

“Patron Insight did focus groups for us as part of our strategic planning process. The results really helped us better target the needs and gauge the support of key stakeholder groups.”

Dr. Cheryl Compton  
Superintendent  
Ritenour (Mo) School District

## Focus Group Research

When you need impressions rather than numbers, focus group research from Patron Insight is the ideal choice.

**Our professional facilitators average 25 years experience**, meaning we get well below the surface, so you'll know what your patrons, parents, or teachers are really thinking and feeling.

We report both what we heard (and include pertinent verbatim comments that help tell the story) and how the dots connect so that you can plan your next steps accordingly.

Each report of findings is presented in written and in-person form, so we can discuss the nuances one-on-one with you. **You'll leave with a clearer understanding** of the thoughts and ideas, excitements and concerns of people who matter to your school district's success.

**It's a real-life conversation about your school district, guided by a scientific process.**



What do you need to know?





## Focus Group Research

### The Process

- An on-site planning meeting to pinpoint the topics to be covered.
- Creation of a moderator's guide and any appropriate written exercises for the groups, and as many revisions to each as necessary to get them just right.
- Facilitation of all focus groups (a minimum of three is recommended), including audiotaping.
- Review of all audiotapes and selection of pertinent verbatim comments. Additionally, review and analysis of all written exercises and notes taken during the meetings.
- Preparation of a report with key themes found in the groups, and pertinent verbatim comments supporting those themes.
- In-person presentation of the report, plus bound and electronic copies for the district to distribute as it sees fit.

### The Fees

The fee for the recommended minimum of three groups is \$4,500 total; additional groups (if needed) are generally less per group. If necessary, honorariums for participants, recruiting fees, food and beverages for the groups, and facility fees are extra, and are billed at cost.

### The Results

School districts have primarily used Patron Insight Focus Groups as a key component of their strategic planning processes; focus groups for more episodic research needs have also proven valuable.

### References

Please tell us what you need to know through your research, and we'll connect you with references that are contemporaries in terms of district size, region, and information need.



What do you need to know?