Coordinator Checklist

To Do 8 Weeks Prior to Focus Group

* Determine the cities where the focus groups will be conducted.
* Identify potential facilities in each city.
* Fax fact sheet to facilities, and ask them to send a bid based on specifications ($90 per person is a basic fee when facility is recruiting).
* Select the facility for each city based on bids. Request a formal contract. (Note: Food for clients and observers is not allowed on Federal contracts.)

Send the screener and the signed contract.

To Do 6 Weeks Prior to Focus Group

* Identify time to talk to facility over the phone to answer any questions about the screener.
* Check that recruitment begins.

Receive and review regular recruitment updates. Alert project manager to problems.

To Do 2–4 Weeks Prior to Focus Group

* Arrange for training of focus group moderator(s) and notetaker(s).
* Communicate with focus group facility to ensure recruitment efforts are moving forward, and find out exactly what services they provide for the focus groups.
* Easels
* Flip charts
* Audio-taping and/or video-taping
* Food for participants, facilitator, assistant facilitator, and other observers
* Markers, pens, paper, tape, etc.
* Table tents or name tags
* Overhead projector and microphones
* Duplicates of tapes
* Screen
* Photocopying capabilities
* Projector for PowerPoint
* Computer(s)
* Greeting participants
* Providing incentives to participants upon departure
* Anything else that may be applicable
* Start communicating with facilitator about any special roles that may be required of you.
* If traveling, confirm reservations for airfare, hotel, car rental, etc.
* Work with facilitator to communicate focus group schedule and travel itinerary, (if necessary) with clients or other professional contacts who may attend the focus group to observe.
* Complete financial request for participants’ incentives.
* Keep all correspondence with one individual from facility via e-mail/fax in one folder.

Make arrangements for transcription of tapes if needed.

To Do 2–7 Days Prior to Focus Group

* Confirm recruitment with focus group facility and, if necessary, work with facility to do final recruiting (3 re-contacts with recruits are suggested).
* Confirm approximate time of arrival at focus group facility (on the day of the focus group) for project staff and moderator(s).
* Ask facility for a confirmed list of final participants.
* Assemble all materials needed for the focus groups. Ship if necessary.

Ensure that monetary incentives have been received by the facility or secured and assembled if you are responsible for them.

Materials to Take to Focus Groups

* 2–3 new, blank audiotapes
* Laptop computer for taking notes
* Disk with all focus group materials as backup if needed
* Notepaper, pens, markers
* Informed Consent or Assent Forms
* Early Bird Raffle Receipts
* Incentive Receipt forms
* Observer Confidentiality forms
* Moderator’s Guides
* Sign-in sheets
* Name tags or table tents

Coordinator Checklist (Cont.)

To Do Immediately Following Focus Group

* Review your notes from the focus group, complete as needed and give to project manager.
* Send audiotapes to transcription service. Be sure to specify date for completion.
* Request FINAL INVOICE from focus group facility and process with accounting.