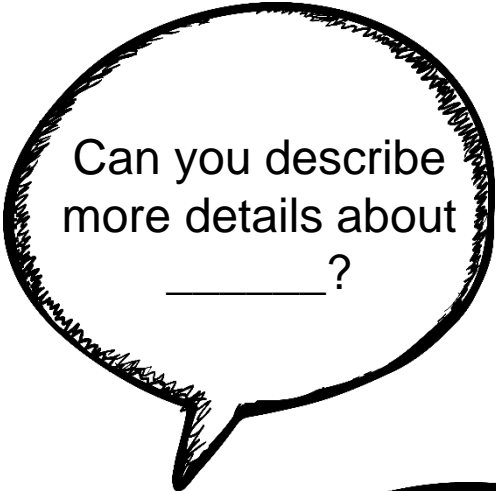
# Moderator skills

- Stay neutral.
- Do not lead or interject viewpoints.
- Use scripted prompts if needed.
- Probe for clarity (unscripted prompts).
- Encourage conversation between members.
- Listen for opportunity to explore views further.
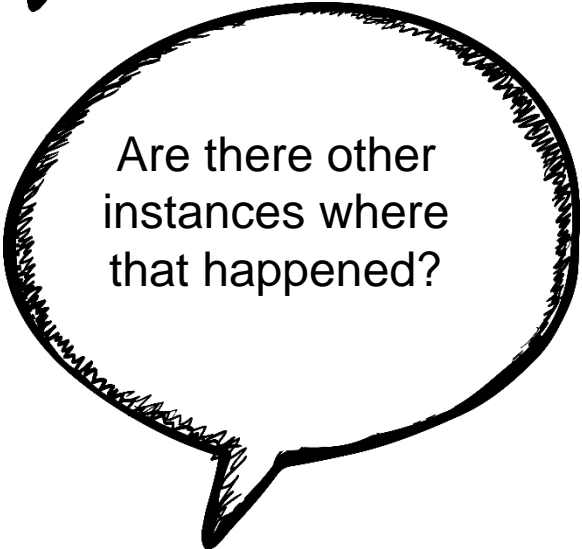- Make hesitant members feel comfortable.

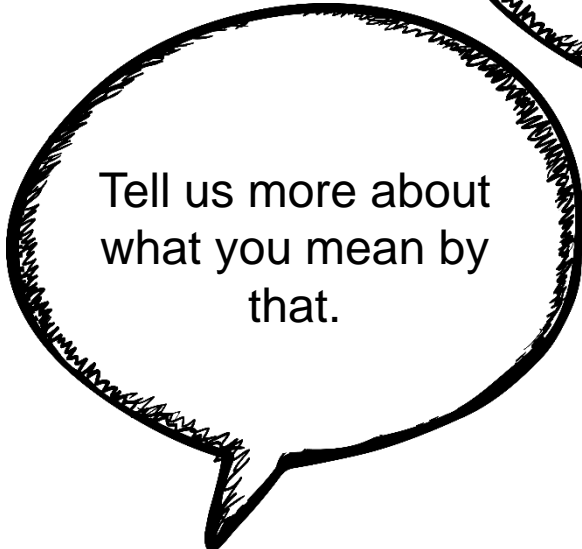# For follow-up probes, don't ask "why." Instead, ask for more information.

Can you describe more details about _____?

Can you give some examples of _____?

Are there other instances where that happened?

Tell us more about what you mean by that.

# Taking notes

- Quotes.
- Key phrases word for word.
- Major themes.
- Areas of agreement and disagreement.
- Non-verbal observations.

# Moderator practice

# Wrap-up and next steps

# Thank you!

**Jill & Pia**

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