

## **Focus Group Recruitment**

**Date:** March 1, 2011

**To:** Strategic Planning Boot Camp Participants

**From:** Nancy Davis

**Re:** Focus Group Discussions

First of all I would like to thank you for deciding to participate in the New Jersey State Library's Strategic Planning Boot Camp program. Focus groups will provide library staff and Trustees with an opportunity to hear from library customers in an informal setting. They will also send a message to the community that you are interested in what residents have to say about their public library.

The initial decisions to be made are:

- Which market segment(s) you want to conduct a focus group with
- Date, time and location of group(s)
- What refreshments or snacks will be served
- Who or how will you record the discussion

You should allow approximately 3 three weeks organize your focus groups. We would recommend that you recruit 13 people for a focus group anticipating that 8-10 will actually come. The ideal group should be comprised of representatives of an important market segment—parents of young children, teens, young professionals, frequent library users, seniors, or ethnic populations. You have to decide which of these population groups is most important to your library. Do not try to mix the groups—i.e. don't try to mix seniors with parents of young children or to mix teens with adults who are heavy library users. The people in a group have to have something in common with each other.

Please use the attached sign-up sheet to record the information about the people that agree to participate. You may want to keep a record of other people who indicated an interest after you recruited the initial thirteen (13). If several people cancel at the last minute, you could call some of the others to fill the group.

If you are conducting a group of parents with young children, it is helpful if child care is being offered to the participants. Consider having a staff member present a story time or other activity available during the focus group meeting.

Once you have recruited an individual to attend the discussion, send out the confirmation letter. Plan to make name cards for each person in the group. You may also want to have easels and flip charts available.

## Sign-Up Sheet

**Market Segment:** Please circle appropriate segment

- Parent of young children
- Young professional
- Senior
- Frequent library user

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Market Segment:** Please circle appropriate segment

- Parent of young children
- Young professional
- Senior
- Frequent library user

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Market Segment:** Please circle appropriate segment

- Parent of young children
- Young professional
- Senior
- Frequent library user

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Market Segment: Please circle appropriate segment**

Parent of young children

Young professional

Senior

Frequent library user

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email address: \_\_\_\_\_

**Market Segment: Please circle appropriate segment**

Parent of young children

Young professional

Senior

Frequent library user

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email address: \_\_\_\_\_

**Market Segment: Please circle appropriate segment**

Parent of young children

Young professional

Senior

Frequent library user

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email address: \_\_\_\_\_

**Market Segment: Please circle appropriate segment**

Parent of young children

Young professional

Senior

Frequent library user

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Market Segment: Please circle appropriate segment**

Parent of young children

Young professional

Senior

Frequent library user

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Market Segment: Please circle appropriate segment**

Parent of young children

Young professional

Senior

Frequent library user

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**Email address:** \_\_\_\_\_