



Youth/Teen Focus Group Guidelines & Questions

A. Staff Guidelines

- Each participating library will designate a contact to work with Kim Bolan Cullin to coordinate logistics.
- Each focus group will be no longer than 60 minutes in length. In addition, 15 minutes will be allocated for setup for Kim's laptop and a client-provided projector.
- The library contact will book a meeting room for the full length of the session including setup and takedown time.

Recruitment & Advertising:

- The library contact will be responsible for recruiting youth/teen participants. In order to assure that a broad array of perspectives is represented, the contact will be responsible for actively recruiting participants as described below.
 - Focus groups will ideally include between 10 – 15 teens with a maximum of 20.
 - Focus group participants must be between the ages of 13 and 18 years of age.
 - Focus groups will consist of a balance of middle school and high school students.
 - Focus groups will consist of both males and females participants.
 - Focus groups will consist of both library users and non-users. Encourage user participants to bring a friend who is not a library user.
- Word of mouth and interacting directly with kids/teens in your community will be your best recruitment method as well as the best form of advertising, so talk this up to kids/teens and let them know you want their opinions. Outreach and collaboration with schools has also proven to be a key element to success.

Registration:

- In order to easily gather statistics as well as provide a mechanism for me to see attendance numbers in advance of the sessions, I have created an online registration form for each library contact to register participants.
 - The registration is found at XXX
 - Click on the month and date of your focus group. The details for your focus group will appear.
 - Scroll down the details page. There you will see a brief registration form. Complete the form for each child/teen registering and then click the "Complete Registration" button.
- I ask that the library contact call, text, and/or email all participants 1 - 2 days prior to the focus group to confirm attendance. We can also send out auto reminders through the online system.

Online Survey Option for Follow-up:

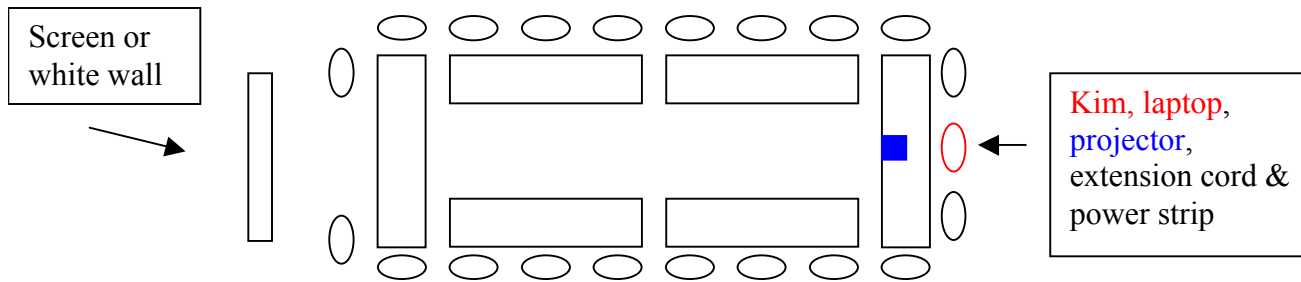
- I recommend posting questions in an online survey format so I can refer participants and their friends to the survey for additional information. This survey can be posted for an addition 1 – 2 weeks following the focus group sessions. Offering an incentive such as a gift card is generally good practice to encourage teens to take the survey. If this is of interest, I can work with someone in web services on this prior to my on site visit. The online survey should be online no later than 1 week prior to the sessions.

Refreshments:

- I recommend ordering pizza, soda, or some type of refreshment. If ordering pizza, please have it arrive 15 min. prior to the start of the session

Room Setup Instructions:

- Setup tables in a circle so everyone can face one another. **See below diagram.*
- Please set up a projection screen or have a white/blank wall across from where I will be sitting so I can project straight ahead.
- I will provide the laptop and the client will provide the projector and screen. An extension cord and power strip will also be needed.



Miscellaneous Items:

- A note taking worksheet that corresponds with the focus group questions will be distributed to each participant so he/she can jot down ideas throughout the session. These worksheets will be collected at the end of the focus group and given to Kim to compile for her final report.

B. Introductions & Overview

My name is Kim Cullin and I am a library consultant...

I am working with the XXX Library to assist them in improving their services to their **teenaged** customers. The Library is very interested in learning about your ideas, like and dislikes, and interests. We would like your honest opinions on various questions. There are no right or wrong answers. Everyone’s opinion is important. Your answers will be confidential. We will use the information, but not put your name on the answers. You also have a note-taking sheet in front of you so you can jot down your responses and ideas. I will collect your note sheets at the end of the session. Any questions?

C. Guidelines to Youth Participants

- Relaxed, informal discussion
- Answer honestly
- Don’t answer questions based on how you think your peers would answer. Answer based on your personal feelings and opinions. This is very important.

D. Questions for Participants

Simply follow the worksheet. Guide them in filling in the answers. In addition to the worksheet, below are some additional discussion questions to be used as needed.

Collection:

What do you borrow from the library?

Is there something the library does not loan now that you wish that we did? (e.g., video games, board games)

Do you borrow materials mostly to do school assignments or for pleasure reading or viewing or something else?

Space:

What do you think of the Library’s children’s/teen area?

- Do you use it?
- Is it welcoming, fun, and easy-to-use?
- Can you find seating? Are the seats comfortable?
- Is it attractive, colorful, and visually appealing?
- How is the noise level throughout the library? Are you usually able to read or work in quiet?
- Do you usually find a computer to use?
- How is the lighting?
- Do the signs help you?

If you could redesign that space, what would you include?

Technology:

Do you use the Library's web page? How do you use it (homework, recreation, etc.)?

Do you use the web page in the library, and/or from home or school?

Do you use the library's databases to find information?

Are there technology resources and services that you would like to see that aren't currently available at the library?

Programming:

Did you attend any library-sponsored programs in the past year? If so, which ones?

Where else do you go for programs and entertainment? Why?

Do you participate in the Summer Reading program? Why or why not?

What did you like best? Least? Incentives? Improvements?

Would you like it if there were an online component to the program for review sharing, sign up, prizes, etc.?

Wrap Up:

What improvements would you like to see at the library? What would make you want to come to the Library more often?

Is there anything else you would like to suggest? Other points you'd like to share?

Ideas you weren't able to get into the conversation earlier? Final comments?